

EVENT BRAND BOOK 2025

November 2024 - v.1.1



INTERNATIONAL FEDERATION OF SPORT CLIMBING

“
Welcome
into the Sport
Climbing world
”



THE IFSC EVENTS

INTERNATIONAL FEDERATION OF SPORT CLIMBING

THE PURPOSE OF THE EVENT BRAND BOOK

Our vision is to forge a path that elevates every Climbing event to an unforgettable experience, not just for the climbers but for every spectator and enthusiast involved.

This document serves as a compass, guiding you through the intricate terrains of effective branding visual, ensuring each event resonates with uniqueness, excitement, and inspiration.

Let's start this climb together, and reach new heights in event branding. Welcome aboard!

COLLABORATION IS THE KEY

When it comes to organizing a top-notch Climbing event, the IFSC and the Local Organising Committee (LOC) have to work hand in hand.

The IFSC provides the guidelines and standards, while the LOC brings local knowledge and resources.



EVENT LOGO

THE IDENTITY OF THE COMPETITION

The logo of a competition is the starting point for an IFSC event identity.

It is included in every IFSC event and contains two key pieces of information: the type of event and its location, along with the year.

The standard naming convention requires only the name of the host city, without any country or regional identifiers. This ensures a clear and direct representation while maintaining a global appeal.



IFSC

Federation tag

CLIMBING EVENT NAME

Event description

CITY

Host city

2025

Year

TYPOGRAPHY

OSWALD STENCIL

TITLE FONT(?)/*"W3LCOME TO TH3 1FSC

BOULD3R COMP3TITION &%/£")!=^_°É\$ç

A_A B_B C_C D_D E_E F_F G_G H_H I_I - . - 1₁ 2₂ 3₃ 4₄ 5₅ 6₆ 7₇ 8₈ 9₉

T[°]P // Z[°]NE // ST^aRT

1 - 30 - 60 - 100 - LANE A - LANE B - 5 - 10 - 25

OSWALD FONT

TEXT FONT(?)/*"W3LCOME TO TH3 1FSC

BOULD3R COMP3TITION &%/£")!=^_°é\$ç

A_A b_b c_c D_d e_e f_f G_g H_H I_I - . - 1₁ 2₂ 3₃ 4₄ 5₅ 6₆ 7₇ 8₈ 9₉

T[°]p // Z[°]NE // ST^aRT

1 - 30 - 60 - 100 - LANE A - LANE B - 5 - 10 - 25

PALETTE

INTERNATIONAL FEDERATION OF SPORT CLIMBING



RGB 0, 147, 208
CMYK 100, 10, 0, 10
HSL 186°, 100%, 45%



RGB 0, 40, 63
CMYK 100, 37, 0, 75
HSL 202°, 100%, 12%



RGB 189, 149, 90
CMYK 0, 21, 52, 26
HSL 36°, 43%, 55%



RGB 255, 0, 255
CMYK 0, 100, 0, 0
HSL 300°, 100%, 50%

LOOK AND FEEL

INTERNATIONAL FEDERATION OF SPORT CLIMBING



LOOK AND FEEL

INTERNATIONAL FEDERATION OF SPORT CLIMBING





“
Promo package
”

POSTER

WEB BANNERS

INVITATIONS

POSTER

FIRST STEP IN THE EVENT COMMUNICATION

The event poster serves as the cornerstone of communication for any event. It is the first step in conveying the essential details of the event to potential attendees.

The poster is designed to provide key information at a glance, including the discipline, event description, location, and date.

Inside the gold area, a picture of a Climber athlete (possibly one participating at the event) will be included to increase the appealing of the communication. The IFSC communication team, together with the LOC will decide which event representat will work the most.

Partnership distribution

IFSC
Main partners

x2

IFSC
General partners

x6

Local Organiser
Identity logo

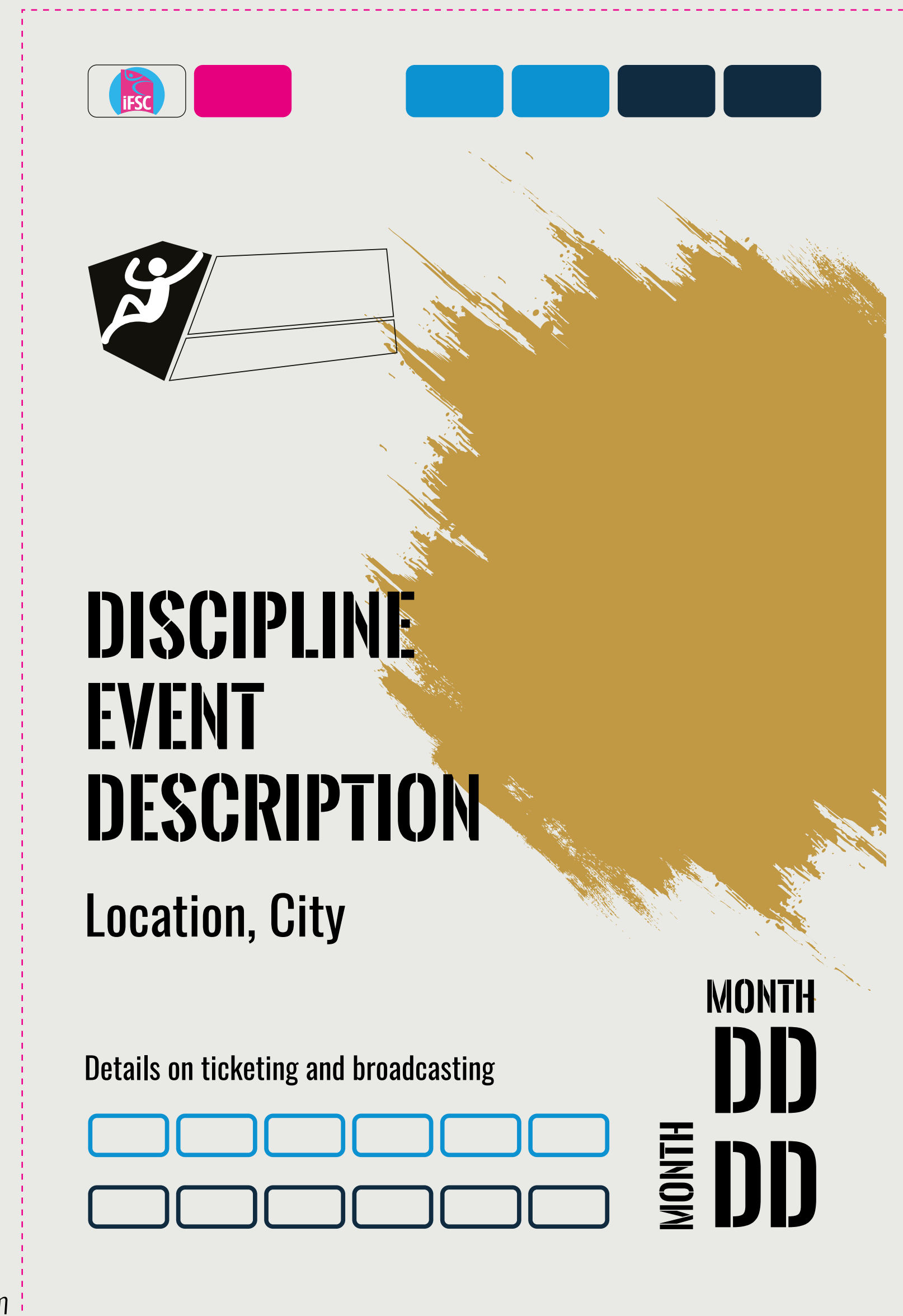
x1

Local Organiser
Main partners

x2

Local Organiser
General partners

x6



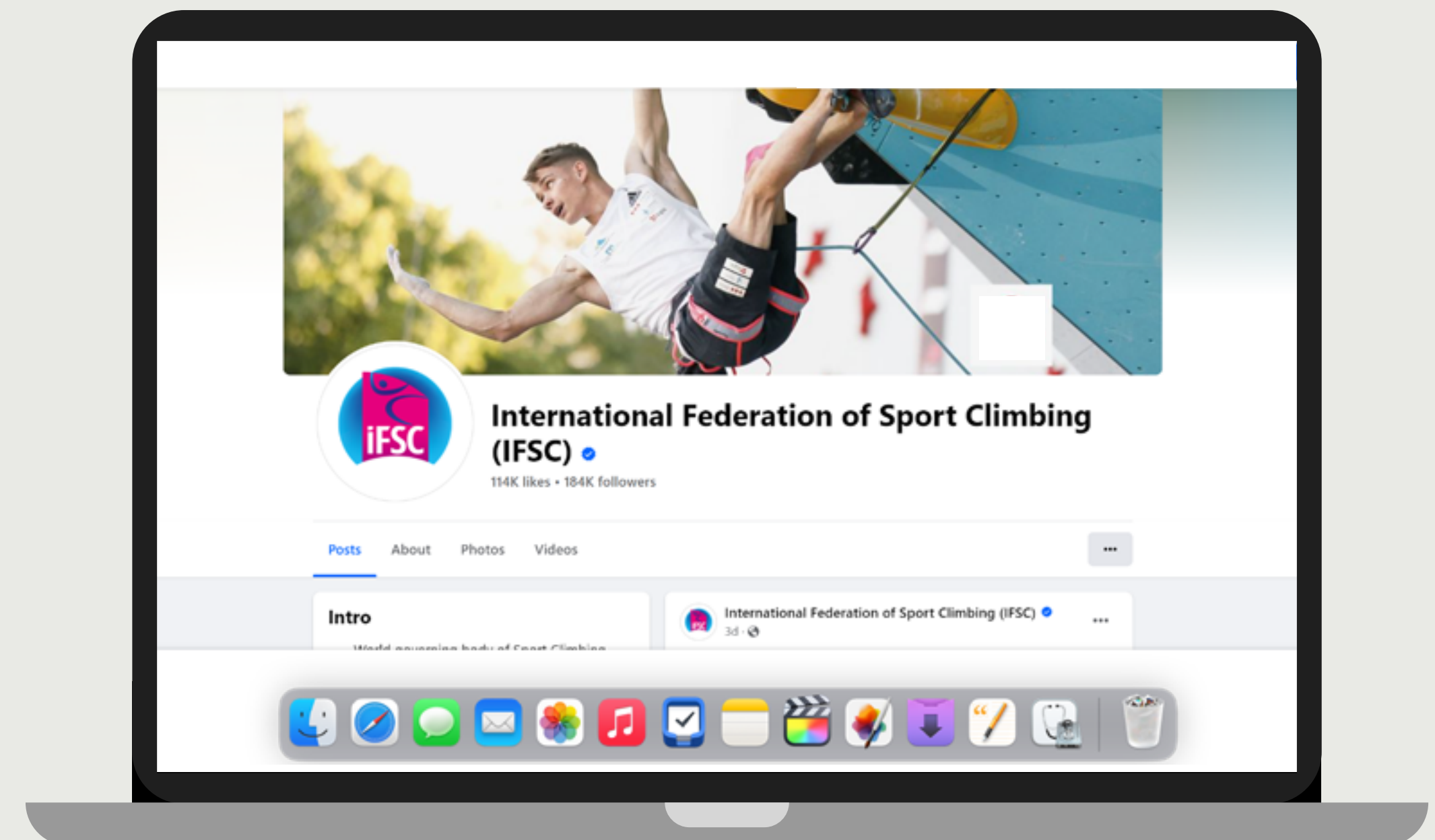
dimension: W 40cm H 60cm

WEB BANNERS

VARIOUS PLATFORMS

The goal is catching people's attention and spreading the word about the event. Packed with essential details about the event, from what it's all about to when and where it's happening.

This not only increases the event's visibility, but also its popularity.



Partnership distribution

Local Organiser
Identity logo

Local Organiser
Main partners

Local Organiser
General partners

x1

x2

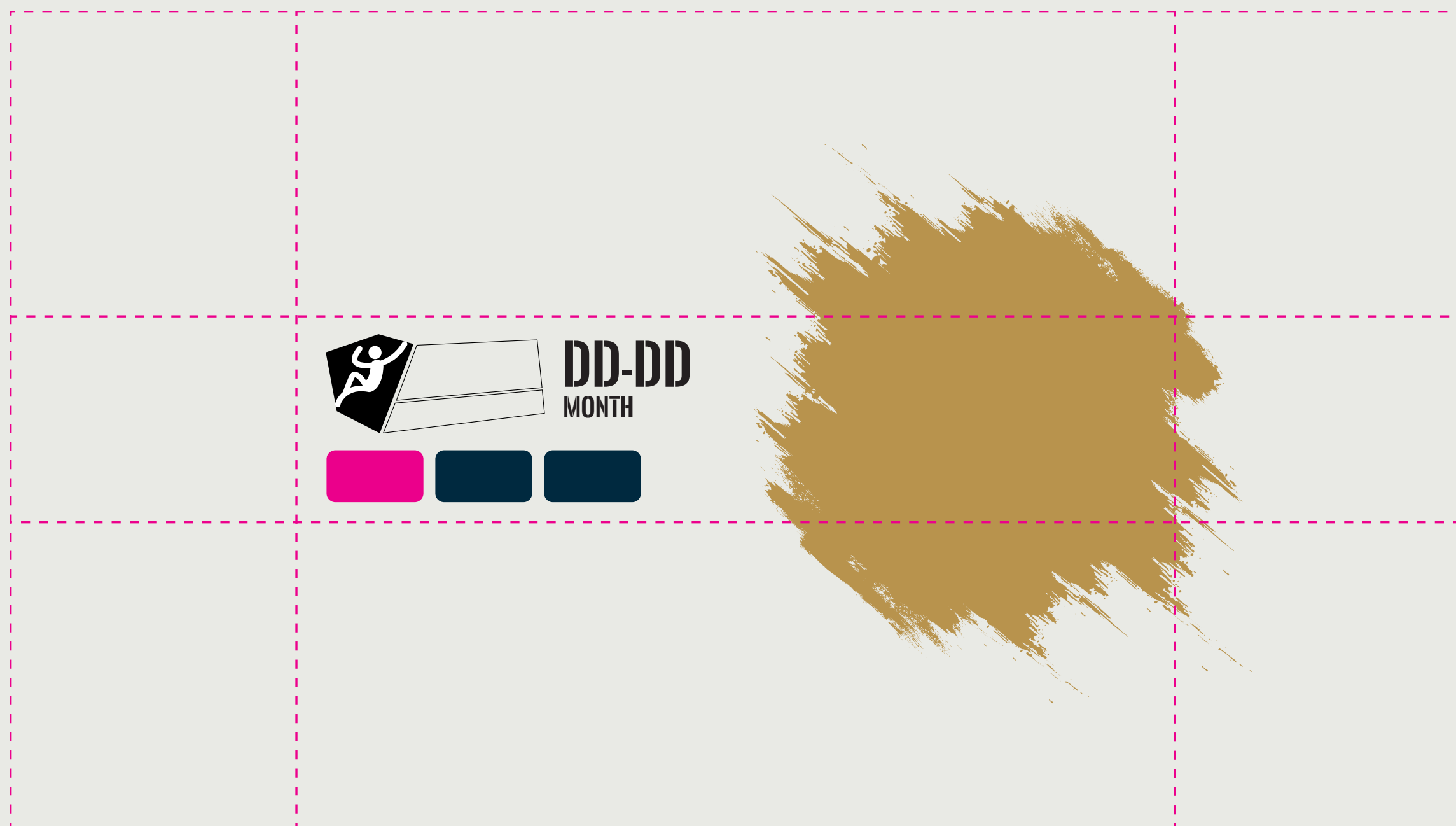
x6

WEB BANNERS

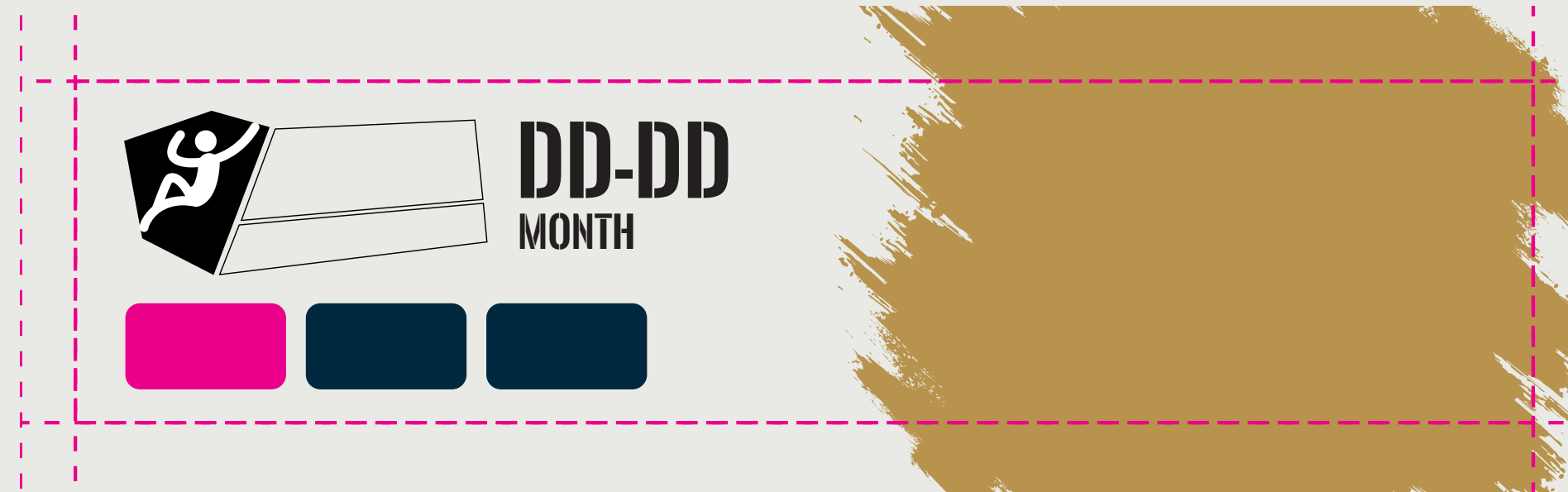
INTERNATIONAL FEDERATION OF SPORT CLIMBING



dimension: W 2560px H 1440px



dimension: W 810 px H 312px



dimension: W 750px H 250px



INVITATION CARDS

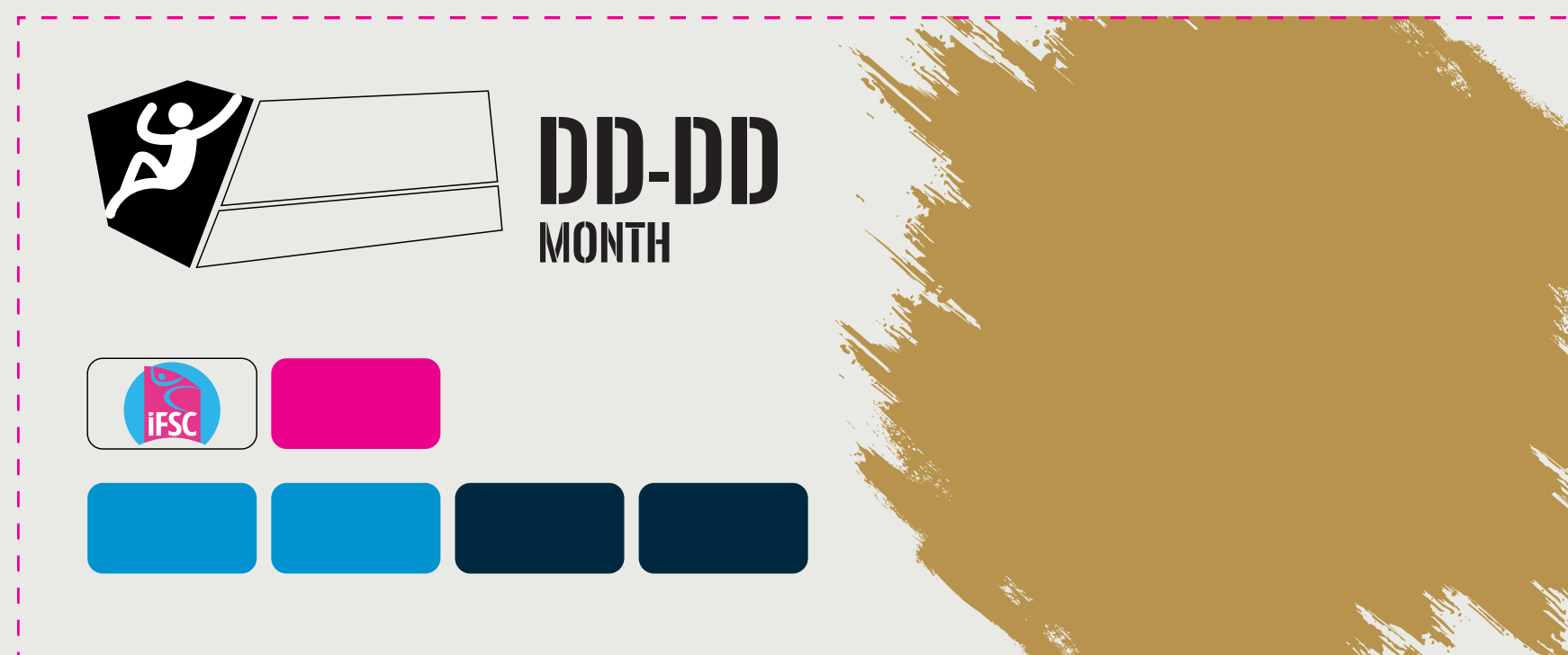
FORMAL INVITES FOR VIPs AND SPECIAL GUESTS

These formal invites, specifically designed for VIPs and special guests, embody the spirit of the event and the prestige associated with it.

These invitations not only serve as a call to attend the event but also as a memorable keepsake, reinforcing the importance of the occasion.

FRONT

dimension: W 21cm H 10cm



BACK



Partnership distribution

IFSC
Main partners

IFSC
General partners

Local Organiser
Identity logo

Local Organiser
Main partners

Local Organiser
General partners

x2

x6

x1

x2

x6

“ Event equipment ”

ACCREDITATIONS

WALL SIGNS

ATHLETE BIB



ACCREDITATIONS

EVENT PASS and LEVELS

Designed to ensure smooth operations and security at the event.

These passes, issued to staff and workers, grant access to various areas within the venue. Each pass must have clear markings for different access levels, ensuring that individuals can easily navigate through the venue.

The front of the pass displays personal information and access levels, making it easy to verify the holder's identity and permissions.

On the top part, there must be at least one cut hole for the lanyard and the proper space to not cut any top-logo.

Partnership distribution



FRONT

dimension: W 10,5cm H 14,5cm



ACCREDITATIONS

BACK

Access levels

- 1. Field of Play
- 2. Isolation zone
- 3. Media zone
- 4. Press room
- 5. Mixed zone
- 6. Local Organiser Area
- 7. VIP Lounge



Diagram showing a grid of 12 slots (2 rows of 6) for accreditation details.



lanyard cut holes

ACCESS LEVELS

IFSC

MEDIA

TEAM

OFFICIALS

IFSC MEDIA

LOC OFFICIALS

LOCAL ORGANISERS

GUEST

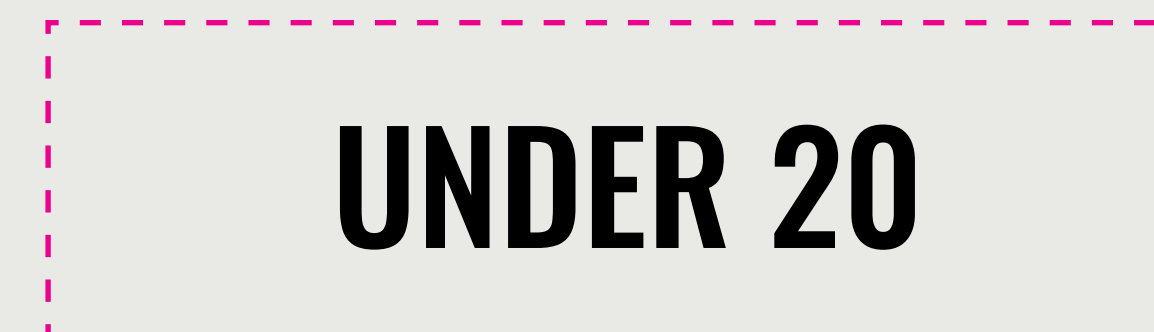
WALL SIGNS

HOW TO USE THEM

These wall signs play a vital role in the various disciplines. Each sign is designed for clarity and ease of understanding.

The support material for the printing needs to be a rigid surface, flat and possibly with less light reflection possible.
The standar material is Forex 3mm.

Signs, especially round shaped ones, needs to be screwed onto the walls to avoid any rotation.
3mm holes will mark the position where to insert the screw.



Partnership distribution

NO LOGOS

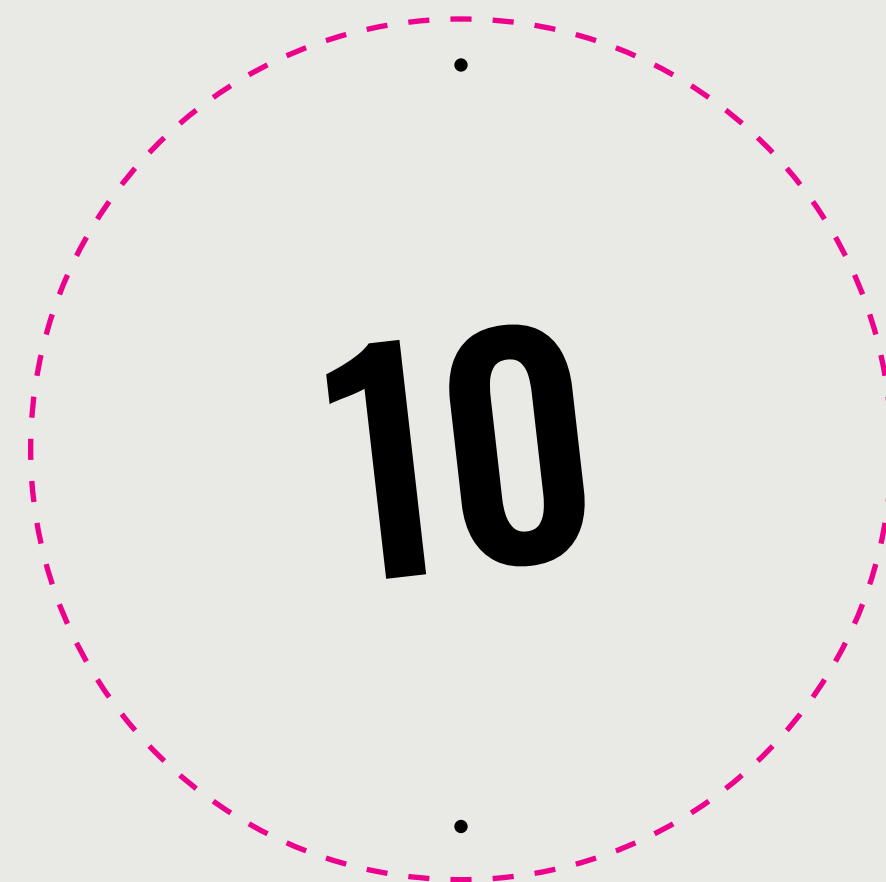
BOULDER SIGNS

INTERNATIONAL FEDERATION OF SPORT CLIMBING

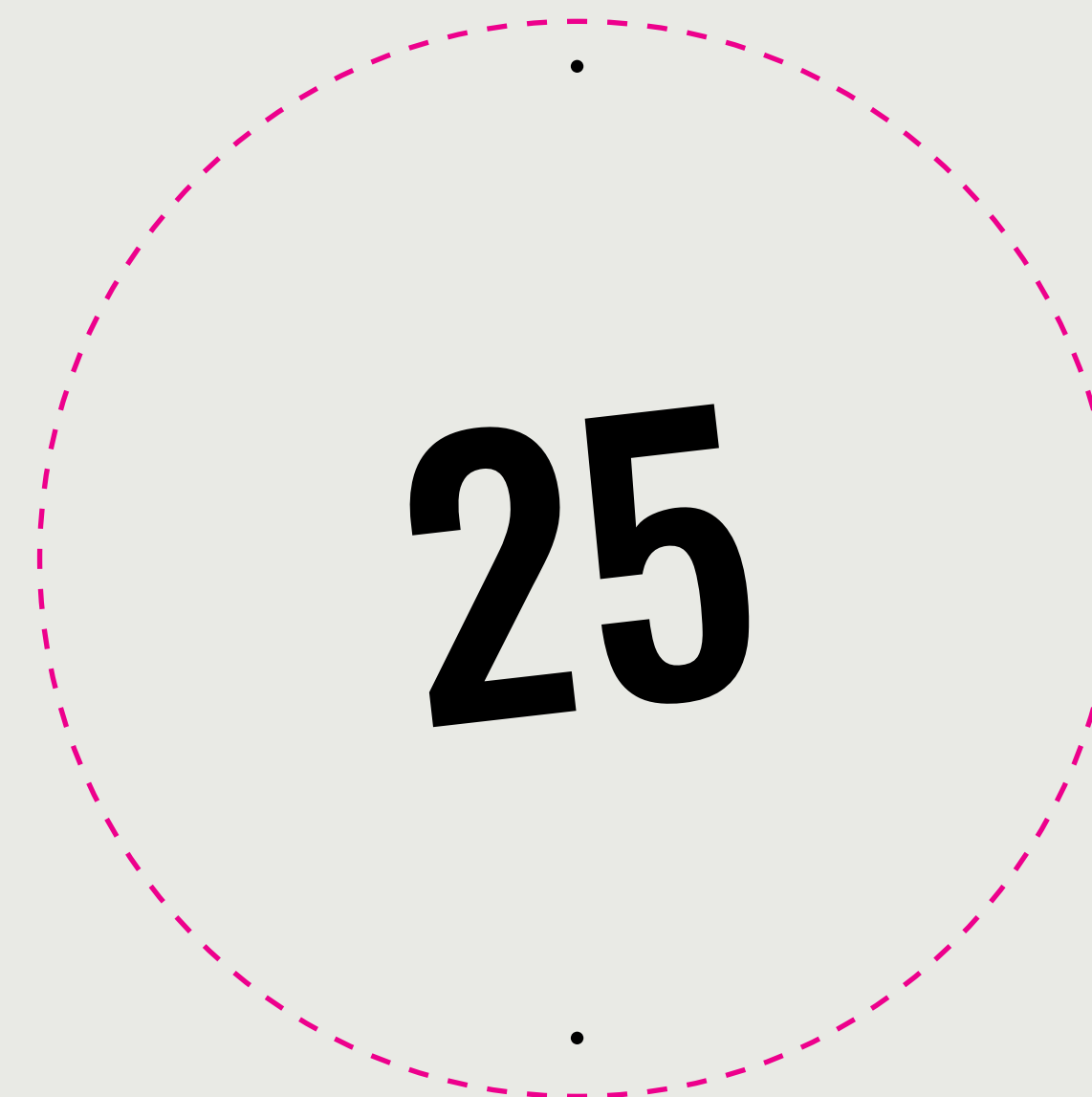
dimension: W 15cm Ø



dimension: W 10cm Ø



dimension: W 15cm Ø



BOULDER ROUTES

INTERNATIONAL FEDERATION OF SPORT CLIMBING

dimension: W 20cm H 30cm



SERIES A

MA1

WA1

SERIES B

MB1

WB1

SERIES C

M1

W1

LEAD SIGNS

INTERNATIONAL FEDERATION OF SPORT CLIMBING

dimension: W 25cm Ø



LEAD ROUTES

dimension: W 40cm H 30cm



ROUTES

**MEN
ROUTE 1**

**WOMEN
ROUTE 1**

SEMI-FINALS

**MEN
1/2 FINAL**

**WOMEN
1/2 FINAL**

FINALS

**MEN
FINAL**

**WOMEN
FINAL**

BOULDER & LEAD SIGNS

INTERNATIONAL FEDERATION OF SPORT CLIMBING

BOULDER ROUND

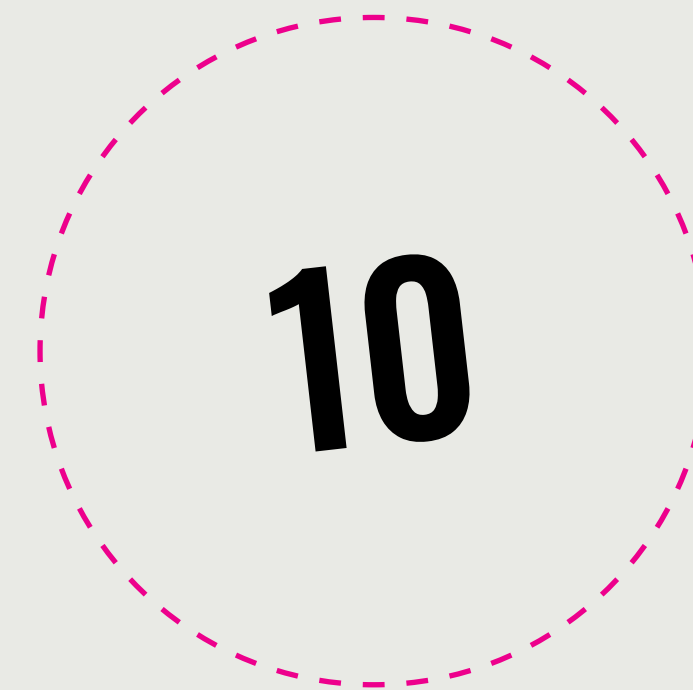
dimension: W 25cm Ø



dimension: W 15cm Ø



dimension: W 15cm Ø



dimension: W 25cm Ø

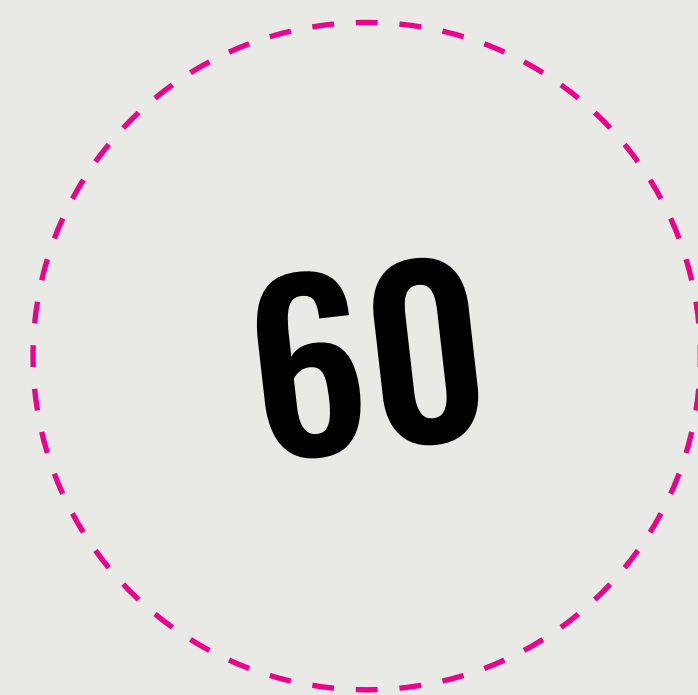
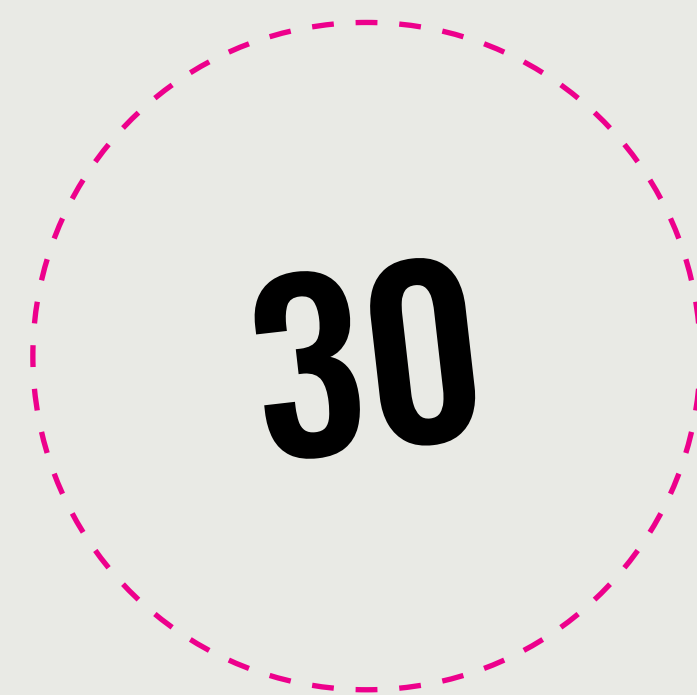
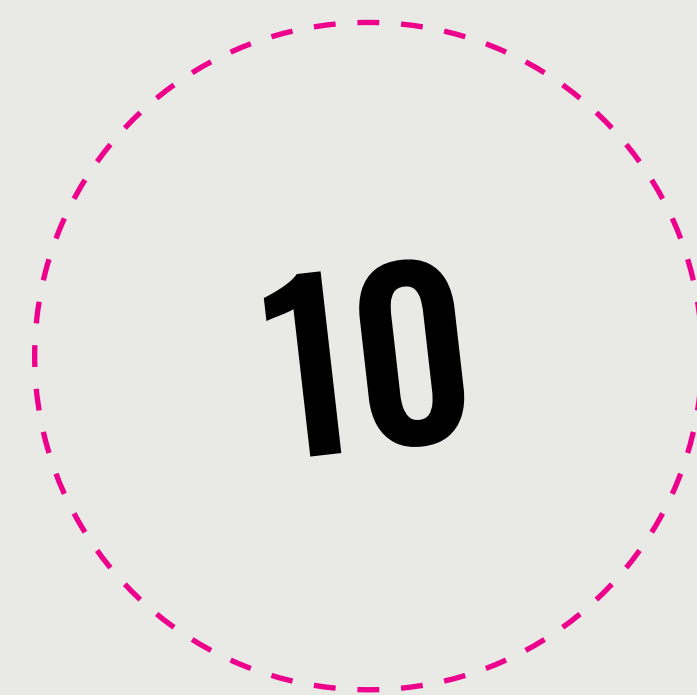


BOULDER & LEAD SIGNS

INTERNATIONAL FEDERATION OF SPORT CLIMBING

LEAD ROUND

dimension: W 20cm Ø



dimension: W 40cm Ø



SPEED LANES

INTERNATIONAL FEDERATION OF SPORT CLIMBING

dimension: W 40cm H 30cm



A



B

PARA CLIMBING ROUTES

INTERNATIONAL FEDERATION OF SPORT CLIMBING

dimension: W 40cm H 30cm

RP2

CATEGORIES

AL1	AU2	B2	B1	RP2
AL2	AU3	B3	RP1	RP3

ROUTES

MEN AL1	WOMEN AL1
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YOUTH EVENTS

HOW TO USE THEM

During a Youth competition, these signs will help marking the lanes inside the arena.

These are additional sign to place on top of Boulder, Lead or Speed signs to show the different categories of athlete participating the exact lane to solve, plus, giving the information required to the staff and volunteers on where to guide the athlete before the beginning of the competition.

dimension: W 40cm H 15cm

UNDER 19

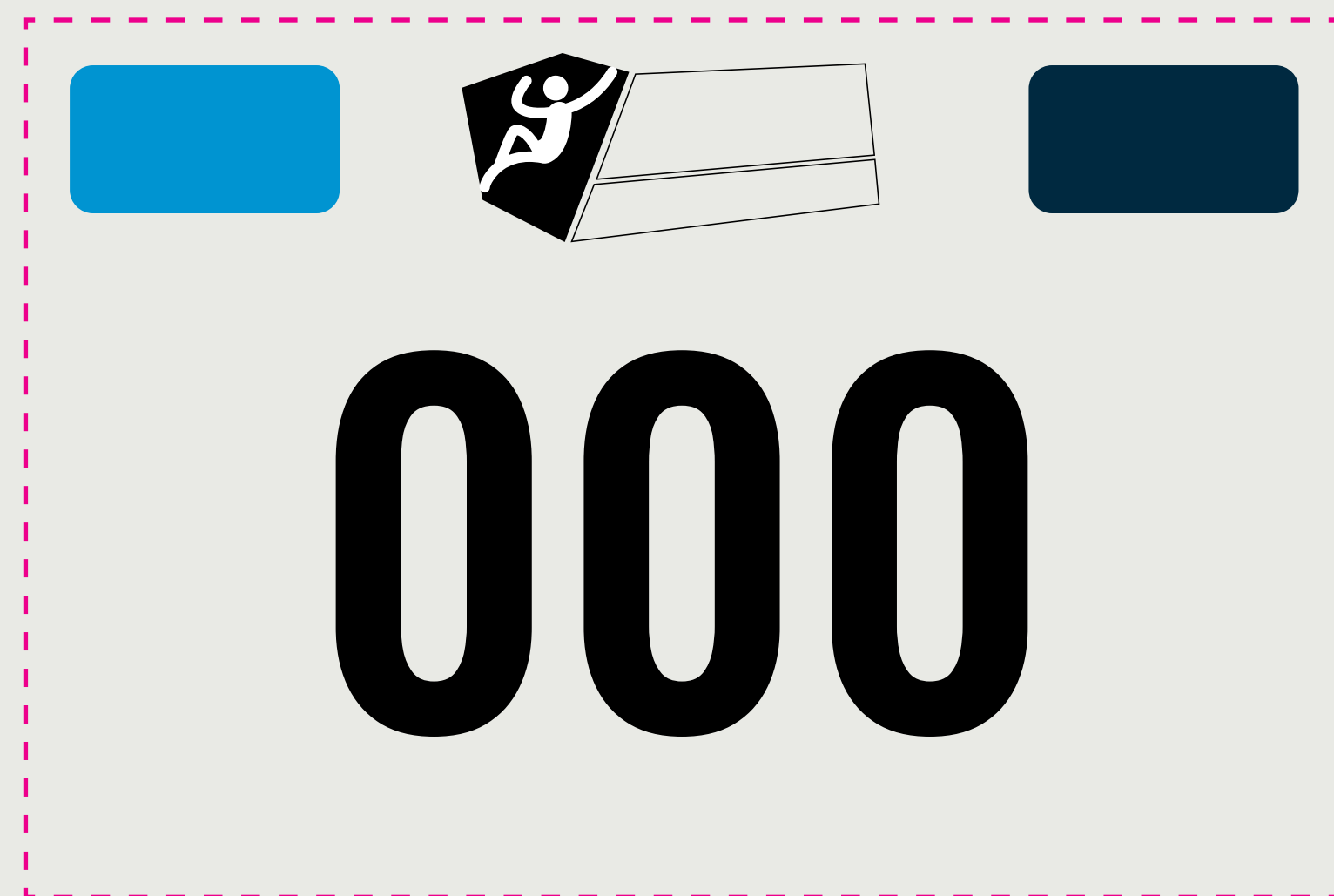
UNDER 17

ATHLETES BIBS

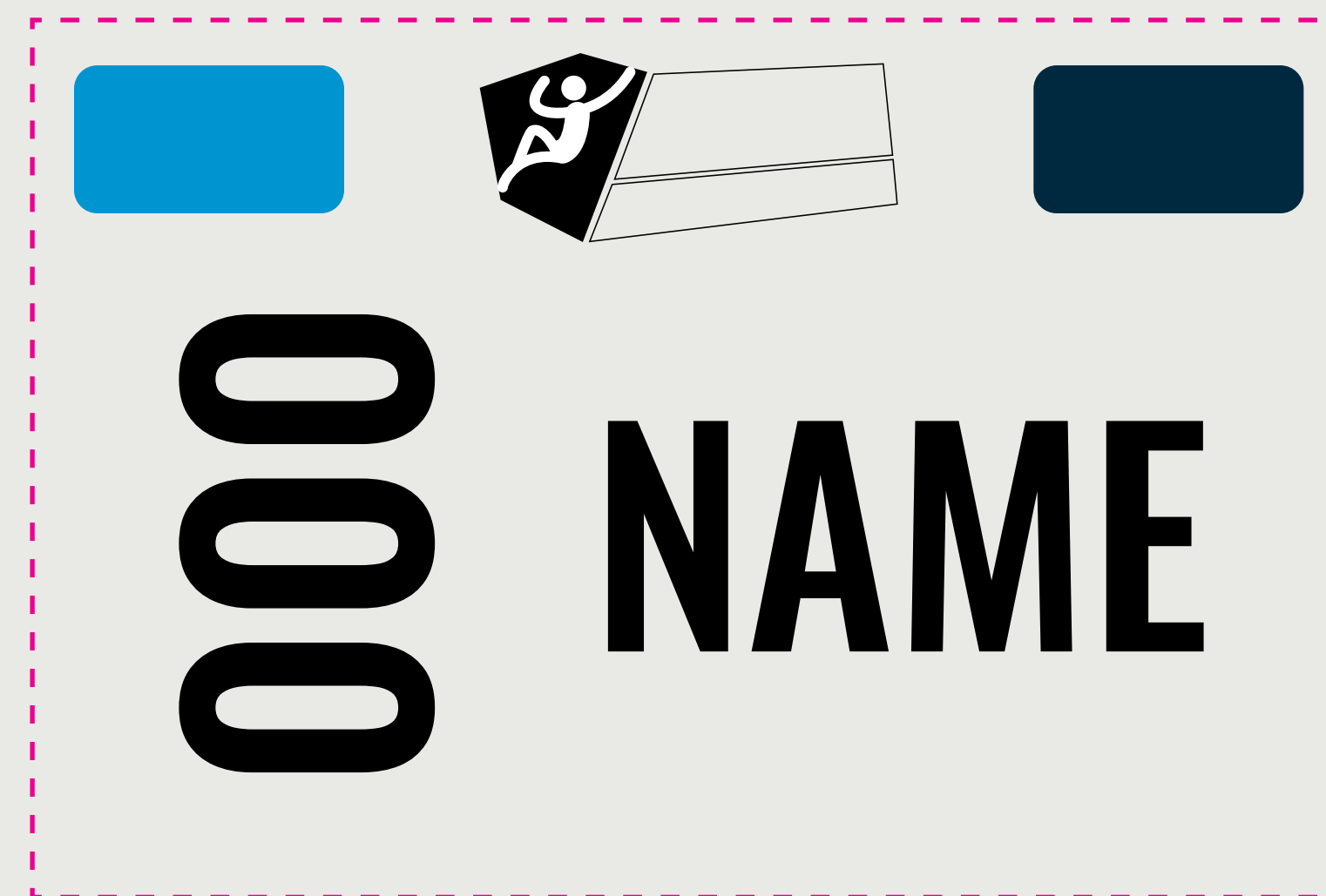
INTERNATIONAL FEDERATION OF SPORT CLIMBING

QUALIFICATIONS

dimension: W 20cm H 15cm



SEMI-FINALS / FINALS



Partnership distribution

IFSC
Main partners

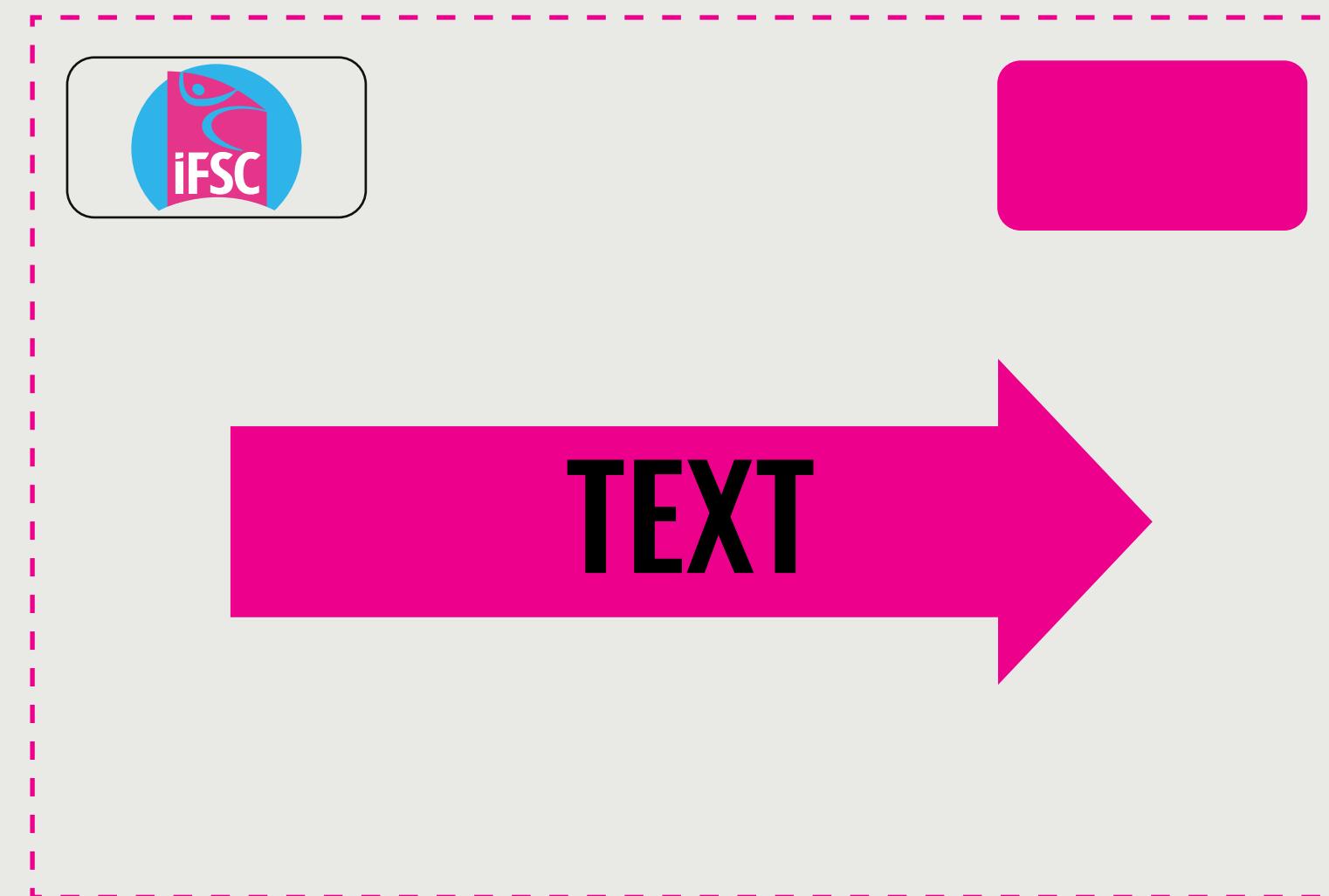
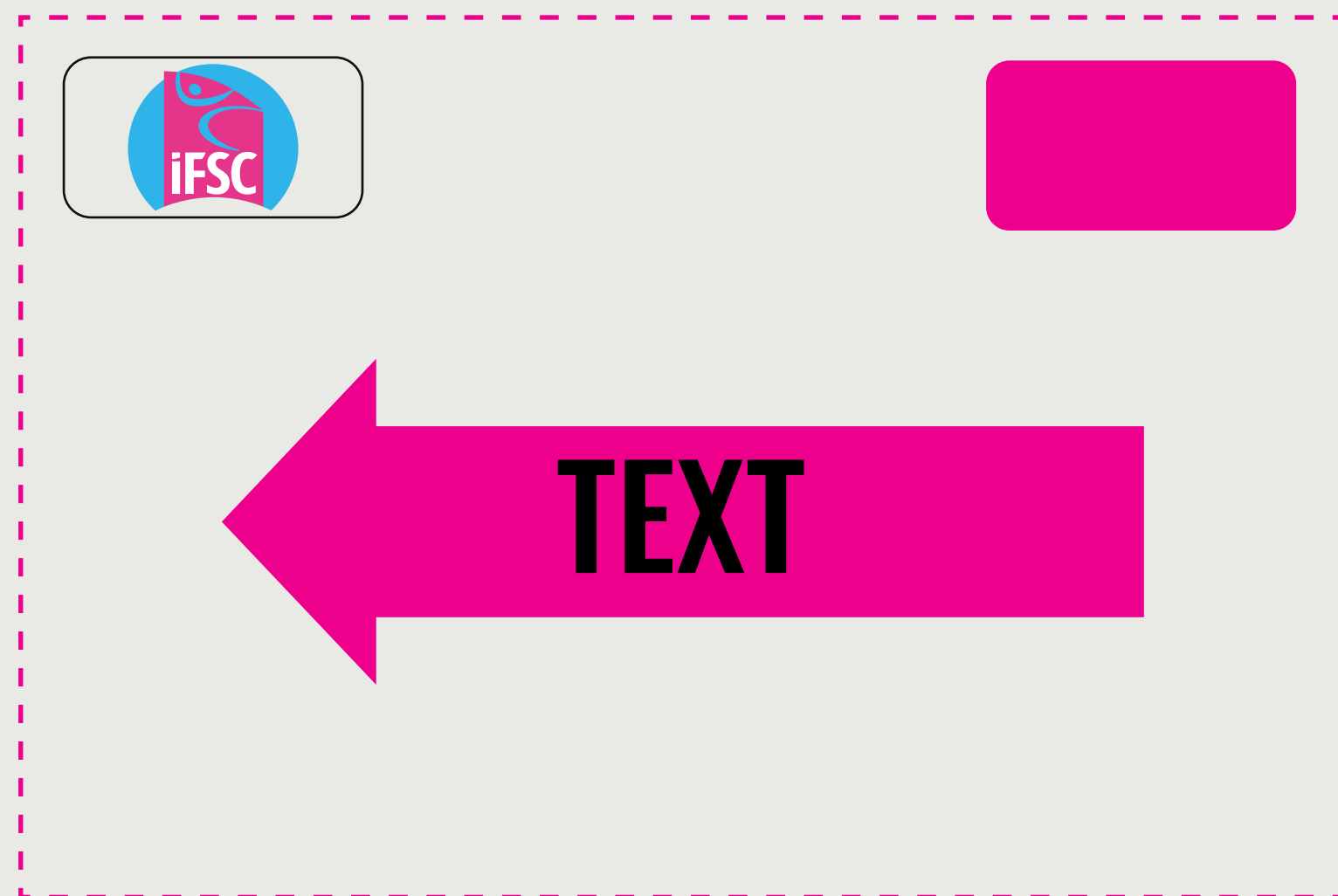
Local Organiser
Main partners

x2

x2

DIRECTION SIGNS

dimension: W 30cm H 20cm



Partnership distribution

Local Organiser
Logo identity

x1

PODIUM BACKDROP

MEDAL CEREMONY

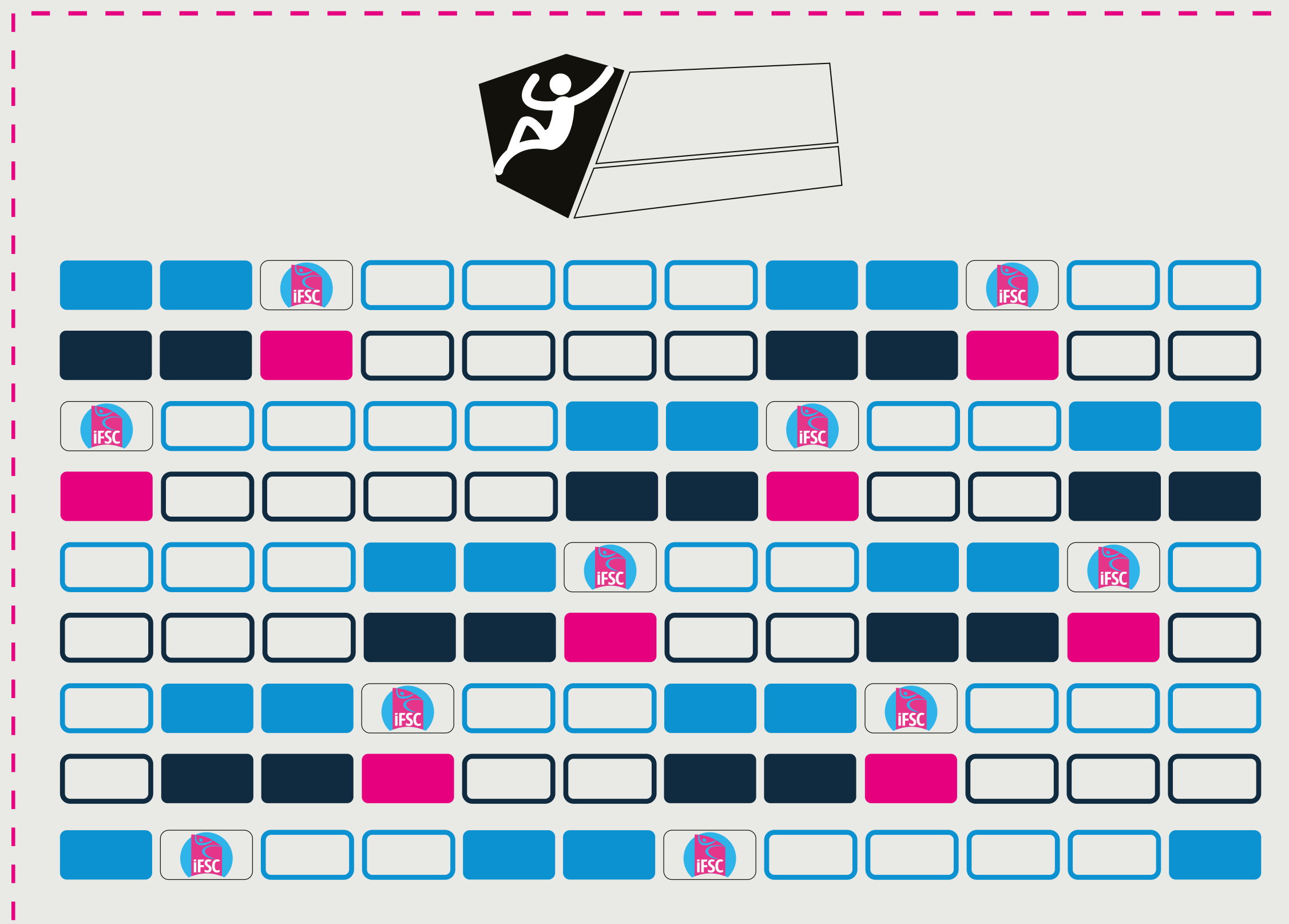
Backdrop banners is the best option for brand exposure. They prominently display the logos of the event, partners, and partners, ensuring high visibility during the broadcast of the medal ceremony.

The 50/50 division of logos will secure visibility for both the parties and to all logos on the backdrops.

The banner is scalable, with the possibility to increase or decrease the dimension of the banner depending on the size of the support and space.

Suggested material is PVC or Forex

dimension: W 4m H 3m



Partnership distribution per row

IFSC Main partners	IFSC General partners	Local Organiser Identity logo	Local Organiser Main partners	Local Organiser General partners
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x4	x6	x2	x4	x6
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PODIUM COVER

PODIUM FOR ATHLETES

Covers for the podium stand.

These banners can be printed in multiple pieces or in one piece, depending on the support sizes.

Suggested material is PVC or Forex

dimension: W 4m H 1m



Partnership distribution

NO LOGOS

INTERVIEW BANNER

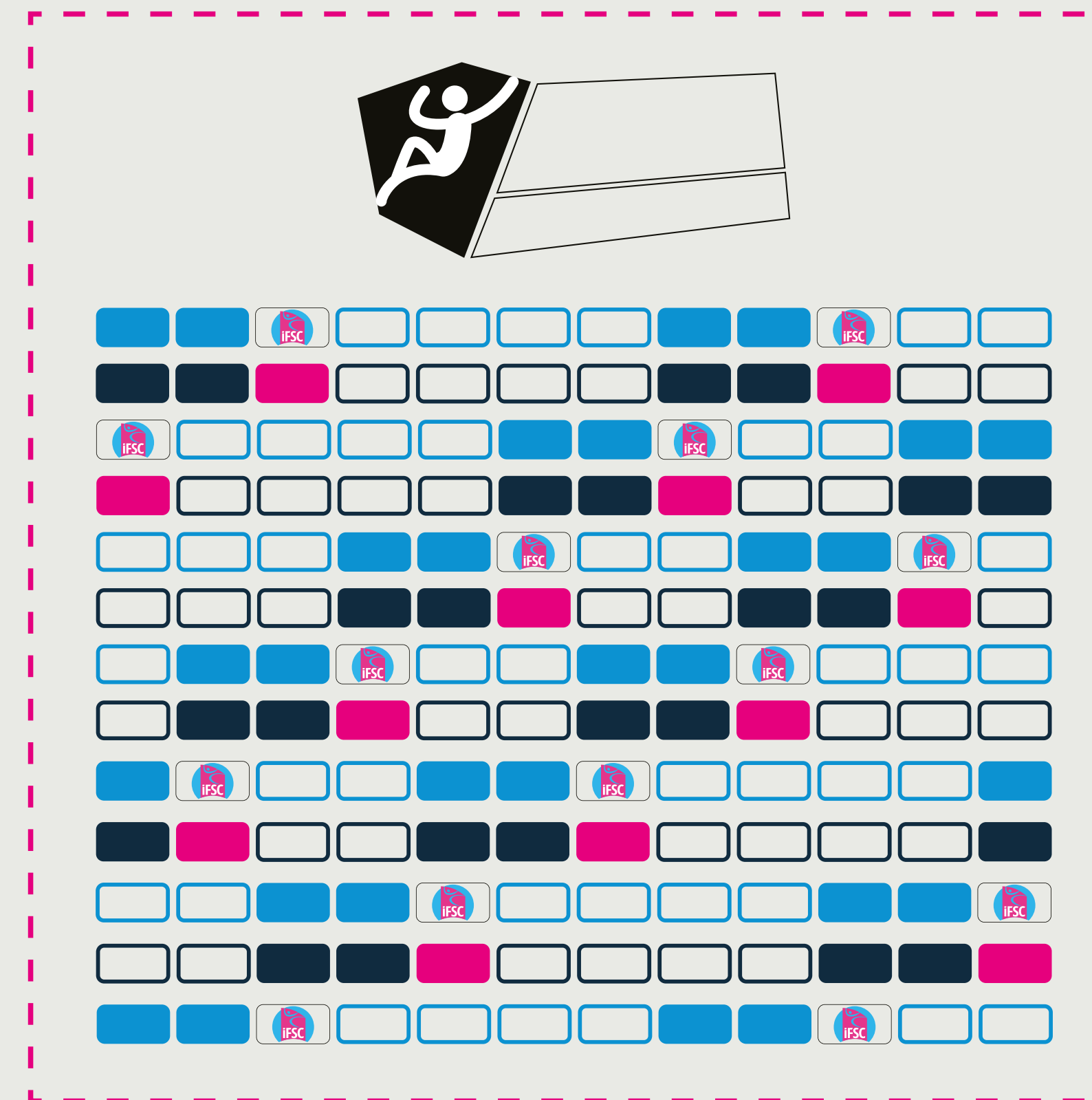
WHERE TO PLACE IT

These banners will be placed on the back during the interviews, to give the right context and the good visibility to brands.

The banners itself it's in a small form factor, made to be modular, to have the possibility to add more banners in order to cover more background space when needed.

Suggested material is PVC or Forex

dimension: W 2m H 2m



Partnership distribution per row

IFSC Main partners	IFSC General partners	Local Organiser Identity logo	Local Organiser Main partners	Local Organiser General partners
x4	x6	x2	x4	x6

GATE BANNER

THE ENTRANCE ON STAGE

First spot were the athlete enters the Field of Play.
To frame the athlete in preparation for the performance.
Giving high visibility to partners and dividing the backstage area from the FOP.

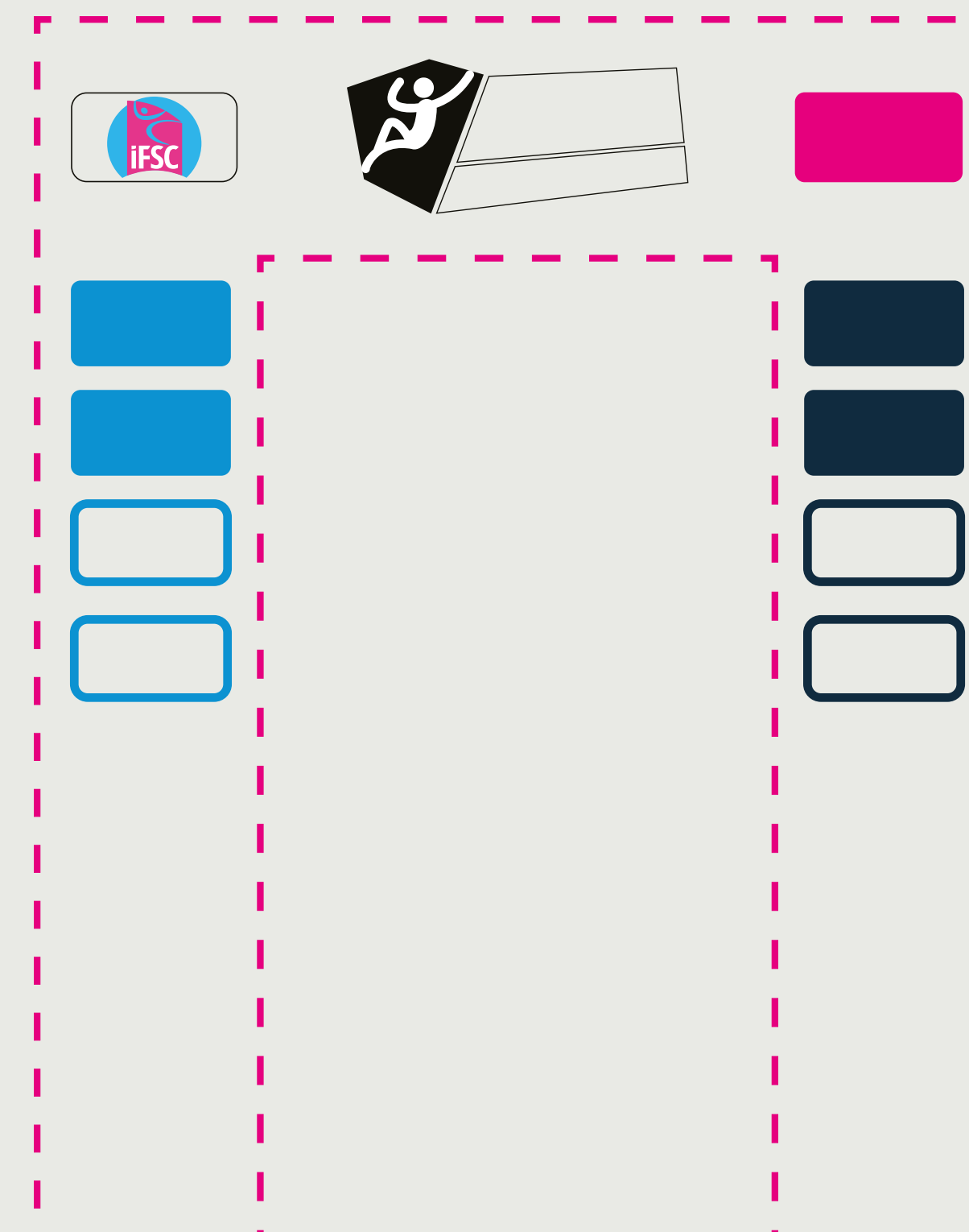
Can be dressed only on the front or covering the entire box around.

Suggested material is PVC or Forex

Box view



total dimension: W 2,5m H 3m; entrance W 1,5m H2,5m



Partnership distribution

IFSC
Main partners

IFSC
General partners

Local Organiser
Identity logo

Local Organiser
Main partners

Local Organiser
General partners



TOP BANNER: SPEED

INTERNATIONAL FEDERATION OF SPORT CLIMBING

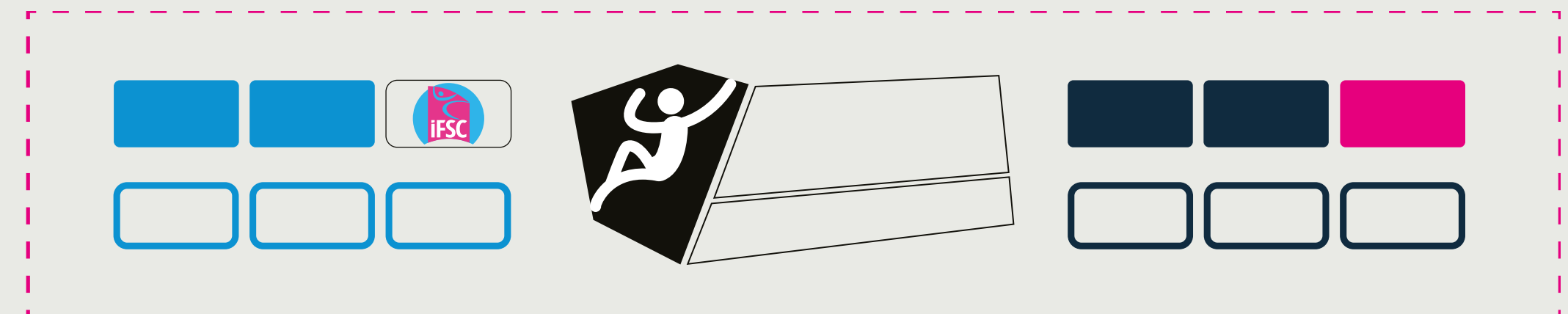
DRESSING THE WALLS

One of the main piece for a wall branding. The best moments in Climbing are on the top, which needs to be properly covered to highlight the branding on TV and photos.

Can be printend in one banner or divided in multiple banner to fit the dimension of the top parts of the walls.

Suggested material is PVC or Forex

dimension: W 6m H 0,80m



Partnership distribution

IFSC
Main partners

Local Organiser
Identity logo

Local Organiser
Main partners

x2

x1

x2

WALL BANNER: SPEED

INTERNATIONAL FEDERATION OF SPORT CLIMBING

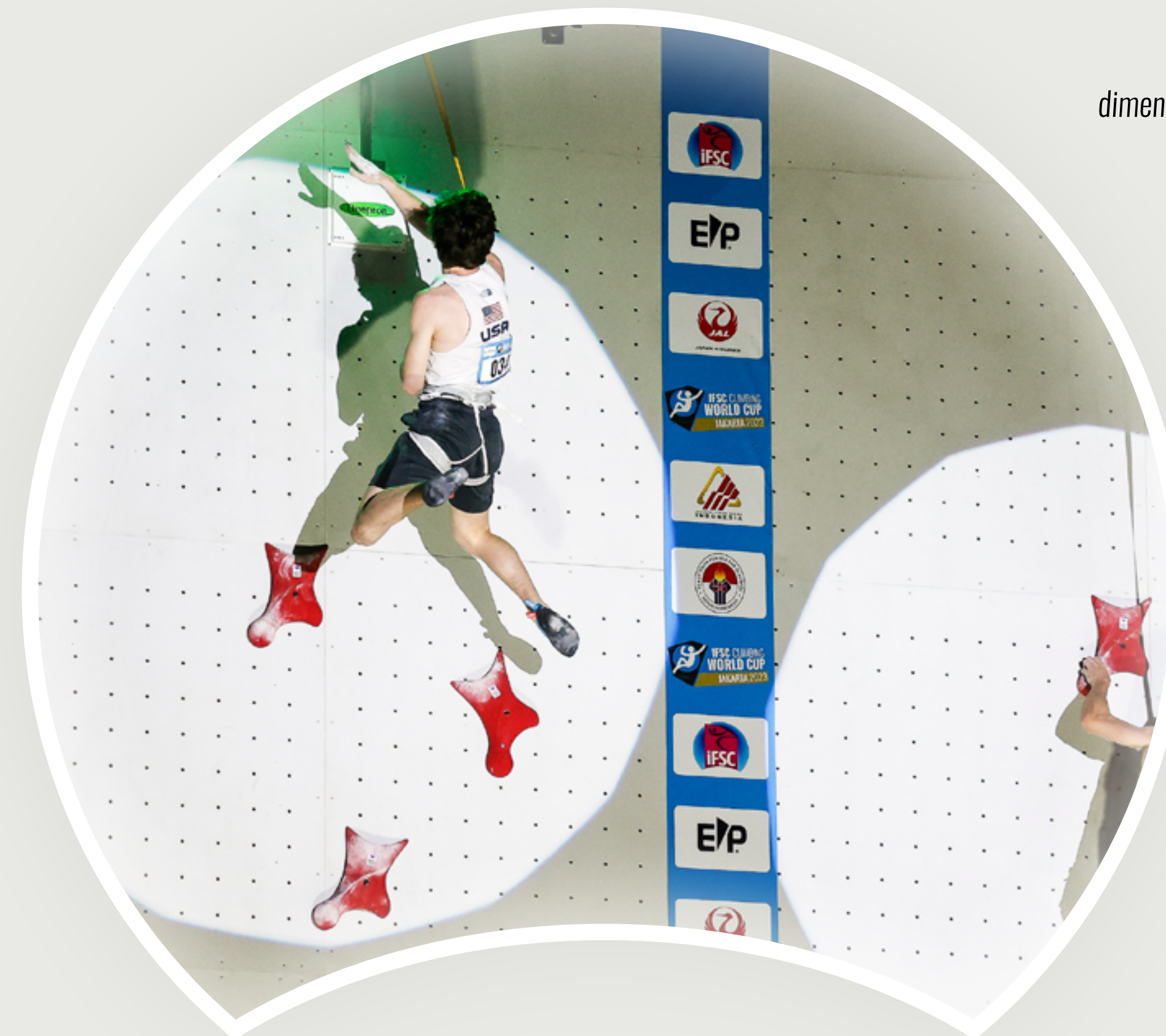
ALONG THE SPEED LANES

Following the quick actions of the speed athletes, in the middle section of the wall, a long banner to display all the partners and branding.

The banner should not have interruption when possible, respecting the entire length of the lane. Can be splitted in multiple pieces, as long these will be aligned onto the walls to remove blank spaces.

Suggested material is PVC or Forex

dimension: W 0,40m H 15m



Partnership distribution per piece

IFSC
Main partners

IFSC
General partners

Local Organiser
Identity logo

Local Organiser
Main partners

Local Organiser
General partners

x2

x6

x2

x2

x6

TOP BANNER: BOULDER

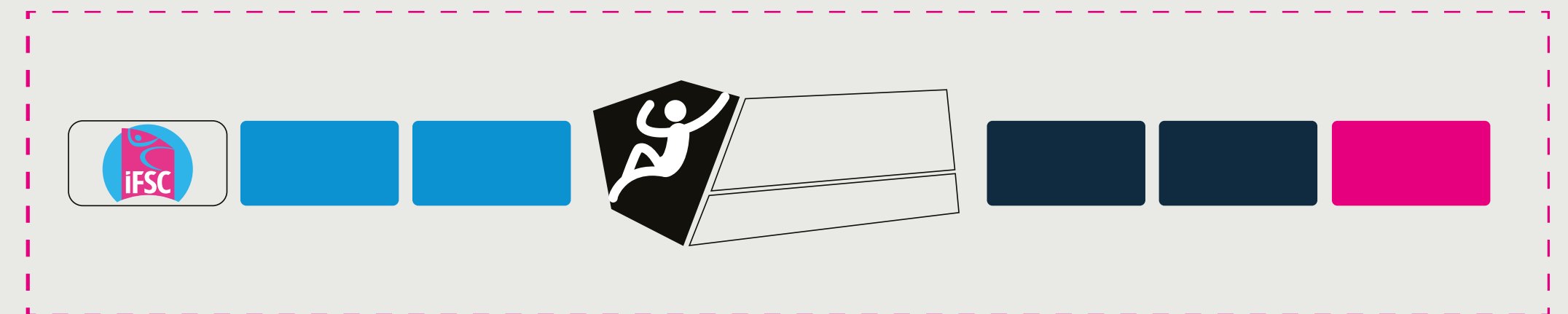
INTERNATIONAL FEDERATION OF SPORT CLIMBING

HOW TO USE THEM

Since the boulder wall is the wider wall of the three disciplines, with the necessity to apply the branding on the actual wall, the application of banners can be resolved in different ways. Common covers are made of smaller banners cutted on specific part to fit the sizes, avoiding cutting where the logos are displayed.

Suggested material is PVC or Forex

dimension: W 10m H 0,80m



Partnership distribution per piece

IFSC Partners Local Organiser Identity logo Local Organiser Partners



WALL BANNER: BOULDER

INTERNATIONAL FEDERATION OF SPORT CLIMBING

BOTTOM BANNERS

Same rules are applied to the perimeter of the bottom part of the wall banner. This banner shall not interfere with the athlete performance in any way.

Can be trimmed where the start of each problem starts to avoid any issue during the event.

Suggested material is PVC or Forex

dimension: W 10m H 0,40m



Partnership distribution per piece

IFSC
Partners

Local Organiser
Identity logo

Local Organiser
Partners

x2

x1

x2

TOP BANNER: LEAD

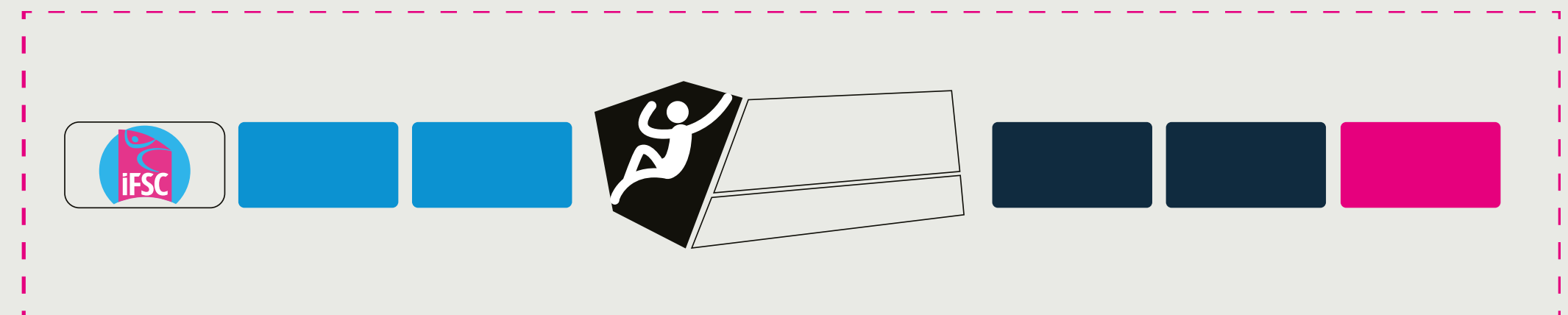
DRESSING THE WALL

One of the main piece for a wall branding. The best moments in Climbing are on the top, which needs to be properly covered to highlight the branding on TV and photos.

Can be printend in one banner or divided in multiple banner to fit the dimension of the top parts of the walls.

Suggested material is PVC or Forex

dimension: W 10m H 0,80m



Partnership distribution per piece

IFSC Partners

Local Organiser Identity logo

Local Organiser Partners

x2

x1

x2

Partners WALL SIGNS

INTERNATIONAL FEDERATION OF SPORT CLIMBING

BOULDER

dimension: W 20cm H 20cm

**SPONSOR
LOGO**

LEAD

dimension: W 80cm H 80cm

**SPONSOR
LOGO**

SPEED

dimension: W 20cm H 20cm

**SPONSOR
LOGO**

Partners WALL SIGNS

BOULDER

Signs can be added to each boulder problem.

A maximum of 6 signs can be displayed:
2 partners near the top hold
2 partners near the zone hold
2 partners near the start holds

Local Organiser Partners

x3

IFSC Partners

x3

LEAD

Signs can be added to each lead route.

A maximum of 8 signs can be displayed.

Local Organiser Partners

x4

IFSC Partners

x4

SPEED

Signs can be added to each speed lane.

A maximum of 2 signs can be displayed.

Local Organiser Partners

x1

IFSC Partners

x1

PERIMETER BANNER

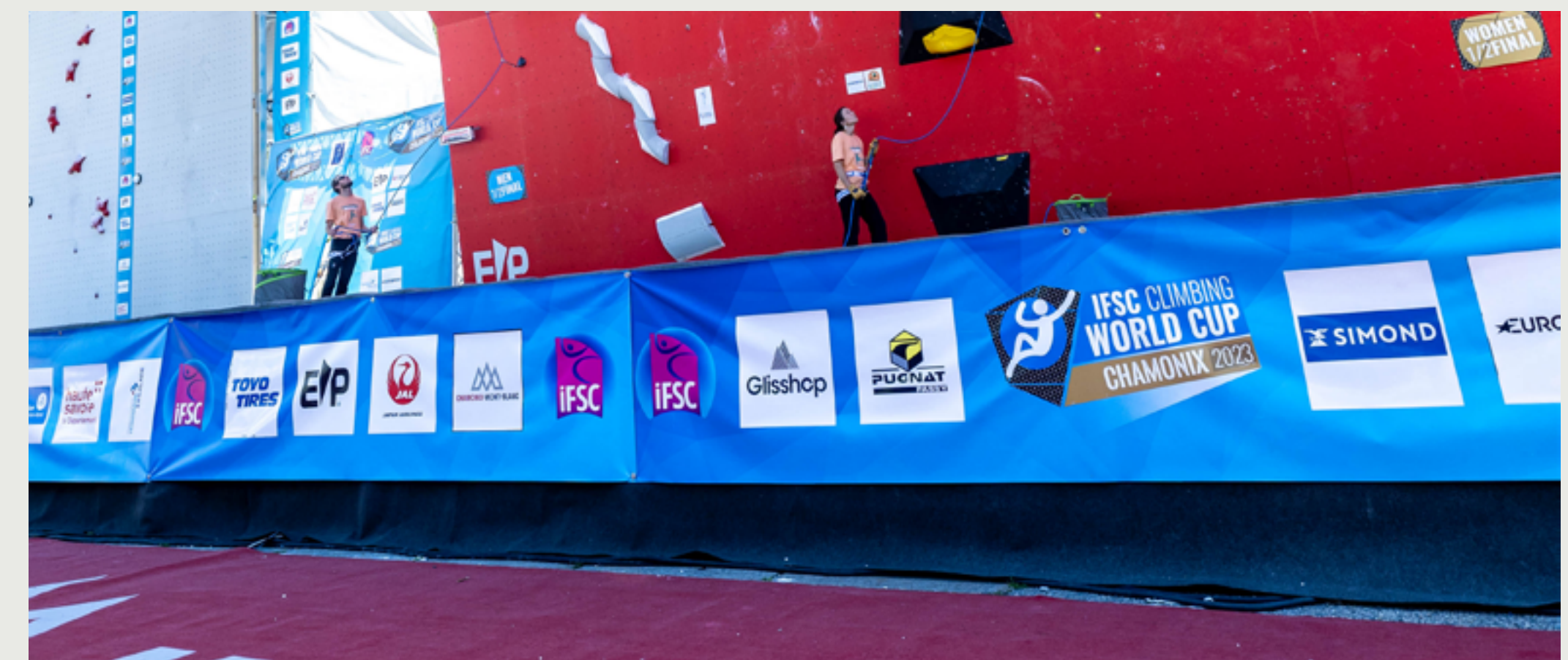
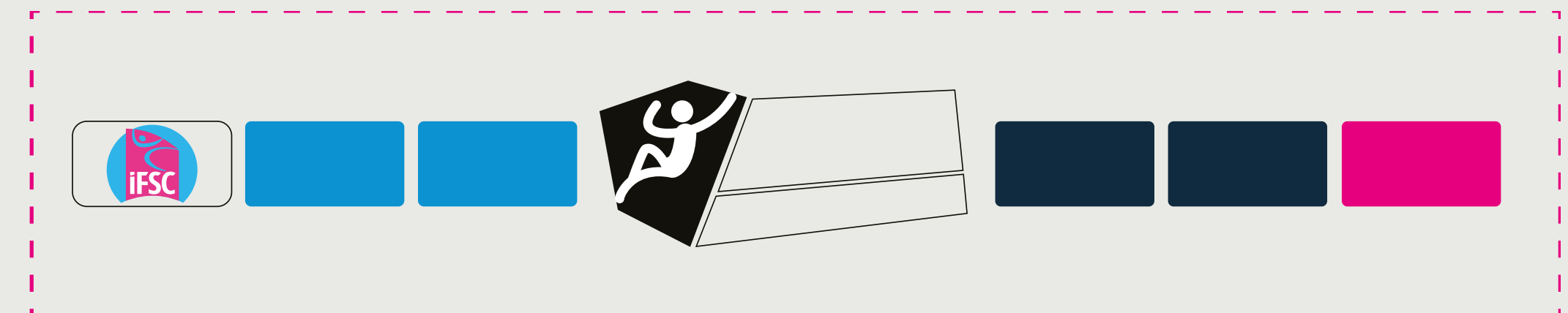
INTERNATIONAL FEDERATION OF SPORT CLIMBING

HOW TO USE THEM

To cover the stage and the venue perimeter, these banners can be printed to give the arena a better look. Can be applied on the bottom of the field of play and on spectator fences.

Suggested material is PVC or Forex

dimension: W 4m H 0,80m



Partnership distribution per piece

IFSC
Partners

Local Organiser
Identity logo

Local Organiser
Partners

x2

x1

x2

“
Thanks!

CONTACT

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+39 0113853995

