



## Boats stickers and equipment branding at 2017 ICF Canoe Sprint Events

After consultation and discussion with stakeholders involved in Canoe Sprint, it has been agreed to follow a consistent standard for boat stickers at ICF Canoe Sprint Competitions.

It is thought to be a benefit to have a consistent standard, where possible, across all ICF Events. This clarification of space reinforces the athlete's identification, the sponsors' visibility, and gives a homogeneous style.

Other equipments (e.g. paddles) remains available to the athlete and/or the National Federation without restriction.

### 1 - Athlete's Name sticker

The athlete's name sticker will be applied on all boats for ICF Canoe Sprint competitions. In order for the canoes and kayaks to be presented in a standard manner, the name stickers must be positioned at the same point on every boat. It is the National Federation's responsibility to provide the sticker for the athlete..

Please use the template provided by the ICF with correct sizes and font. Template is available on ICF website/NF Area/Marketing.

**GUSTAFFSON A.**

Font	Arial bold capital letters on white background
Designation	Last name + space + first letter of the first name + dot. Example: GUSTAFFSON A.
Letters height	6 cm
Sticker height	6.5 cm
Sticker length	Given the wide variety of name lengths, having a single sticker dimension will look ungainly. Therefore, stickers will be cut to the length of the name, leaving equal left and right margins of 4 cm at each side.
Positioning of the sticker	For K1-2-4, Competitors names will be placed on each side of the boat. The letters on the stickers should be placed just below the cockpit. In all cases the sticker must be as close to the cockpit rim as possible consistent with a good view from the side, with the sticker levelled.

Examples of stickers positioning

K1



K2



K4



C1



20 cm back from inside front of cockpit.

C2



Front Paddler: front edge of the sticker 20cm back from inside front of cockpit.

Rear Paddler: so that the front of the sticker is 1/3 of the cockpit length from the back of the cockpit.

## 2 - Country Code stickers

The Country code sticker will be applied on all boats and at the same point for ICF Canoe Sprint competitions.

It is the National Federation's responsibility to provide the sticker to the athlete.

Please use the template provided by the ICF with correct sizes and font. Template is available on ICF website/NF Area/Marketing.

Font NOC Tricode: Arial bold capital letters on white background.

Designation Left: ICF logo

The Athlete will keep the NOC sticker on the boat for the whole season:



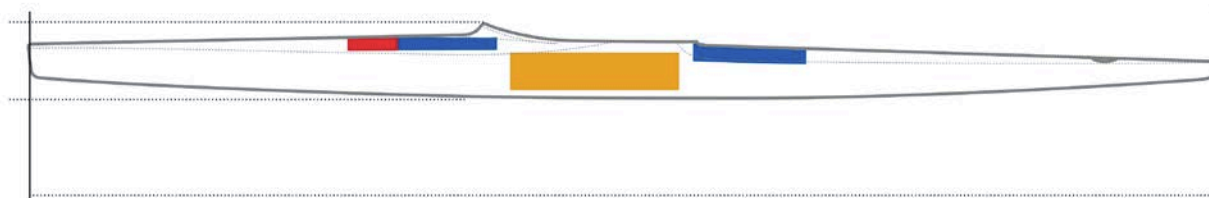
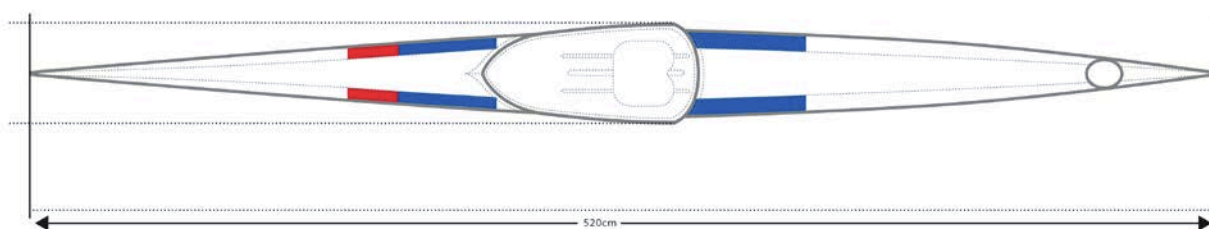
Sticker height 8 cm

Sticker length 34 cm

Letters height 7 cm

Positioning of the sticker On the deck at the front of the boat on each side of the boat.

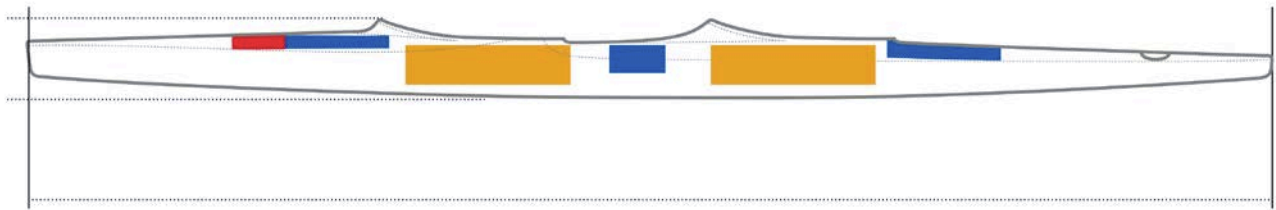
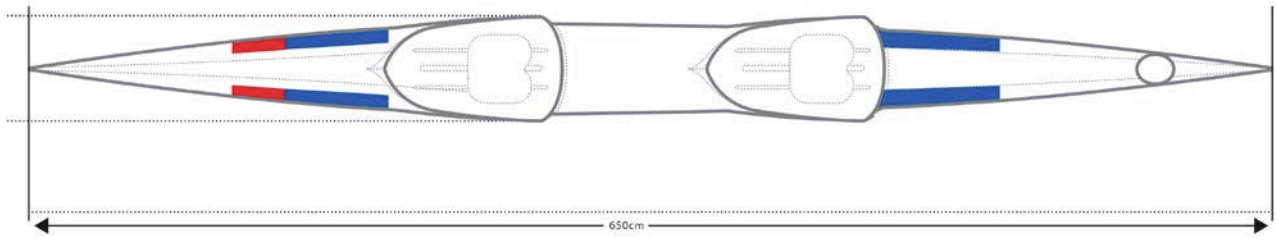
## 3 - General Layout





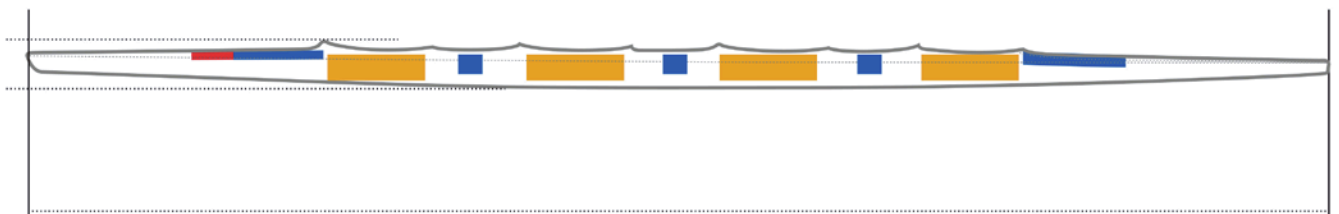
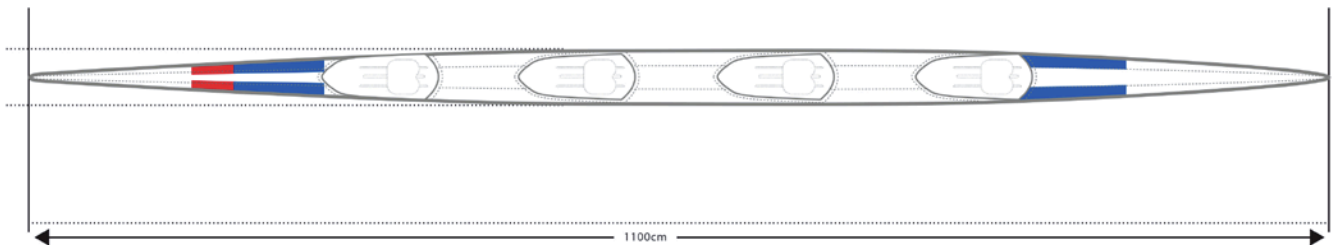
International Canoe Federation  
Canoe Sprint K2 Boat

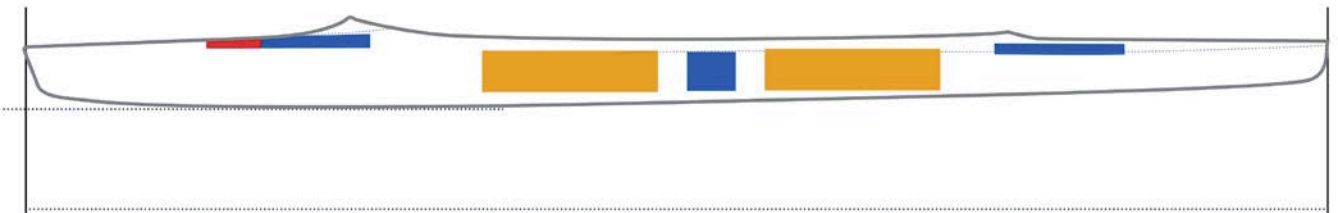
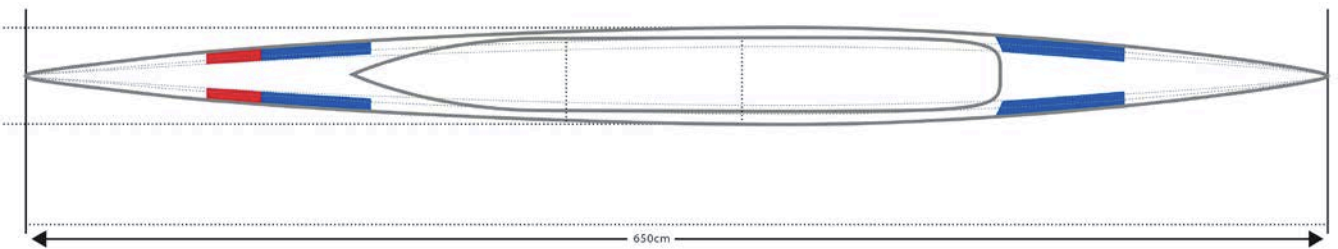
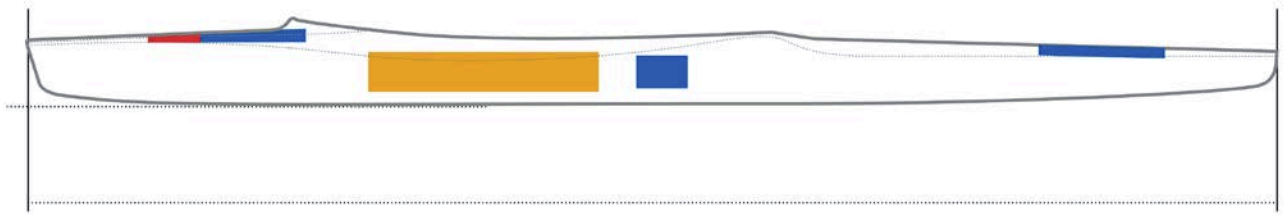
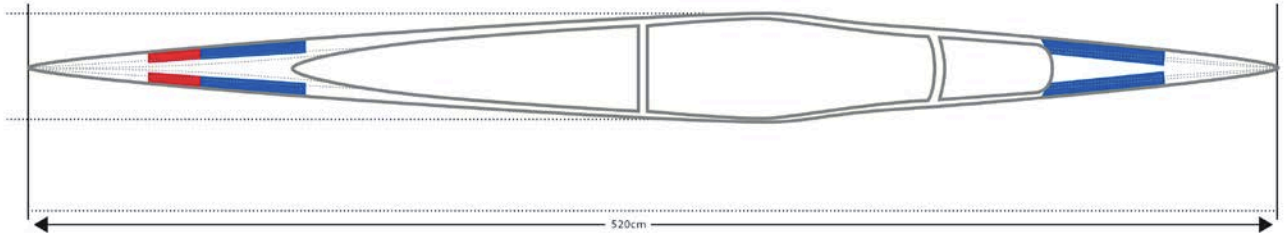
- NF/ATHLETE
  - COUNTRY STICKER
  - ATHLETE'S NAME
- 



International Canoe Federation  
Canoe Sprint K4 Boat

- NF/ATHLETE
  - COUNTRY STICKER
  - ATHLETE'S NAME
- 





## 4 – Corporate branding

Boats can be painted with the corporate branding identification of the athlete's sponsor. However, if additional sponsor stickers are added, they must be placed at the reserved spaces as described above.

## 5 – Paddles

Paddles can be used without restriction by the athlete and/or the National Federation. It is recommended to avoid accumulation of stickers. Country recognition is welcome.