The IIHF Recruitment Programme / basic identity guidelines

No new player figures may be created.
All elements shown on this sheet are available in vector-format (IIHF Marketing Department).

IIHF Recruitment Programme logo without IIHF Emblem mark

File name:
IIHF_recruit_logoPLAY_FINcmyk_noemblem

File name:
IIHF_recruit_logoCHEER_FINcmyk_noemblem

File name:
IIHF_recruit_logoGIRLS_FINcmyk_noemblem

IIHF Recruitment Programme logo with IIHF Emblem mark **(only used when no other IIHF reference is visible)**

File name:
IIHF_recruit_logoPLAY_FINcmyk_emblem

File name:
IIHF_recruit_logoCHEER_FINcmyk_emblem

File name:
IIHF_recruit_logoGIRLS_FINcmyk_emblem

IIHF Recruitment Programme base colours

The Programme colours are only existing in full or process colour references (cmyk values).

PRIMARY cmyk values

50/0/100/0	100/0/0/0	20/0/100/0	0/95/20/0

SECONDARY cmyk values

40/0/0/0	0/0/0/60	0/0/0/100	0/97/100/15 (IIHF Passion red)

TERTIARY cmyk values

40/0/0/0	35/100/35/10	78/28/0/0 (IIHF Ice blue)	100/68/0/54 (IIHF Force blue)

IIHF Recruitment Programme typefaces

To be used for running texts and in IIHF corporate 70% black or dark base colours

Helvetica Neue Family ABCabc123 or **Arial ABCabc12***

May be used for titles and in base colours (full or percentage)

Helvetica Rounded Bolds ABCDEFGabcdefgh1234567

*** Arial is only to be used when the Helvetica Neue is not available!**

IIHF Recruitment Programme repeat pattern

The repeat pattern may be applied as a decorative element - either on a white background or on a colored background; preferably a base colour is used as background colour in this case.

Repeating the pattern on a stretch may cause some white areas to appear within the full pattern; individual players may be used at a reduced scale to fill these white areas.

A full pattern can be filled with a base colour or a percentage thereof. A gradient may also be applied crossing the entire pattern.

IIHF Recruitment Programme gradients

Gradients may be created using one of the base colours as a entry or exit colour - this if the gradient is used on a white background.

A gradient may also be placed on a base colour background; in this particular case, entry and exit colours that are close to a base colour may be chosen so the gradient stands out from the coloured background. A transparency filter may be applied in order to obtain the desired colouring effect.

INTERNATIONAL ICE HOCKEY FEDERATION

Play ice hockey Have fun!