EHF Branding and Media Guidelines

EuroHockey. Something different...
Welcome
How to use this Guide
Media Guidelines
Our logos and Branding
The EuroHockey Promotional Packet (Templates are in the Dropbox)
Brand your event with the artwork supplied
Check the check-list
Welcome

• Dear friend,
  – The EHF has created logos and branding to help us to ensure that we hit our strategic objective to grow hockey in Europe.
  – With over 30 EuroHockey events yearly, you are a big part of helping us to ensure that all events, big and small are a part of the over all EuroHockey brand.
  – We have created artwork for all your needs and guidelines on how it should be used in addition to Media Guidelines which will assist you to promote your event!
  – Help us to make EuroHockey something different.

Good luck!
EHF Communications Committee
How to use the Guide

• The guide is created to help you become familiar with the EuroHockey brand and how it should be used.

• What’s the difference between the EHF shield and the EuroHockey logo?

• All Artwork – Adobe Illustrator

• Require further assistance – communications@eurohockey.org
Media Guidelines

• The next 3 slides will assist you with devising a Media Plan.

• Click here for a link to the full EHF Media Guidelines

• Use the plan to promote your event:
  – Before
  – During
  – After
Understanding the importance of your event

• It will be a way of engage your stakeholders

• A fantastic opportunity to promote your hockey club or nation

• A way of attracting new partners and sponsors

• Target the city and country of the event as a cool hockey sport for teams

• Make revenue with merchandising and others
To raise the profile of your event you need to:

• Define a strategy that aims to involve and impact your target audience

• Create, develop and implement a set of actions before, during and after the tournament

• Define the channels you will use to communicate

• Integrate an online and offline experience to the public
Implementing the strategy

• Define what are your marketing and communication key areas (digital tools, sponsors experience, tickets, etc.)

• Define the human resources you will need properly manage your plan

• Define how you will deal with the media (media management)

• Define what type of content you will use and when
EHF and EuroHockey Branding

- EHF logo
- EuroHockey logo
- Tournament logo

All explained for you!
The EHF shield is the official logo of the European Hockey Federation.

- It can NEVER be modified
- It must be used in official documents as instructed by EHF office.
- Minimum size: 24mm
- Exclusion zone:
- It is NOT to be used at EuroHockey events except:
  - EHF Flag
  - Presidents Message in the Programme book
  - Front of Medals
EuroHockey logo is the Competitions Brand of the EHF

- Minimum size: 24mm
- Exclusion zone:
- This logo may not be altered in any way.

Black and white version
Tournament Logos: Landscape

This logo will be sent to you. There is a placeholder for your main sponsor – EHF MUST approve any sponsorship.

Example of Landscape logo
Example
The Promotional Packet

- Web banner – vertical and horizontal
- Email footer – horizontal
- Powerpoint - template
- Poster – template – A1 template with stars and capacity for the hosts to use a local hero photograph in the background
- TV Graphics – Scoreboard and a transparent logo, EuroHockey and stars
- Perimeter Board – generic (6m x 1m)
- Flag / banner – template
- Backdrop for a media board – template
- Medals – template - the medals will have the EHF Triangle logo on front
- Umpires shirts – template for logos and sponsors
The Promotional Packet

• You will receive from us an invitation to the Promotional Packet Dropbox file – please accept!
• In the Dropbox there are examples of all the promotional materials you need for your event
• You are NOT obliged to use them all
• BUT if you produce any items on page before you MUST use our templates as provided to you
• They are all Ai files
  – You MAY add your logos, sponsors, dates
  – You MAY NOT alter the Tournament logo in any way
How to promote your event?

- Identify who you want to speak to?
  - Teams participating
  - Friends and families of players
  - The local hockey community (schools, clubs, umpires, officials)
  - Local sports clubs
  - Local schools that don't play hockey
  - Universities
  - Families looking for an activity
  - Media (refer to Media Guidelines)
What channels are open to you?

- The city, region
- Tourist authority
- Universities / Schools
- Local businesses and other community events
- Media (refer to Media Guidelines)
- The venue!
Check the checklist

1. Read the guidelines
2. Get familiar with the branding and promotional packet and where you can use it
3. Make a list of the people interested in your event
4. Approach the channels available (see Media Guidelines)
5. Create a presence on www – website, FB, Twitter, Instagram
6. Make a list of local media
7. Make a promotional plan and keep it up to date
8. Use an agency or ask the EHF to help
9. Use the EuroHockey Branding
10. Have a great event!