

VOLLEYBALL NATIONS LEAGUE



2 **The purpose of this document is to explain how to adapt and use the templates provided in the online Volleyball World Branding Kit.**

The Branding Kit and the supplied templates are valid for use for 2022 only.

All required adaptations and modifications in the artwork (e.g. Host City and Local Sponsors) should be made by the organiser.

Please note that only designated areas can be edited and locally adapted (i.e., nothing outside of designated areas may be changed). The designated areas must never be increased in relative size or shape. It is allowed to change the final size of the artwork, as long as it is sized up or down in exact proportion to the original templates available on the DAM platform.

When customising the various branding items, the use of English is mandatory – the local language may also be used on certain designated items.

Volleyball World has established a hierarchy of Sponsors. In principle, the Promoter's Sponsors should never exceed the presence of the same type of sponsor in the Volleyball World hierarchy. The Promoter's Sponsors (physical size or impact of logos) should not overshadow or dominate the Volleyball World Partners in their respective level.

If you have any additional questions, please do not hesitate to contact the Volleyball World & Marketing Department:

Volleyball World
Château Les Tourelles
Edouard-Sandoz 2-4
1006 Lausanne
Switzerland

Tel. +41 21 345 35 35

marketing@volleyball.world

The goal is to deliver an instantly identifiable and unified experience and capture the competitions positioning and values.

Thank you for your co-operation in helping us to deliver a great VNL brand experience.

The process...

- 1** Access the DAM platform
You should have received the login and password from Flight but if not please contact Volleyball World
- 2** Download the guide and read carefully
- 3** Purchase the Biotif font through my fonts.com. Install the font on your computer
- 4** Download the templates from the branding kit
- 5** Adapt the templates following the guide carefully
- 6** Seek approval from Volleyball World using the DAM platform
- 7** Produce the materials

...have a fantastic event

The competition typeface

There is one typeface used in all materials for the Volleyball Nations League.

Fonts must be acquired and installed before opening any VNL event artworks.

Event typeface – Biotif

Biotif font family is available commercially as a licensed typeface and should be purchased to edit the artwork.

This font is available from various retailers including:
www.myfonts.com/fonts/degarism-studio/biotif/

Biotif

Biotif Regular

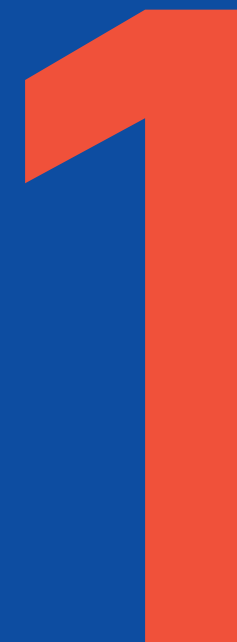
Biotif Medium

Biotif Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789



The Secondary Look

The secondary look background assets

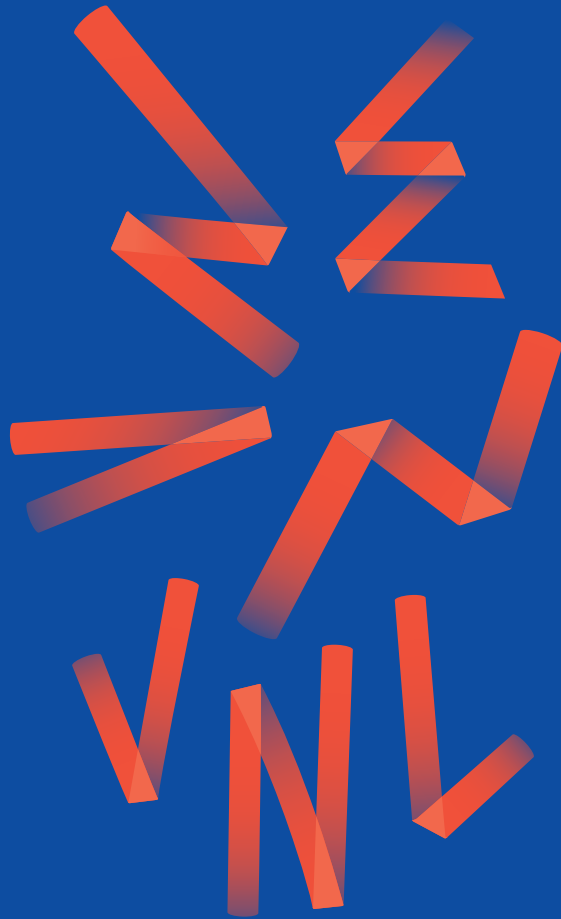
The VNL secondary look background consists of primary and secondary ball movement assets, seen below.

The VNL brand is 100% made of Volleyball, with its logotype inspired by the movement of the ball across the court during a rally. The secondary look is directly based on this concept.

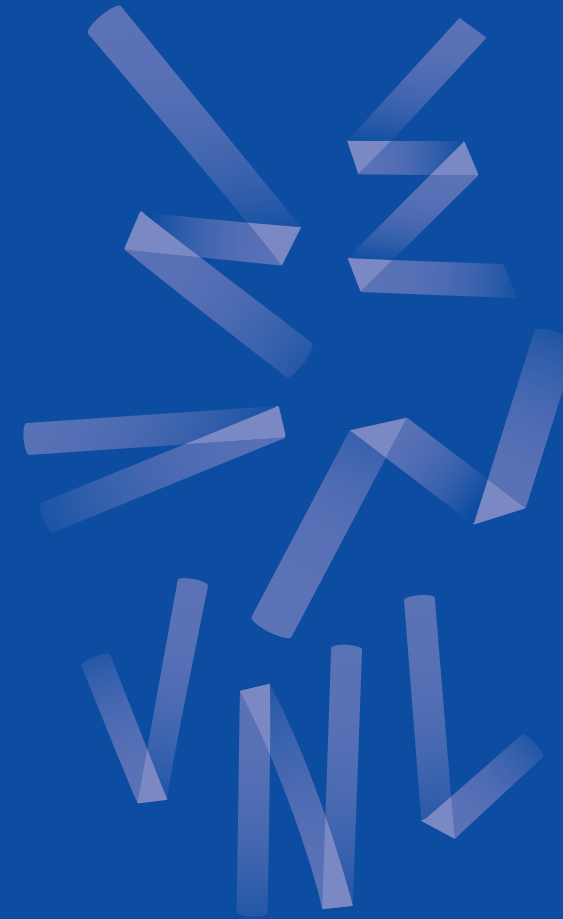
The primary and secondary assets are created as the ball passes from player to player, communicating the dynamism, briskness and energy of the sport.

The ball movement assets should always appear on the VNL blue background

Primary ball movement assets



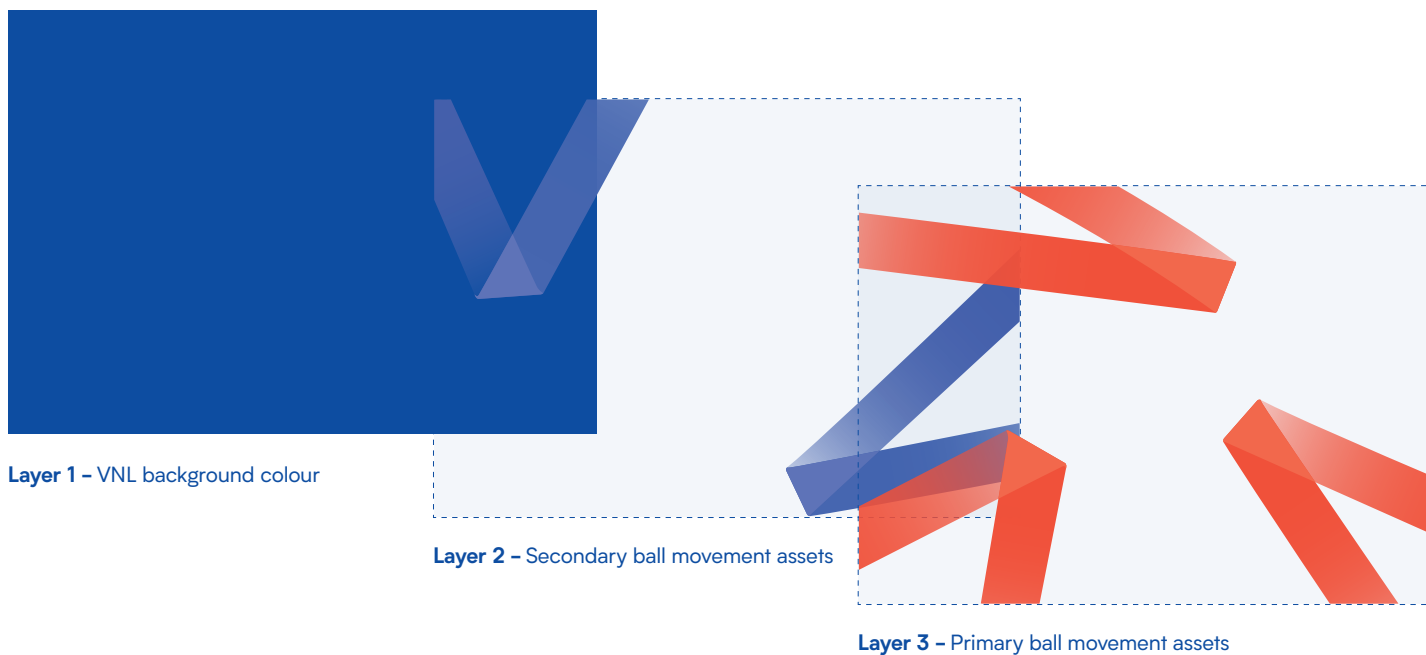
Secondary ball movement assets



The secondary look background layer system

The secondary look background layer system can be used to create dynamic backgrounds to suit your design application.

It's designed to be flexible so various combinations can be used for different situations.



Examples using the background layer system assets



Example using layer 1 only



Example using layers 1 & 2



Example using layers 1 & 2



Example using layers 1 & 3



Example using layers 1, 2 & 3

Roll up examples using the secondary look





Tier Dressing

Stadium and arena tiers come in a wide variety of sizes and run lengths. The supplied artwork is therefore set up to generic dimensions which must be adapted to suit the requirements of your specific venue.

The tier artwork is fully scaleable, but must always be scaled up or down In Pro (in proportion) such that the relative size of all elements in relation to each other remains constant.

Please avoid cropping the master artwork too close to the tier panel edges.



Full Run



Repeatable Section (ad infinitum) – Duplicate as many times to create the required length, see below.

Repeatable section 1

Repeatable section 2

Repeatable section 3



Suggested cropping place



Logo Section



Icon Section (Filler)

Filename

VW-VNL-MKT-BK-VenueBrand-VenueDressing-TierDress-PrelimRounds



Tribune sidewall banner

The seating tribune banners come in different sizes depending on the venue. The secondary assets can be used to create dynamic spaces in these areas.

It is important not to over-complicate the design of these spaces. Please refer and adhere to the VNL Guidelines regarding protected space around the logotype.

Filename

VW-VNL-MKT-BK-VenueBrand-VenueDressing-Tribune-Sidewalls



Example 1 - Using only the primary ball movement



Example 2 - Using both the primary and secondary ball movement



VNL
VOLLEYBALL
NATIONS LEAGUE
Volleyball World

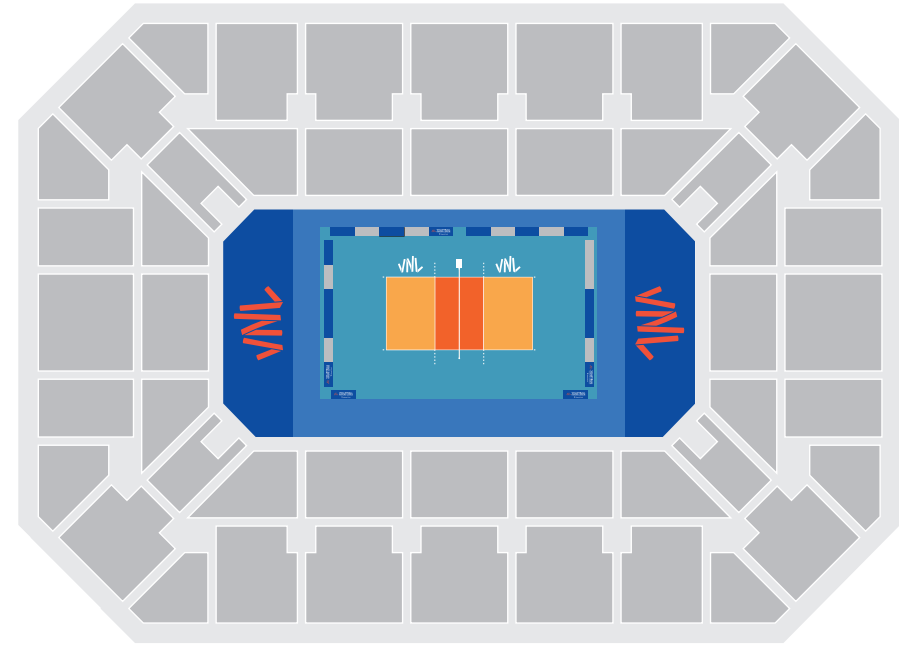
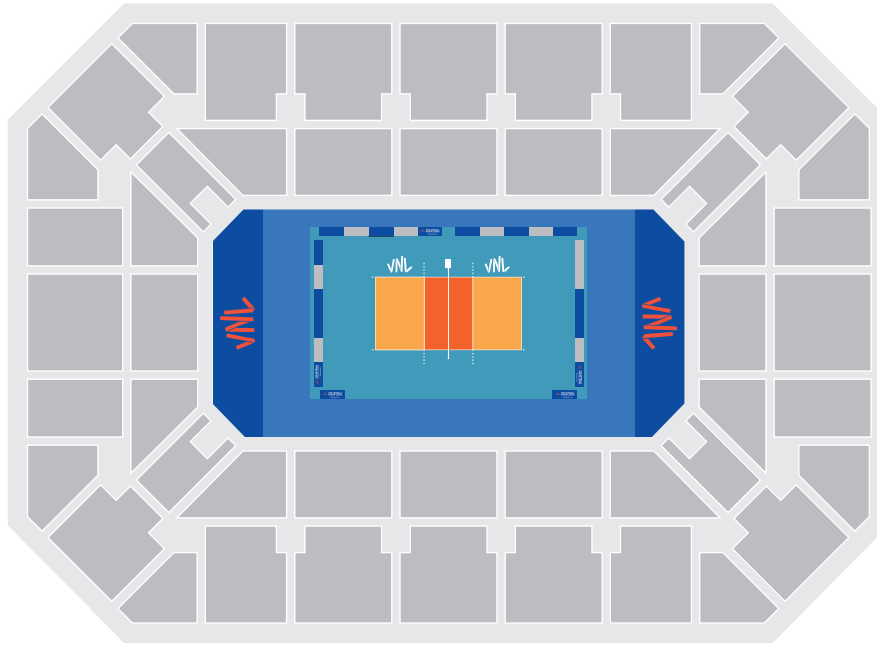
VNL VOLLEYBALL NATIONS LEAGUE Volleyball World

Floor Carpet (banners)

Floor Carpet (banners) come in different sizes depending on the venue. Examples can be seen below.

A template has been provided to help create the required artwork. Using this file correctly will help give brand consistency across all venues.

Please refer and adhere to the VNL Guidelines regarding protected space around the Icon.



Template



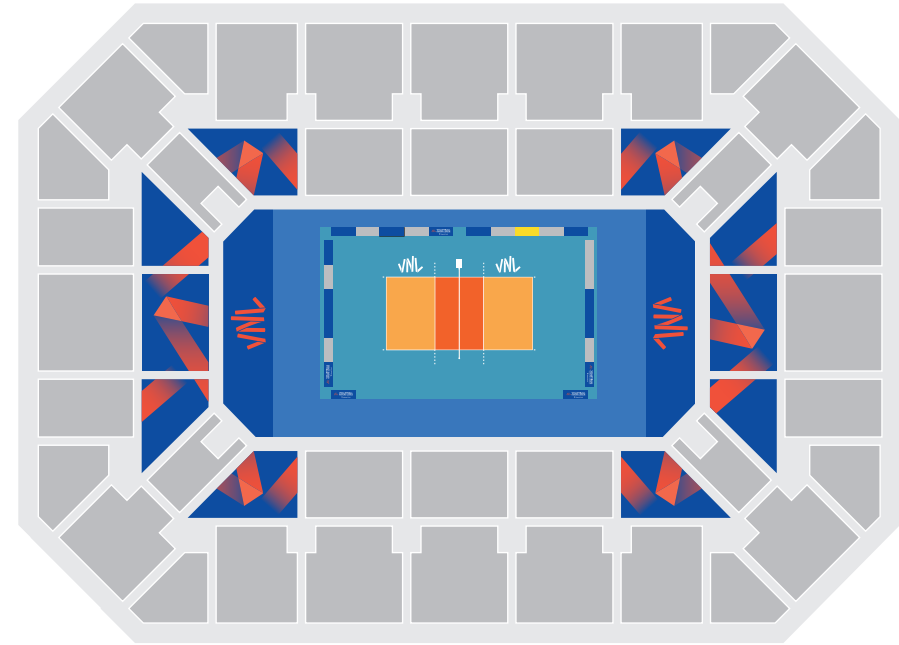
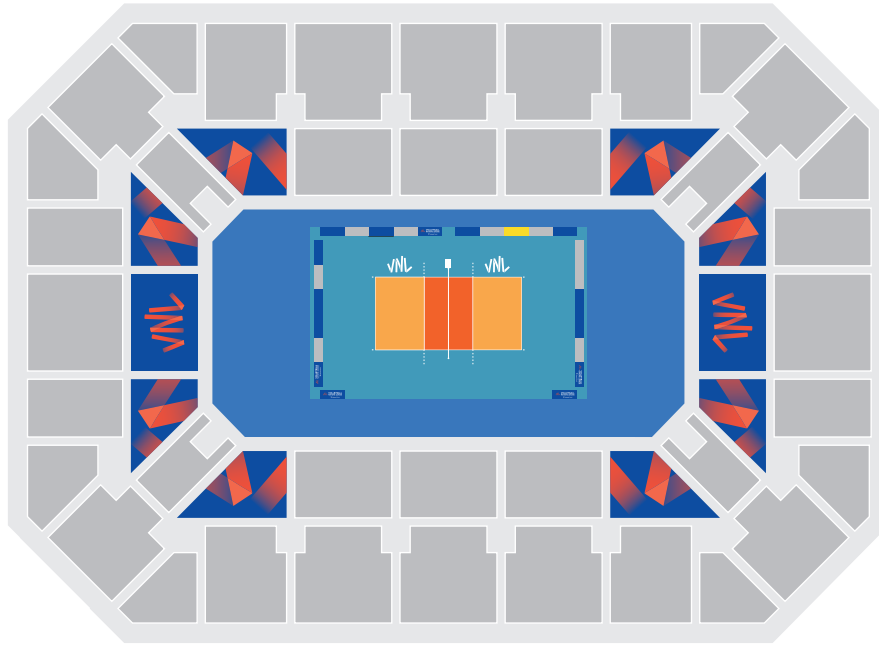
Filename
VW-VNL-MKT-BK-VenueBrand-Carpet

Seat Kills (banners) – Lower Tier Examples

In some arenas it may be necessary to cover unused seating tribunes with banners (Seat Kills).

As these banners come in different sizes templates have been provided to help create the required artwork. Using these files correctly will help give brand consistency across all venues.

Please refer and adhere to the VNL Guidelines regarding protected space around the logotype and Icon.



Example with Carpet – No VNL icon should be used on the lower tier seat kills if a carpet is produced to avoid a double hit of icons.

Templates

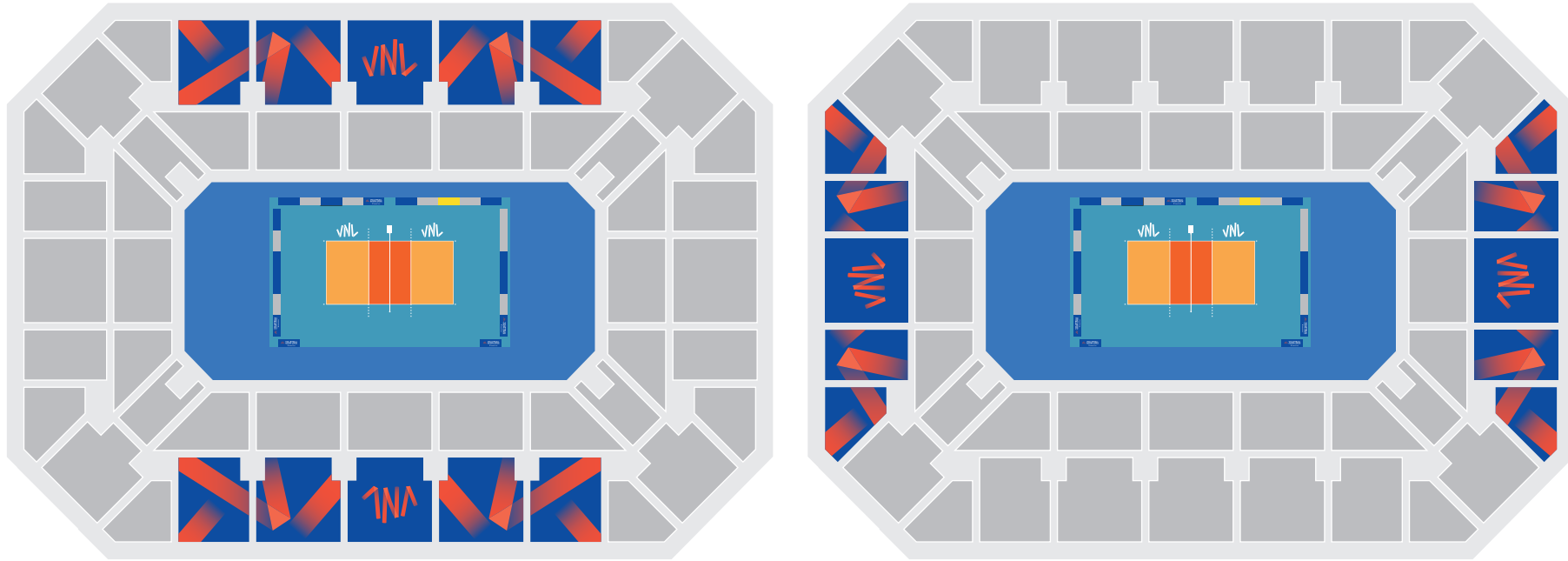


Filename

VW-VNL-MKT-BK-VenueBrand-Seat-Kills

Seat Kills (banners) – Upper Tier Examples

Please refer to the following examples and use the supplied templates when creating the required artwork.



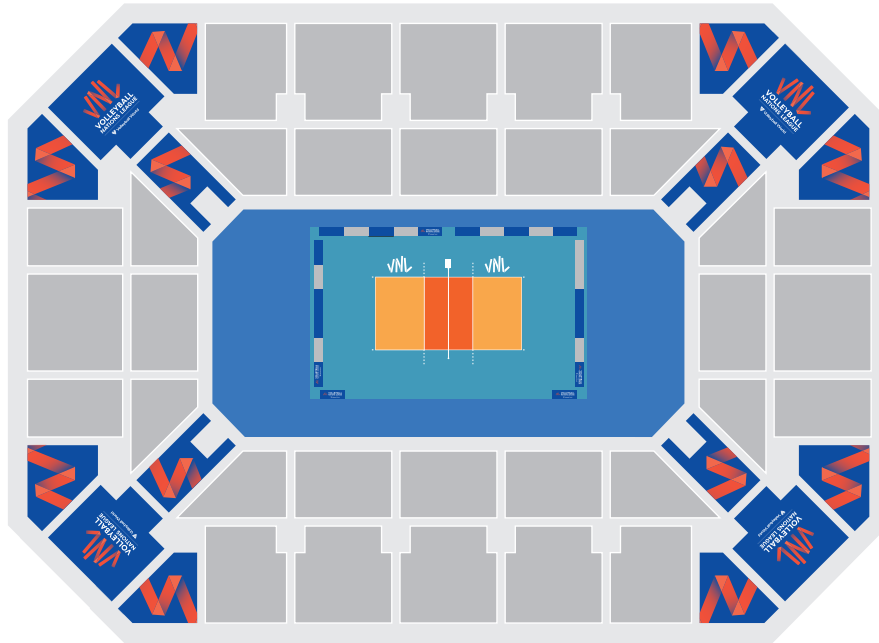
Templates



Filename
VW-VNL-MKT-BK-VenueBrand-Seat-Kills

Seat Kills (banners) – Corner Tier Examples

Please refer to the following examples and use the supplied templates when creating the required artwork.



Templates



Filename

VW-VNL-MKT-BK-VenueBrand-Seat-Kills

TV Camera Platform

TV Camera Platforms come in different sizes depending on the venue.

Templates (see below) have been provided to help produce the required artwork to create covers for these platforms. Using this file correctly will help give brand consistency across all venues.

Please refer and adhere to the VNL Guidelines regarding protected space around the Icon.

Please see the visual on the next page as reference



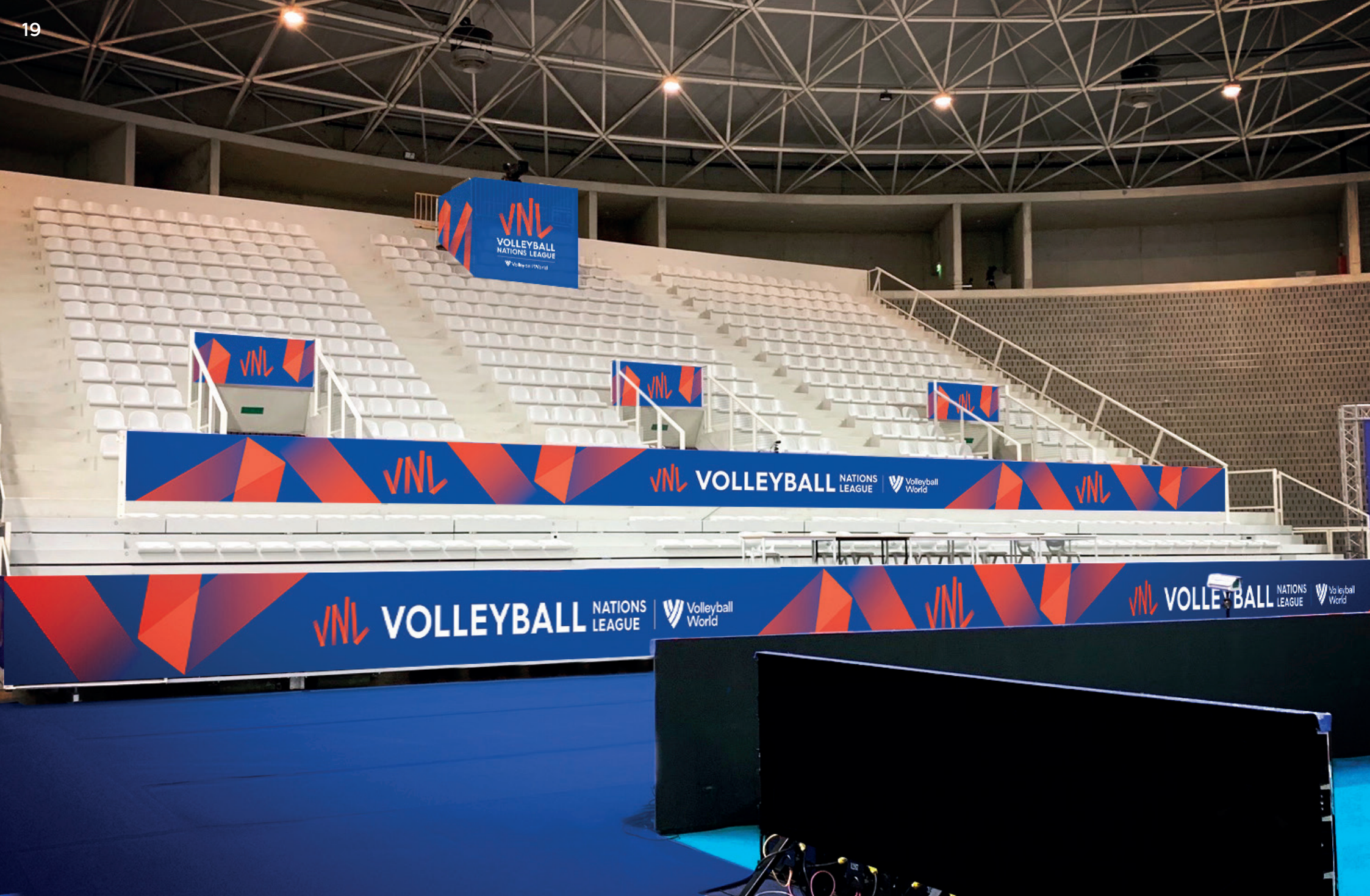
Template for shorter platforms



Template for longer platforms

Filename

VW-VNL-MKT-BK-VenueBrand-TVCamera-Platform



Seat Covers

Seat cover artwork has been created for branding the chairs within the arena, consistent with the brand values of the VNL.

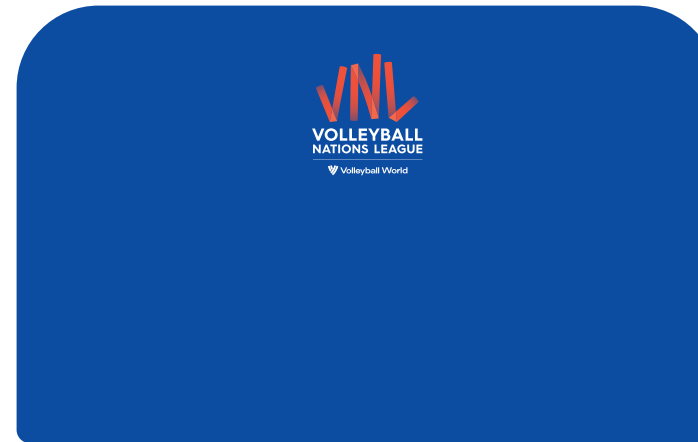
The artwork is not set up at size and needs to be adjusted to fit your seats.

The brand elements are in fixed positions, as shown and as supplied in the artwork. All elements must be positioned as shown here and their position, size and orientation should not be altered.

Please see the visual on the next page as reference



Front Design



Back Design

Filename

VW-VNL-MKT-BK-VenueBrand-Seat-Cover



Dressing Room

Stadium and arena dressing rooms come in a wide variety of shapes and sizes. The supplied artwork is therefore set up to generic dimensions which must be adapted to suit the requirements of your specific venue.

The dressing room artwork is fully scalable, but must always be scaled up or down In Pro (in proportion) such that the relative size of all elements in relation to each other remains constant.

Please avoid cropping the master artwork too close to the panel edges.

Please see the visual on the next page as reference



Wall Header



Cubicle Header – Repeatable Section (ad infinitum). Duplicate as many times to create the required length, see below.

Repeatable section 1

Repeatable section 2

Repeatable section 3



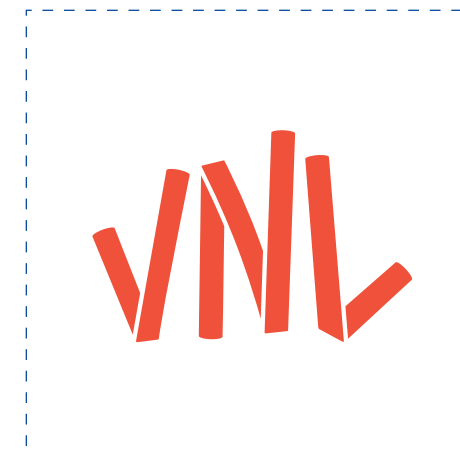
Suggested cropping place



Cubicle Back



Repeat as many times as needed



Floor Sticker

Filename

VW-VNL-MKT-BK-VenueBrand-VenueDress-Changing-Room





Dimensions of the sign may alter per organiser. It is allowed to change the final size, as long as the sign is sized up or down in exact proportion to the original item.

Designated area for national team flag. Please modify by selecting the appropriate national team flag in the layers palette. All flags have been provided.
Adaptations can be made only in this designated area.

Designated area for national team. Please modify with the national team name as shown here. Can be written in the local language.
Adaptations can be made only in this designated area.

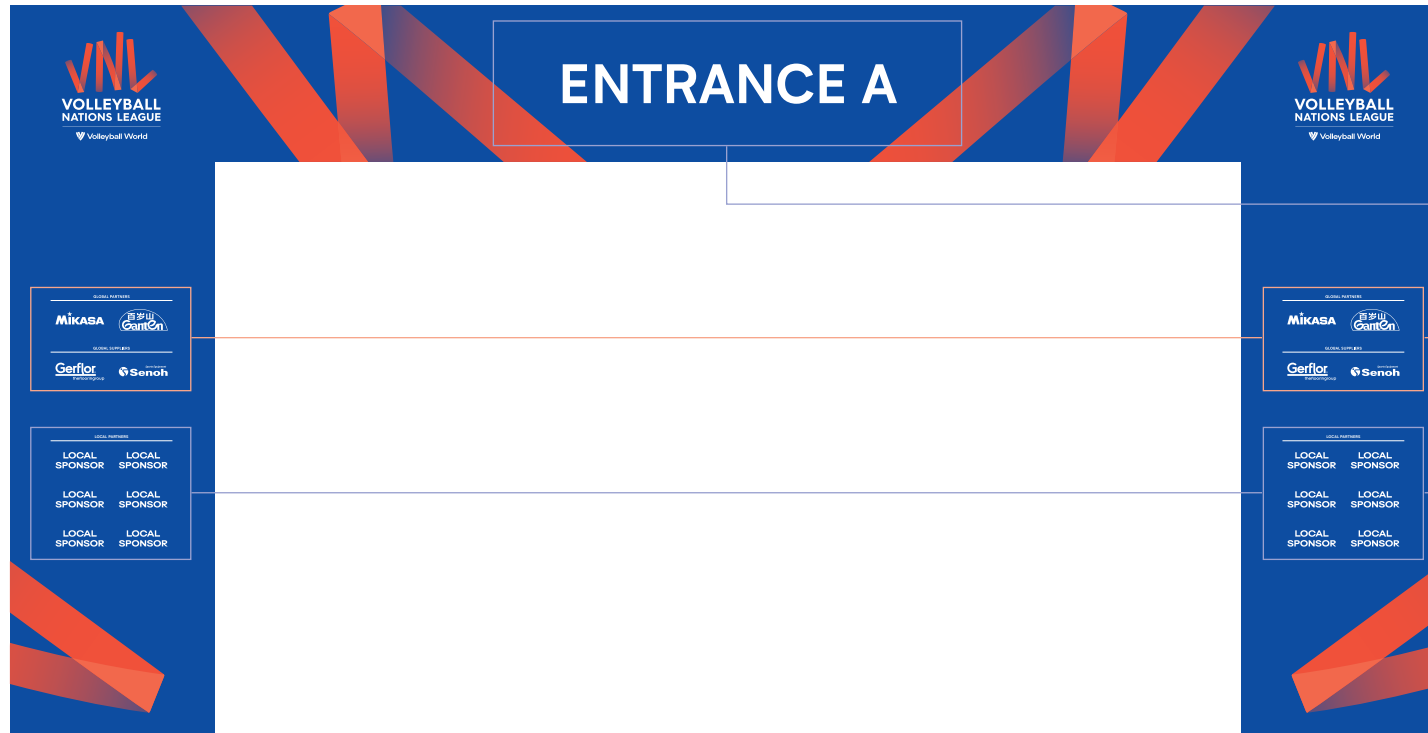
Entrance Archway

Entrances come in different sizes and shapes depending on the venue.

Templates (see below) have been provided to help produce the required artwork to dress these. Using this file correctly will help give brand consistency across all venues.

Please refer and adhere to the VNL Guidelines regarding protected space around the logo.

Please see the visual on the next page as reference



Designated area for on site guidance. Use English as primary text with local language an additional option. **Adaptations can be made only in this designated area.**

Designated area for Volleyball World Partner logos. **Amendments in this area requires prior approval by Volleyball World.**

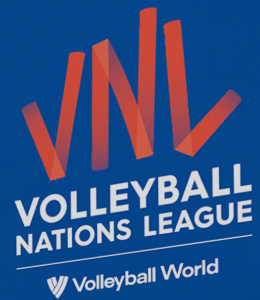
Designated area for local partner logos. White monochrome logos should be used. **Do not alter size and order of ratio.**

Filename

VW-VNL-MKT-BK-VenueBrand-VenueDressing-Entrance-Archway



ENTRANCE A



LOCAL SPONSOR LOCAL SPONSOR
 LOCAL SPONSOR LOCAL SPONSOR
 LOCAL SPONSOR LOCAL SPONSOR



GLOBAL SUPPLIERS



LOCAL PARTNERS

LOCAL SPONSOR

LOCAL SPONSOR

LOCAL SPONSOR

LOCAL SPONSOR

LOCAL SPONSOR

LOCAL SPONSOR



Event & Venue Materials

Sponsor recognition strip

Construction

Set out your Sponsor recognition strip artwork as shown below.

White monochrome logo's must always be used on the VNL blue background.

Sponsor Strip template file

A sponsor strip template file is available to help you create your sponsor strip.

Biotif font family is available commercially as a licensed typeface and should be purchased to edit the artwork.

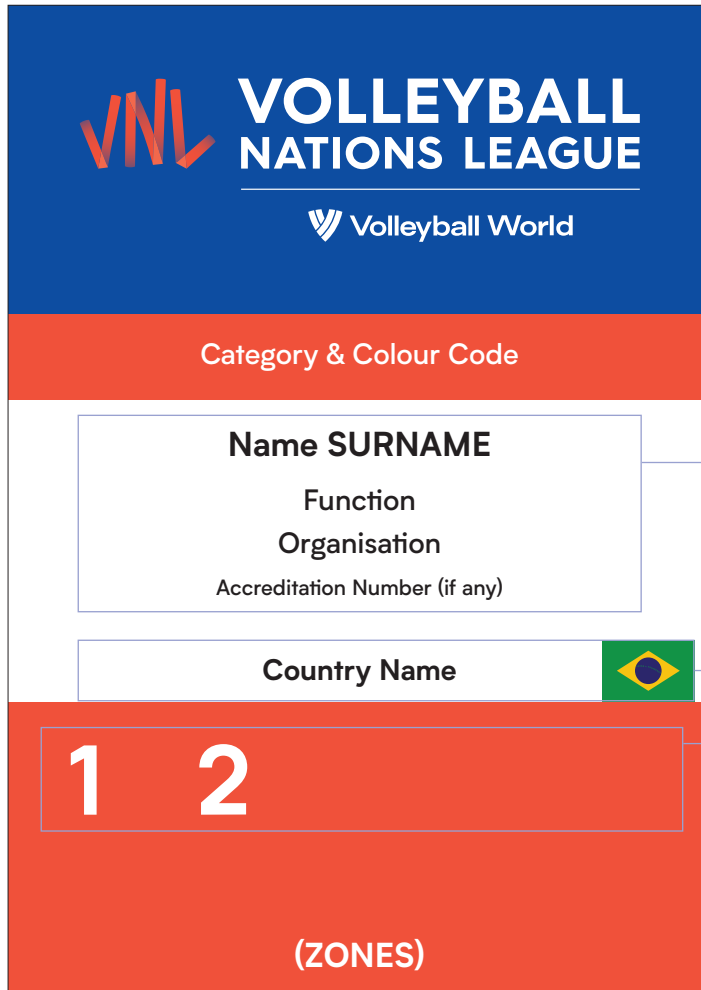
This font is available from various retailers including www.myfonts.com/fonts/degarism-studio/biotif/

Landscape example



Vertical example





The accreditation card template is divided into several sections:

- Header:** VNL VOLLEYBALL NATIONS LEAGUE logo and Volleyball World logo.
- Category & Colour Code:** A red bar at the top.
- Personal Information:** A white box containing fields for Name SURNAME, Function, Organisation, and Accreditation Number (if any).
- Country Name:** A white box with a red border containing the Country Name and a small flag icon.
- ZONES:** A large red bar at the bottom containing two large white numbers, 1 and 2, representing designated areas for access details.

Designated area for host city and country, to be updated. This should always be written in English.
Adaptations can be made only in this designated area.

Designated area for important information (e.g. phone numbers, legal terms, organisers website, etc.)

Designated area for cardholder's personal particulars.

Designated area for Volleyball World Partner logos.
Amendments in this area requires prior approval by Volleyball World.

Designated areas for country name and flag.

Designated areas for access details.

Designated area for local partner logos. White monochrome logos should be used - following the layout and rules established for the local partner recognition strip.

Designated areas for event dates.



The back of the accreditation card features the following layout:

- Host City and Country:** Large text for HOST CITY and HOST COUNTRY.
- Organiser Information:** A section for TBC with organiser (important numbers/Terms and Conditions, etc.) containing placeholder text.
- Global Partners and Suppliers:** A section with logos for MIKASA, GantEn (百岁山), Gerflor (the flooring group), and Senoh (Sport Equipment).
- Local Partners:** A section with eight placeholder boxes for LOCAL SPONSOR logos.
- Event Dates:** A large red bar at the bottom for EVENT DATES.



Designated area for host city and country, to be updated.
This should always be written in English.
Adaptations can be made only in this designated area.

Designated area for important information
(e.g. phone numbers, legal terms, organisers website, etc.)

Cardholders image to go here.

Designated area for cardholder's personal particulars.

Designated area for Volleyball World Partner logos.
**Amendments in this area requires prior approval
by Volleyball World.**

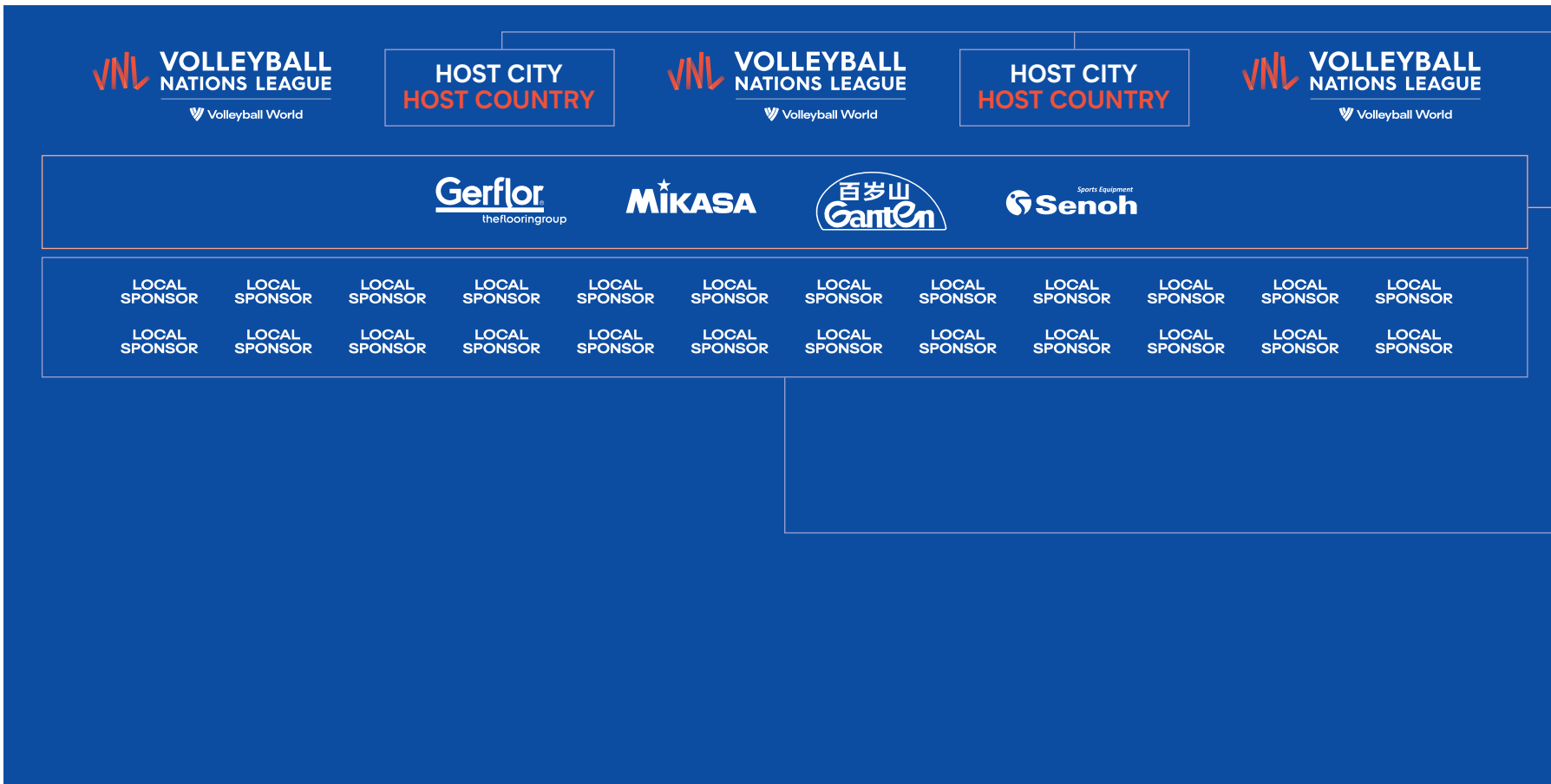
Designated areas for access details.

Designated area for local partner logos. White monochrome logos should
be used - following the layout and rules established for the local partner
recognition strip.

Designated areas for event dates.



Designated area for host city and country, to be updated. Use English as primary text with local language an additional option. **Adaptations can be made only in this designated area.**



Designated areas for Volleyball World Partners logos. **Do not alter this area in any way.**

Designated area for local partner logos. These must be in white monochrome. **Do not alter size and order of ratio.**

Note: Only one space is allocated per partner. If all spaces are not used the second row should be deleted. They should then be centralised on the backdrop keeping an area of free space around each logo.

Backdrop – mixed zone setup

Mixed Zone backdrop as shown here, produced to 2500mm vertical height, will position all sponsor logos at the correct height in relation to a standing person.

The 2500mm is measured from the floor (assuming the backdrop can be floor standing or wall mounted from the floor level)

Note: If this is not achievable and the backdrop is mounted on legs or wall mounted higher than floor level, the artwork may be cropped from the base – aligned to ensure the sponsor strips achieve the same height above the floor.



HOST CITY
HOST COUNTRY



HOST CITY
HOST COUNTRY

Gerflor
theflooringgroup

★
MIKASA

百岁山
Ganten

Sports Equipment
Senoh

LOCAL
SPONSOR

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Designated area for host city and country, to be updated. Use English as primary text with local language an additional option. **Adaptations can be made only in this designated area.**

Designated areas for Volleyball World Partners logos. **Do not alter this area in any way.**

Designated area for local partner logos. These must be in white monochrome. **Do not alter size and order of ratio.**

Note: Only one space is allocated per partner. If all spaces are not used the second row should be deleted. They should then be centralised on the backdrop keeping an area of free space around each logo.



This item is produced to cover the Press Conference table front. Dimensions may vary per organiser.

The overall width may be cropped from the sides, to a minimum width of 3500mm.

Tabletop must be covered in VNL Blue - c100 m80 y0 k0

Press conference setup

The Press Conference backdrop as shown here, produced to 2500mm vertical height, will position all sponsor logos at the correct height in relation to a seated person.

The 2500mm is measured from the floor (assuming the backdrop can be floor standing or wall mounted from the floor level)

Note: If this is not achievable and the backdrop is mounted on legs or wall mounted higher than floor level, the artwork may be cropped from the base - aligned to ensure the sponsor strips achieve the same height above the floor.



Nameplate

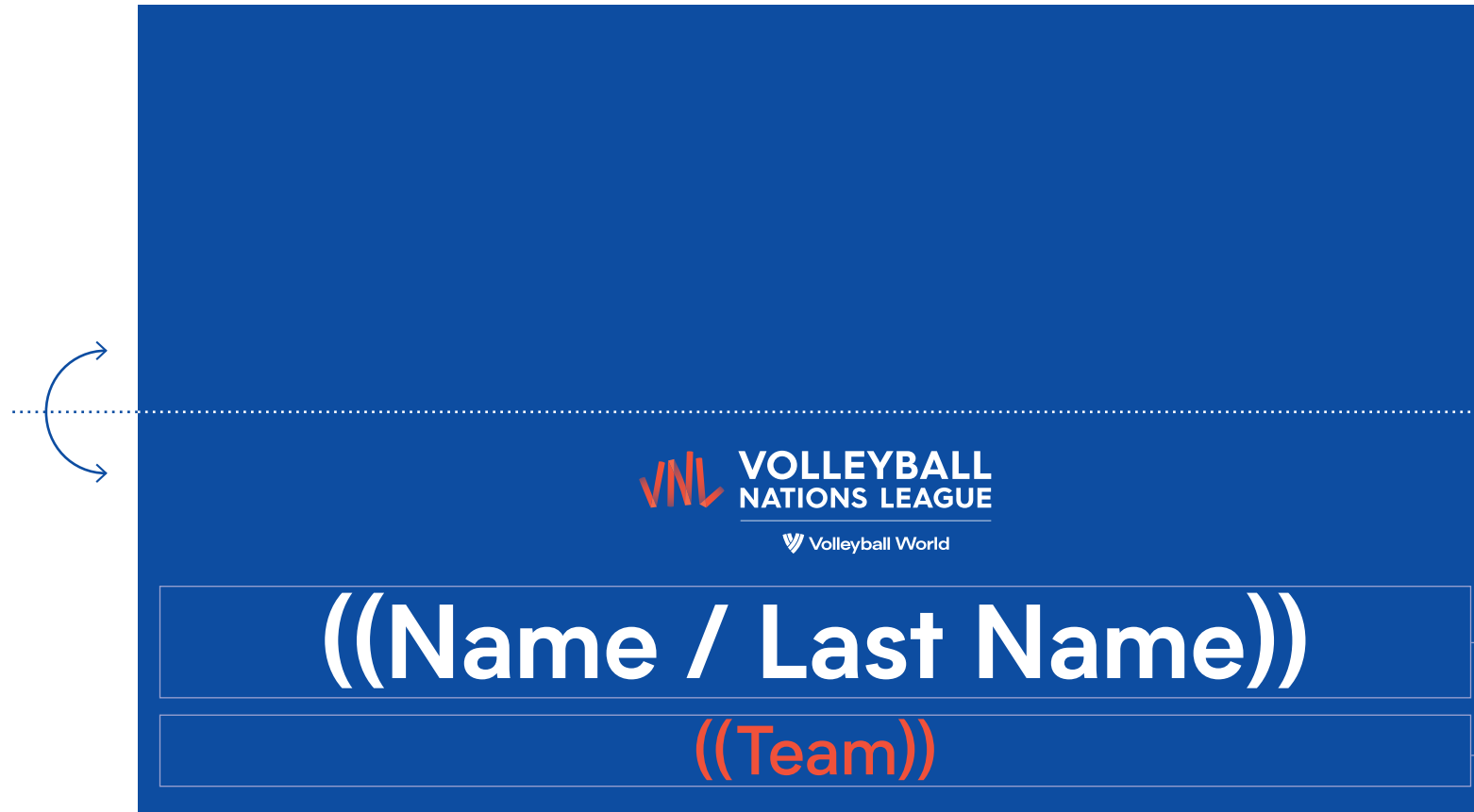
Artwork sizes

400x120mm (folded size)
280x95mm (folded size)

File names

VW-VNL-MKT-BK-VariouItems-Nameplates-400x120mm
VW-VNL-MKT-BK-VariouItems-Nameplates-280x95mm

Nameplate to be used for all official occasions such as Press Conference, Technical Meetings etc.



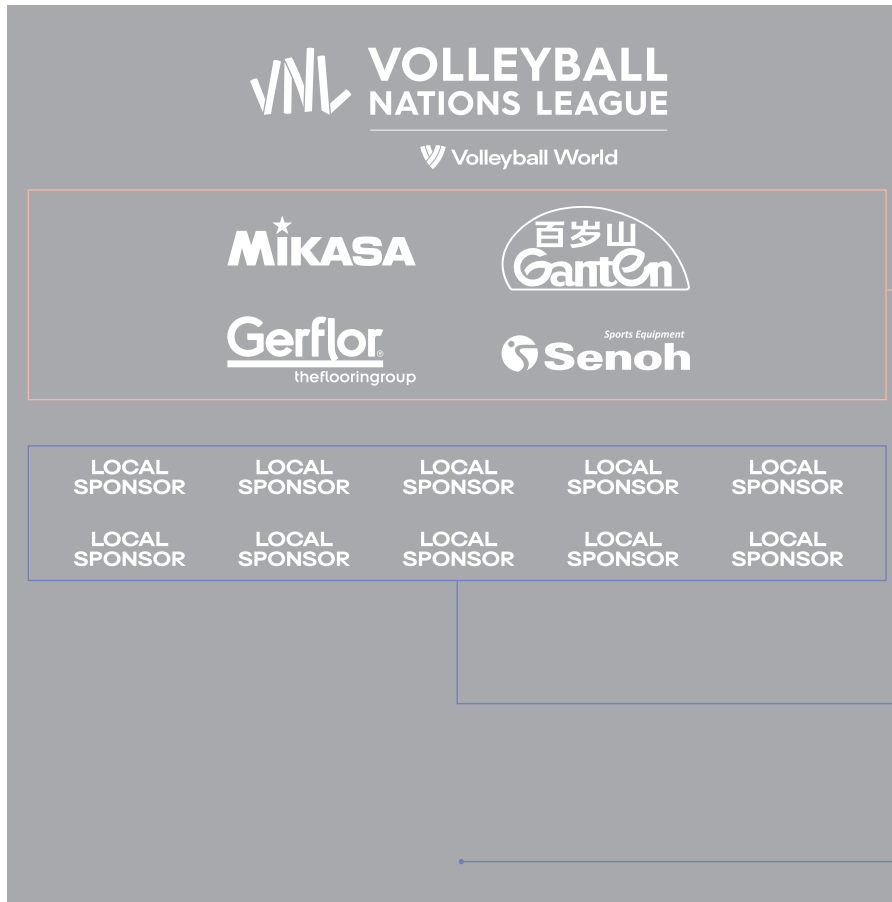
Dimensions of the nameplate may alter per organiser. It is allowed to change the final size, as long as the nameplate is sized up or down in exact proportion to the original items.

Designated area for name. Do not alter the preset font size except if players name is too long the font size can be decreased.

Adaptations can be made only in this designated area.

Designated area for national team. Do not alter the preset font size.

Adaptations can be made only in this designated area.



Designated area for Volleyball World partner logos.
Do not alter this area in any way.

Designated area for local partner logos. These must be in white monochrome.
Do not alter size and order of ratio.

Note: Only one space is allocated per partner. If all spaces are not used the second row should be deleted. They should then be centralised on the backdrop keeping an area of free space around each logo.

Please Note:
Grey area is a representation of a transparent background and should not be printed.

Backdrop - Flash setup

Flash backdrop as shown here, produced to 2000mm vertical height and on a 500mm stand, will position all partner logos at the correct height in relation to a standing person.



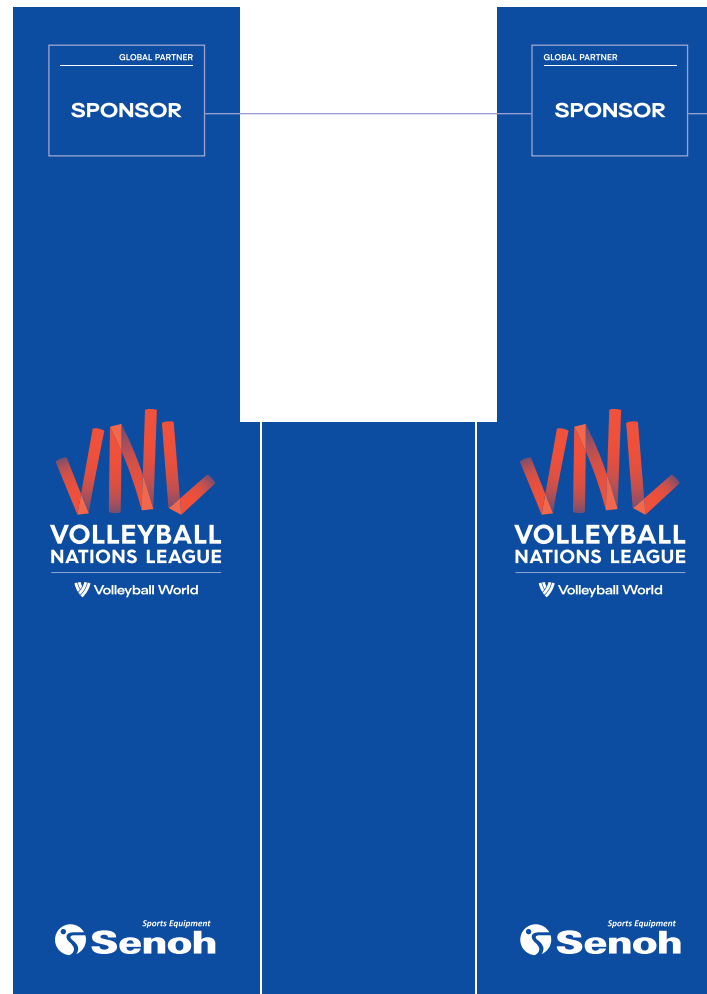
Referee Chair

Artwork has been created for branding the referee's chair, consistent with the brand values of the VNL.

The brand elements are in fixed positions, as shown and as supplied in the artwork. All elements must be positioned as shown here and their position, size and orientation should not be altered.

Filename

VW-VNL-MKT-BK-VenueBrand-Referee-Chair



Designated area for Global partner logo.

Amendments in this area requires prior approval by Volleyball World.



Official flag – portrait and landscape

Artwork sizes
1400x2000mm
2000x1400mm

Filenames
VW-VNL-MKT-BK-VenueBrand-Flag-OffFlag-Vert-1400x2000mm
VW-VNL-MKT-BK-VenueBrand-Flag-OffFlag-Horiz-2000x1400mm



Dimensions of the official flags may alter per organiser. It is allowed to change the final size, as long as the flags are sized up or down in exact proportion to the original items.

Please refer to the VNL logotype guidelines for rules regarding the protection area of the logo.

Roll-ups

Artwork sizes

800x2000mm (shown below)
1000x2000mm

File names

VW-VNL-MKT-BK-Promo-Rollup-800x2000mm
VW-VNL-MKT-BK-Promo-Rollup-1000x2000mm

VW-VNL-MKT-BK-Promo-Rollup-BPOTG-800x2000mm
VW-VNL-MKT-BK-Promo-Rollup-BPOTG-1000x2000mm



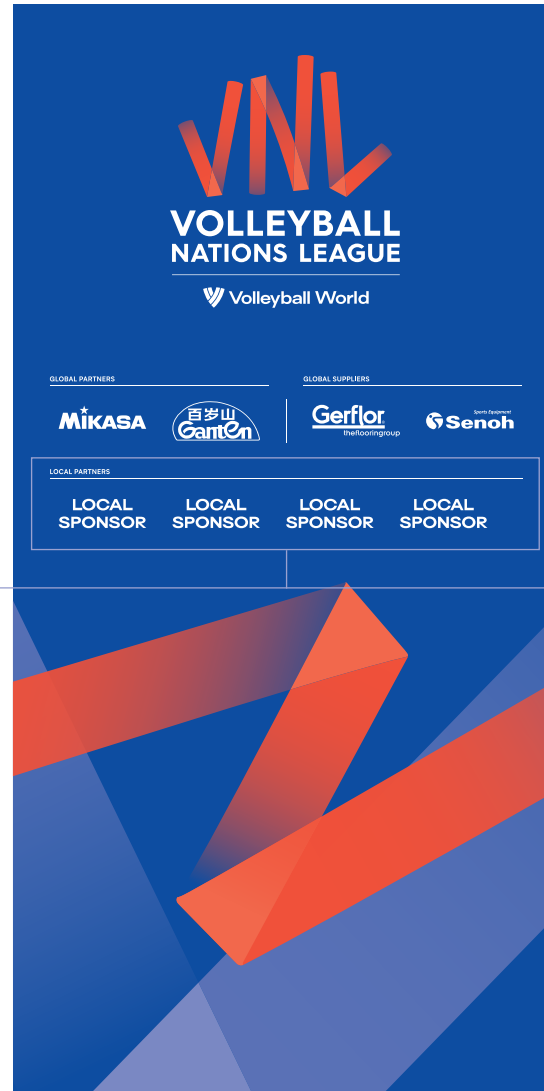
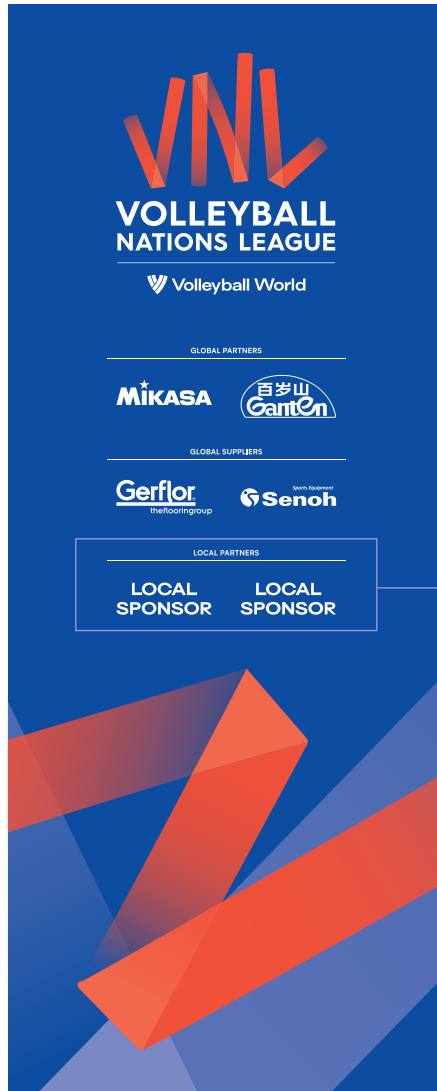
Dimensions of the roll-ups may alter per organiser. It is allowed to change the final size, as long as the roll-ups are sized up or down in exact proportion to the original items.

Please refer to the VNL logotype guidelines for rules regarding the protection area of the logo.

Roll-ups

Artwork sizes
800x2000mm
1000x2000mm

Filenames
VW-VNL-MKT-BK-Promo-Rollup-SRS-800x2000mm
VW-VNL-MKT-BK-Promo-Rollup-SRS-1000x2000mm



Dimensions of the roll-ups may alter per organiser. It is allowed to change the final size, as long as the roll-ups are sized up or down in exact proportion to the original items.

Please refer to the VNL logotype guidelines for rules regarding the protection area of the logo.

Designated area for local partner logos. These must be in white monochrome. **Place the partner logos in this arrangement.**

On Site Signage – Location Panel

Artwork sizes
800x2000mm
1000x2000mm

Filenames
VW-VNL-MKT-BK-VenueBrand-VenueDress-Signage-LocationPanel-800x2000mm
VW-VNL-MKT-BK-VenueBrand-VenueDress-Signage-LocationPanel-1000x2000mm



Dimensions of the on site signage panel may alter per organiser. It is allowed to change the final size, as long as the panels are sized up or down in exact proportion to the original items.

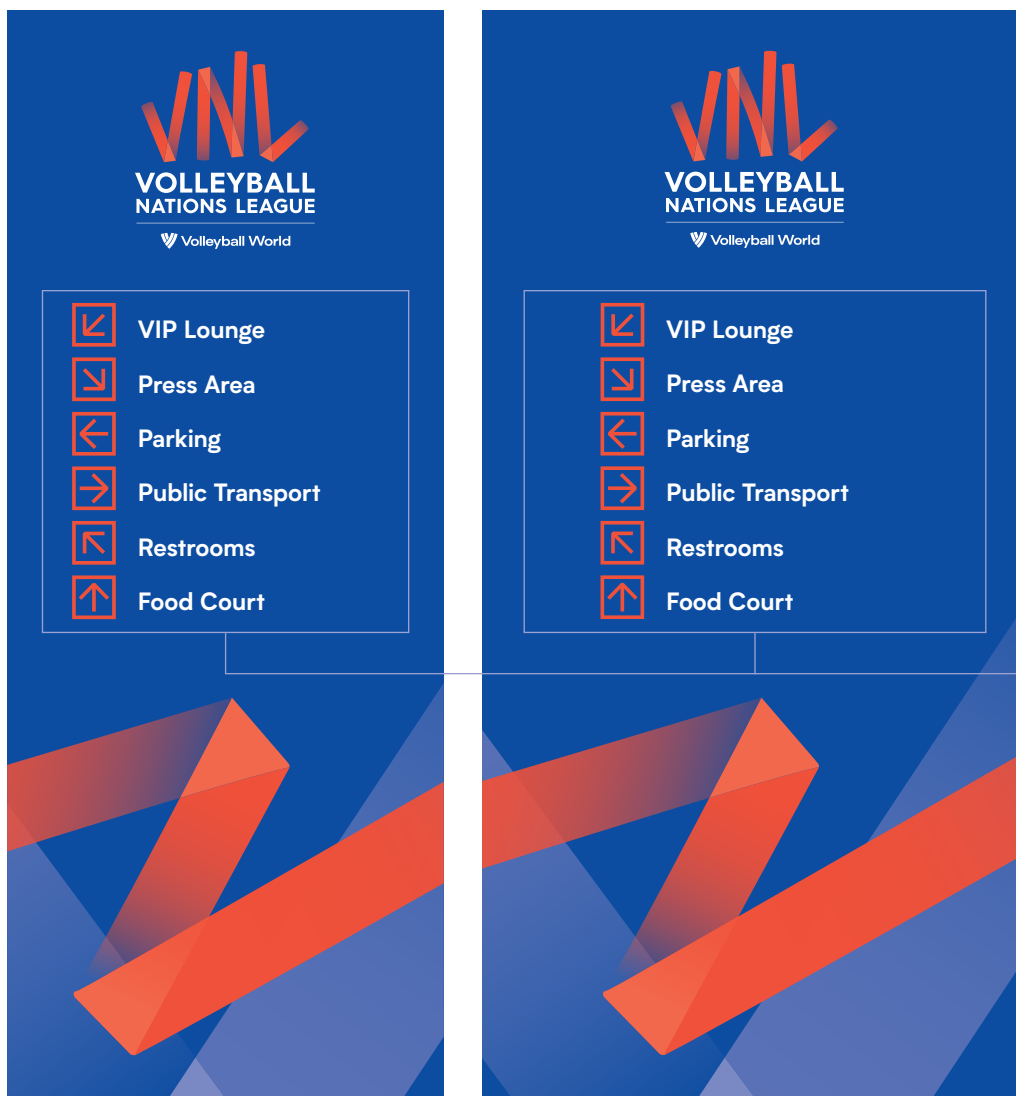
Please refer to the VNL logotype guidelines for rules regarding the protection area of the logo.

Designated area for on site guidance
Adaptations can be made only in this designated area.

On Site Signage – Arrows Panel

Artwork sizes
800x2000mm
1000x2000mm

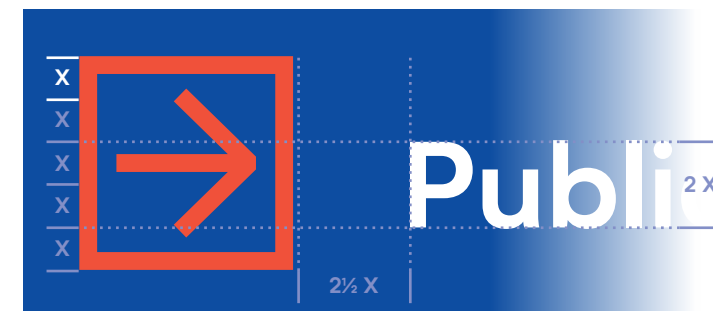
Filenames
VW-VNL-MKT-BK-VenueBrand-VenueDress-Signage-ArrowsPanel-800x2000mm
VW-VNL-MKT-BK-VenueBrand-VenueDress-Signage-ArrowsPanel-1000x2000mm



Dimensions of the on site signage panel may alter per organiser. It is allowed to change the final size, as long as the panels are sized up or down in exact proportion to the original items.

Please refer to the VNL logotype guidelines for rules regarding the protection area of the logo.

Designated area for on site guidance
Adaptations can be made only in this designated area.





Dimensions of the city flag may alter per organiser. It is allowed to change the final size, as long as the city flag are sized up or down in exact proportion to the original items.

Designated area for host city. Please modify with your host city name as shown here. Can be written in the local language. **Adaptations can be made only in this designated area.**

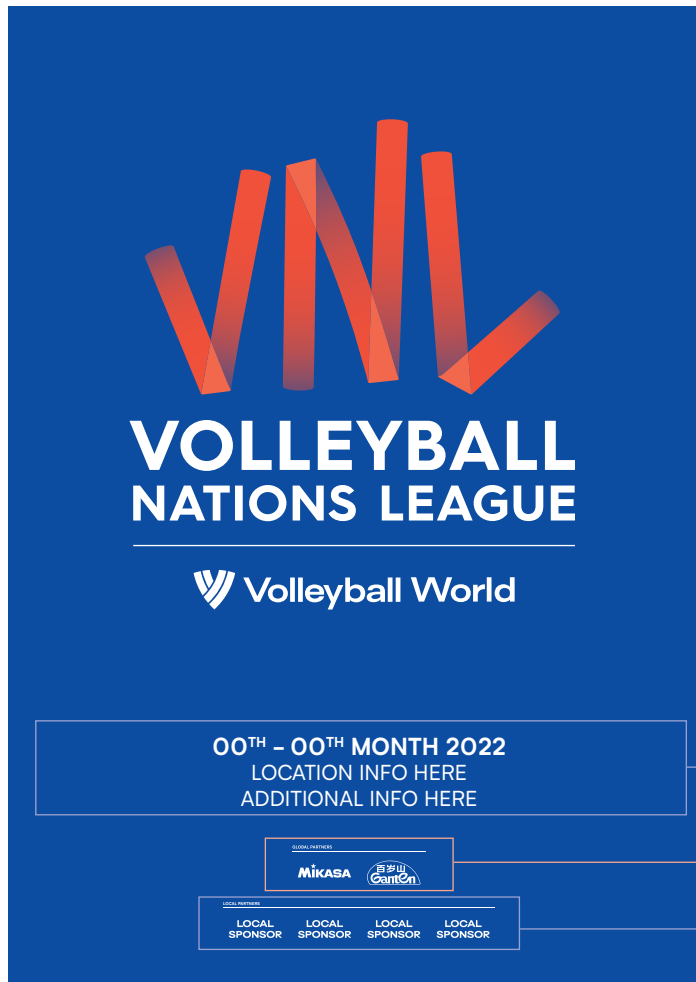


Folder inside design

Designated area for press kit text. Can be written in the local language.
Adaptations can be made only in this designated area.

Designated area for local partner logos. White monochrome logos should be used – following the layout and rules established for the local partner recognition strip.

Designated area for Volleyball World Partners logos.
Amendments in this area requires prior approval by the Volleyball World.



Designated area for date, location and allocation for additional information such as ticketing. **Adaptations can be made only in this designated area.**

Designated areas for Volleyball World Partners logos. **Do not alter this area in any way.**

Designated area for local partner logos. These must be in white monochrome. **Place the partner logos in this arrangement.**

Advertising visual

The advertising artwork carries all the required assets in fixed positions. It is important that these fixed assets and the positioning of all elements are respected and maintained, for consistency and brand integrity.

Filename

VW-VNL-MKT-BK-Promo-Poster



Event Visual

Designated area for the VNL icon or the use of illustration / photography selected by the LOC. Approval needed from Volleyball World.

Designated area for date, location and allocation for additional information such as ticketing. **Adaptations can be made only in this designated area.**

Designated areas for Volleyball World Partners logos. **Do not alter this area in any way.**

Designated area for local partner logos. These must be in white monochrome. **Place the partner logos in this arrangement.**

Recycling Bins

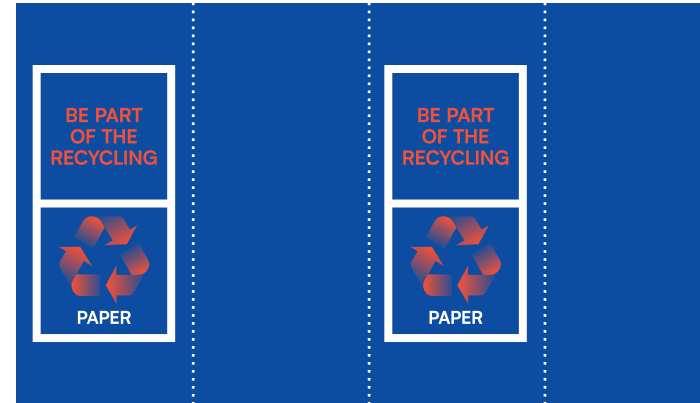
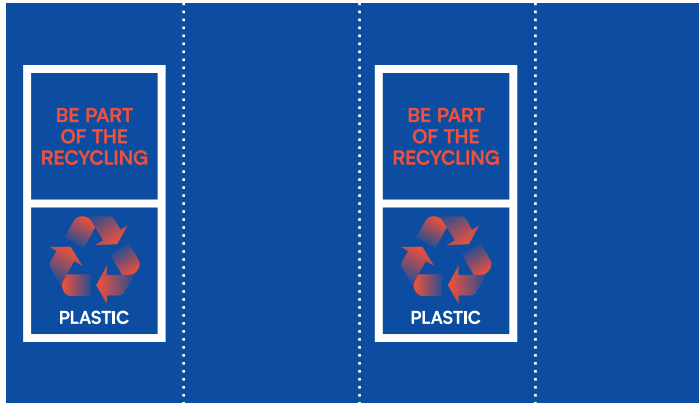
As part of Volleyball World's commitment to sustainability, recycling bins will be widely used through the stadiums and arenas.

These containers should be event branded and there are templates created for this to be done.

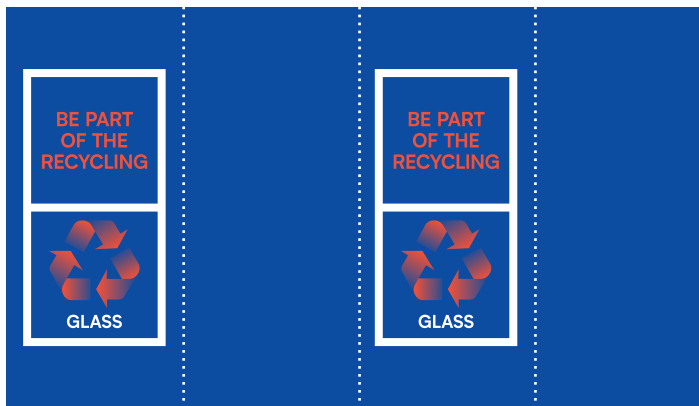
Correct application of the supplied artwork will produce a consistent look to the event branding.

Filename

VW-VNL-MKT-BK-VenueBrand-Recycling-Bins



Please see the visual on the next page as reference



To optimise the venue specific recycling message, please label the bins for the appropriate content using the local language.
Use the **Biotif Bold** typeface for this application.



Thank You

