



Objectives

Style Guide

Advertising rights



www.fil-luge.org



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A. INTRODUCTION

1. BASIC PRINCIPLES

The International Luge Federation (FIL) is the supreme institution recognized by the International Olympic Committee (IOC) in all matters concerning the sport of luge, including advertising at FIL competitions.

The FIL Brandbook is based on the International Luge Regulations (IRO/2026 edition) and the Playbook for Event Organizers. These contain specifications for the organization of all competitions of the sport of luge on artificial track within the framework of FIL International Championships and International Competitions. The FIL Brandbook is also based on the agreements concluded between the FIL, partners and agencies. Furthermore, the Brandbook contains a guideline for the preferred use of the language and terminology of the International Luge Federation.

2. Objectives

The FIL Brandbook was created to summarize regulations regarding advertising rights and advertising opportunities at the events within its scope in one document and to present them clearly, in part also with graphics.

The FIL Brandbook is intended to serve as a reference work for all persons and institutions involved in advertising in the environment of these FIL events.

In addition, the FIL Brandbook aims to ensure the smooth implementation of the existing advertising opportunities and to contribute to a uniform appearance and the development of the luge brand.

3. SCOPE

All regulations are valid in the environment of the FIL World Championships, EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented AXA as well as Mixed World Cups presented by SKCHERS for athletes and officials. The provisions of the FIL Brandbook are valid for the 2026/2027 season and beyond unless stated otherwise.

4. GENERAL GUIDELINES

Provided there are no stricter national laws, the following advertising is prohibited:

1. On the athlete and sled: advertising for tobacco, illegal drugs or alcohol. Exception: Advertising for non-alcoholic beer or, in the case of athletes 21 years or older of age, advertising for products with an alcohol content percentage of less than 15%.
2. At the venue and on bibs: Advertising for tobacco, illegal drugs or for products with an alcohol content percentage of more than 10%. The FIL executive board may allow an exception to the alcohol ban upon request of an event organizer or sports venue operator.
3. Advertising with content of religious, racist or other discrimination.

5. MEASUREMENT GUIDELINES

A rectangle is used to calculate the advertising surface. The width and height of the trademark determine the sides of the rectangle.

If the trademark is integrated within an area of a different color, the total area of the different color is to be measured.

6. APPROVAL OF ADVERTISING SURFACES

The design of the advertising surfaces available to the national federations (NFs) must be sent electronically in size and color to the FIL Technical Director for review and approval by **August 31st** of each sports year. If submitted on time and the advertising surfaces are in compliance with the rules, approval will be given in writing.

7. IMPLEMENTATION MONITORING

The FIL Sports Director supervises the fulfilment of the guidelines at the venue in cooperation with the participating advertising agencies, the race organizer and the race director. The FIL Sports Director is responsible for ensuring that inadmissible advertising is removed or made non-visible before the start of the event.

The NFs themselves are responsible for compliance with the regulations regarding the advertising possibilities available to the national federations (NFs).

At FIL competitions, technical delegates have the right to arrange for inspections of the advertising surfaces at any time.

The FIL presidium reserves the right to approve deviations from the FIL Brandbook in case of justified necessity. The FIL Sports Director is entitled to decide on exceptions to the specifications of the FIL Brandbook at the venue in justified individual cases.

B. FIL STYLEGUIDE

1. INTRODUCTION

The following guide describes the preferred use of language and terminology by the International Luge Federation (FIL). It also provides guidance on preferred spelling and style guidelines. This guide should be used for all documents, correspondence, and publications. It is intended for FIL staff and the extended FIL family, National Federations, event organizers, tracks and other involved groups or organizations to ensure consistent terminology. The consistency and professionalism of the written content produced by all stakeholders determines how the public perceives our sport and plays an important role in ensuring a uniform image of the FIL.

The FIL Style Guide incorporates the two official FIL languages to serve the FIL family worldwide. The content of the guide is not necessarily based on correct or incorrect grammar, but rather reflects the FIL's preferred usage to ensure consistency within the organization. It does not follow any specific industry style guidelines, but serves as a guide for The FIL and its partners to project a professional public image of our organization.

2. Basics

Some notes on capitalization: In English, capitalization is limited to the first word of a sentence, headings, and to proper nouns and certain FIL terminology, as outlined in this guide. With regard to umlauts or accents, local usage is preferred, i.e. Königssee instead of Koenigssee.

The term "athlete" is the preferred and universal term, but "competitor", "slider" and "luge athlete" may also be used depending on the discipline. The gender specific assignment is up to the respective author.

The FIL prefers the term "luge track", however, "track", "race track", "race course" or "ice track" may also be used.

Athletes participating in general or junior class events should be referred to as "women and men". Athletes competing in youth A class events or below should be referred to as "female and male".

3. OFFICIAL NAME OF THE FIL

Abbreviated in all languages as FIL and fully capitalized.

English	German	French
International Luge Federation	Internationaler Rodelverband	Fédération Internationale de Luge

4. Other FIL Terminology

FIL anthem	FIL Hymne
FIL flag	FIL Fahne
FIL logo	FIL Logo
FIL WC logo	FIL WC Logo
FIL International Luge Regulations (IRO)	FIL International Rennrodelordnung (IRO)
FIL competition	FIL Wettkampf
FIL office	FIL Büro
FIL Bulletin	FIL Bulletin
FIL officials	FIL Funktionäre

5. NAMES AND TITLES

The FIL personnel's job titles should be capitalized when used directly before their name. Other instances are lowercase.

Full-time FIL officials are always described with the FIL abbreviation. For honorary officials such as executive board members, jury members, or TDs, the respective country abbreviations apply. For example: FIL President Einars Fogelis / LAT but FIL Sports Director Matthias Böhmer / FIL

FIL President	FIL Präsident
FIL Secretary General	FIL Generalsekretär
FIL Executive Director	FIL Exekutivdirektor
FIL Vice President	FIL Vizepräsident
FIL Executive Board Member	FIL Exekutiv-Mitglied
FIL Regional Vice President	FIL Regionaler Vizepräsident
FIL Congress	FIL Kongress
FIL Executive Board	FIL Exekutive
FIL Family	FIL Familie
FIL Commission	FIL Kommission
FIL Ethics Authority	FIL Ethik Beauftragter
FIL Sports Director AT (SD)	FIL Sportdirektor KB (SD)
FIL Technical Direktor AT (TD)	FIL Technischer Direktor KB (TD)
FIL Development Manager	FIL Entwicklungsmanager
FIL TV-Coordinator	FIL TV-Koordinator
FIL Communications Manager	FIL Kommunikations-Manager
FIL Social Media Manager	FIL Social Media Manager
FIL Head of Broadcast (HoB)	FIL Head of Broadcast (HoB)
FIL Jury Chair	FIL Jury Vorsitzender
FIL Jury Member	FIL Jury Mitglied
FIL Technical Delegate	FIL Technischer Delegierter

6. FIL DISCIPLINES

According to the FIL's preferred terminology, there are "competitions" in the various "events" under each FIL discipline. The FIL World Cup includes competitions and maintains rankings for these events. Unlike the names of the individual events, The FIL disciplines are capitalized in all languages when referring to the discipline itself, as follows:

MS	Men's Singles	HE	Herren Einsitzer
WS	Women's Singles	DE	Damen Einsitzer
MD	Men's Doubles	HD	Herren Doppelsitzer
WD	Women's Doubles	DD	Damen Doppelsitzer
TR	Team Relay	TS	Team-Staffel
MX	Mixed Event	MX	Mixed Event
SP	Sprint	SP	Sprint
JMS	Junior Men's Singles	JHE	Junioren Herren Einsitzer
JWS	Junior Women's Singles	JDE	Junioren Damen Einsitzer
JMD	Junior Men's Doubles	JHD	Junioren Herren Doppelsitzer
JWD	Junior Women's Doubles	JDD	Junioren Damen Doppelsitzer
JTC	Junior Team Competition	JTC	Mannschaftsbewerb für Junioren

7. OLYMPISCHE SPIELE

The word "Olympic" is always capitalized. The correct usage for the FIL follows that of the IOC. The correct usage is Winter Olympic Games, not Winter Olympics or Olympic Games!

OWG	Olympic Winter Games	Olympische Winterspiele
YOG	Youth Olympic Games	Olympische Jugendspiele
Winter YOG	Winter Youth Olympic Games (YOG)	Olympische Jugend-Winterspiele

8. FIL CHAMPIONSHIPS

Should always be capitalized and used in plural.

WCh	FIL World Championships	WM	FIL Weltmeisterschaften
ECh	FIL European Championships	EM	FIL Europameisterschaften
APCh	FIL American Pacific Championships	APM	FIL Amerika Pazifik Meisterschaften
ACh	FIL Asian Championships	AM	FIL Asien Meisterschaften
JWCh	FIL Junior World Championships	JWM	FIL Junioren Weltmeisterschaften
JECh	FIL European Junior Championships	JEM	FIL Junioren Europameisterschaften
JAPCh	FIL Junior American Pacific Championships	JAPM	FIL Junioren Amerika Pazifik Meisterschaften
U23-WCh	FIL U23-World Championships	U23-WM	FIL U23-Weltmeisterschaften

9. WORLD CUPS AND OTHER EVENTS

WC	FIL Luge World Cup	FIL Rodel Weltcup
TR	FIL Team Relay World Cup	FIL Team-Staffel Weltcup
MXS	FIL Mixed Singles World Cup	FIL Mixed Einsitzer Weltcup
MXD	FIL Mixed Doubles World Cup	FIL Mixed Doppelsitzer Weltcup
SWC	FIL Sprint World Cup	FIL Sprint Weltcup
JWC	FIL Junior World Cup	FIL Junioren Weltcup
WYS	FIL World Youth Series	FIL Welt Jugend Serie
NC	FIL Nations Cup	FIL Nationencup
DT	FIL Three-Track Tournament	FIL Dreibahnen-Tournee
YG	FIL Youth Games	FIL Jugendspiele (JS)
SSM	Super Slide Mode	Super Slide Mode

10. FIL Logo

The FIL logo is to be used without circular inscription.
(see attachment Brand Guide FIL logo and CI)



C. INDIVIDUAL ADVERTISING RIGHTS

1. MARKETING CONCEPT

The sponsor hierarchy includes a Title Sponsor, four Main Sponsors (Main Sponsor 1, Main Sponsor 2, Main Sponsor 3, and RO Sponsor) as well as a tourism region.



Figure: Branding concept World Cups and World Championships 2026—2030

The **FIL** has the following packages:

- Title Sponsor (no title rights for FIL-World Championships)
- Main Sponsor 1
- Main Sponsor 2
- Main Sponsor 3

The FIL has sold these packages as follows:

Title Sponsor (through the agency RGS Sportmarketing)

J. Eberspächer GmbH & Co.

Industries: Automotive supplier, exhaust gas purification systems, heating and air conditioning systems, vehicle electronics, hydrogen fuel cell components

Main Sponsor 1

Hargassner Ges mbH

Industries: Metal Engineering and Mechanical Engineering; manufacturing of automated heating and biomass combustion systems (pellets, wood chips, firewood, and combined heat and power systems), as well as solar energy, photovoltaic, and heat pump solutions for both the B2C and B2B markets.

Main Sponsor 2 (through the agency infront Sports & Media)

SKECHERS SARL

Industries: Footwear

Main Sponsor 3

Will be announced soon

The **event organizer** has the following packages:

- RO Sponsor (RO = Race Organizer)
- Tourism region

The FIL holds all other advertising rights not mentioned herein.

2. TITLE RIGHTS

The correct designations of the events or series of events in the 2026/2027 season are given below.

These designations are to be used in all written representations in connection with the event, for example in advertising, press releases and conferences, program booklets, or on the Internet/social media exclusively in the respective defined spelling. The supplement "in Luge" may be added to all designations

2.1 WORLD CHAMPIONSHIPS

Host + Year e.g. "Innsbruck—Tirol 2027"

"FIL World Championships 2027" or

"FIL Luge World Championships 2027"

Team Relay: "Team Relay World Championships 2027"

Mixed Event: "Mixed World Championships 2027"

2.2 WORLD CUPS

"EBERSPÄCHER World Cup" or

"EBERSPÄCHER World Cup" or "EBERSPÄCHER Luge World Cup" or

"xth EBERSPÄCHER World Cup 2026/2027 (e.g. 1st EBERSPÄCHER World Cup 2025/2026)" or¹

"xth EBERSPÄCHER Luge World Cup 2026/2027

(e.g. 1st EBERSPÄCHER Luge World Cup 2026/2027)"¹

In English, the umlauts are written with AE: EBERSPAECHER

2.3 TEAM RELAY WORLD CUPS

"EBERSPÄCHER Team Relay World Cup presented by XXX"

"xth EBERSPÄCHER Team Relay World Cup 2026/2027 presented by XXX"¹

2.4 MIXED WORLD CUPS

"EBERSPÄCHER Mixed World Cup presented by Skechers" or

"xth EBERSPÄCHER Mixed World Cup presented by Skechers 2026/2027"¹

"EBERSPÄCHER Mixed Singles World Cup presented by Skechers"

"EBERSPÄCHER Mixed Doubles World Cup presented by Skechers"

¹ Numbering corresponds to the number in the 2025/2026 FIL events schedule

3. VISUAL PRESENTATION

3.1 WORLD CUP LOGO AND CI

In the 2022/2023 season, a World Cup design with associated logo was introduced. This is intended to increase the recognition value of the race series and thus enhance the FIL Luge World Cup brand. It remains valid for all stations of the EBERSPÄCHER World Cup and is to be integrated in all relevant publications.

A short guide for the use of the World Cup design can be found in the appendix.



Figure: World Cup Logo

3.2 GENERAL SPECIFICATIONS ON THE USE OF SPONSOR LOGOS

3.2.1 TITLE SPONSOR: EBERSPÄCHER



Figure: EBERSPÄCHER Logo

In flowing text, EBERSPÄCHER should be written in capital letters if possible.

3.2.2 MAIN SPONSOR 1: HARGASSNER



Figure: Hargassner Logo

3.2.3 MAIN SPONSOR 2: SKECHERS



Figure: SKECHERS Logo

3.2.4 MAIN SPONSOR 3: TO BE ANNOUNCED

Figure:

3.3 POSTER

The FIL provides design templates WC and WCh, which the event organizer completes with the corresponding information about the event and an own photo (adapted to the current advertising situation of the FIL). Further adaptations are not permitted. The templates are available in two versions (with/without program) and can be selected by the event organizer depending on the intended use.

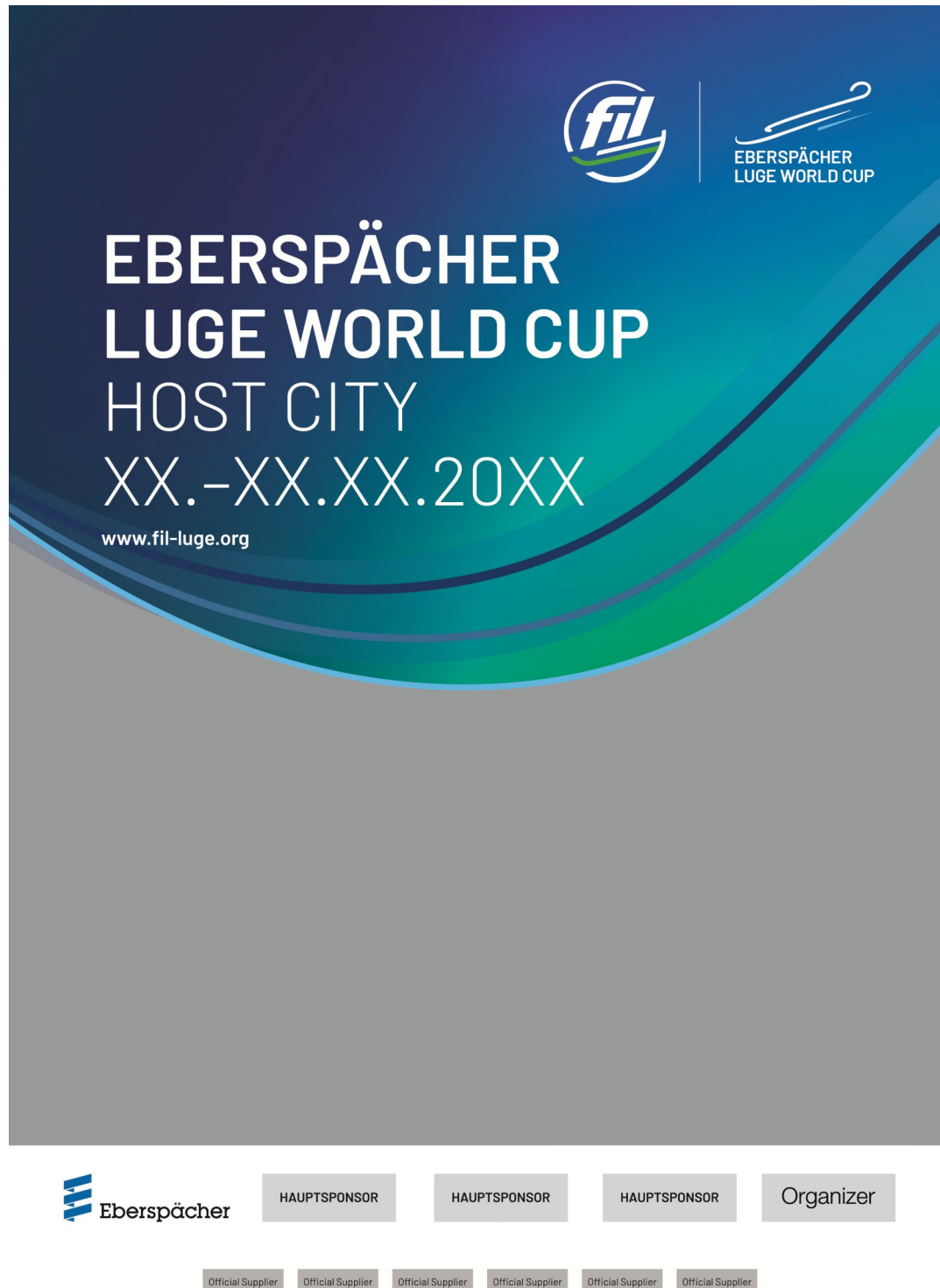


Figure: poster without schedule



SHORTGUIDE:

The templates come with a shortguide, which contains the specifications regarding the use of the design templates

Exceptions can be granted for oversized posters

All posters must be sent to the following recipients **for release prior to printing:**

- FIL, Matthias Böhmer (Boehmer@fil-luge.org)
- Agency RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
- Agency Infront, Noah Jeremies (noah.jeremies@infrontsports.com)

Please allow for approx. three working days for the release.

For digital or printings based on the design templates, approval by the FIL is not required prior to printing.

3.4 PROGRAM BOOKLETS, FLYERS

The design templates for the posters (3.3) and the specifications of the short guide also have to be used for the title pages of program booklets and flyers. For this purpose, the templates may be amended by the event organizer with information regarding their event and with a photo, and adjusted to the required format.

A maximum of **altogether** 8 logos of the event organizer's partners (suppliers) may appear on the **front and back page**.

The following restrictions apply:

- On the title page, the logos may only be placed in the designated area on the right bottom edge.
- The size of a supplier logo must not exceed 50% of the size of a main sponsor logo.
- The branch exclusivity of the main sponsors must be respected.

The title sponsor and the three main sponsors of the FIL are allocated one full page (4 color) each in the program leaflet of each event. The event organizer will receive the artwork for this page including up-to-date sponsor logos by FIL and the marketing agencies RGS Sportmarketing and Infront Sports & Media AG eight weeks before the event at the latest.

In order to ensure that the artwork can be sent within this time limit, event organizers must inform the agencies on the specifications for the advertisement at least ten weeks before the competition.

Start times of individual runs must be listed for the competition schedule:

Example for correct information:

January 10, 2024, 10:00 a.m. 1st run men's doubles, 11:30 a.m. 2nd run men's doubles

Example for incomplete information:

January 10, 2024, 10:00 a.m. women's doubles

All program leaflets must be sent to the following recipients **for release prior to printing**:

- FIL, Matthias Böhmer (Boehmer@fil-luge.org)
- Agency RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
- Agency Infront, Noah Jeremies (noah.jeremies@infrontsports.com)

Please allow for approx. three working days for the release.

For printings based on the design templates, approval by the FIL is not required prior to printing.

3.5 OTHER DIGITAL & PRINTED MATERIAL

The design templates for posters (3.3) and the information in the short guide should also be used for other printed materials if possible. For this purpose, they can be supplemented with the corresponding information on the event and an own photo (adapted to the current advertising situation of the FIL) and adjusted in format

Should the design templates (4.2.1) not be suitable for other printed matter for understandable reasons, the following applies:

The logos of the FIL and the title sponsor and the FIL's main sponsors must appear in their original colors and in the same size as the logo of the event organizer's sponsor (four main sponsor logos must have the same height; allow 1/4 of the page width for each logo)

Official suppliers: Altogether a total of 8 logos on the front and back page; maximum size of each logo 50% of the size of a main sponsor logo; the branch exclusivity of main sponsors must be respected)

Printings that are not based on the design templates (4.2.1) must be sent to the following recipients for release **prior to printing**:

3.6 ACCREDITATION

FIL issues season accreditations valid for the World Championships, EBERSPÄCHER World Cup Series, EBERSPÄCHER Team Relay World Cups presented by XXX and EBERSPÄCHER Mixed Weltcup presented by SKECHERS (logo presence of the title sponsor and the three main FIL sponsors).

If accreditations are issued by event organizers for individual events, the FIL logo, the World Cup logo as well as the logos of the title sponsor and the three main FIL sponsors must be integrated in the same size as the logo of the event organizer sponsor. At World Championships, the WCh logo replaces the World Cup logo.

The season accreditations issued by the FIL, including VIP accreditations, must be accepted by the event organizer in all cases.

The data shown on the accreditations (names, areas, accesses, etc.) are also shown in the form of a barcode. These can be used by the event organizer, if desired, for access control and evaluation. The handling and procurement of the necessary technology is the responsibility of the event organizer, who is also responsible for all related costs.

In case of event organizers own event accreditations, it is mandatory to pay attention to the division of the individual areas (see graphic next page). Changes must be discussed with the sport director at an early stage.

FIL INTERNATIONAL LUGE FEDERATION

EBERSPÄCHER LUGE WORLD CUP

EBERSPÄCHER TEAM RELAY WORLD CUP
PRESENTED BY BMW

EBERSPÄCHER MIXED WORLD CUP
PRESENTED BY SKECHERS

SEASON ACCREDITATION 2025/2026

1 Start Area Startbereich

2 Finish House Zielhaus

3 Finish Outrun Zielstrecke

4 **A** Press Centre Pressezentrum
B TV Areas TV Bereiche
C Press Areas Pressebereiche
D Photographer Areas Fotografenbereiche
E TV Compound TV Compound

5 Anti-Doping Control Anti-Doping Kontrolle

6 Race Office Rennbüro

7 Track Area Bahnbereich

V VIP Areas VIP Bereiche

The bearer of this accreditation acknowledges all FIL Rules and Guidelines. The accreditation must be shown openly to local authorities or other control persons and is not transferable. Misuse may lead to confiscation of the accreditation. Please see our Privacy Policy: <https://www.fil-luge.org/en/data-privacy>.

Eberspächer HARGASSNER BMW SKECHERS

Figure: FIL

2025/2026 season accreditation

FIL INTERNATIONAL LUGE FEDERATION

EBERSPÄCHER LUGE WORLD CUP

EBERSPÄCHER TEAM RELAY WORLD CUP
PRESENTED BY BMW

EBERSPÄCHER MIXED WORLD CUP
PRESENTED BY SKECHERS

VIP VOUCHER 2025/2026

ACCESS DAY

EVENT

COMPANY NAME

1

3

Eberspächer HARGASSNER BMW SKECHERS

Figure: VIP Vouchers and additional accreditation cards

3.7 START AND RESULTS LISTS

3.7.1 START LISTS



EBERSPÄCHER
LUGE WORLD CUP

EBERSPÄCHER Luge World Cup 2023/24
Lake Placid, New York (USA) 8.12.-9.12.2023
Starting Order : 1st Run/ WC Women's Doubles Lake Placid
Start Time : 08.12.2023 9:40
2nd Run : 11:30



Records				
Name	NOC	Date	Start Record	Track Record
EITBERGER/SCHIRMER	GER	7 DEC 2023	6.491	
EITBERGER/SCHIRMER	GER	7 DEC 2023		44.425

Ord	Bib	Nat	Name	Year of Birth	Remarks
1	1	CZE	Cezikova, Anna	2002	Q
			Jansova, Lucie	2005	
2	2	UKR	Stetskiv, Olena	1994	Q
			Mokh, Oleksandra	2004	
3	3	GER	Eitberger, Dajana	1991	Q
			Schirmer, Saskia	2003	
4	4	POL	Domowicz, Nikola	2002	
			Piwkowska, Dominika	2003	
5	5	USA	Chan, Maya	2003	
			Weiler, Reannyn	2002	
6	6	ROU	Stramaturaru, Raluca	1985	
			Manolescu, Mihaela-Carmen	1998	
7	7	GER	Degenhardt, Jessica	2002	
			Rosenthal, Cheyenne	2000	
8	8	USA	Forgan, Chevonne Chelsea	2000	
			Kirkby, Sophia	2001	
9	9	ITA	Voetter, Andrea	1995	
			Oberhofer, Marion	2000	
10	10	AUT	Egle, Selina	2003	
			Kipp, Lara Michaela	2002	
11	11	LAT	Ziedina, Viktorija	2004	
			Zvilna, Selina	2005	
12	12	LAT	Upite, Anda	2000	
			Ozolins, Sanija	2003	

Legend: # - Additional Starter, Q - qualified for WC via NC

Print Date: 7.12.2023 Print Time: 13:11

DATA SERVICE BY SWISS TIMING

Page 1



Figure: example start list EBERSPÄCHER World Cup

3.7.2 RESULTS LIST



52nd FIL World Championships Altenberg (GER) 26.01.-28.01.2024

Result : 2nd Run/ WCh Men's Singles

Results subject to FIL sled inspection and doping control

Start Time : 11:03 - End of Competition: 13:24



Records				
Name	NOC	Date	Start Record	Track Record
Ludwig Johannes	GER	21 FEB 2015	7.040	
Repilov Roman	RUS	25 FEB 2017		53.452

Air: 1.8 °C / Ice: -3.7 °C / Runners: 1.3 °C

Rk	Bib	Nat	Name	Interm. - Times	Finish	km/h	Total
1	19	GER	Langenhan, Max	7.087 (3) 21.179 (2) 30.790 (2) 38.773 (1) 45.940 (1) 7.097 (7) 21.188 (4) 30.791 (1) 38.735 (1) 45.882 (1)	53.943 (1) 125.05 53.870 (1) 125.05		1:47.813
2	18	AUT	Gleirscher, Nico	7.142(11)21.258 (6) 30.853 (4) 38.861 (5) 46.115 (4) 7.158(12)21.301 (9) 30.965 (7) 39.010 (6) 46.249 (4)	54.230 (4) 123.32 54.344 (3) 124.33		1:48.574 +0.761
3	14	GER	Loch, Felix	7.120 (6) 21.261 (7) 30.919 (9) 38.962 (9) 46.237 (8) 7.082 (2) 21.241 (6) 30.946 (6) 39.007 (5) 46.265 (5)	54.303 (5) 124.00 54.327 (2) 124.05		1:48.630 +0.817
4	11	USA	West, Tucker	7.073 (2) 21.225 (4) 30.872 (7) 38.951 (8) 46.212 (7) 7.046 (1) 21.180 (2) 30.889 (4) 38.951 (4) 46.227 (3)	54.338 (6) 123.42 54.357 (4) 123.25		1:48.695 +0.882
5	12	AUS	Ferlazzo, Alexander Michael	7.135 (9) 21.314(12)30.960(11) 39.025(10) 46.290 (9) 7.088 (5) 21.270 (7) 31.022 (9) 39.103 (9) 46.366 (8)	54.365 (7) 122.89 54.440 (6) 123.13		1:48.805 +0.992
6	22	AUT	Mueller, Jonas	7.064 (1) 21.148 (1) 30.772 (1) 38.784 (2) 46.105 (3) 7.090 (6) 21.167 (1) 30.824 (3) 38.848 (3) 46.121 (2)	54.452 (11) 119.58 54.398 (5) 121.93		1:48.850 +1.037
7	15	AUT	Gleirscher, David	7.175(14)21.281 (8) 30.858 (5) 38.815 (4) 45.982 (2) 7.239(16)21.449(16)31.170(16) 39.190(14) 46.416(10)	53.966 (2) 125.27 54.958 (17) 123.21		1:48.924 +1.111
8	13	ITA	Felderer, Leon	7.156(13)21.310(11)30.960(11) 39.032(11) 46.311(11) 7.145(11)21.333(12)31.055(11) 39.129(11) 46.406 (9)	54.422 (9) 122.92 54.600 (9) 122.67		1:49.022 +1.209
9	16	USA	Gustafson, Jonathan Eric	7.142(11)21.306(10)30.975(13) 39.082(14) 46.369(12) 7.136(10)21.307(10)30.998 (8) 39.042 (7) 46.289 (6)	54.494 (12) 122.85 54.586 (8) 123.82		1:49.080 +1.267
10	3	GER	Grancagnolo, Timon	7.277(24)21.485(17)31.138(17) 39.165(15) 46.392(14) 7.277(19)21.518(19)31.277(18) 39.358(18) 46.609(15)	54.435 (10) 124.58 54.701 (13) 123.49		1:49.136 +1.323
11	9	LAT	Berzins, Gints	7.130 (8) 21.287 (9) 30.952(10) 39.048(12) 46.373(13) 7.084 (3) 21.211 (5) 30.930 (5) 39.043 (8) 46.348 (7)	54.597 (15) 122.11 54.540 (7) 122.58		1:49.137 +1.324
12	2	UKR	Dukach, Anton	7.140(10)21.345(14)31.087(15) 39.184(17) 46.547(17) 7.117 (9) 21.314(11)31.078(13) 39.181(13) 46.493(12)	54.756 (16) 121.28 54.663 (12) 122.40		1:49.419 +1.606
13	1	POL	Sochowicz, Mateusz	7.102 (4) 21.370(15)31.128(16) 39.297(19) 46.674(19) 7.084 (3) 21.286 (8) 31.046(10) 39.168(12) 46.469(11)	54.869 (19) 122.07 54.608 (10) 123.00		1:49.477 +1.664
14	6	SVK	Ninis, Jozef	7.307(27)21.508(19)31.161(18) 39.167(16) 46.422(15) 7.294(20)21.482(17)31.191(17) 39.243(17) 46.600(14)	54.575 (14) 122.47 54.937 (16) 118.81		1:49.512 +1.699
15	8	UKR	Mandziy, Andriy	7.302(25)21.554(23)31.275(21) 39.395(21) 46.735(21) 7.229(14)21.417(15)31.115(14) 39.207(15) 46.517(13)	54.985 (20) 121.44 54.658 (11) 122.51		1:49.643 +1.830
16	5	ROU	Cretu, Valentin	7.269(23)21.522(21)31.237(20) 39.328(20) 46.637(18) 7.273(18)21.518(19)31.304(20) 39.440(20) 46.755(18)	54.841 (17) 122.68 54.911 (15) 122.76		1:49.752 +1.939
17	25	ITA	Guffler, Alex	7.250(18)21.548(22)31.304(22) 39.418(22) 46.725(20) 7.243(17)21.495(18)31.298(19) 39.414(19) 46.722(16)	54.861 (18) 122.78 54.894 (14) 122.54		1:49.755 +1.942

Legend: # - Additional Starter, Q - qualified for WC via NC

Print Date: 27.1.2024 Print Time: 13:24

DATA SERVICE BY SWISS TIMING

Page 1



Figure: sample results list FIL World Championships

4. COMPETITION VENUE

4.1 OVERALL MARKETING CONCEPT



Figure: overall marketing concept

4.2. DIVISION OF RIGHTS

4.2.1 START AREA

The advertising space at the start is used according to the following pattern:

- 25 % EBERSPÄCHER
- 25 % Hargassner
- 25 % Skechers
- 25 % RO Sponsor

4.2.2 ALONG THE TRACK

The advertising space along the track is used according to the following pattern:

- 20 % EBERSPÄCHER
- 20 % Hargassner
- 20 % Main Sponsor 3
- 20 % Skechers
- 20 % RO Sponsor

4.2.3 FINISH AREA

The advertising space at the finish is used according to the following pattern:

- 25 % EBERSPÄCHER
- 25 % Hargassner
- 25 % Main Sponsor 3
- 25 % RO Sponsor

4.3 UNDER ICE ADVERTISING

In general, up to three under-ice advertisements may be installed at FIL events.

Two under-ice advertising positions are reserved for FIL partners and are managed by the FIL partner agencies.

A third under-ice advertising position is available for the event organizer. In addition to the standard requirements regarding size, design, and placement, this advertising space may alternatively display the name of the track, the name of the track together with a track sponsor (e.g. "Lotto Bayern Eisarena Königssee"), or the name of the respective tourism or regional partner.

If a logo is included, it may not exceed 50% of the total area of the third under-ice advertisement.

The third under-ice advertising position may not be used exclusively for the promotion of a commercial sponsor unless it is directly connected to one of the above-mentioned exceptions.

All planned under-ice advertisements and their proposed locations must be submitted for approval to the FIL and its partner agencies in advance. The advertising positions reserved for FIL partners shall always have priority.

4.4 FORMATS



All advertising boards must correspond to one of the following size formats:

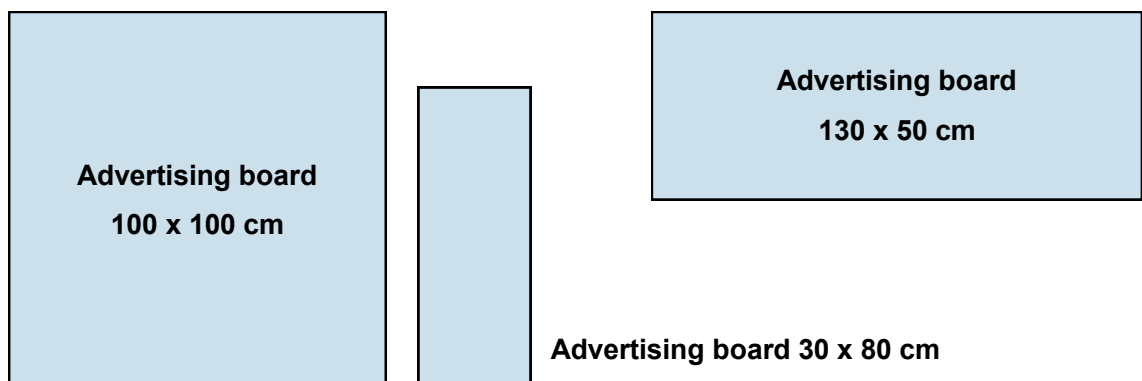


Figure: size formats of advertising boards

4.5 BACKDROP WALLS

Backdrop walls with the logos of the sponsors are to be set up at positions significant for television, especially at the start, finish, leaders box, and in the interview zone.

The backdrop walls provided by the agency RGS have to be used.

4.5.1 BACKDROPS AT THE START

The advertising space on the backdrops is used according to the following pattern:

25 % EBERSPÄCHER

25 % Hargassner

25 % Skechers

25 % RO Sponsor

4.5.2 BACKDROPS AT THE FINISH

The advertising space on the backdrops is used according to the following pattern:

25 % EBERSPÄCHER

25 % Hargassner

25 % Main Sponsor 3

25 % RO Sponsor

4.5.3 COACHES BOX, LEADERS BOX, AWARD CEREMONIES

The advertising space at the backdrops is used according to the following pattern:

20 % EBERSPÄCHER

20 % Hargassner

20 % Main Sponsor 3

20 % Skechers

20 % RO Sponsor

Tourism region (logo in the title bar)

4.5.4 NOTE ON THE EVENT ORGANIZER'S SPONSOR

The stickers in the format 40 cm x 16 cm are provided by the event organizer.

4.5.5 NOTE ON THE TOURISM REGION

In the header of the backdrop walls (Coaches box, Leaders box, Award ceremonies), the logo of the tourism region (monochrome) may appear in addition to the name of the venue.

4.5.6 DESIGN OF A BACKDROP WALL



Figure: Sample of a backdrop wall (Note: The figure illustrates the general design of the backdrop walls and does not make any statement with regard to the logos used).

4.6 OTHER ADVERTISING MATERIAL (SPECIAL ADVERTISING FORMATS)

The creation of further advertising and promotional measures in the area of the competition facility - also outside the panning area of the television cameras - requires the approval of the FIL and its agencies. These measures may include, for example, under-ice advertising, inflatables, displays, promotional booths or services in the VIP area.

All advertising media in the panning area of the television cameras are reserved without exception for the main sponsors of the event (main sponsors of the FIL and event organizer sponsor). Should they wish to advertise with special forms of advertising such as under-ice advertising, inflatables or special displays, these forms of advertising must be registered using the form "Special forms of advertising and local partners" (Appendix D).

Due to the FIL's contract with its sports rights partner SportA and the provision contained therein that all advertising measures at the events must be in "television-compatible proportions" in accordance with the advertising guidelines of the European Broadcasting Union (EBU), only two commercial sub-ice advertisements per event/track are possible. These are currently used by the agencies RGS and infront for the main sponsors of the FIL. Regarding a third under ice advertisement, please refer to section 4.3.

The FIL main sponsors are to be supported by the event organizer in the implementation of further advertising measures on site, which do not contradict the FIL advertising guidelines or other agreements made between the parties involved.

Outside the panning area of the television cameras, the event organizer may present up to four local partners with limited on-site activities. Four additional local partners who appear without accompanying activities only with their lettering in the non-TV area and those whose appearances are limited to discreet lettering, displays and/or the provision of food or beverages in the VIP area are additionally possible.

Local partners, even if presented outside the panning area of the television cameras, must not compete with the product categories/industries of the main sponsors.

In order to guarantee a smooth running of the event, the event organizer informs the FIL about his local partners and all planned special forms of advertising - inside and outside the TV area - with the help of the form "Special Forms of Advertising and Local Partners" (Annex D) and a track sketch (deadline: October 15 of a sports year, justified exceptions are possible).

The FIL coordinates the special forms of advertising with the agencies and, if necessary, has SportA (sports rights partner of the FIL) check whether the measures comply with the advertising guidelines of the European Broadcasting Union (EBU).

4.7 VIDEO WALLS

If video clips of the main sponsors are provided by the agencies, they are to be played on the video walls during the race breaks. If no video clips are available, the logos of the main sponsors are to be shown instead. The event organizer is allowed to show video clips and logos of his own partners on the video walls. The industry exclusivity of the main sponsors must be observed. The total time of all insertions of the event organizer's own partners may not exceed the total time of all insertions of the main sponsors per event day. Mobile Video walls should be located outside the panning range of the TV cameras.

4.8 IMPLEMENTATION

Event organizers are obliged to offer assistance to agencies in implementing the advertising rights to which they are entitled, in particular in setting up and dismantling advertising materials. The assumption of costs incurred is to be settled between the organizing committee and the agency.

The announcement of the organizer sponsor and the transmission of the logo must take place **at the latest 2 months** before the event.

Advertising materials of the event organizer sponsor, e.g. stickers for background walls, must be available at the latest on Monday of the respective event week.

4.9 PROHIBITION OF THIRD-PARTY ADVERTISING

Participants and spectators at the venue are prohibited from engaging in so-called ambush marketing, displaying commercial or offensive signs, selling goods or services, and wearing or distributing items or clothing that serve to advertise or promote sales. Event organizers are required to ensure that advertising or sales promotion materials such as banners, signs or brochures are not displayed on site or are removed as soon as possible. This applies in particular to the TV-relevant area.

4.10 NAMING RIGHTS

Agreements on naming rights for the sports facility are subject to approval by the FIL. In particular, the FIL reserves the right not to use the name for FIL events.

4.11 WCHs Logo

The event organizers are free to design their own WCh logo. Brand names or logos may not be included in the logo. Furthermore, the logo should be different from the existing FIL Luge World Cup logo. It is always important to use the correct titles.

5. WEBSITE & SOCIAL MEDIA

5.1 EVENT WEBSITE

The official website of every FIL World Cup, FIL World Championships, and other FIL event organizer is an essential part of the International Luge Federation's global brand communication. Every World Cup organizer, World Championship organizer, and track operator is required to maintain a professional, up-to-date website serving as the primary source of information for athletes, teams, media, partners, spectators, and fans.

The website must prominently display the official FIL logo in accordance with the FIL Corporate Identity Guidelines and include a direct link to the official FIL website. In addition, all official FIL Title Partners, Main Partners, and other designated commercial partners must be visibly integrated according to the current sponsorship hierarchy. Partner logos may only be used in their officially approved versions and must include direct links to the respective partner's official website.

The website shall consistently apply the official FIL event branding and follow all specifications defined in the Brand Book regarding logo usage, colours, typography, imagery, and graphic elements. A clear navigation structure, responsive mobile design, fast loading times, multilingual accessibility where appropriate, and an accessible user experience are strongly recommended.

As a minimum, the website should include the official event schedule, competition programme, start lists, live timing and results, spectator information, ticketing information (where applicable), venue and travel information, media accreditation details, contact information, news updates, and relevant event announcements. All content should be kept accurate and up to date, ensuring a professional, consistent, and internationally recognizable representation of the FIL brand.

5.2 SOCIAL MEDIA

Social media is a key pillar of the FIL's global communication strategy and plays a vital role in increasing the international visibility of the sport of luge. The FIL maintains official channels on Facebook, X (formerly Twitter), Instagram, YouTube, TikTok, Weibo (China), and LinkedIn, creating a unified digital presence across all major platforms.

All FIL event organizers and track operators are strongly encouraged to actively operate their own social media channels throughout the year and especially before, during, and after FIL events. Regular publication of high-quality, engaging content is expected to maximise the visibility of both the event and the sport.

All social media communication must fully comply with the FIL Brand Book. This includes the correct use of official event names, logos, colours, typography, graphic elements, hashtags, and visual identity. Only officially approved versions of FIL and event logos may be used.

Whenever possible, organizers should tag and collaborate with the official FIL social media accounts and use the official FIL hashtags and campaign assets to maximise international reach and engagement. Cross-promotion between the organizer's channels and the FIL's official platforms is highly encouraged.

Content should be authentic, dynamic, and athlete-focused while showcasing the excitement, speed, and emotion of luge. In addition to competition coverage, organizers are encouraged to publish behind-the-scenes content, athlete stories, interviews, venue insights, volunteer activities, sustainability initiatives, innovation projects, and fan experiences to create a stronger emotional connection with audiences.

All images, videos, graphics, and other digital assets should meet professional production standards and comply with the FIL Corporate Identity Guidelines. Furthermore, all published content must respect applicable media rights, broadcasting agreements, commercial partnerships, and the regulations of the FIL, the IOC, and other relevant rights holders.

The objective is to ensure a consistent, modern, and professional digital presence across all FIL events worldwide while strengthening the global recognition and long-term growth of the sport of luge.

FIL maintains the following social media channels:

Facebook - facebook.com/FILuge

Twitter - @FIL_Luge - https://twitter.com/FIL_Luge

Instagram - @FIL_Luge - https://www.instagram.com/fil_luge/

YouTube – FIL Luge - https://www.youtube.com/c/FILLuge_Channel

TikTok - www.tiktok.com/@filluge

Weibo - <https://weibo.com/filluge>

It is requested to use the FIL hashtags and always tagging the people or situations in the post.

FIL-Hashtags:

#FILuge #LugeLove #WeAreLuge #WeSlideForward

Where appropriate, the use of the title sponsor's and main sponsors' hashtags is also desirable.

Hashtags of the main sponsors:

#eberspaecher

#hargasser

#Skechers, #SkechersPerformance

Contact Social Media and Event Video Material:

Alessandro Genuzio / Social Media & Marketing Manager

socialmedia@fil-luge.org

Patrick Öffl / Head of Broadcast

Oeffl@fil-luge.org

6. START NUMBER BIBS

BRANDING CONCEPT WORLD CUP & WORLD CHAMPIONSHIPS 2026/2027 – 2029/2030 SEASON

► Subdivision of the bibs into two sponsor areas and one tourism partner area (monochrome), complemented by the logos of the FIL partner and SEIZ on the shoulder straps of the bibs (40 cm² each).



Figure: example start number bib

Sponsor Division													
FIL WChs							FIL WCs						
M	W	MD	WD	TR	MX		M	W	MD	WD	TR	MX	
T	T	T	T	T	M2		T	T	T	T	T	M2	
M1	M2	M1	M1	M3	T		M1	M2	M1	M1	M3	T	

Figure: sponsor presence according to disciplines

The start numbers provided by the FIL must be worn during competition as well as training.

Below the start number the name of the venue will be printed in a letter height of 2 cm. To the right of it the logo of the tourism region (monochrome, max. 30 cm²) can be printed. If there is no tourism region, the respective area remains free. The logo of the tourism region remains the same for all disciplines of the respective event.

The presence of the sponsors on the upper and lower third is based on disciplines and can be seen in the figure below.

The bibs will be produced by FIL and brought to each event by the Sport Director.

7. COMMERCIALS

As a general rule, the time span of the commercials should be approx. 30 seconds.

The FIL main sponsors will be sent to the event organizers in time by the partner agencies. These commercials are to be played on all monitors as follows.

2 x before the respective discipline

2 x during the break of the discipline

2 x after the respective discipline

8. NOTES ON THE JUNIOR WORLD CHAMPIONSHIPS, JUNIOR WORLD CUPS, WORLD YOUTH SERIES AND OTHER FIL COMPETITIONS

8.1 MARKETING CONCEPT

Unless agreed otherwise, the advertising spaces can be marketed by the event organizer at his discretion in accordance with the general advertising guidelines of the FIL.

For the Junior World Championships, the addition of “presented by” can be integrated into the official event title.

Example:

“41st FIL Junior World Championships presented by XOXO”

The inclusion of “presented by” requires prior approval from the FIL.

8.2 PRINTED MATTER

On printed materials, the FIL logo must be integrated in the same size as the logo of the event organizer. Both logos must be at least as large as the main sponsor logos.

8.3 ACCREDITATIONS

For each event, the organizer decides at his own discretion whether an accreditation system is required.

If accreditations are granted, the division of the areas should be based on the FIL season accreditation system. The FIL logo must be integrated into the accreditation cards.

D. AGENCIES AND CONTACT PERSONS**RGS SPORTMARKETING**

Contractual partners of the FIL and marketing agency in relation to EBERSPÄCHER

RGS Sportmarketing GmbH
Rudolf Größwang jun.
Urbanweg 13
83483 Bischofswiesen
GERMANY
www.rgs-marketing.de
Tel.: +49 8652 7751
Fax: +49 8652 6554113
Email: info@rgs-marketing.de

INFRONT SPORTS & MEDIA AG

Contractual partners of the FIL in relation to SKECHERS

Infront Austria GmbH
Noah Jeremies
Innsbrucker Bundesstraße 126
5020 Salzburg
AUSTRIA
www.infrontsports.com
Tel.: +43 662 831818806
Email: noah.jeremies@infrontsports.com

FIL SPORTS DIRECTOR

International Luge Federation
Matthias Böhmer
Nonntal 10
83471 Berchtesgaden
GERMANY
Email: boehmer@fil-luge.org

FIL TECHNICAL DIRECTOR

International Luge Federation
Andris Sics
Nonntal 10
83471 Berchtesgaden
GERMANY
Email: a.sics@fil-luge.org

SPECIAL ADVERTISING FORMATS AND LOCAL PARTNERS



Event Information	
Event name	
Date	
Location	

Desired special advertising formats/activities event organizer's sponsor	
Name	
Industry	
Special advertising format/activity	

Local partners with on-site activities outside the range of the tv cameras			
	Name	Industry	Desired activity
1			
2			
3			
4			

Local partners without accompanying activities			
	Name	Industry	Desired on-site presence
1			
2			
3			
4			

Please describe the desired special advertising formats and activities in as much detail as possible and mark the proposed positions in a track sketch that you attach to this form.

Please return to the following recipients by October 15, 2026:

- FIL, Matthias Böhmer (boehmer@fil-luge.org)
- Agency RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
- Agentur Infront, Noah Jeremies (noah.jeremies@infrontsports.com)



CORPORATE DESIGN GUIDELINES

July 2026

LOGO

LOGO

KONZEPT CONCEPT

Der aufgebrochene Kreis mit seinen Öffnungen in beide Richtungen steht für die moderne Transparenz des Verbandes. Die FIL öffnet sich bewusst für die breite Öffentlichkeit und die globale Vernetzung mit der ganzen Welt.

Gleichzeitig öffnet sich der Kreis für die Rennrodel. Sie wird symbolisch in voller Fahrt dargestellt und nicht eingegrenzt oder eingeschlossen.

Die dynamische, elastische Rundung des Buchstabens „f“ imitiert die markant hochgebogene Form einer Rennrodelkufe und verankert das Sportgerät direkt im Verbandsnamen.

Die kräftigen, vorwärts geneigten Buchstaben verleihen dem Logo eine starke, dynamische Basis. Das Schriftbild wurde gezielt für die digitale Zukunft optimiert, um eine perfekte Lesbarkeit auf allen Kanälen und Medien zu garantieren.

The circle, with its openings in both directions, symbolizes the federation's modern transparency. The FIL deliberately opens itself up to the general public and to networking with the whole world.

At the same time, the circle opens up to the sport of luge. It is symbolically depicted at full speed and is completely unconstrained.

The dynamic, elastic curve of the letter 'f' mimics the distinctive, upward-curving shape of a luge runner and anchors the sports equipment directly within the federation's name.

The bold, forward-leaning letters give the logo a strong, dynamic foundation. The font has been specifically optimized for the digital future to guarantee perfect legibility across all channels and media.



LOGO

SCHUTZRAUM CLEAR SPACE

Der Schutzraum um das Logo beträgt ein Viertel der Logobreite. In diesem umlaufenden Bereich dürfen keine anderen Grafiken, Texte oder Logos platziert werden.

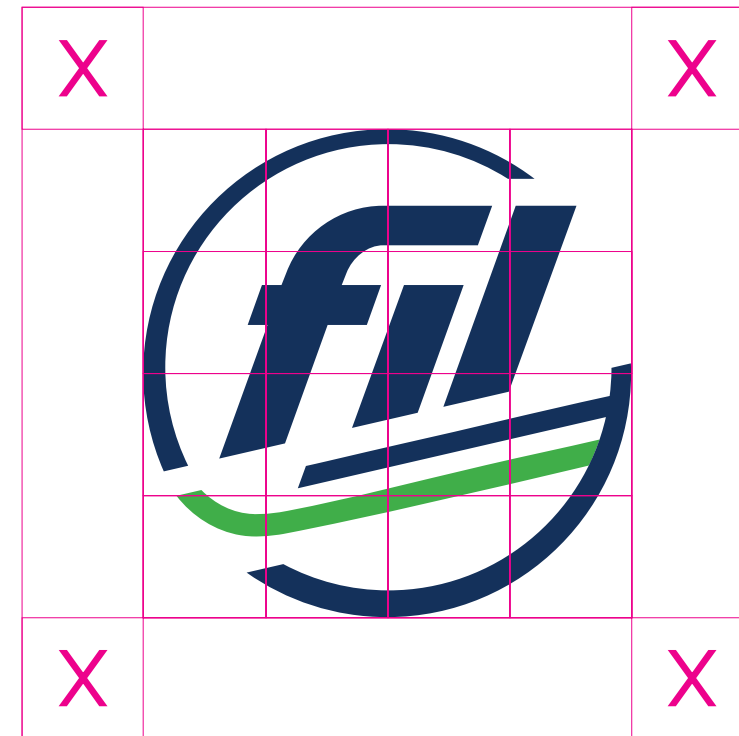
Um die Anwendung zu erleichtern, ist der Schutzraum bereits direkt in der Logo-Datei hinterlegt. Das Logo kann dadurch einfach platziert und proportional vergrößert werden.

Der Schutzraum darf nur in begründeten Ausnahmefällen, beispielsweise bei extremen Sonderformaten, unterschritten werden.

The clear space surrounding the logo is equal to one-quarter of its total width. No other graphics, text, or logos may overlap this area.

To make application seamless, this clear space is incorporated directly into the logo file. This means the logo can be easily placed and scaled proportionately.

The clear space should only be reduced in well-justified, exceptional cases—such as highly restrictive or custom layouts.



LOGO

VARIANTEN VARIANTS

Das Primärlogo

Dies ist unsere Hauptvariante in Dunkelblau und Grün. Sie wird standardmäßig auf allen hellen und weißen Hintergründen eingesetzt.

Die Negativ-Variante (Weiß & Grün)

Diese Version wird auf dunklen Hintergründen verwendet. Wichtig ist, dass sich die grüne Kufe deutlich vom Hintergrund abhebt. Ist der Kontrast zum Grün zu gering, wird das Logo vollständig in Weiß eingesetzt.

Die Schwarz-Variante

Diese Version ist ausschließlich für begründete Ausnahmefälle vorgesehen, beispielsweise für den reinen Schwarz-Weiß-Druck, bei dem keine Farben dargestellt werden können.

The Primary Logo

This is our main version in dark blue and green. It is used by default on all light and white backgrounds.

The Negative Variant (White & Green)

This version is used on dark backgrounds. It is important that the green runner stands out clearly against the background. If the contrast with the green is too low, the logo must be used entirely in white.

The Black Variant

This version is intended solely for justified exceptional cases, such as pure black-and-white printing where no colors can be used.



LOGO

LOGO & SCHRIFTZUG LOGO & WORDMARK

Diese Kombination zeigt den vollständigen Namen des Verbandes und ist sowohl als deutsche als auch als englische Logodatei verfügbar.

This combination displays the federation's full name and is available as both a German and an English logo file



INTERNATIONALER
RODELVERBAND



INTERNATIONAL
LUGE FEDERATION



INTERNATIONALER
RODELVERBAND



INTERNATIONAL
LUGE FEDERATION



INTERNATIONALER
RODELVERBAND



INTERNATIONAL
LUGE FEDERATION



INTERNATIONALER
RODELVERBAND



INTERNATIONAL
LUGE FEDERATION

LOGO

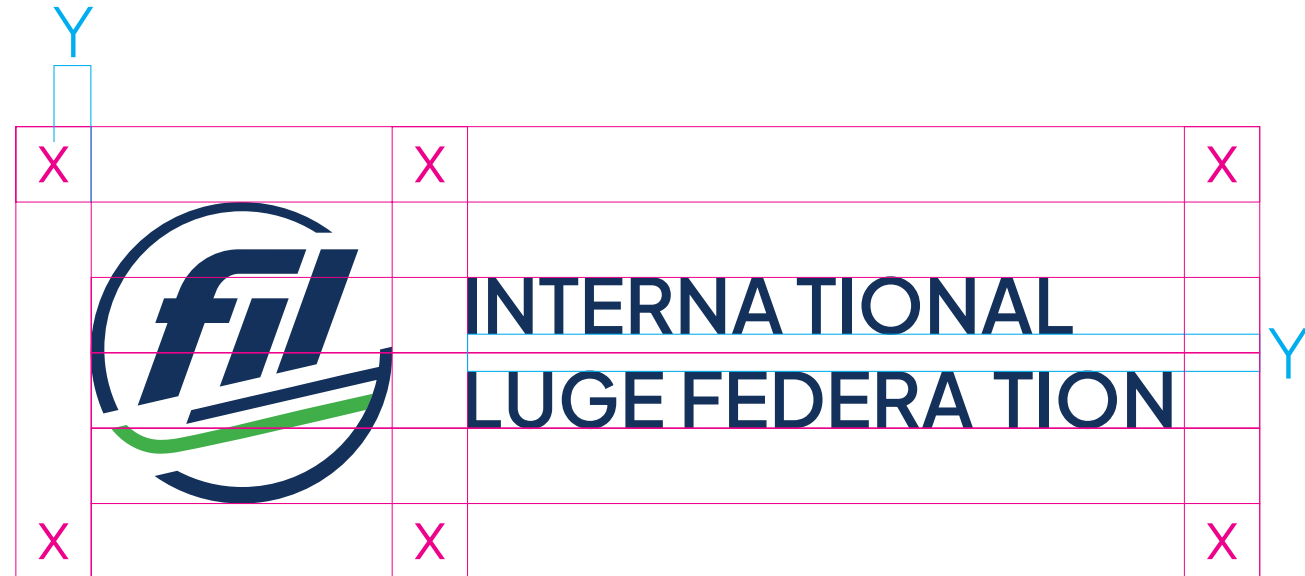
LOGO & SCHRIFTZUG LOGO & WORDMARK

Der Schutzraum um das Logo beträgt ein Viertel der Logobreite (x). Der Abstand (y) zwischen Logo und Schriftzug entspricht der Hälfte von x.

Da alle Abstände sowie der Schutzraum bereits in den Logo-Dateien hinterlegt sind, kann das Logo einfach platziert und proportional vergrößert werden.

The clear space around the logo is one-quarter of the logo width (x). The distance (y) between the logo and the wordmark corresponds to half of x.

Since all spacing and the clear space are already embedded within the logo files, the logo can be easily placed and scaled proportionately.



LOGO

MINDESTGRÖSSE MINIMUM SIZE

Um die Lesbarkeit und visuelle Integrität des Logos zu gewährleisten, darf die Darstellung im Digitalbereich eine Mindestgröße von 40 x 40 px (mit Ausnahme von Favicons und App-Icons) sowie im Druckbereich von 14 x 14 mm keinesfalls unterschreiten.

To guarantee the legibility and visual integrity of the logo, the digital version must not be smaller than 40 x 40 px (with the exception of favicons and app icons) and 14 x 14 mm for printed materials.



14 x 14mm



40 x 40px

COLORS

COLORS

PRIMÄRFARBEN PRIMARY COLORS

Unsere Primärfarben stammen direkt aus dem Logo.

Grün (Ideallinie & Zukunft)

Das Grün ist exklusiv dem Schlitten vorbehalten. Es symbolisiert die messerscharfe Präzision auf der Ideallinie und steht gleichzeitig für die zukunftsorientierte Nachhaltigkeit des Sports.

Blau (Verband & Tradition)

Das Blau bildet das solide Fundament der Markenidentität. Es vermittelt Seriosität, repräsentiert die Welt des Wintersports und würdigt die Tradition des Verbandes.

Our primary colors are derived directly from the logo.

Green (Ideal Line & Future)

The green is reserved exclusively for the sled. It symbolizes razor-sharp precision on the ideal racing line, while simultaneously representing the future-oriented sustainability of the sport.

Blue (Federation & Tradition)

The blue forms the solid foundation of the brand identity. It conveys professionalism, represents the world of winter sports, and honors the tradition of the federation.



HEX: #1FA824
RGB: 31,168,36
CMYK: 75,5,100,0
Pantone: 3529C



HEX: #13294B
RGB: 19,41,75
CMYK: 100,85,35,30
Pantone: 2767C

COLORS

SEKUNDÄRFARBEN: SECONDARY COLORS

Die Sekundärfarben bilden gemeinsam mit den Primärfarben die Basis unseres Verlaufs, der als zentrales Hintergrund- und Gestaltungselement eingesetzt wird. Sie erweitern das Farbspektrum und ermöglichen eine flexible sowie harmonische Gestaltung unterschiedlichster Layouts.

Together with the primary colors, the secondary colors form the baseline of our gradient, which is utilized as a central background and design element. They expand the color spectrum, enabling flexible and harmonious layouts across a wide variety of formats.



HEX: **#005685**
RGB: 0,86,133
CMYK: 100,60,25,10



HEX: **#009597**
RGB: 0,149,151
CMYK: 95,10,45,0



HEX: **#00A183**
RGB: 0,161,131
CMYK: 90,0,60,0



HEX: **#004734**
RGB: 0,71,52
CMYK: 100,40,80,50

DESIGN ELEMENT

DESIGN ELEMENT

VERLAUF: GRADIENT

Der Verlauf transportiert die visuelle Energie des Sports und verbindet die Primär- und Sekundärfarben der FIL in einer fließenden Bewegung. Als zentrales Designelement wird er flexibel als Hintergrund oder Gestaltungselement eingesetzt.

Der Verlauf kann sowohl vollständig verwendet als auch über verschiedene Bildausschnitte an das jeweilige Layout angepasst werden.

Außerdem darf er frei gedreht werden, um optimal auf das jeweilige Format abgestimmt zu werden.

Das ursprüngliche Seitenverhältnis muss dabei immer erhalten bleiben. Eine Verzerrung oder Stauchung des Elements ist nicht zulässig.

The gradient conveys the visual energy of the sport and combines the FIL's primary and secondary colors in a flowing motion. As a central design element, it can be used flexibly as a background or a graphic feature.

The gradient can be used in its entirety or cropped to fit the respective layout. Furthermore, it may be freely rotated to align perfectly with the given format. However, the original aspect ratio must always be maintained. Distortion or compression of the element is not permitted.



TYPEFACE

TYPEFACE

PLUS JAKARTA SANS

Plus Jakarta Sans ist die offizielle Schriftart des Internationalen Rodelverbandes. Sie steht für Modernität und Präzision und sorgt auf allen Kanälen für ein einheitliches und hochwertiges Erscheinungsbild.

Als Open-Source-Schrift kann sie weltweit kostenlos genutzt werden. Dadurch entstehen keine Lizenzprobleme und eine konsistente Anwendung auf allen Organisationsebenen ist sichergestellt.

Plus Jakarta Sans is the official font of the International Luge Federation. It represents modernness and precision, ensuring a consistent, premium visual identity across all channels.

As an open-source font, it can be used globally free of charge. This eliminates licensing issues and ensures consistent application across all organizational levels.

HEADLINES

Plus Jakarta Sans ExtraBold

SUBHEADINGS

Plus Jakarta Sans SemiBold

BODY TEXT
Plus Jakarta Sans Regular

Die Schriftart kann direkt über Google Fonts heruntergeladen werden.

The font can be downloaded directly from Google Fonts.

Download: <https://fonts.google.com/specimen/Plus+Jakarta+Sans>

