

To all clubs participating in the VELUX EHF Champions League 2013/14

Guidelines for the correct implementation of the official players' badge

Vienna, July 2013

Dear handball friends,

for the upcoming VELUX EHF Champions League season 2013/14, the EHF Marketing wants to provide the participating clubs with the following detailed guideline document regarding the correct implementation of the players' badge.

In this email, the EHF Marketing also provides all participating clubs with the layout of the official VELUX EHF Champions League logo (13 x 8,7cm) in digital form ready to be printed on the playing shirts.

[Please note, that the implementation of the official player's badge is only binding with the start of the Group Phase. For Qualification and Wildcard Tournaments, there is no need to implement the players' badge!]

The printing of this logo as provided is an obligation; its exact position is defined as follows:



The logo can only be printed on the left sleeve!

The indicated yellow area (on the above picture) around the badge has to be free from any advertisement, i.e. club sponsor logos as well as club logos. In this yellow area, only shirt manufacturers' logos will be accepted.

1] Mandatory approval of the players' badge by the EHF Marketing or the EHF.

In order to receive the EHF Marketing's approval to produce the entire squad's playing shirts, the participating clubs are obliged to send 4 different photographs (**no graphics**) of one playing shirt with the printed badge on it

to EHF Marketing. On two of the photographs, the distance to the edge of the left sleeve and the measurements of the logo have to be documented with a ruler as showed in the two following photos. One picture showing one player wearing the shirt (front of the complete shirt) and another one (back of the complete shirt). Please send these four pictures to Stefan Golger, golger@ehfmarketing.com two weeks before the start of the VELUX EHF Champions League 2013/14 at the very latest.

No changes are allowed in terms of measurements, shapes, proportions, placements, colours, extensions of the provided VELUX EHF Champions League logo.

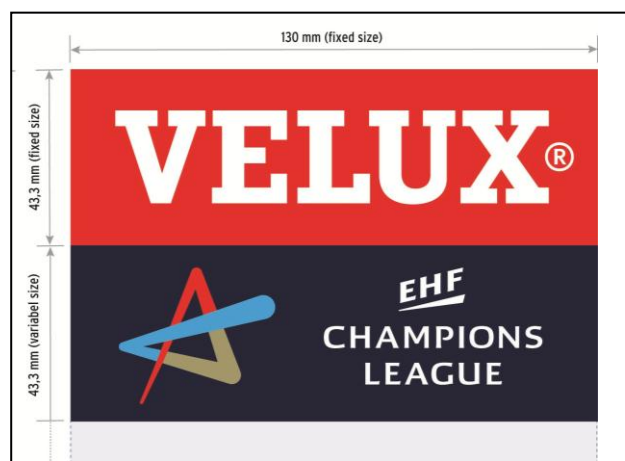
The EHF Marketing will not accept any alternation of this procedure: before producing the entire squad's playing shirts, the participating clubs have to send the above mentioned photographs of one playing shirt with the correct and provided VELUX EHF Champions League logo. The club has to wait for the EHF Marketing's final approval in order to produce the rest of the playing shirts. The EHF Marketing and the EHF reserve their right to sanction the participating clubs if this procedure is not respected.



II] The players' badge: the VELUX EHF Champions League Logo.

The players' badge is made up of two parts:

- Upper part: the VELUX logo
- Lower part: the EHF Champions League logo



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Measurements:

- Width: 130 mm
- Height: 86,6 mm

Position:

The player's badge has to be positioned centrally on the left sleeve of the playing shirt.
The distance to the edge of the left sleeve has to be three centimetres (3 cm).



III] EXAMPLES OF INAPPROPRIATE LOGO USAGE

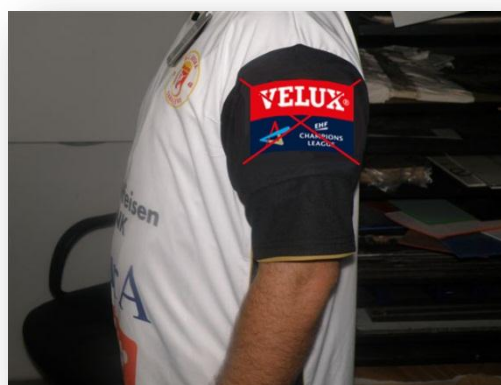
In the following section, common mistakes in the players' badge implementation are illustrated.

Frame around the logo



Here a frame has been added to the VELUX EHF Champions League logo.
No frame has to be added to the logo whatever its colour!

Incorrect placement of the logo



Here the logo has been placed more than 3 cm from the edge of the left sleeve.
Keep the correct distance to the edge of the left sleeve (3 cm)!

IV] PRINTING TECHNIQUES

In order to ensure that the provided VELUX EHF Champions League logo is printed with sufficient quality, the EHF Marketing recommends the following printing techniques:

- **Screen printing**
- **Direct to Garment**
- **Sublimation printing/ Transfer printing**

Please note that the usage of the official VELUX EHF Champions League players' badge is binding and has to be implemented. Before the playing shirts are to be produced, sample pictures (home and away) of each participating club have to be sent by email to EHF Marketing, Stefan Golger (golger@ehfmarketing.com).

Non compliance with the above instructions will lead to sanctions.

If you have any further question, please do not hesitate to contact us.

With best sporting wishes,

A handwritten signature in black ink, appearing to read 'Peter Vargo', with a horizontal line underneath.

Peter Vargo
Managing Director