

# ***FINAL CONCEPT***

**Ice Hockey World Championship 2022**

# *INSPIRATION*

Northern lights

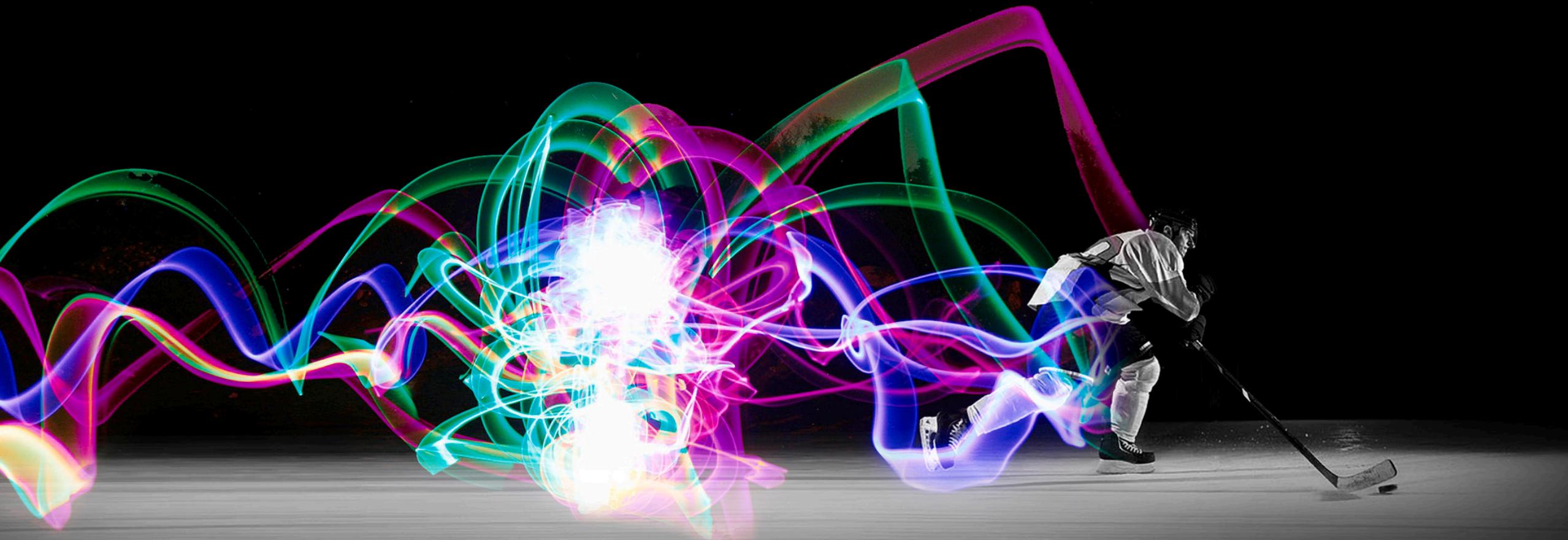
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**Speed and motion of the game**

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***SLOGAN***

**MAKING  
MIRACLES**

Slogan

**MAKING  
MIRACLES**

**MAKING  
MIRACLES**

**MAKING  
MIRACLES**

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MIRACLES**

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MIRACLES**

**MAKING  
MIRACLES**

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**MAKING MIRACLES**

# KEY VISUALS



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**LOGO**





2022

ICE HOCKEY  
WORLD  
CHAMPIONSHIP  
**FINLAND**

Tampere - Helsinki



2022

ICE HOCKEY  
WORLD  
CHAMPIONSHIP  
**FINLAND**  
Tampere - Helsinki



# COLORS

HEX #002f6d  
RGB 0 40 85  
PANTONE 294  
CMYK 100 75 0 50

HEX #0096ff  
RGB 0 150 255  
PANTONE 2925  
CMYK 75 35 0 0

HEX #00fffb9  
RGB 0 255 185  
PANTONE 3385  
CMYK 55 0 45 0

HEX #ff009b  
RGB 255 0 155  
PANTONE 225  
CMYK 0 100 0 0

HEX #003cff  
RGB 0 60 255  
PANTONE -  
CMYK -

HEX #962dff  
RGB 150 45 255  
PANTONE -  
CMYK -



# TYPOGRAPHY

# ANTARCTICAN MONO BOLD

*ANTARCTICAN MONO  
BOLD ITALIC*

1234567890  
1234567890

# ANTARCTICAN MONO BOLD

*ANTARCTICAN MONO  
BOLD ITALIC*

1234567890  
1234567890

Antarctican Mono Book

Antarctican Mono Book Italic

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# ANTARCTICAN MONO BOLD

Antarctican Mono Book

Antarctican Mono Medium

**Antarctican Mono Bold**

*Antarctican Mono Book Italic*

*Antarctican Mono Medium Italic*

*Antarctican Mono Bold Italic*

ANTARCTICAN MONO BOOK

ANTARCTICAN MONO MEDIUM

**ANTARCTICAN MONO BOLD**

*ANTARCTICAN MONO BOOK ITALIC*

*ANTARCTICAN MONO MEDIUM ITALIC*

*ANTARCTICAN MONO BOLD ITALIC*

**IIHF 2022 ICE HOCKEY WORLD CHAMPIONSHIP**

# IMPACT

## Century Gothic

Century Gothic Regular

**Century Gothic Bold**

Century Gothic Italic

**Century Gothic Bold Italic**



The graphic features three large, bold letters from the Century Gothic font: a magenta 'T' on the left, a magenta 'B' in the center containing a white 'B', and a magenta 'C' on the right. These letters are tilted diagonally towards the top-right corner of the slide.

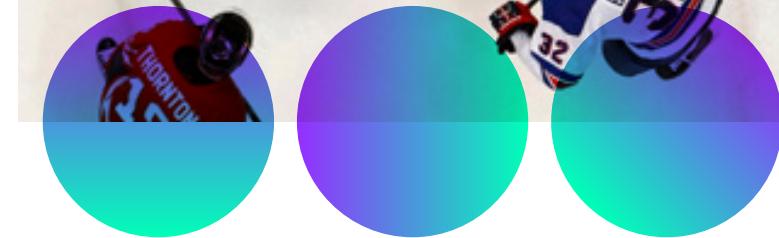
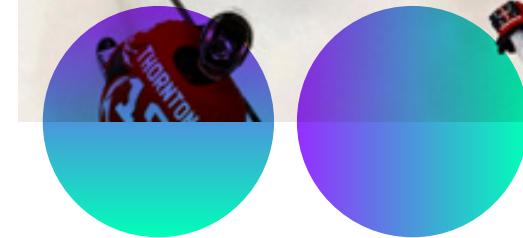
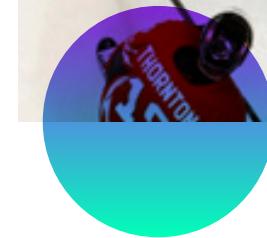
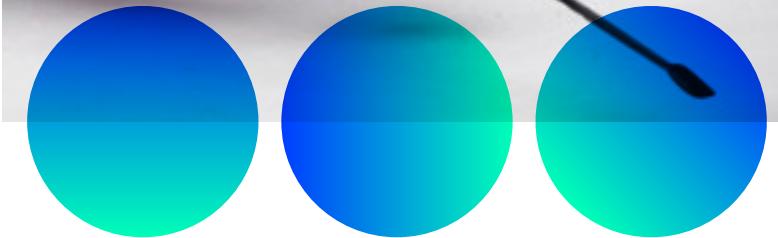
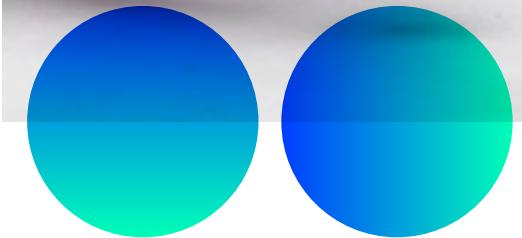
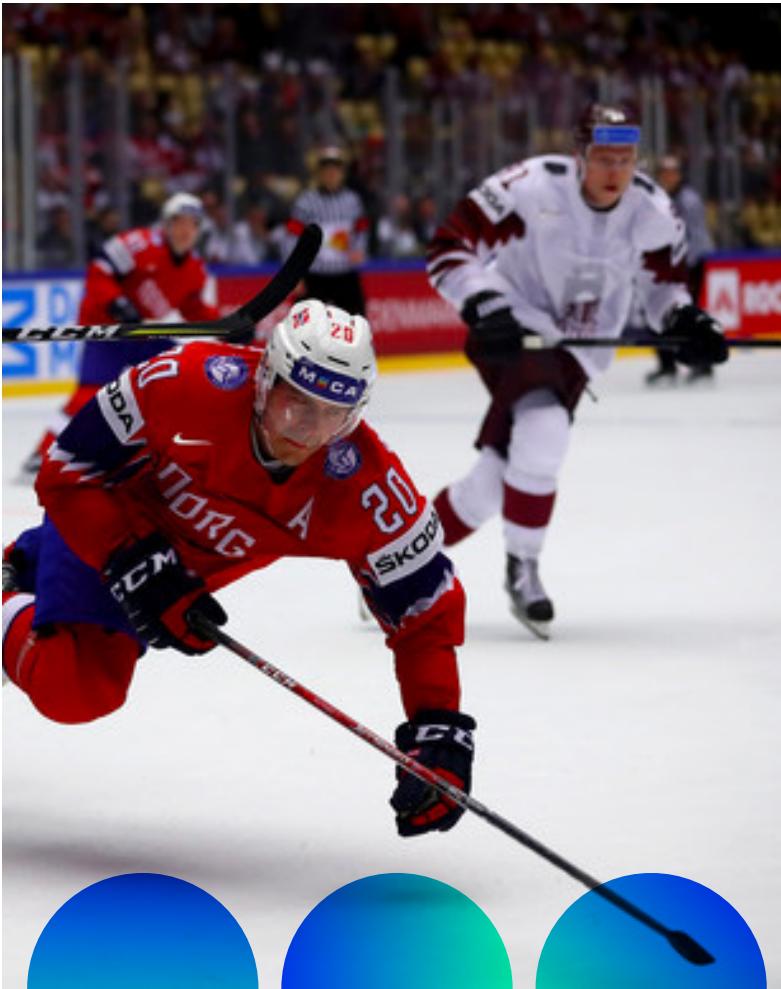
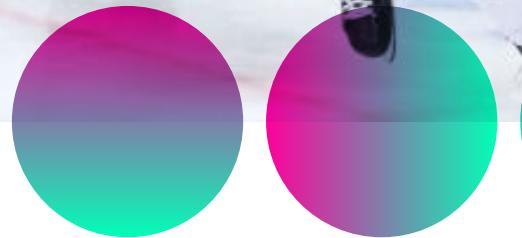
CENTURY GOTHIC REGULAR

**CENTURY GOTHIC BOLD**

CENTURY GOTHIC ITALIC

**CENTURY GOTHIC BOLD ITALIC**

# IMAGES



## Images – examples

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A dynamic shot of ice hockey players in action on the ice. In the foreground, a player in a dark jersey with the number 20 is skating towards the camera, holding a stick. Behind him, another player in a dark jersey is also skating. In the background, a player in a light blue jersey with the word "LATVIA" and the number 11 is positioned near the goal. A goalie in a light blue jersey is crouched in front of the net, ready to defend. The scene is set on an ice rink with blurred spectators in the background.

**MAKING MIRACLES**

# APPLICATION EXAMPLES