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# DESIGN TO WIN & AND BE PART OF OUR OFFICIAL MERCH

## Design to Win Contest 2025

### About the EHF Champions League

The EHF Champions League was introduced in 1993 and is the most important club handball competition for men's and women's teams in European handball. It is organized by the European Handball Federation (EHF) and features the top teams from various European national handball leagues.

The competition is held annually and since the 2009/10 Season culminates with the EHF FINAL4 events. The EHF FINAL4 Men is held in the LANXESS arena in Cologne and the EHF FINAL4 Women in the MVM Dome in Budapest.

At the EHF FINAL4, the best 4 teams of the season compete in a knockout tournament to determine the overall champions of the EHF Champions League season.

The EHF Champions League attracts the best handball teams and players from across Europe and is considered the pinnacle of European club handball. It is one of the most prestigious and competitive handball competitions in the world.

The Season 2024/25 marks the 32<sup>nd</sup> year of the competition. After a successful launch of the merchandise design contest in previous years, the contest goes in its third round in 2025.

The design challenge gives handball fans around the world the unique opportunity to be part of the history of the EHF Champions League and create the design for some of the official merchandise line of the final events.

In 2025 the TruckScout24 EHF FINAL4 2025 will take place on 14/15 June at the LANXESS arena in Cologne, Germany. The EHF FINAL4 Women will take place on 31 May – 01 June at the MVM Dome in Budapest, Hungary.

**#DESIGNtoWIN**

## The EHF Champions League Brand Identity

As the most prestigious competition in European club handball the EHF Champions League conveys a noble look that emphasizes the premium character of the competition. In order to recreate this look, the EHF Brand Identity offers a toolbox of branding elements:

### The Logo

The Men's and Women's competition share the same logo. It is only the sponsor logo that is tailored to the individual competitions which sets them apart. The logo exists in a horizontal and vertical version. The horizontal version is designed to be used on narrow horizontal layouts.



### The Typography

The correct typography is an important part of the identity of the EHF Champions League.

Headlines: FORMULAR CONDENSED BOLD always in ALL CAPS



The font can be used in different variations

For body copy, IBM PLEX SANS is used

## The Colors

The EHF Blue is the primary color of EHF. The primary color is represented throughout the entire organization and on all sub-brands and tournaments. Secondary colors are available and relate individually to each sub-brand. For the EHF Champions League the EHF Champions League Gold gradient is the secondary color.

## The Handball Element



The Handball element is a distorted version of the EHF Champions League Logo. It is always used cropped from three sides at least.



## The Trophy



The EHF Champions League trophy is a design element often used in regard to the EHF FINAL4 events either as a picture of the file itself, or as inspiration for patterns and shapes.