

CLIMBING

Paris, February 18th, 2016

Presentation of the graphic identity and of the communication tools for the IFSC Climbing World Championships Paris 2016



On the occasion of the presentation of the official poster of the IFSC Climbing World Championships Paris 2016, the FFME would like to introduce the graphic identity and of the communication tools regarding the worldwide climbing summit of this year, which will stand from the 14th to the 18th of September.

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Graphic identity

The logo shows the Eiffel Tower – symbol of Paris and France, and of the international image of the country – represented with angular shapes inspired by climbing walls.

Same graphic inspiration for the poster, which includes the logo and a climber represented with the same graphic identity. You will also find some key information such as the dates, the place, and the website.

The communication tools

The FFME – the national federation in charge of organizing the event – created tools to transmit in the most efficient way the information about the worldwide climbing summit.

On the front line, the website address, which will be online on February 27th, and will provide all the information about the event. The FFME will also organize some promotional events. We will keep you inform with details about those actions.

Last but not least, the Facebook page, the Twitter and the Instagram accounts of the IFSC Climbing World Championships Paris 2016 will put you on the first row to discover all the news of the event! Join the #IFSCwch!