ICC CHAMPIONS TROPHY – BRAND IDENTITY DEVELOPMENT 2025 - 2031

INTRODUCTION

The ICC Champions Trophy is organized by cricket's global governing body, the International Cricket Council (ICC), it is a short and sharp competition that sees the best cricketing nations compete in a primarily knock-out format competition once every 4 years.

The ICC Champions Trophy was inaugurated as the ICC Knockout Tournament in 1993, its name was changed to the ICC Champions Trophy in 2002, it is a One-Day-International (ODI) competition that takes place once every four years with the participating teams are determined based on international cricket rankings on a pre-determined date in the lead up to each respective competition.

The ICC Champions Trophy, previously only a Men's competition, was discontinued after the last edition that took place in England & Wales in 2017. The competition has been reinstated as part of the new 2024 – 2031 ICC Events cycle (referenced in the 'Brand Strategy' section) along with the introduction of a women's competition in a different format to the men's (T20 for women's and ODI for men's).

The Champions Trophy holds a unique position within the ICC Event offering, in that it falls at the halfway point between World Cups providing participating nations the chance to compete against other top ranked nations to win silverware, whilst entertaining cricket fans globally with its thrilling, high-stakes, primarily knock-out format.

The following matrix speaks to the positioning of the various formats as defined by the ICC, following which you can find detail on the T20 and ODI format specifically, along with a deep dive in the key proposition offered by the various events sitting within (Champions Trophy highlighted in blue).

	TEST	ODI	T20I
Brand Essence	The ultimate test and challenge of cricket	All that's best about cricket in 1 day	Global rivalry, participation and entertainment
Proposition	Test Championship	Men's Cricket World Cup Women's Cricket World Cup	Men's Twenty20 World Cup Women's Twenty20 World Cup
Attributes	Mastery, the greats, prestige, purist, skill, dedication, stamina, intelligent, love of the game, narrative, ebb and flow	Modern heritage, every over matters, tribal, social, theatrical, national team	Innovation, intense, intuitive, athletic, superstars, escapism, entertainment, party, colourful, contemporary
Audiences	Core traditional audience / deepen engagement with existing fans	Traditional plus connect further with casual fan	Established fans, new fans and a more diverse fan base to the game (families, women), young fans and growing the casual fan base
Consistent and common attributes of ICC Events: World-class, nation v nation, inspirational, best v best, national pride, collective celebration, inclusive, diverse, brings people together			

T20I	GLOBAL RIVALRY, PARTICIPATION AND ENTERTAINMENT
Definition	Fast-paced, thrilling, high-energy, heavy-hitting cricket that entertains. Every single ball counts and brings with it great intensity and vibrancy. Promotes fitness, strength and agility and the development of innovation and new specialist skills.
Role of the format	It is the fastest growing format for new fans and emerging nations. T20 transcends demographics, is multi-generational, attracts new fans (accessible) and drives the growth in popularity of the sport. It can appeal to time poor society and meets the need for instant gratification.
ICC Women's T20 World Cup	It is cricket amplified. Every ball is an event, every big hit a thrill and every player a star, T20WC is an event worth sharing. Fast-paced, high-energy cricket and pulsating adrenalin-rush entertainment. The best T20 cricketers from around the world playing for national pride with every team competitive. This is the game-changer every two years to move the sport forward and its presentation is reflective of contemporary trend. The ultimate prize in T20 cricket.
ICC Women's T20 Champions Trophy	The top teams in the world come together for the ultimate knockout event. An intense two-week competition where every match counts as the world's best players compete for the Champions Trophy White Jackets.
ICC Women's U19 T20 World Cup	Cricket's future stars are unveiled on the international stage at the ultimate finishing school, the ICC Women's U19 T20 World Cup. Giving young talent an unrivalled opportunity to compete in a global multi-team event, the U19s gives fans the first glimpse of their next heroes. The Women's U19 was introduced to ensure young female players had a clear pathway to ensure they can stay and thrive in cricket.
Challenges	Lack of depth and historical context, individualistic, threat of domestic T20 events, should be more inclusive with a simplified pathway, needs to be equal to World Cup but doesn't yet have a strong narrative

ODI	ALL THAT'S BEST ABOUT CRICKET IN ONE DAY
Definition	ODI cricket showcases all that's best about cricket in one big day out. A perfect combination of the thrill of T20 with the intricacies of Test cricket it is everything that is cricket, intensively. Demanding power play, absorbing tactical skill and depth of team makes for drama. Explosive yet disciplined all-round cricket experience.
Role of the format	Promotes the best of both worlds; provides something for everyone and can engage a broad spectrum of fans from traditionalists to mainstream, big eventers to social supporters.
ICC Men's Cricket World Cup	A true celebration of the best all-round cricket experience. Taking place once every four years it is a major event in the global sporting calendar. CWC is a culmination of national pride, memorable moments, cricketing heritage and an occasion to celebrate with others, perfectly packaged into one-day global showcase. Provides an economic legacy and commercially vital for the game
ICC Men's Champions Trophy	The top teams in the world come together for the ultimate knockout event. An intense two-week competition where every match counts as the world's best players compete for the Champions Trophy White Jackets.
ICC Men's U19 Cricket World Cup	Cricket's future stars are unveiled on the international stage at the ultimate finishing school, the ICC Men's U19 Cricket World Cup. Giving young talent an unrivalled opportunity to compete in a global multi-team event, the U19s gives fans the first glimpse of their next heroes
Challenges	Meaningless ODIs with no context, batsman's game, relevance is being squeezed, CWC not inclusive, too long with too many early games lacking context, needs four-year narrative and simplified qualification

ICC BRAND IDENTITY STRATEGY

The ICC recently completed a Brand Identity Strategy to assess existing Intellectual Property (IP) and inform our approach for the 2024-2031 rights cycle. As an outcome of this process, it has been decided that the ICC Men's and Women's Champions Trophy will be redesigned.

The primary objective of the ICC Brand Identity Strategy is to build value and recognition in each of the ICC's brands and sub-brands. It enables cricket's stakeholders and audiences to navigate their way around the ICC's events, properties and initiatives by establishing a clear understanding of the purpose of each brand and how they are connected.

In addition to creating value, a key objective of the strategy is to drive efficiencies across the entire framework and, for example, across all ICC events. With exponential value in presenting a connected portfolio of event brands, a carefully considered balance of consistency and distinction is required – delivering a broad systematic approach that also accommodates individual event principles, this is especially important while moving into the ICC's next events cycle, 2024 – 2031, which will see multiple events taking place every year across Men's, Women's and Under-19 (Men's & Women's) cricket. As a result, ICC event brands, especially 'World Cups' will be created using a consistent logo footprint and information hierarchy (illustrated later in this brief).

THE BRIEF - ICC MEN'S & WOMEN'S CHAMPIONS TROPHY

The ICC would like to develop a perpetual visual identity for the (re)introduced Champions Trophy, driving consistency across the Men's and Women's competitions, and allows for a clear point of differentiation from other ODI and T20 ICC Events.

Brand personality, use this as a frame of reference for how the ICC believes the Champions Trophy brand should be perceived:
- Jeopardy (can't afford a mistake)
- Knock-out (gloves are off)
- Intense (2 weeks and it's done)
- White jackets (point of difference, it's what teams play for, more prominent than the trophy)
- Exclusive (only the best can compete)
- Swagger / Confidence (A tournament for the best, by the best, of the best)
- Bold & Loud (Champs Trophy is in town to entertain)
- Energy (Fans will be treated to good cricket every single day – no weak games)

The following information outlines the overarching creative principles and specific identity requirements:
- As a core principle the ICC Men's and Women's Champions Trophy perpetual identity, including both the logos and the sub-graphic system, needs to have a clear point of difference from the wider ICC Event portfolio and celebrate the values/format that make the tournament unique
- Proposals should explore being disruptive, trendy, different and appeal to cricket fans who love a big event experience, as well as existing cricket fans and demographics.
- Ownable shapes and design principles are desirable, with clear separation from the brand identities for other ICC Events and comparable non-ICC Events
- The assets must be both flexible in application and designed to be animated; they should be modern, graphic and designed with an emphasis on digital and broadcast use, whilst providing effective solutions to be adapted across static applications such as stadia signage and outdoor advertising.

Perpetual Logo System

- Gender parity is a key branding principle applied to the ICC Champions Trophy and therefore the Men's and Women's identities must follow the same design, footprint and style
- Mention of the specific gender (men's / women's) and format (ODI / T20) within the event wordmark is not essential in the ICC Champions Trophy brand as the Men's and Women's tournaments are scheduled two years apart making overlap in promotional campaigns highly unlikely
- The Logo: Elements* to draw inspiration from:
  - Cricket based symbolism such as a bat, ball, stumps, or a play on the 'Champion' script
  - White jackets awarded to winning team
  - 'CHAMPIONS' script
  - Trophy integrated into the mark, potentially replacing a letter 'Champions' (Australia team celebrating with 'Champions Board' after winning the 2021 Men's T20 World Cup)

Perpetual subgraphic System

- The ICC Champions trophy requires a perpetual subgraphic branding system that will be used continuously between and during events in all media. This could also referred to within the industry as the look and feel graphic / supporting graphic / extended graphic suite.
- The sub-graphic system must coexist harmoniously with the logo, ideally interacting with the logo in an intentional manner.
- As per the Creative Direction and logo principles outlined previously, the sub-graphic system should be modern and graphic, and work well across all media, with emphasis on digital platforms.

Specifically, the ICC requires the development of a perpetual identity that encompasses the following ICC Champions Trophies:
- ICC Men's Champions Trophy 2025 – Pakistan
- ICC Women's Champions Trophy 2027 – Sri Lanka
- ICC Men's Champions Trophy 2029 – India
- ICC Women's Champions Trophy 2031 - TBC

ICC EVENT LOGO FOOTPRINT AND ICC INTEGRATION

- As mentioned under the ICC Brand Identities Strategy, the ICC is developing a footprint for all its event logos incorporating a set proportion, relationship and size for event symbols, ICC inclusion, name, host and year.
- An important new aspect of the footprint is the integration of the ICC within the event symbol space (in portrait format).
- The font, size and position of ICC has been set, and the design of the event symbol must accommodate this in a way that feels integrated – in particular, when the symbol is featured without the rest of the event name and information.
- To illustrate the approach required, visual examples using the ICC CWC logos have been provided, with clear instruction as to the relationship, clear space, size and position of the event symbol space.
- The ICC Champions Trophy does not have to subscribe to this system, given it is not a 'World Cup' the wordmark hierarchy is not essential, however, the centralised positioning of the ICC lettering is desirable for prominence and consistency with the event's logo.

INITIAL SUBMISSION

Applicants are requested to include the following touchpoints in their initial proposal/presentation that is expected on 1200hrs, 26 April 2024. Applicants are free to include additional elements/assets entirely at their discretion.

- Reverse brief
  - Insight
  - Perpetual event logo creative direction
    - How will you solve for the logo? Where will the emphasis be placed?
    - The symbol
    - A mood board to demonstrate creative direction of travel. Any relevant/comparable event or brand logos for reference.
  - Sub-graphic creative direction
- Conceptualization
  - Inspiration
  - Picture / Mood board
  - References
- Perpetual & CWC23 Logo suite
  - Design process
  -
- Colour palette
  - Inspiration
  - Primary colour-way (early thinking)
  - Additional colour-ways
- Sub-graphic (look & feel)
  - Inspiration
  - Preferred shapes, textures or design styles
- Budget: Applicants are requested to provide a comprehensive breakdown of all costs split into the following categories. Applicants are requested to budget separately for the following categories:
  - Creative Development
  - Production of Guidelines
  - Supply of 'Full list of deliverables' (next section)
  - Rate card for various levels of agency staff (highlighting preferential rates if any)

Please include as much detail as relevant in both sections of the budget including separately accounting for conceptualization, project management, workshops, etc. as the ICC may choose to split the scope should this be deemed the most effective solution. Applicants are also requested to provide a full rate card for additional services, please highlight any subsidized/discounted services offered.

The successful candidate will be selected on the basis of the initial submission, following which a workshop will determine the immediate next steps from a design perspective, allowing the successful candidate and the ICC to jointly conceptualize the logo, subgraphic system and colour palette. Once this is complete, the successful candidate will be expected to fulfil the 'Full list of deliverables'.

FULL LIST OF DELIVERABLES

This refers to a minimum list of deliverables that the ICC expects the successful applicant to deliver once appointed. It is expected that all brand assets, including the guidelines and visual strategy documents will be delivered in full no later than 01 August for the ICC Men's Champions Trophy 2025. The ICC will work with the successful applicant to establish timelines for delivery for the remaining events captured in this brief.

The following brand assets must be catered for within separate brand guidelines documents (applicants are able to provide additional assets at their discretion) for each event, the document should ideally be produced in an interactive PDF format, embedded with links to download the brand assets that are hosted on a file sharing platform of the applicant's choosing (i.e., Drop box, SharePoint, etc.)

- Logo suite:
    - Event logos – stacked, horizontal and linear (in full colour, single colour, etc.)
    - Animations (3 sec, 5 sec and 7 sec)
    - Special applications (merchandise, embroidery, etc.)
    - Broadcast logos/watermarks
- Additional marks:
    - Wordmarks
    - Cut-downs (symbol only, hashtag - #ChampionsTrophy, etc.)
    - Bespoke FINAL logo suites
- Sub-graphic (look & feel graphic)
    - Iterations - Primary & Secondary
    - Crops and cut-downs
    - Animation
    - Image treatment
- Colour palette:
    - Primary
    - Secondary
    - Special applications
- Font – CWC font will be the primary typeface (available upon request)
    - Host + Year font
    - Heading font
- Icons - range of stylized icons, primarily applied across wayfinding and directional signage
- Stationery:
    - Letterhead x 2
    - Media release template x 2
    - Presentation template x 2 (including imagery)
    - Meeting agenda
    - Report
- Partner marks – Endorsement and Composite
    - Commercial partner
    - Host city
    - Proud host
    - Official travel agent
    - Editable template

The following deliverables must also be catered for, with separate truncated guidelines documents where relevant, the ICC will work with the successful applicant to establish ways of working and timelines for each of these deliverables, also including representatives from the relevant ICC function areas leading delivery.

1. Brand identity explainer video: Footage based piece that describes the design inspiration and creative execution of the ICC Champions Trophy brand identity in a digital-friendly format. Reference video. Outputs required:
   o Primary 90-second cut (max 120-seconds) in 16:9, 9:16 and 4:5 orientation
   o Hindi version of the above
2. Brand workshops: Lead workshops with a variety of stakeholders relating to the following subjects:
   o Brand refinement/development x 5: Workshops with ICC function areas, each session lasting at least 2-hours, these can be conducted in-person or remotely
   o Brand induction sessions x 4: Lead brand introductions and best practice sessions with ICC's key internal and external stakeholders that are likely to play a large role implementing the brand
3. Official infographic: Produce stylized infographics for major event-related announcements for each of the ICC Champions Trophies, these include:
   o Match schedule/fixture infographics x 4:
      ▪ Master
      ▪ Team-specific
      ▪ Venue-specific
4. Official Trophy Tour branding suite:
   o Logo suite
   o Key signage assets - this includes trophy plinth, backdrop x 2, roll-up banners and feather flags
   o Staff clothing x 3 options
5. Licensing and retail range: Work with the ICC Merchandise and Licensing to produce a comprehensive merchandise and licensing range across men's, women's and kid's categories. This is only required to be produced once, and not for each Champions Trophy edition. The scope is inclusive of:
   o Core Event range: 20 x application examples
   o Team-specific range: 10 x application examples
   o Lifestyle range: 15 x application examples
   o Perpetual trophy range: 10 x application examples
   o Mascot range: 10 x application examples
   o Street/urban: 10 x application examples
6. Official event mascot - The ICC has developed a perpetual set of mascots who must be reskinned in the colours of each ICC Champions Trophy. Applicants are expected to budget for:
   o Primary pose x 2
   o Action poses x 8 (4 per mascot)
   o 2-page guidelines document
7. Visual strategy – A document that outlines the intended spectator journey, from the purchase of a match ticket to finally attending an ICC Champions Trophy match. Within this strategy, applicants are expected to demonstrate how the event brand is intended to be implemented, they are also able to propose a staggered approach to releasing the full colour palette, complete with in-situ concepts of touchpoints captured in the list above and below:
   o Digital applications:
      ▪ Website
      ▪ App
      ▪ Social media (Facebook, Instagram and Twitter)
   o Ticket designs (e-ticket and printed) x 3 categories*:
      ▪ General

- Premium
- Platinum
  *Category names are for reference only
  o Accreditation:
    - Badge design x 2
    - Lanyard designs, for the following categories:
      - General access
      - Field-of-play
  o Signage programme: Produce 1 x master venue design guide for each event, overlayed on stadium CADs or as close as possible. These design guides will be produced in close consultation with the ICC and utilized used by the event-specific signage providers as a blueprint to adapt for all match hosting venues for that particular edition of the ICC Champions Trophy. Signage touchpoints include, but not limited to:
    - Stadium tier dressing with pre-approved copy rotation
    - Welcome towers/arches
    - Vomitories
    - Big-screen
    - Fence-wrapping
    - Changing rooms
    - Back of house (corridors, stairwells, etc.)
    - Press box / Media centre
    - Music/Entertainment stage
    - Hospitality lounge/suite
    - Concessionaire menu board
    - Key commercial & Broadcast:
      - Press conference backdrops
      - Flash-interview backdrops
      - Trophy plinth
      - Stump branding
    - City dressing
      - Roll-up banners
      - Flags (including colour rotation)
      - Airport branding
      - Bus shelter and train station branding
      - Team bus branding
  o Vehicle branding for a sedan, SUV and minivan (design/brand optional)
  o Staff uniforms, 1 x polo design for the following function reads (inspired by colour allocation plan):
    - Core event staff
    - ICC TV Staff (Broadcast)
    - Volunteers
    - Suppliers
    - Umpires (full-sleeve polo)
8. Applicants are also expected to support the brand application, review and approval processes to collaborate with and support key user groups in extracting the most out of the brand identity, also driving consistency with the overarching visual strategy and the spectator journey we're trying to deliver. This includes:
   o In-stadia signage review
   o In-stadia LED content review (big-screens and perimeter boards)
   o Key advertising collateral review (only primary creatives)

TIMELINES*

ACTIVITY	DATE*
REQUEST FOR PROPOSAL (RFP) CIRCULATED	04 APRIL 2024
DEADLINE FOR RECEIPT OF QUERIES	1200HRS GST, 18 APRIL 2024
INITIAL SUBMISSIONS DUE	1200HRS GST, 26 APRIL 2024
IBC TO SHORTLIST APPLICANTS WHICH MAY REQUIRE THE DELIVERY OF A PRESENTATION	29 APRIL – 06 MAY 2024
SELECTION OF SUCCESSFUL APPLICANT	10 MAY 2024
COMMENCE CONTRACTING PROCESS	13 MAY 2024

*Dates are subject to change without notice at the discretion of the IBC