NEW CORPORATE IDENTITY FOR THE EUROPEAN BEACH HANDBALL TOUR (EBT)

George S. Bebetsos, MSc\textsuperscript{1}, Richard Turner\textsuperscript{2}, Nicole Huang\textsuperscript{3}

\textsuperscript{1}: EHF, Beach Handball Commission/ Promotion & Development, \textsuperscript{2}: EHF, Strategic Business, Communications/Promotion, \textsuperscript{3}: EHF, Education & Development, Methods/Development

The European Beach Handball Tour (EBT)

In 2003 the European Handball Federation (EHF, www.eurohandball.com) initiated a pilot project concerning the organisation of beach handball tournaments, involving local organisers and teams throughout the continent, during the summer, having the teams from the various nations competing in a global event with global regulations and ranking. After successfully carrying out the pilot project (35 tournament organisers, 88 registered teams) the EHF decided to formally format the event and invited all the organisers and teams to participate in the EBT 04. More teams and organisers from all over Europe followed this invitation and made the EBT 04 even more successful than the EBT 03 pilot project.

The EBT structure

All tournament organisers from all over Europe are asked to register and become members of the Tour. The teams play for qualification points in order to qualify for the EBT Masters, which is the Tour’s final tournament (in order for the year’s champion teams to be crowned) and is played as the kick-off of the next year’s Tour. The EHF supports the local tournament organisers by awarding the title “Member of the European Beach Handball Tour”, making it easier for the organisers to raise sponsor money, if their tournament becomes a member of the European Tour.

The EBT philosophy and organisation

The EBT is played in the spirit of “Fair Play”. It is in principle simple in structure, with few restrictions, little administration, easy rules and a lot of sun, fun, lifestyle and beach handball. As a part of its philosophy not everything is regulated to the very end. All communication is executed via e-mail/internet. The only language is English. The organisation of the Tour is very transparent and all rules, regulations and results are published in the website: http://ebt.eurohandball.com.

The organisers qualify by providing a certain level of organisation, fulfilling major requirements to the EHF. They nominate their tournament on the above internet page by filling in a form sheet containing all required criteria. Following these criteria, the organiser will be awarded with a European approval and preliminary tournament points. All EBT tournaments must be open for all EBT teams (no limitation to national participants). Tournaments have to be registered one month in advance.
The EBT per year

The number of EBT tournaments organised per year

The number of teams participated per year
The EBT logotype

The creative concept

The new EBT logo builds upon the elements of the new EHF beach handball logo. It has the upper parts of the beach handball logo and below there are the letters EBT in a stylised script typeface. The letters have a graduated colour scheme running yellow to orange. The EBT logo has the same colour scheme as the beach handball logo, further strengthening its association under the umbrella of beach handball.

The intention with this logo is to show its connection to the wider beach handball area, but, also, it highlights the immense sense of fun and camaraderie to be found on the Tour. It shines through as a strong identity that can be applied to everything associated with the tournament.

The EBT Masters banner

Furthermore, a banner was designed in order to promote the competition and extend the brand.

The EBT logotype and Masters banner application

The EBT logo will be imprinted on flags that will be awarded to every EBT tournament organiser as well as used in order to identify the Tour itself in both areas of marketing and administration.

The dimensions of the EBT Masters banner will be 3m X 1m. Advertising banners for the courtside areas, as well as the website will also be developed according to the specifications of the competition.