



SOUND MANUAL

EHF CHAMPIONS LEAGUE 2024/25

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As part of a holistic brand experience strategy, sound is becoming an essential brand asset. The European Handball Federation developed an acoustic identity for their brands, reflecting and representing the core of handball.

This Sound Manual is designed to provide clubs with guidelines for the correct application of the EHF brand sound assets. It contains the currently relevant sound applications of the EHF Champions League competition and initial briefing guidelines for implementation.

1 EHF SOUND IDENTITY

A modern brand sound is part of the vision of positioning handball as the most attractive indoor sport and it supports the goal of attracting a younger audience. Through the coherent and consistent use of unique and recognizable sound elements together with the consistent graphical picture conveyed, an improved connection of the competitions and their followers will be achieved. Much like the visual brand identity the brand sound identity will acoustically connect the various competitions which are organized under the EHF umbrella.

1.1 The Sound of Handball

Brand Tonality for Sound derived from the Handball core:

Team / Intensity / Toughness / Dynamic

Team: collaboration, fairness, team spirit

Intensity: every second counts, driving, stimulating

Toughness: straight forward, rough, powerful

Dynamic: fast paced, action

1.2 The Sound DNA – The Jump Shot

The EHF got to the core of “The Sound of Handball” and created a handball sound DNA as the recurring element across all sound applications. The jump shot was identified as the most iconic and defining handball movement. Through video analysis and motion tracking, the jump shot was extracted into a rhythmic design pattern. Besides the rhythmic pattern a melodic interpretation of the jump shot was composed. “The Sound of Handball” main motif can be found in all official EHF competition anthems. It is a predefined notation, but allows for flexible instrumentation.

STEPS JUMP THROW SCORE

2 EHF CHAMPIONS LEAGUE

The premium character of this competition was translated into modern sound design through an EHF Champions League Opening. It will come to life in the arenas and will consistently complement all competition's communications on digital streaming platforms, social media and TV broadcasting.

2.1 General information

2.1.1 COMPOSITION PROFILE

Composition The EHF Champions League Opening composition is based on the rhythmic figure of the Sound DNA, the jump shot. The main motif is a riff complementing the rhythmic flow. Mid-Tempo.

Arrangement Hymnic and solemn by an orchestral impression. Hybrid arrangement, where tough meets celebrational: strings, guitars, tough beats.

Instrumentation Electronic Sounds, Bass, Drums, Synthesizer, Strings, Electric Guitar, Vocals

Tonality Premium / Team / Intensity / Toughness / Dynamic

2.1.2 EXECUTION

The music library provided by EHFM contains all official EHF Champions League music tracks. The track can be used in part or in full length. Editing the music track in any form is not permitted without consulting with EHFM first.

2.2 Sound assets & applications

2.2.1 APPLICATIONS - ARENA

2.2.1.1 Official EHF Champions League Referee Walk Music

Application Background music for the walk in of EHF Referees and flag carriers; part of the official entry ceremony run down.

Functionality Tension and excitement build-up.

Technical Specs Length: 0:29 Min; Format: WAV

2.2.1.2 Official EHF Champions League Opening (Arena Version)

Application When all players are lined up; part of the official entry ceremony run down.

Functionality Official EHF Champions League Opening.

Technical Specs Length 0:47 Min; Format: WAV

2.2.1.3 Official EHF Champions League Song MESMERIZE (Short Version)

Application While teams are getting ready for the throw-off; part of the official entry ceremony run down.

Functionality Fill transition before throw-off (players are ready for throw-off). Audience activation.

Technical Specs Length 1:00 Min; Format: WAV

2.2.1.4 Official EHF Champions League Song MESMERIZE (Arena Version)

Application To be played during EHF Champions League matches (e.g. during warm-up and match break)

Functionality Official EHF Champions League Song

Technical Specs Length 2:57 Min; Format: WAV

Available on All digital music streaming platforms

2.2.2 APPLICATIONS - TV, ONLINE & SOCIAL

2.2.2.1 EHF Champions League Highlights (long/short)

Application For use in promotional content related to the EHF Champions League competition. Applicable for use on all social media platforms, streaming services and TV.

Functionality Used for promotional content within the EHF Champions League context, e.g club highlight moments.

Technical Specs Length: 3:10 Min / 1:20 Min; Format: WAV

2.2.2.2 EHF Champions League Background Loop

Application For use in promotional content related to the EHF Champions League competition. Applicable for use on all social media platforms, streaming services and TV as well as background music for events.

Functionality Video content with room for voice over. Used as background music for events.

Technical Specs Length: 14:15 Min; Format: WAV

2.2.2.3 Remix of the official EHF Champions League Opening

Application Cinematic remix of the Official EHF Champions League Opening. Only for use in promotional content related to the EHF Champions League competition. Applicable for use on all social media platforms, streaming services and TV.

Functionality Emotionalization of EHF Champions League related content e.g. social media promotional clips.

Technical Specs Length 1:14 Min; Format: WAV

2.2.3 EHF CHAMPIONS LEAGUE AUDIO MERCHANDISE

2.2.3.1 EHF Champions League Ringtones

Application Ringtone of the official EHF Champions League Opening

Functionality Customized ringtone available for download (iPhone & Android)

Technical Specs Length 00:30 Min

3 DOWNLOAD FILES

All official EHF Champions League music tracks are available for download on the EHF cloud (club information package).

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