



# **SOUND MANUAL**

**EHF EUROPEAN LEAGUE 2020/21**

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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 European 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

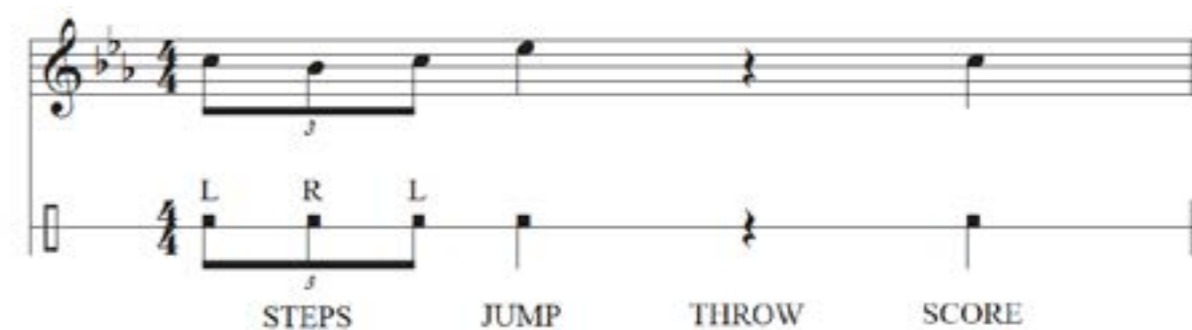
Brand Tonality for Sound derived from the Handball core:

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.



## 2 EHF EUROPEAN LEAGUE

The tough and dynamic character of this tournament was translated into modern sound design through an EHF European League sound logo and anthem. Both will come to life in the arenas and will consistently complement all audio-visual communications

### 2.1 Sound assets & application

#### 2.1.1 COMPOSITION PROFILE

**Composition** The EHF European League Anthem composition is based on the rhythmic figure of the Sound DNA, the jump shot. The main motif is a guitar riff complementing the rhythmic flow.

**Arrangement** The tough and dynamic character is portrayed through raw guitar elements, pumping synthesizers and a distorted and compressed bassline.

#### 2.1.2 EXECUTION

The music library provided by EHFM contains all official EHF European 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.

#### 2.1.3 APPLICATION IN THE ARENA

##### 2.1.3.1 EHF European 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

##### 2.1.3.2 EHF European League Anthem (Arena Version)

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

**Functionality** Official EHF European League Anthem.

**Technical Specs** Length 0:47 Min; Format: WAV

##### 2.1.3.3 Official EHF European League Anthem (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 0:20 Min; Format: WAV

## 3 DOWNLOAD FILES

All official EHF European League music tracks for download are available [HERE](#).

EHF Marketing GmbH  
Hoffingergasse 18  
1120 Vienna  
Austria

MUSIC:  
Carl-Frank Westermann, Lars Ohlendorf  
WESOUND GmbH