



# **EUROLEAGUE WOMEN BRAND MANUAL**

September 2020

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# 1. LOGO



The event logotype is inspired by the trophy design and a basketball. The idea is to simplify and minimize the contour of the trophy and a ball. Elegance and simplicity are the keywords of the new logotype proposal ensuring the ideal visual identity for a premium sporting event.





**EUROLEAGUE  
WOMEN**

# 1. LOGO - PORTRAIT VERSION - NEGATIVE



# 1. LOGO - CLEAR SPACE





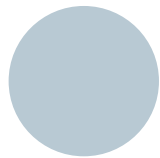
# 1. LOGO - LANDSCAPE VERSION



# 1. LOGO - CLEAR SPACE

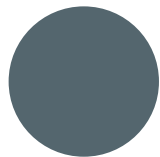


# 1. LOGO - BASIC COLOUR VERSION, COLOURS



## TITANIUM 1

R 186 G 202 B 211  
C 27 M 13 Y 12 K 0



## TITANIUM 2

R 84 G 102 B 112  
C 70 M 51 Y 45 K 17

## TITANIUM GRADIENT



**EUROLEAGUE  
WOMEN**



**EUROLEAGUE  
WOMEN**

# 1. LOGO - FLAT COLOUR VERSION



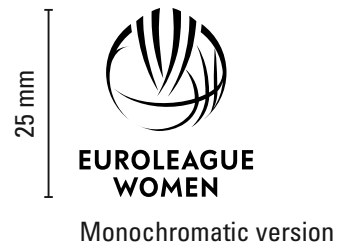
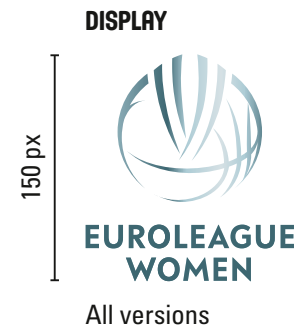
# 1. LOGO - MONOCHROMATIC VERSION / POSITIVE, NEGATIVE



# 1. LOGO - MONOCHROMATIC VERSION / POSITIVE DARK BLUE / USAGE ON SPECIFIC APPLICATION (COURT STICKERS)



# 1. LOGO - MINIMUM SIZE



# 1. LOGO - USAGE ON DIFFERENT BACKGROUNDS





# 1. LOGO - NOT ALLOWED USAGE

EUROLEAGUE  
WOMEN



Do not invert modules



EUROLEAGUE  
WOMEN

Do not use shadows.



EUROLEAGUE  
WOMEN

Do not distort logo to accommodate  
layout requirements.

EUROLEAGUE  
WOMEN



Do not invert modules



EUROLEAGUE  
WOMEN

Do not use shadows.



EUROLEAGUE  
WOMEN

Do not use shadows.

**EUROLEAGUE  
WOMEN**

# 1. WORDMARK - CLEAR SPACE



# 1. WORDMARK - USAGE ON DIFFERENT BACKGROUNDS

**EUROLEAGUE  
WOMEN**

**EUROLEAGUE  
WOMEN**

**EUROLEAGUE  
WOMEN**

**EUROLEAGUE  
WOMEN**

**EUROLEAGUE  
WOMEN**

**EUROLEAGUE  
WOMEN**

**EUROLEAGUE  
WOMEN**

**EUROLEAGUE  
WOMEN**

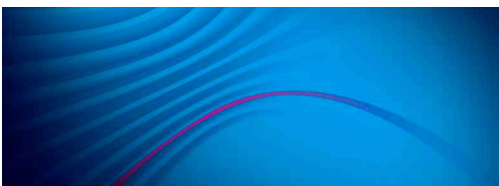
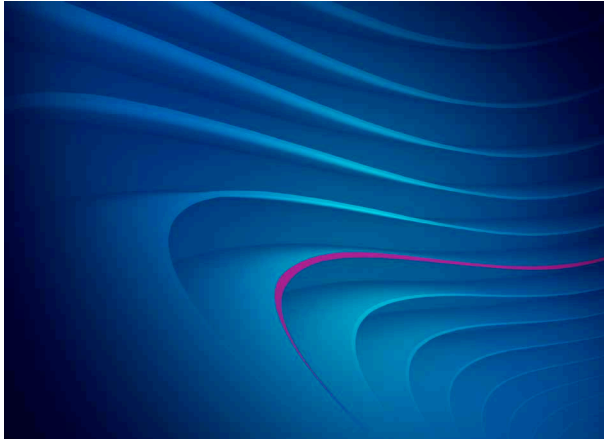
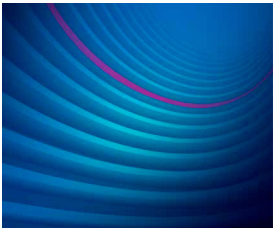


## **2. BRAND IDENTITY ELEMENTS**

## 2. BRAND IDENTITY ELEMENTS - USAGE

### 1 STEP 1

Abstract 3D arena space to be used as main background. When clear background is needed flat dark blue background may be used.



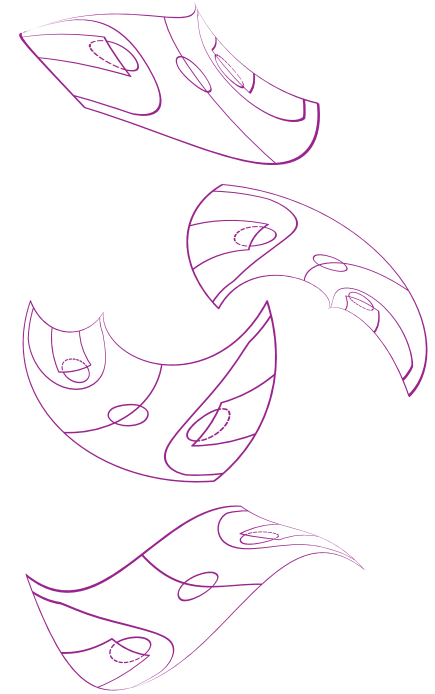
### 2 STEP 2

Abstract background graphics formed with color strips to be applied partially over background. Usage as much as needed.



### 3 STEP 3

Additional linear basketball court graphics to be applied into purple shapes.



### 4 STEP 4

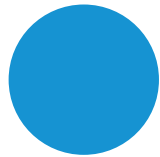
Blur shadows and shine elements to be placed where clear space is needed.



## 2. BRAND IDENTITY ELEMENTS - COMPOSITE VISUALS

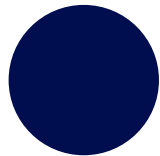


## 2. BRAND IDENTITY ELEMENTS - COLOUR SCHEME



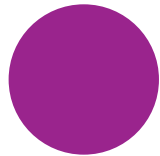
### ELW 1

R 28 G 147 B 210  
C 77 M 30 Y 0 K 0



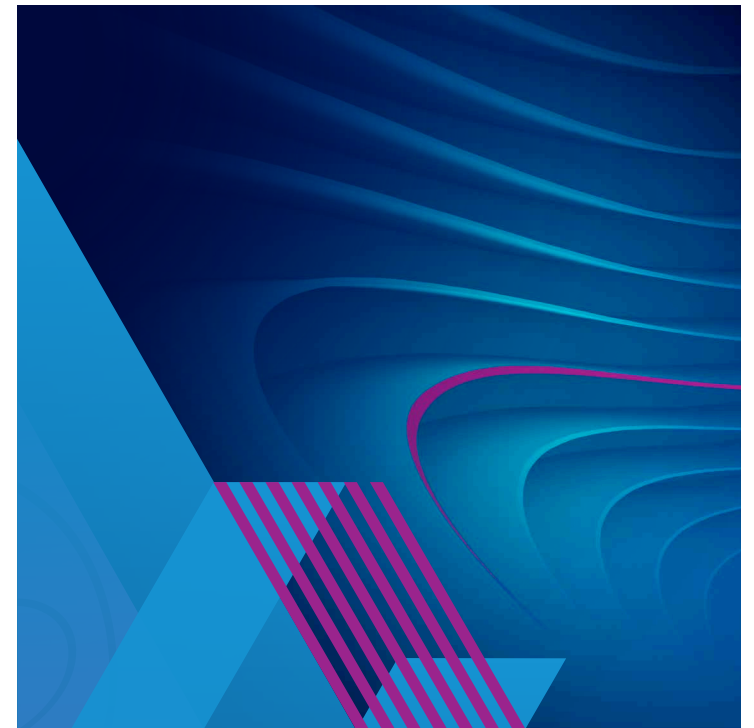
### ELW 2

R 0 G 14 B 78  
C 100 M 97 Y 31 K 43



### ELW 3

R 154 G 36 B 142  
C 46 M 100 Y 0 K 0







## **3. BRANDING EXAMPLES**

### 3. BRANDING EXAMPLES - WELCOME DESK



EUROLEAGUE  
WOMEN

WELCOME

### 3. BRANDING EXAMPLES - DECORATIVE BANNERS



### 3. BRANDING EXAMPLES - POSTERS



БАСКЕТБОЛЬНЫЙ КЛУБ

**УГМК**



EUROLEAGUE  
WOMEN

DYNAMO KURSK

VS

UMMC EKATERINBURG

17 OCTOBER 2019, 21:00  
MARIBOR, DVORANA TABOR

ДИНАМО



КУРСКИЙ

### 3. BRANDING EXAMPLES - CITY LIGHT



The poster features a dark blue background with a white and purple geometric design at the bottom. At the top center is the EuroLeague Women logo, a stylized globe. Below it, the text "EUROLEAGUE WOMEN" is written in white. On the left is the logo for ДИНАМО КВРСК, which includes a basketball and a musical note. On the right is the logo for УГМК, featuring a stylized orange and red swoosh and a basketball. The match details "21 SEPTEMBER 2020, 21:00" and "MARIBOR, DVORANA TABOR" are centered in white. At the bottom, the website "www.tickets.com" is listed.

ДИНАМО  
КВРСК

БАСКЕТБОЛЬНЫЙ КЛУБ  
УГМК

21 SEPTEMBER 2020, 21:00  
MARIBOR, DVORANA TABOR

[www.tickets.com](http://www.tickets.com)

### 3. BRANDING EXAMPLES - BILLBOARD



### 3. BRANDING EXAMPLES - POSTER

The poster features a central image of three female basketball players in action, each holding a Molten basketball. The background is a dark blue with abstract geometric shapes in purple and yellow. At the top left is the EuroLeague Women logo, a stylized globe. To its right, the text "EUROLEAGUE WOMEN" is written in white. Below the main image, there are several logos: "ДИНАМО" (Dynamo) with a basketball logo, "БАСКЕТ ПОЛТАВА 2008" (Basket Poltava 2008) with a red and orange logo, "УНИВЕРСИТЕТ" (University) with a red and white logo, and "SOPRON BASKET" with a yellow and green logo. At the bottom, there are placeholder boxes for "PRESENTING PARTNER", "GLOBAL PARTNERS", and "EVENT SPONSORS".

ДИНАМО

БАСКЕТ ПОЛТАВА 2008

УНИВЕРСИТЕТ

SOPRON BASKET

molten

EUROLEAGUE WOMEN

PRESENTING PARTNER

GLOBAL PARTNERS

EVENT SPONSORS



### 3. BRANDING EXAMPLES - FLAGS





### 3. BRANDING EXAMPLES - ROLLUP



### 3. BRANDING EXAMPLES - ACCREDITATION



### 3. BRANDING EXAMPLES - SOCIAL MEDIA COVERS AND AVATARS



### 3. BRANDING EXAMPLES - WEBSITE BACKGROUND

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| Quarter-Finals Gameday 1 (4 games)              |   |  |  | Quarter-Finals Gameday 2 (4 games)              |   |  |   | Semi-Finals (2 games)                               |  | 3rd Place Game   | Final  |
|---|---|--|--|---|---|--|---|---|--|--|--|
| <b>Game 1</b><br>Tue, 05 Mar.<br>UMMC <b>78</b> | <b>Game 1</b><br>Tue, 05 Mar.<br>DYNK <b>89</b> | <b>Game 1</b><br>Tue, 05 Mar.<br>SOP <b>66</b> | <b>Game 1</b><br>Tue, 05 Mar.<br>USK <b>76</b> | <b>Game 2</b><br>Fri, 08 Mar.<br>FENE <b>65</b> | <b>Game 2</b><br>Fri, 08 Mar.<br>TTTR <b>55</b> | <b>Game 2</b><br>Fri, 08 Mar.<br>CCC <b>77</b> | <b>Game 2</b><br>Fri, 08 Mar.<br>BOUR <b>64</b> | <b>Semi-Finals</b><br>Fri, 12 Apr.<br>USK <b>67</b> | <b>Semi-Finals</b><br>Fri, 12 Apr.<br>UMMC <b>81</b> | <b>3rd Place Game</b><br>Sun, 14 Apr.<br>SOP <b>53</b> | <b>Final</b><br>Sun, 14 Apr.<br>UMMC <b>91</b> |
| TTTR <b>45</b>                                  | CCC <b>53</b>                                   | BOUR <b>65</b>                                 | FENE <b>54</b>                                 | USK <b>77</b>                                   | UMMC <b>77</b>                                  | DYNK <b>81</b>                                 | SOP <b>74</b>                                   | DYNK <b>84</b>                                      | SOP <b>59</b>  | USK <b>64</b>  | DYNK <b>67</b>                                 |

**LATEST VIDEOS**