



FIBA
EUROPE CUP

FIBA Europe Cup
Logo Manual

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1 Logo Guidelines

The FIBA Europe Cup logo is available in 2 main versions and 2 alternative versions.

Main Versions:

- Portrait
- Compact Landscape

Alternative Versions:

- Circle
- Landscape

NOTE: Alternative versions should only be used for specific usage and always with the approval of FIBA Europe.

Each version consists of two elements:

- FIBA Europe Cup Symbol
- FIBA Europe Cup Word Mark

The FIBA Europe Cup logo should always be surrounded by a prescribed area of clear space to enable it to remain clean and prominent.

The clear space is an area around the FIBA Europe Cup logo in which other elements must not be placed.

The minimum clear space „X“ is defined by 1/10 of the logo height „A“.

1 Logo Guidelines

MAIN VERSIONS

Portrait:



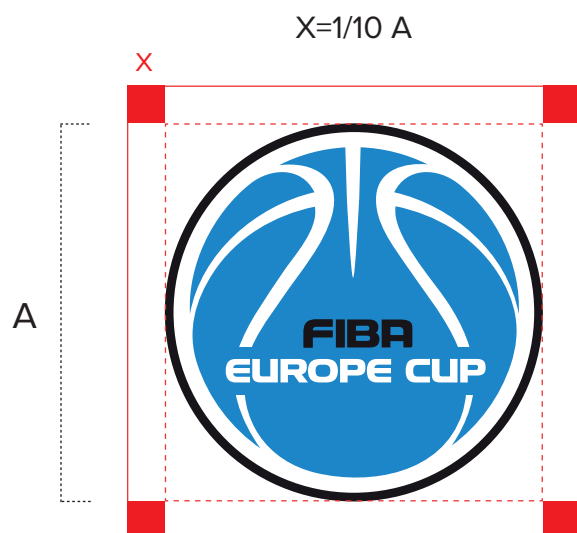
Compact Landscape:



1 Logo Guidelines

ALTERNATIVE VERSIONS

Circle:



Landscape (exclusively for TV graphics):



1 Logo Guidelines


COLOURS

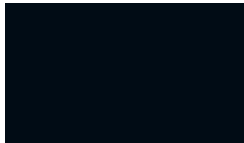
In order to simplify the reproduction of the FIBA Europe Cup logo on any kind of material the logo is made of flat colours only.

On white or light background the logo always stands in it's original colours.

To meet all reproduction requirements the following versions of the logo are available:

Standard Colours (preferred option):

CMYK 100 30 0 0	
RGB 0 128 201	
Pantone: 3005 C	

CMYK 40 0 0 100	
RGB 5 23 29	
Pantone: 433 C	



1 Logo Guidelines

COLOURS

Where only 1 colour can be used for the reproduction of the FIBA Europe Cup logo on dark background the white version below should be used.

White:

CMYK 0101010
RGB 255|255|255
Pantone: 1 C




1 Logo Guidelines

COLOURS

For Engraving or black and white reproductions of the FIBA Europe Cup logo on light background the black version below should be used.

Black:













CMYK 40 0 0 100	
RGB 5 23 29	
Pantone: 433 C	



1 Logo Guidelines

SIZES

Do not use the FIBA Europe Cup logo in any size smaller than the minimum size.

	MINIMUM SIZE	NOT ACCEPTABLE
 30 mm	 20 mm	 15 mm
 40 mm	 30 mm	 20 mm
 30 mm	 20 mm	 15 mm
 50 mm	 40 mm	 30 mm

2 Logo Usage

UNACCEPTABLE USAGE

The following examples illustrate some potential mistakes which must be avoided. Please note that no attempt should be made to redraw, modify or separate any elements of the FIBA Europe Cup logo.



2 Logo Usage

USAGE ON DIFFERENT BACKGROUNDS

When the logo is used on a coloured background please refer to the system shown below to ensure readability.

0% - 20%	21% - 40%	41% - 60%	61% - 80%	81% - 100%
 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP
 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP
 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP
 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP
 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP	 FIBA EUROPE CUP

2 Logo Usage

USAGE ON DIFFERENT BACKGROUNDS

When the logo is used on a coloured background please refer to the system shown below to ensure readability.

0% - 20%	21% - 40%	41% - 60%	61% - 80%	81% - 100%

NOT ACCEPTABLE



ACCEPTABLE



3 Court Branding

ROTATING BOARDS/LEDS

This is a special application of the logo usable only with rotating boards/LEDs. Under no circumstances is a club allowed to modify any part of the logo. The clubs have to produce rotating boards/LEDs for the FIBA Europe Cup season and the layout below must be reproduced in its entirety.

Note: In case the scale of the layout is not suitable for your rotating boards/LEDs, please contact FIBA Europe.

Size: 4000 x 900 mm



Size: 4000 x 800 mm



Size: 2667 x 700 mm



4 Secondary Elements

The secondary elements are designed to complement and enhance the FIBA Europe Cup primary brand.

The FIBA Europe Cup secondary branding system introduces new elements:

- Main element
- Pattern matrix

The provided main element shall thereby serve as primary design element. The pattern matrix is provided to enrich the background design and can be used as complementary element for some layouts.

The secondary elements can be applied on various complementing backgrounds (white, blue, gradient).

The provided secondary elements can be used across all media (e.g. print, online).

Application examples to showcase the usage of the secondary elements can be found on pages 23 - 27.

All elements are provided as .eps files to ensure scaling without degradation.

4 Secondary Elements

MAIN ELEMENT

The main secondary element are the dynamic curves - they are a fundamental design element of the FIBA Europe Cup appearance. They are provided in a positive and negative version.

Positive Version:

To be used on white or light backgrounds.



Negative Version:

To be used on dark backgrounds.



4 Secondary Elements

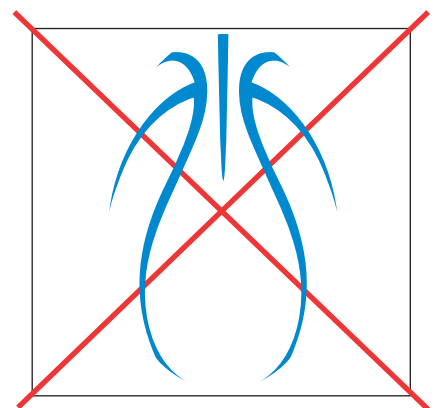
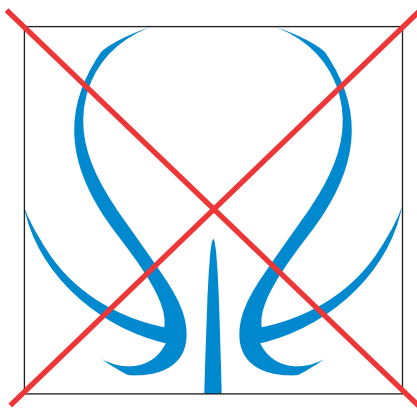
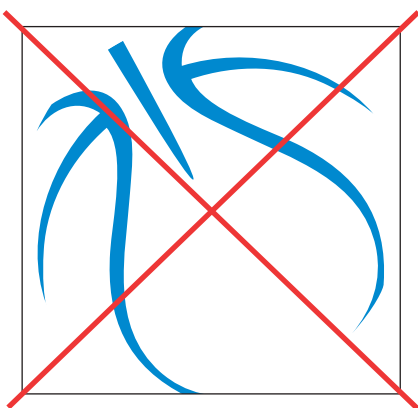
Usage:

The dynamic curves can be used in its entity as well as enlarged so that it is only partially visible.



Unaccepted Usage:

The dynamic curves shall not be rotated, mirrored or distorted.

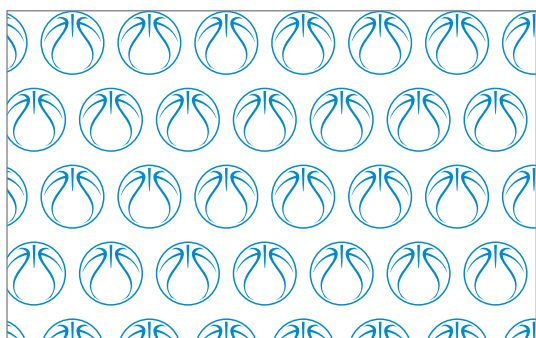


4 Secondary Elements

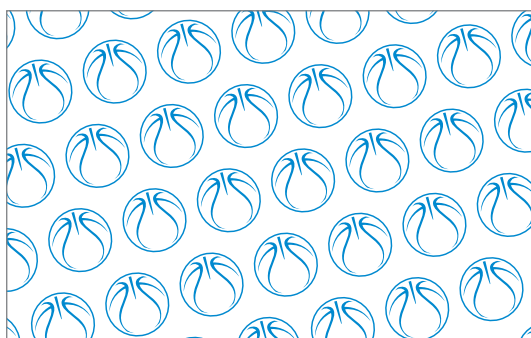
PATTERN

The patterns are designed as moderate background elements that can be used contemplorary to the main element. They do not appear in every layout but can optionally be used to enrich the background layout.

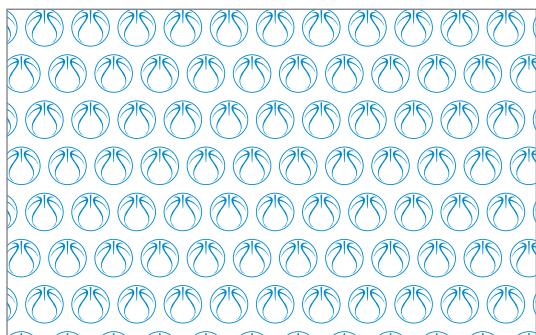
The provided pattern matrix can be scaled and rotated.



Sample Ball pattern:
100%, horizontal orientation



Sample Ball pattern:
100%, rotation -15 degree



Sample Ball pattern:
60%, horizontal orientation

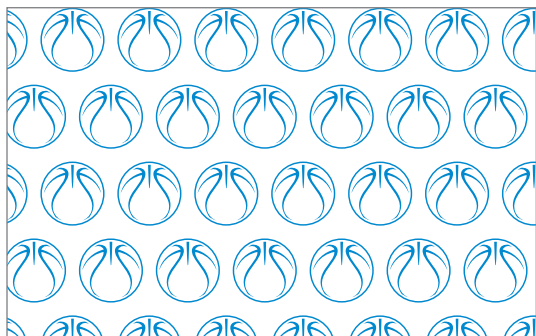


Sample Ball pattern:
250%, rotation -15 degree

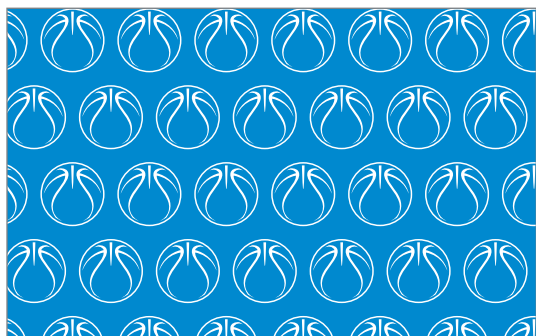
4 Secondary Elements

Usage on different backgrounds:

On white and light background, the positive version of the patterns is applied.



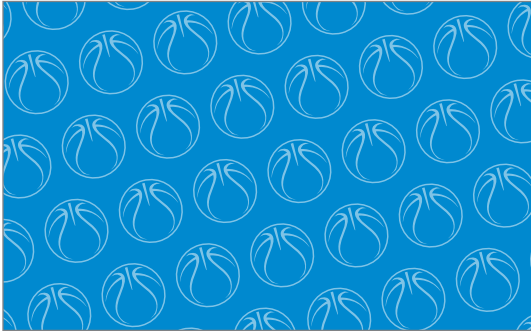
On dark background, the negative version of the patterns is applied.



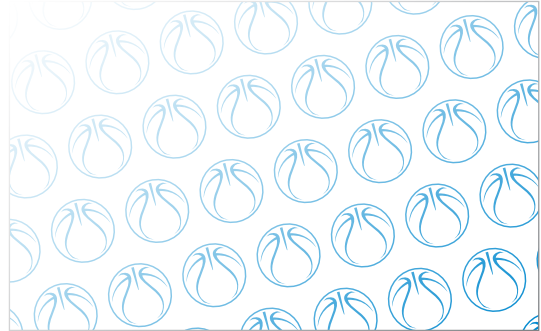
4 Secondary Elements

Transparency / Gradients:

Transparencies and gradients can be applied to the pattern according to the creative needs.



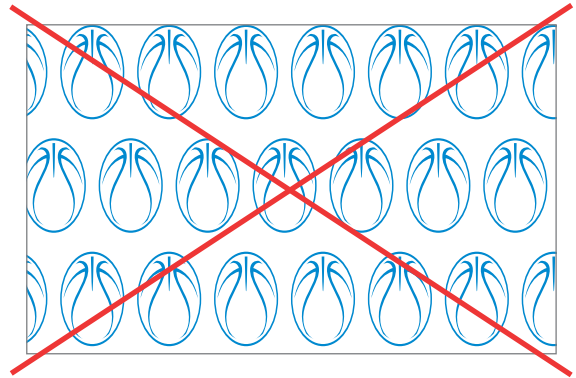
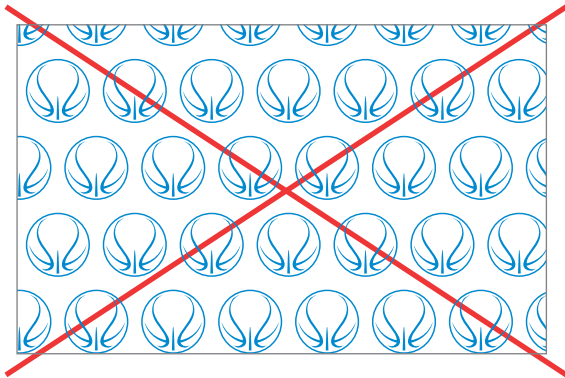
Ball pattern with 50% transparency



Ball pattern with gradient

Unaccepted Usage:

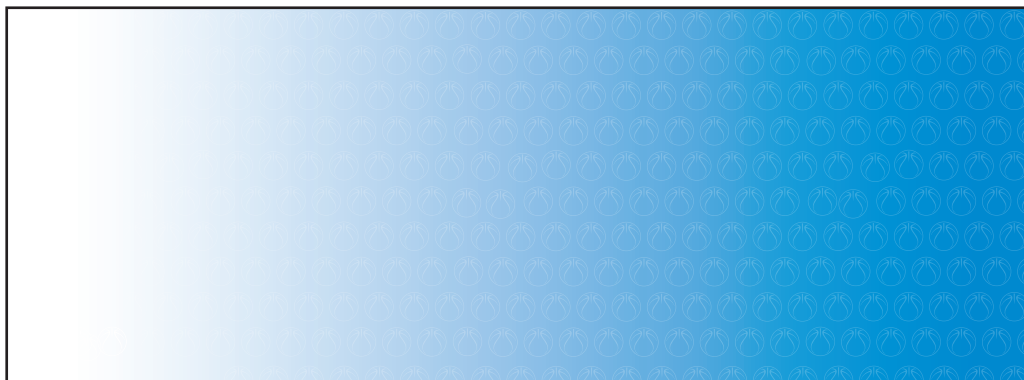
The pattern shall not be mirrored or distorted.



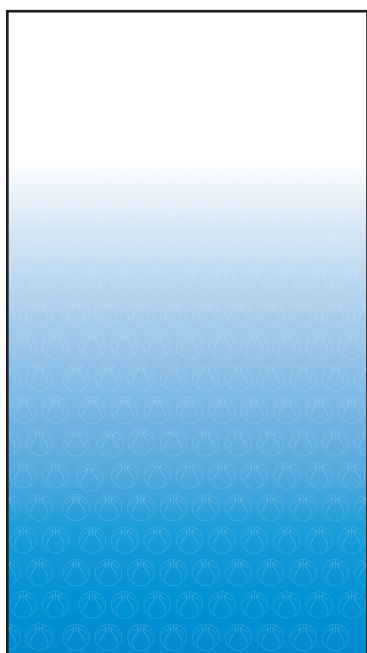
4 Secondary Elements

Usage Examples

The pattern matrix is preferentially used on the gradient background. The respective background files are provided as .eps vector files.



Ball pattern on vertical gradient background



Ball pattern on horizontal gradient background

4 Secondary Elements

BACKGROUNDS

The secondary elements can be placed on various backgrounds. For dark and gradient backgrounds the specifications below could be used.

Dark background - blue



Gradient background

Gradient background can be used with both horizontal or vertical gradient.



Vertical gradient



Horizontal gradient

To ensure readability on dark or busy background, text boxes should be placed within the documents (see page 24, usage example „accreditation“).

4 Secondary Elements

USAGE DESCRIPTION

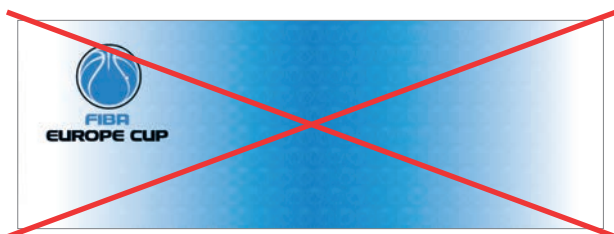
Main element:

If there is (a lot of) text or pictures (more than one), only the main element shall be used in the background



Pattern:

Do not use the pattern without the main element (exception: usage of the pattern in combination with pictures)



Combined usage:

The main element and the pattern are used together for large sized elements without (a lot of) text (e.g. welcome banner, tier dressing) or if only one large picture is used.



It is important that the background does not distract from important information.

4 Secondary Elements

USAGE EXAMPLES

The following example illustrates how the main element and patterns can be used in documents.

Folder:



4 Secondary Elements

USAGE EXAMPLES

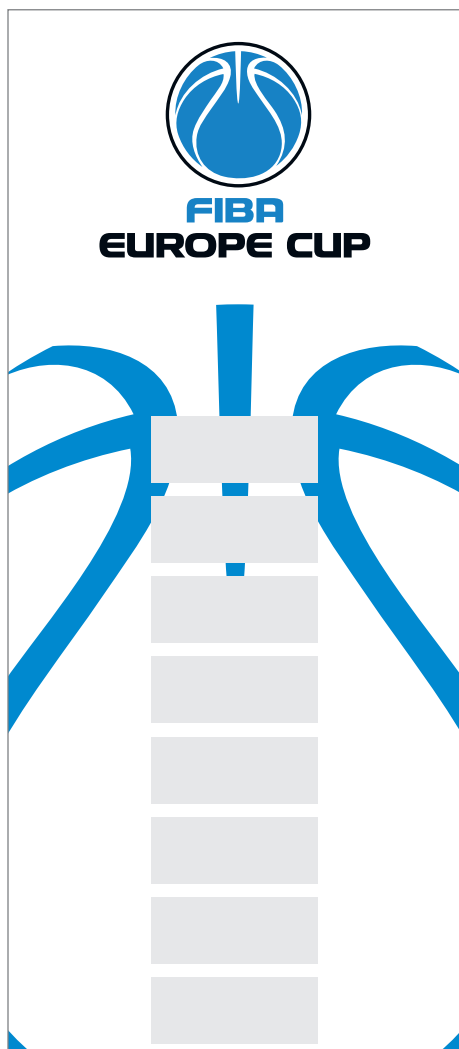
Headed Paper:



4 Secondary Elements

USAGE EXAMPLES

Roll up:



OPTION 1

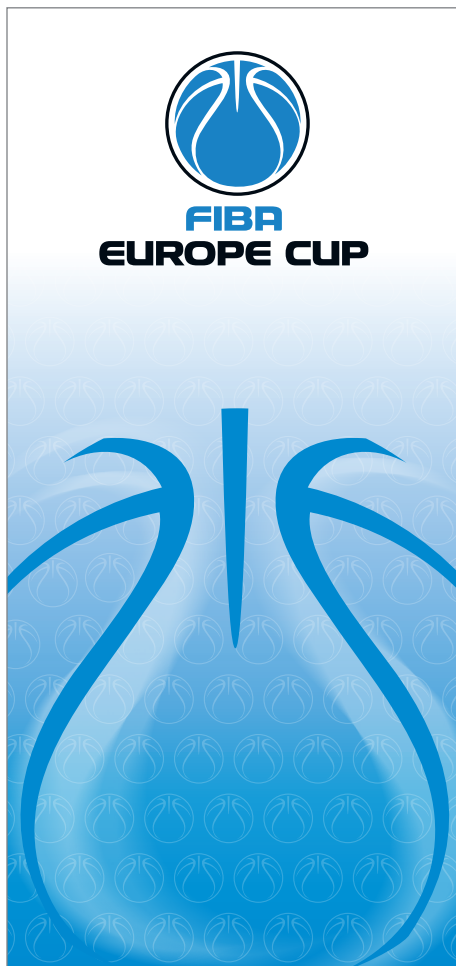


OPTION 2

4 Secondary Elements

USAGE EXAMPLES

Horizontal banner



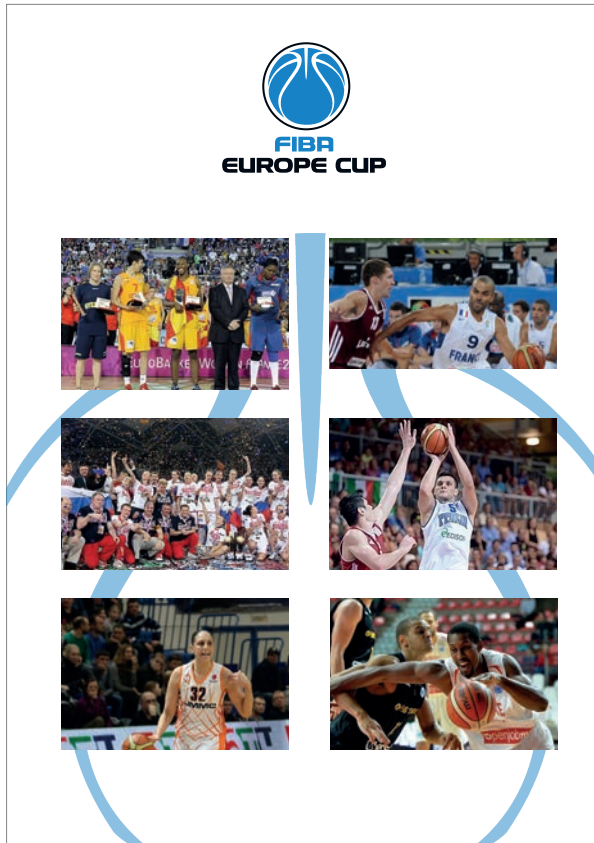
Vertical banner



4 Secondary Elements

USAGE EXAMPLES

Photo material



If several small pictures are used (e.g. in picture galleries), the secondary elements remain in the background and pictures are placed in the front



If one large picture is used, the secondary element serves as image border



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