

EUROCUP WOMEN

Brand Identity Manual

CONTENTS

BRAND REFRESH	3
BRAND OVERVIEW	5
THE LOGO	7
PORTRAIT VERSION	8
USAGE ON DIFFERENT BACKGROUNDS	9
LANDSCAPE VERSION	10
USAGE ON DIFFERENT BACKGROUNDS	11
CLEAR AREA	12
UNAUTHORIZED USAGE	13
WORDMARK	14
USAGE ON DIFFERENT BACKGROUNDS	17
BRAND IDENTITY ELEMENTS	18
OVERVIEW	19
COLOR PALETTE	20
TYPOGRAPHY	21
BRANDING ELEMENTS	22
USING THE BRANDING ELEMENTS	23
LOW BRAND PRESENCE	23
MEDIUM BRAND PRESENCE	24
HIGH BRAND PRESENCE	25
PHOTOGRAPHY TREATMENT	26
ACCREDITATION	27
TIER BRANDING	28
MIXED ZONE BACKDROP	29
PRESS CONFERENCE BACKDROP	30
POSTER	31
ROLL-UPS	32

BRAND REFRESH



EUROCUP
WOMEN

EUROCUP WOMEN takes a new turn in women's basketball. The refreshment and stylized evolution of the logo entails breaking down the elements to form a more compact, modern and polished look, while still keeping the core elements of the initial logo.

The new visual identity elements open up more space for a modern and more sophisticated way of communication. It creates a fresh and attractive surrounding that enables versatile application both promotional and branding supporting the clubs activities.



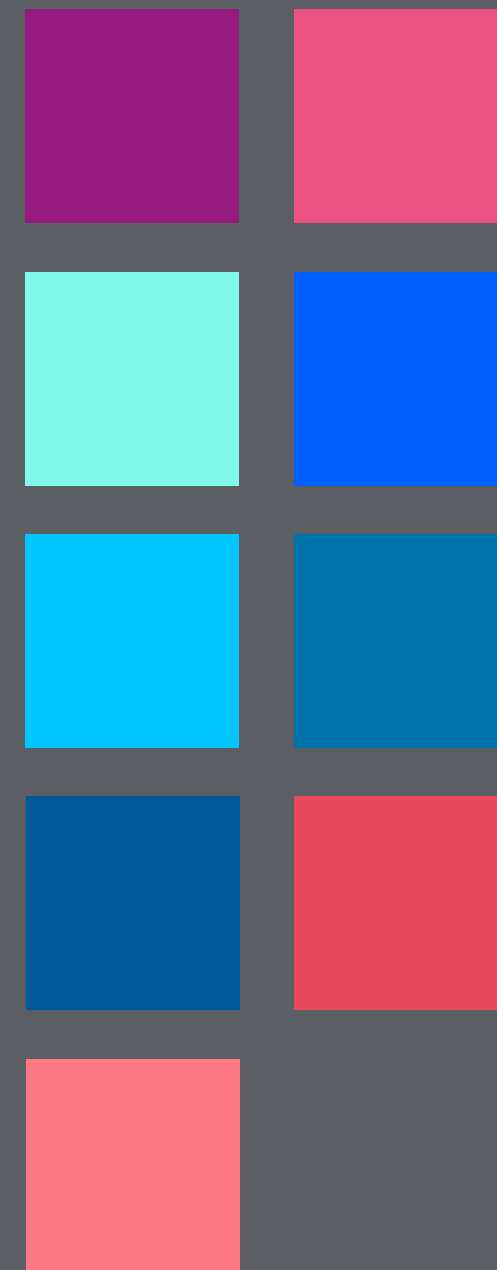
BRAND OVERVIEW

An overview of the elements that comprise the EUROCUP WOMEN brand.

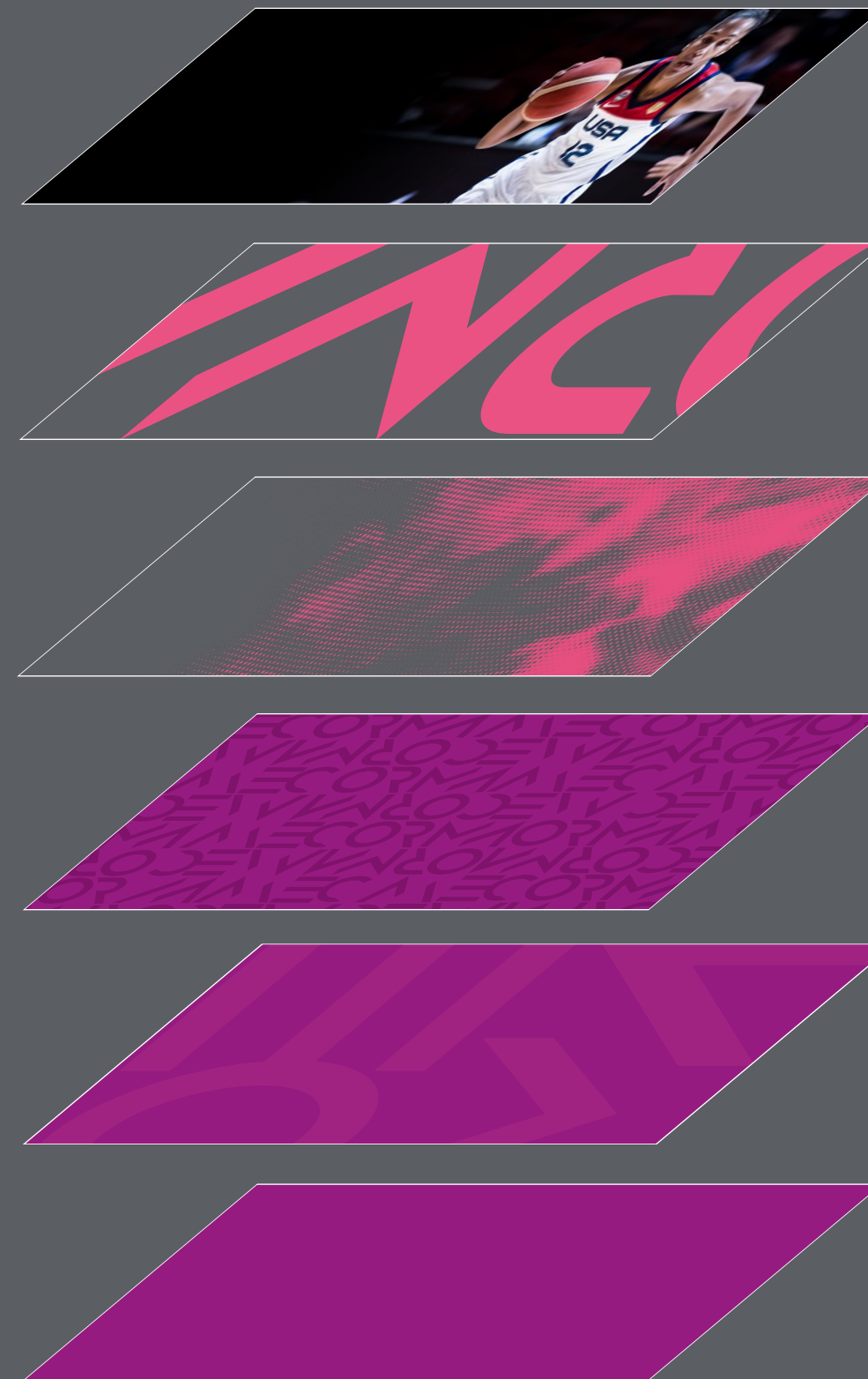
1. The logo



2. Color palette



3. Graphic elements



4. Typography

EUROCUP
WOMEN

A B C D E F
G H I J K L M
N O P Q R S T U V
W X Y Z

A B C D E F
G H I J K L M
N O P Q R S T U V
W X Y Z

5. Layouts



THE LOGO

THE LOGO

Portrait Version

The approach to the logo refresh was to elevate the initial logo concept to a more dynamic, 3D look with more depth and character. While keeping its core elements, it adds a new and vibrant dimension to the logo symbol. Together with the new typography it gives a fresh modern look.



**EUROCUP
WOMEN**

THE LOGO

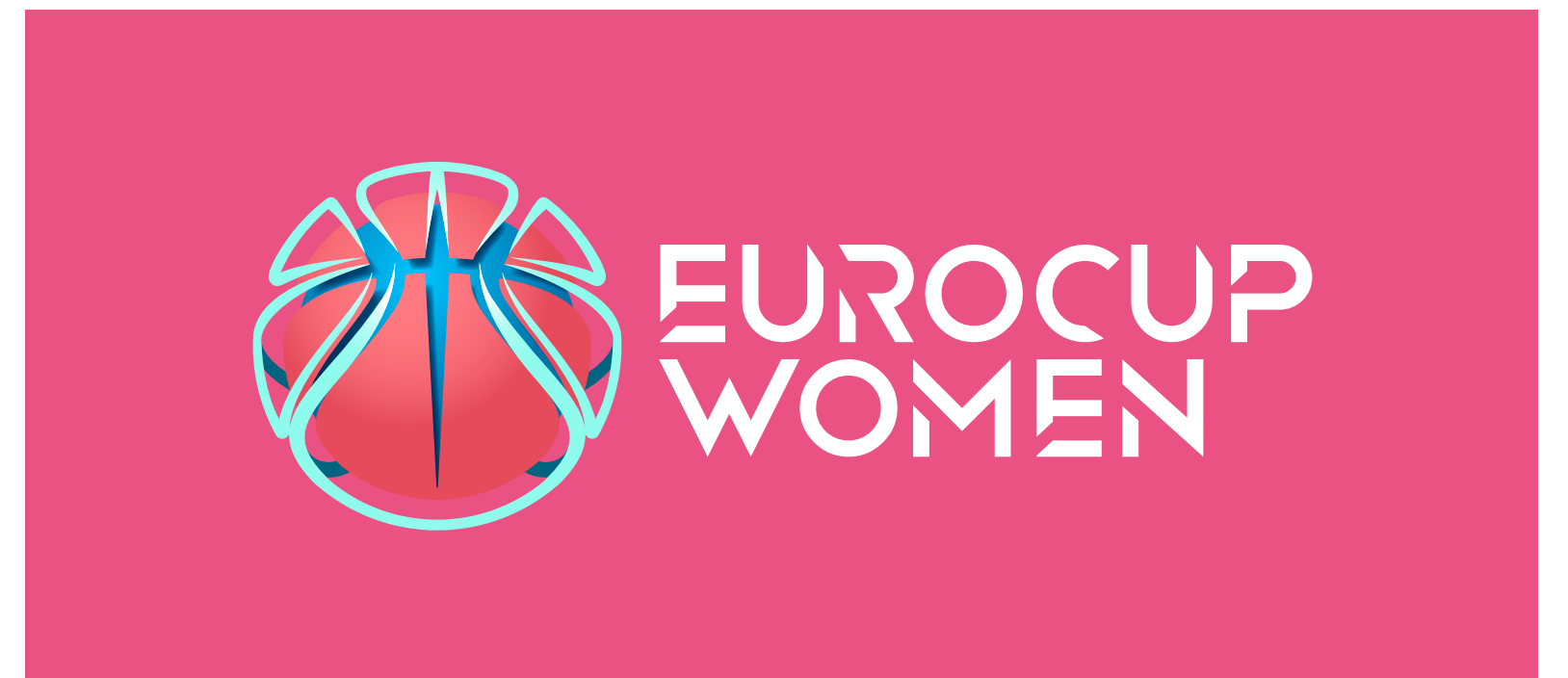
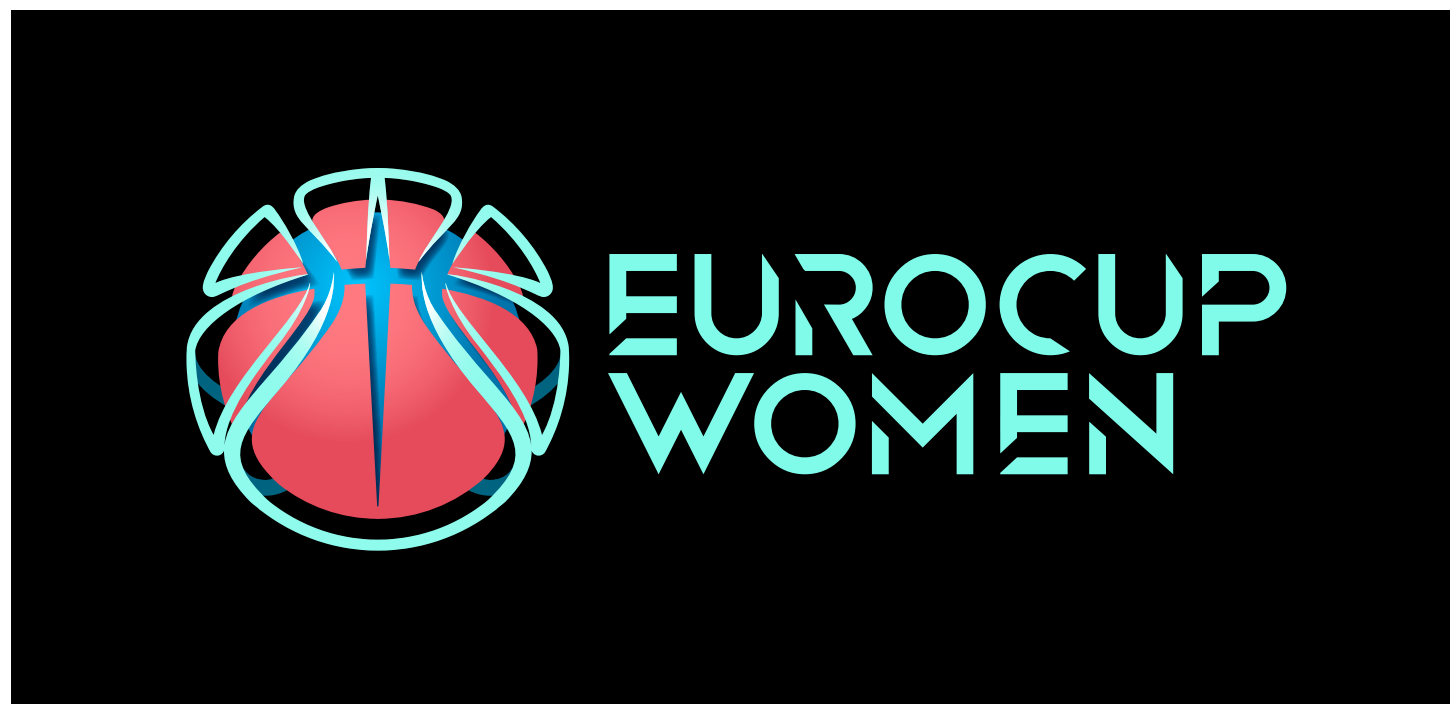
Usage on different backgrounds





THE LOGO

Usage on different backgrounds

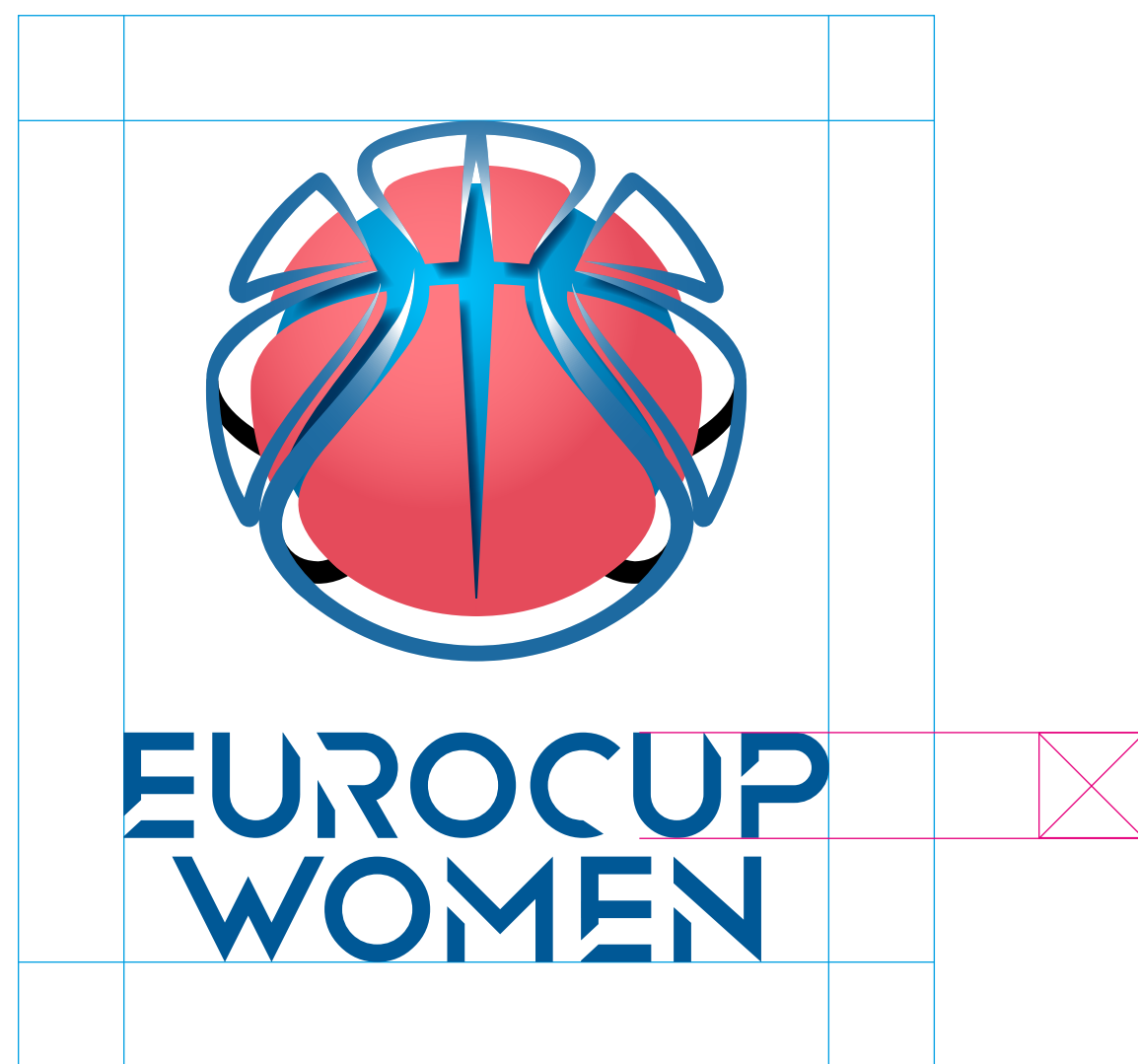


THE LOGO

Clear Area

The height of the word 'EUROCUP' is the minimum exclusion area that has been created around the logo to ensure visibility and distinctiveness.

The dimensions of the exclusion area apply to the portrait and landscape versions of the official logo for any kind of background.



Ducia alitiis dolorer spellentis apellaut et volor sa ini non nobis eictate si tem. Ucuillutat por acepe nus dolenda eperupta doluptas aut volectes exerunt eat. Solupit aut volupieni asimill uptatum dolorest, cust quid quat eos doluptus sunt omnimo cum que ent dollaut harcoimaio dolecer spedio il idempor uptatem quiandis alitae pos mo eos ratem aut alit, ipit aut volores digenet haruptate net disquator ratenet maionse cusapit utae necabc tasimpe experferum dolorehene nobit, ipendi nos eos ex et q restio beatquiditae p resti quam fugit qua od utatem sus, que rent. Beatae dolorati nihiciam, optaturibusum ut voluptati offic que eum harum nat iur, cus, is incil iunt, v ut restemp orehent sin enis volorit iandel que volupid ut explik asinum consequat. E mod exped quatiasp vent etur remquia er ea sit ditassit quae v et exernatecto comr sanderchic te cone venectatios et, voler laut esequis ma cus ipissunt od moluptur? Qui im consequatur aut volupis apisimus mini cusam quia secaect inctusaperro doluptatio. Nam, quas es eum id qui que inia con nis et, sit, omnihitquo is ullia quam quibusam anis dolest quiaectur aut expel inventem quae non nus aut que nonempore veriat undus cone simus. Sedi doluptae. Ut apientiis sunt. inventem quae non nus aut que nonempore veriat undus cone simus



Do not distort the logo.



Do not change the colors of the logo.



Do not delete parts of the logo.



Do not change the font of the logo.



Do not place a logo over an unofficial color.



Do not place the logo in a holding shape.



Do not resize parts of the logo.



Do not place the logo over complex backgrounds.

WORDMARK

EUROCUP WOMEN



EUROCUP WOMEN

EUROCUP WOMEN

EUROCUP WOMEN

EUROCUP WOMEN

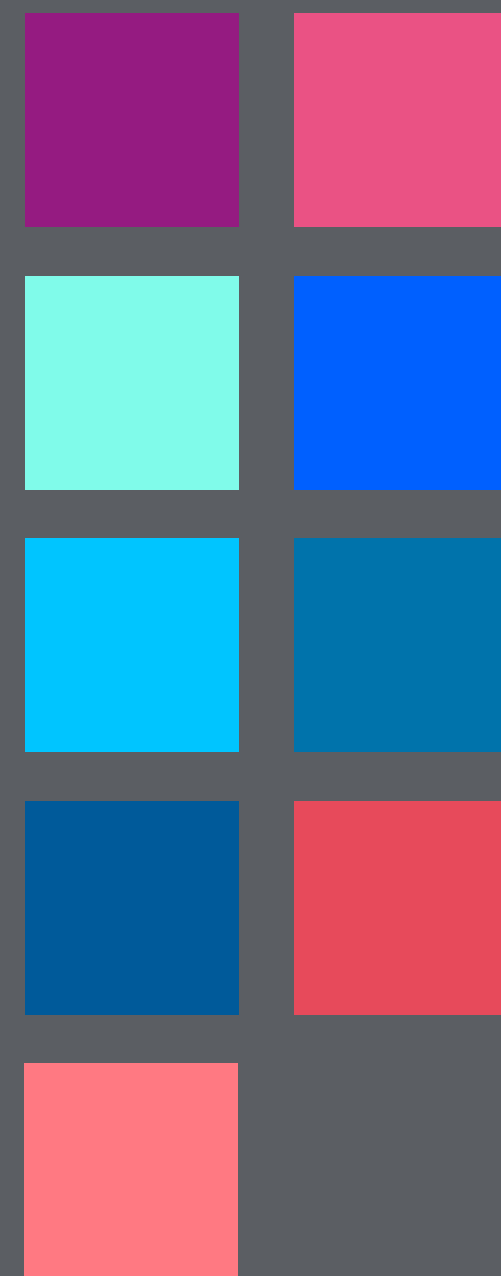
EUROCUP WOMEN

EUROCUP WOMEN

BRAND IDENTITY ELEMENTS

In addition to the logo, the brand identity is composed of three main ingredients: a vibrant colour palette, graphic elements inspired by dribbling movements and bold typography.

Color palette



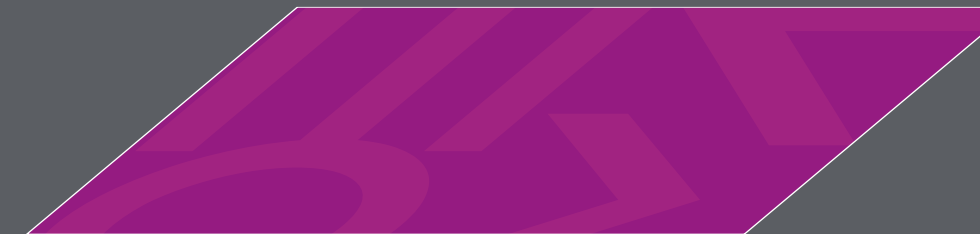
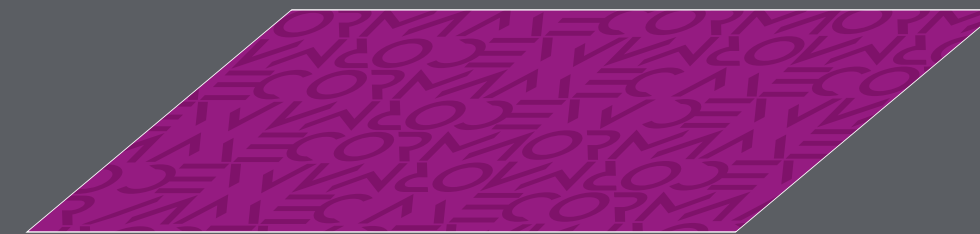
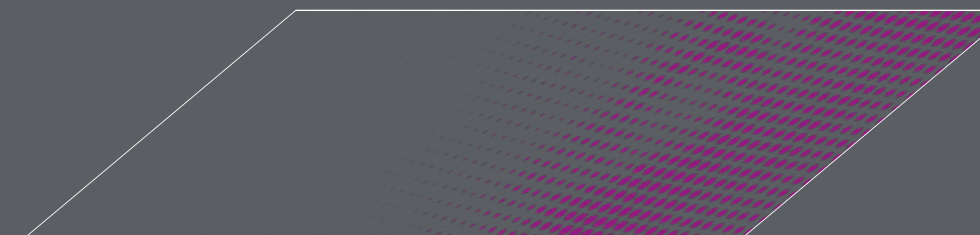
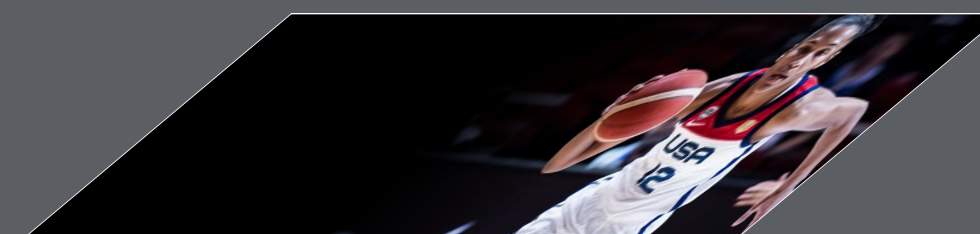
Typography

EUROCUP
WOMEN

A.BCDEF
GHIJKLM
NOPQRSTU
VWXYZ

ABCDEF
GHIJKLM
NOPQRSTU
VWXYZ

Graphic elements



BACKGROUND COLORS

Primary

CMYK
50 / 100 / 0 / 0

RGB
149 / 27 / 129

ECW CORE

Secondary

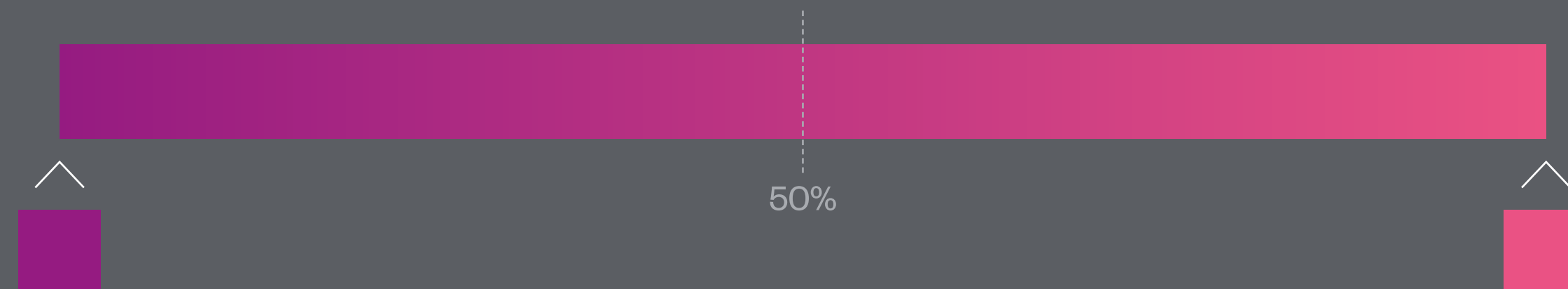
CMYK
0 / 80 / 20 / 0

RGB
234 / 82 / 132

ECW CORAL NEW



Gradient between primary and secondary color



LOGO COLORS

CMYK
60 / 0 / 25 / 0

RGB
128 / 251 / 234

ECW AQUA

CMYK
100 / 50 / 0 / 20

RGB
0 / 96 / 255

ECW 2

CMYK
95 / 15 / 15 / 43

RGB
0 / 90 / 154

ECW 3

CMYK
100 / 30 / 5 / 15

RGB
0 / 115 / 171

ECW 4

CMYK
85 / 0 / 10 / 0

RGB
0 / 197 / 255

ECW 5

CMYK
0 / 84 / 60 / 0

RGB
231 / 74 / 91

ECW 6

CMYK
0 / 70 / 50 / 0

RGB
255 / 121 / 130

ECW CORAL

In order to support a bold visual language, a strong typography is needed. ECW23 is the official font of EUROCUP WOMEN for its strong character and contemporary look.

EUROCUP
WOMEN
WELCOME

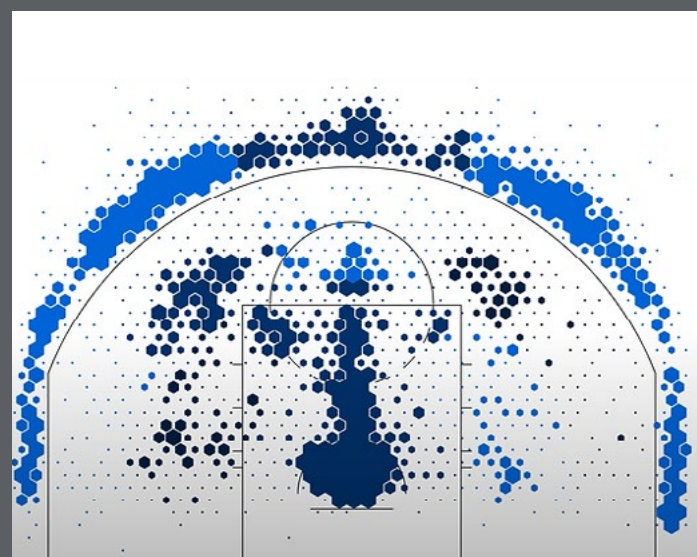
ECW23 TYPEFACE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FOUNDERS GROTESK - BOLD TYPEFACE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

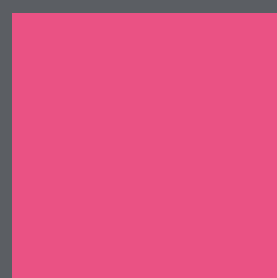
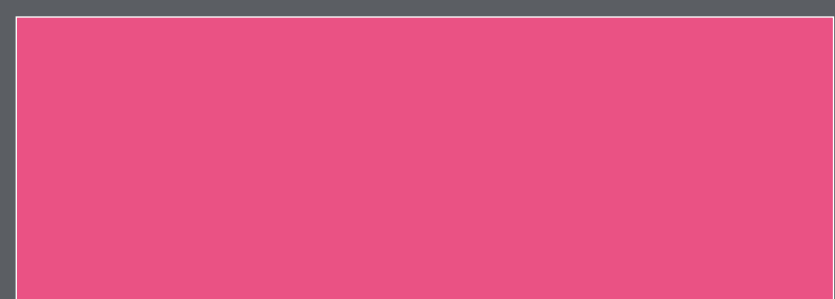
GAME ANALYSIS GRAPHICS



PHOTOGRAPHY



BACKGROUND COLORS



EUROCUP
WOMEN

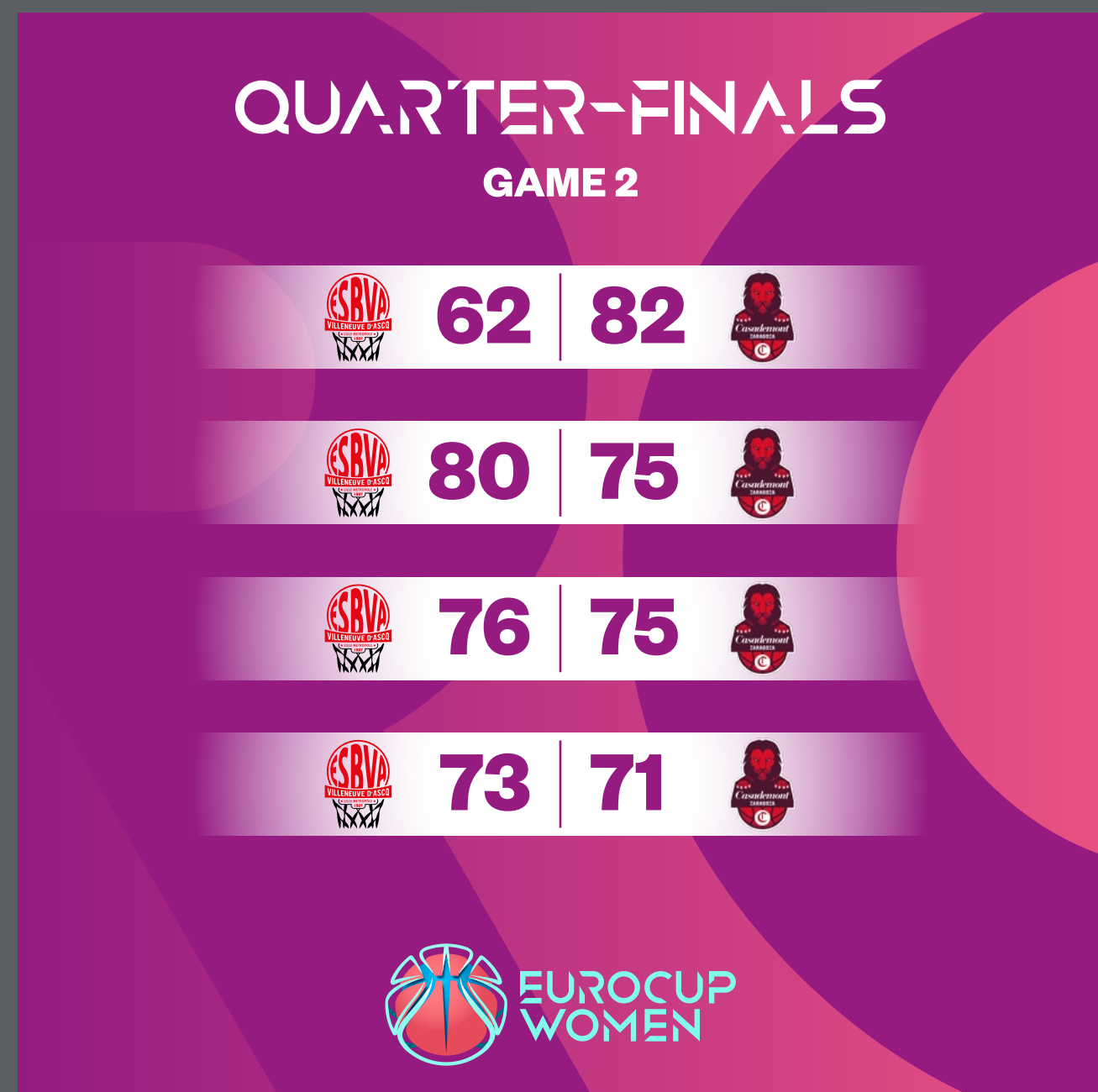


TYPOGRAPHICS

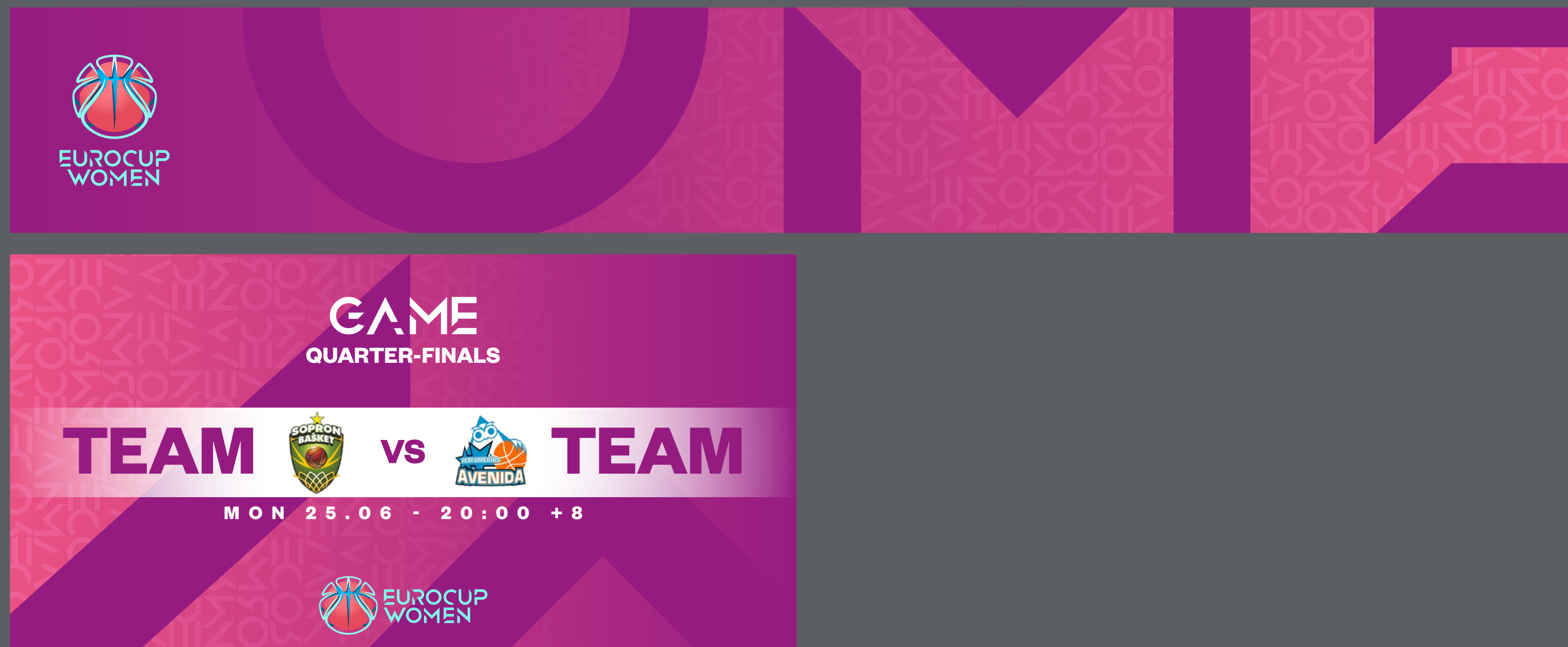


We use typography as graphical elements to create richer backgrounds.

LOW BRAND PRESENCE



MEDIUM BRAND PRESENCE



HIGH BRAND PRESENCE



PHOTOGRAPHY TREATMENT





ACCREDITATION




TIER BRANDING


OPTION 1


A 


B 

ABA 


OPTION 2


A 


B 

ABA 

OPTION 3

A 

B 

ABA 

MIXED ZONE BACKDROP



PRESS CONFERENCE BACKDROP



POSTER



ROLL-UPS



EUROCUP WOMEN