



FIBA WOMEN'S EUROBASKET 2027 QUALIFIERS

BRAND MANUAL

PLAY
BEYOND

2027

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BRAND OVERVIEW

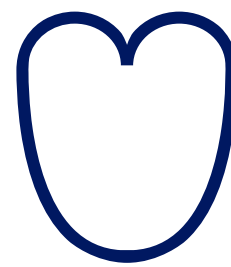


THE QUALIFIERS LOGO IDEA

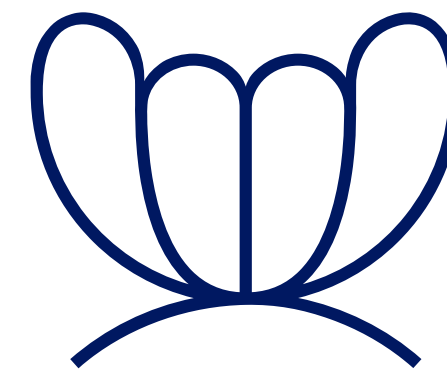
The logo for FIBA Women's EuroBasket 2027 is a symbol of strength, elegance – and simplicity.

At its centre: a heart, embraced by the shape of the trophy, which flows naturally into a basketball.

The clean, minimal design stands in deliberate contrast to the bold, powerful typography and graphic material – balancing grace and impact, just like the game itself.



HEART



TROPHY



BASKETBALL



QUALIFIERS LOGO OVERVIEW

This is the official logo for the FIBA Women's EuroBasket 2027 Qualifiers.

The FIBA Women's EuroBasket 2027 Qualifiers logo is comprised of three primary elements:

- Symbol
- Permanent Competition Mark
- Qualifiers

The logo must always be applied using the official files. The files must not be altered in any way, nor can the components be used as individual assets.

These guidelines must be used in combination with the logo files provided.



SYMBOL

**PERMANENT
COMPETITION
MARK**

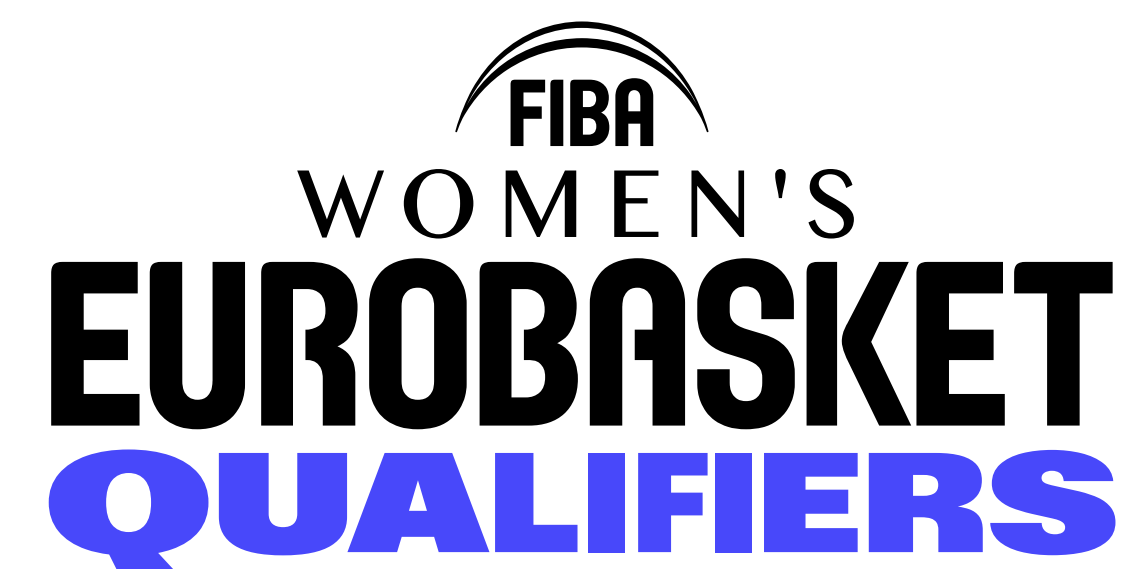
QUALIFIERS

LOGO PORTRAIT



LOGO LANDSCAPE

The landscape version of the logo is used when it facilitates the positioning within an application, mostly in horizontal formats.



MAIN LOGO PLACEMENT

The logo should always be placed in a way that ensures maximum visibility, clarity, and consistency across all applications.

To maintain impact and legibility, please follow these placement guidelines:

- Place the logo on prominent and visible areas to ensure strong brand presence
- Apply the logo on a **holding shape** if needed – such as a light circle, arch or flag – to improve contrast, readability and structure. Avoid gradients, patterns, or busy textures.
- Always place the logo on flat, even surfaces to preserve its integrity. Make sure the logo is not distorted, cropped, or placed too close to other elements.
- Flag shapes (all shapes except the circle) should be aligned with the top, bottom, sides of the layout, creating a strong visual anchor and keeping the layout clean.

IMPORTANT:

Clear space, good contrast, and smart placement keep the logo strong and recognisable – no matter where it appears.



**HOLDING SHAPE
COLOR**

DIGITAL

RGB: 241 / 239 / 237
HEX: #f1efed

PRINT

CMYK: 4 / 4 / 4 / 0

QUALIFIERS WORDMARK

For applications where the usage of the logo with the symbol is not possible due to lack of space, the wordmark can be used.

The wordmark is composed of:

- Permanent Competition Wordmark
- Word "Qualifiers"

Qualifiers wordmark -
light background

FIBA WOMEN'S EUROBASKET 2027
QUALIFIERS

Qualifiers wordmark -
black background

FIBA WOMEN'S EUROBASKET 2027
QUALIFIERS

Qualifiers wordmark -
blue background

FIBA WOMEN'S EUROBASKET 2027
QUALIFIERS

Qualifiers wordmark -
light blue background

FIBA WOMEN'S EUROBASKET 2027
QUALIFIERS

LOGO COLOR PALETTE

It is important to use the logo's color palette for accurate reproduction. The following specifications can be applied to obtain consistent colors across a broad range of media.



DIGITAL

RGB: 0 / 0 / 0
HEX: #000000

PRINT

CMYK: 60 / 40 / 40 / 100
PANTONE: Black C

DIGITAL

RGB: 74 / 74 / 245
HEX: #f1efed

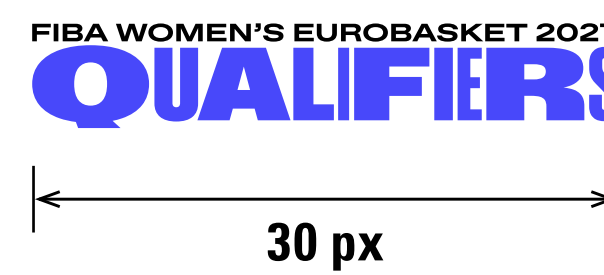
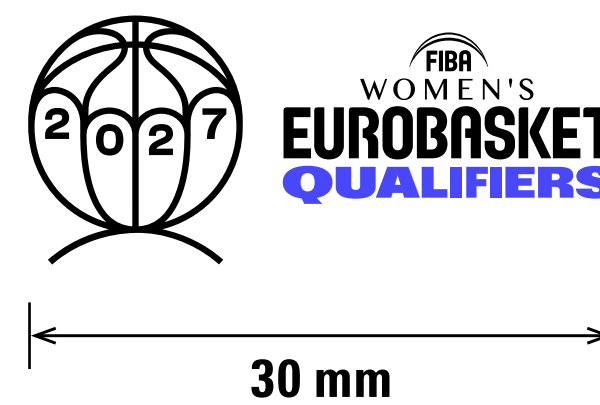
PRINT

CMYK: 100 / 90 / 0 / 0
PANTONE: 2728 C

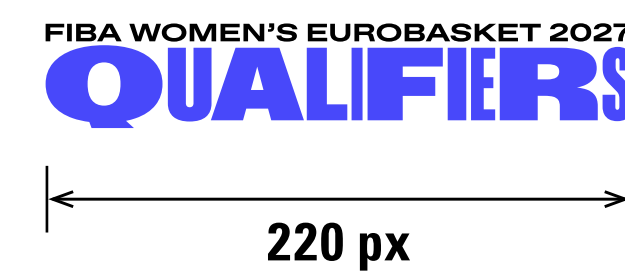
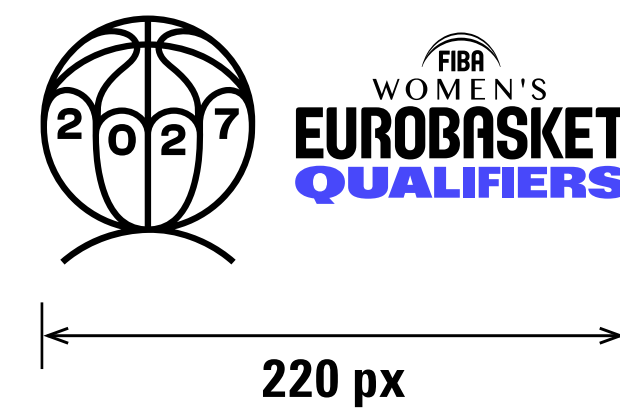
MINIMUM SIZE

Below are the minimum recommended widths.
The logo should never be smaller than this,
otherwise it will lose its legibility.

PRINT



DIGITAL



CLEAR AREA

To ensure the FIBA Women's EuroBasket 2027 Qualifiers logo has a consistent, optimal legibility and prominence, an area of clear space should be maintained around it.

The height of the word 'EUROBASKET' 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.



UNACCEPTABLE USAGE

To maintain maximum legibility and brand consistency, avoid the following:

1. No white text on light grey backgrounds – always ensure maximum contrast for readability.
2. No white outline on light grey backgrounds – it reduces clarity and makes the logo appear washed out.
3. Always apply a white outline on dark backgrounds – omitting it will reduce visibility and brand impact.



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 the logo over an unofficial color



Do not place the logo in an unofficial shape



Do not resize parts of the logo



Do not place the logo over complex backgrounds

BRAND ASSETS



COLOR PALETTE

DIGITAL

BACKGROUND

RGB: 74 / 74 / 245
HEX: #4a4af5

CARPET

RGB: 10 / 30 / 95
HEX: #0a1e5e

HIGHLIGHTS

RGB: 100 / 205 / 255
HEX: #64cdfd

PRINT

BACKGROUND

CMYK: 77 / 70 / 0 / 0
PANTONE: 2726 C

CARPET

CMYK: 100 / 100 / 0 / 45
PANTONE: 662 C

HIGHLIGHTS

CMYK: 50 / 0 / 0 / 0
PANTONE: 291 C

PRIMARY TYPOGRAPHY

The primary typeface of FIBA Women's EuroBasket 2027 Qualifiers is ABC Gravity.

It is used for headlines and captions and was chosen to reflect the energy, boldness, and emotional intensity of the game.

As a variable font, ABC GRAVITY is highly adaptable: It can be stretched, compressed, or weighted differently depending on the tone and context – from powerful and loud to narrow and fast-paced.

How-it-should-be-used-Rules:

1. It should only be used in capitals.
2. The weight of the font should vary within a single word or headline – not stay the same. Since ABC Gravity is a variable font, it must be used expressively to show dynamism and movement.
3. Never use one consistent weight across an entire headline. Visual variation brings the headline to life – just like the game itself.

ABC GRAVITY TYPOGRAPHIC MIX

ABC GRAVITY

Manually select and adjust the lettering from the shapes listed below:

ABC GRAVITY WIDE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?**

ABC GRAVITY EXTENDED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?**

ABC GRAVITY SEMI CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?**

ABC GRAVITY EXTRA CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?**

ABC GRAVITY COMPRESSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?**

ABC GRAVITY XXX COMPRESSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?**

SECONDARY TYPOGRAPHY

Use „ABC Favorit Expanded“ for subheadlines – clean and modern to complement the primary font.

Use „Univers“ for information text, ensuring maximum clarity and readability. It is available in different variations, from Roman, Bold, Condensed and Oblique.

Headlines and words can be colored in the brand identity blue colors to deliver enough contrast and highlighting as you can see in following usage examples.

ABC FAVORIT

ABC FAVORIT

UNIVERS ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?

UNIVERS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?

UNIVERS CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?

UNIVERS OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&/'()=?

GRAPHICAL ELEMENTS

THE FIBA CARPET

The „FIBA Carpet“ forms the emotional centerpiece of the corporate design.

It can feature a wide range of elements from the basketball universe – including photos, headlines, symbols, and graphics.

To create a cohesive and urban aesthetic, all elements are overlaid with the iconic dimpled texture.



GRAPHICAL ELEMENTS

HOW TO CARPET

Start with a solid brand identity colour background (typically the primary blue tone).

1. Background

Start with a solid brand identity colour background (typically the primary blue tone).

2. Freeform Highlights

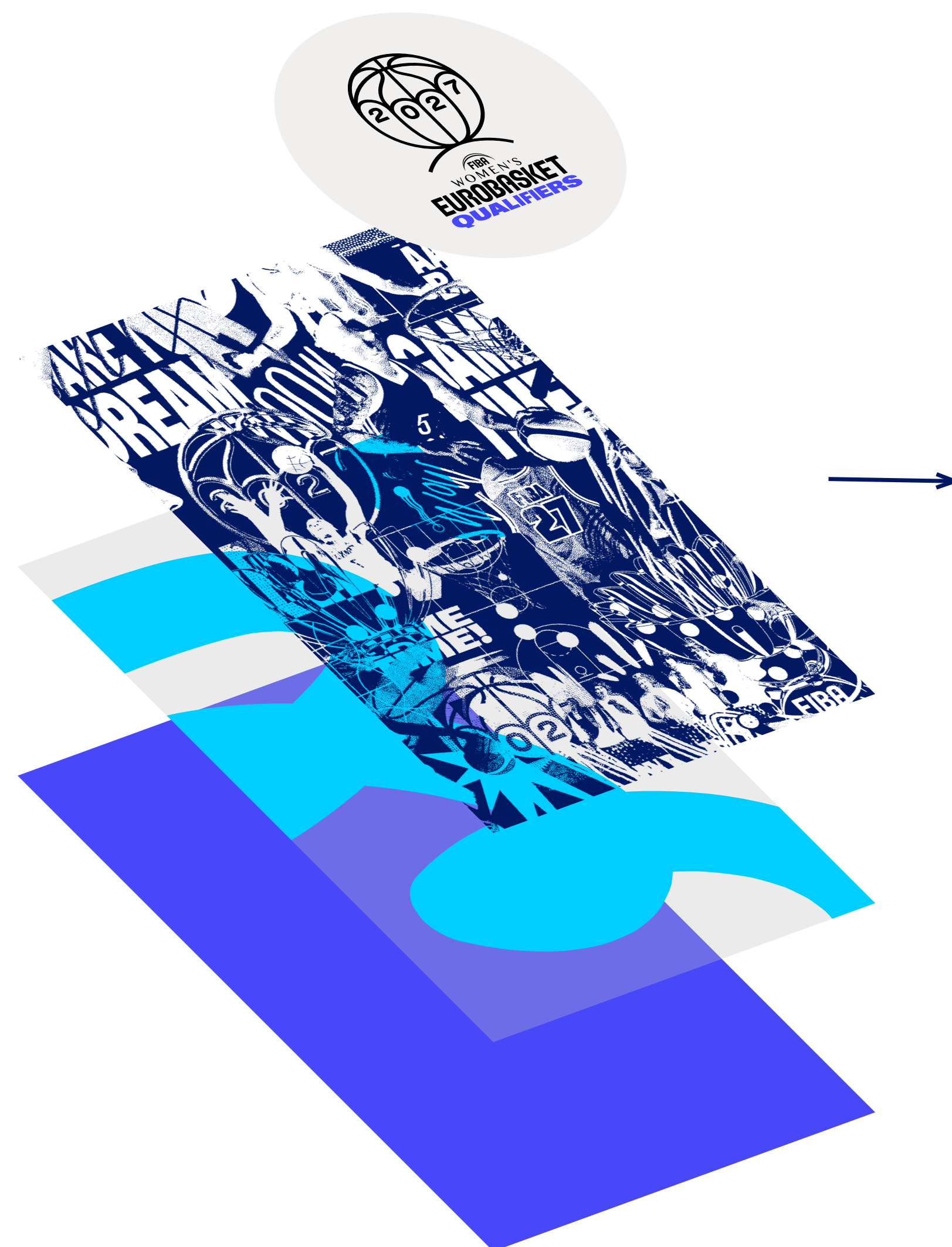
Add on top of the background abstract, freeform elements in the brand identity highlight colours. These shapes bring rhythm, contrast and an expressive, playful energy to the layout.

3. Carpet

Last but not least add the Carpet in dark brand identity blue selectively:

- Only small sections of the carpet should be visible in any given layout.
- Always crop images and type.
- The purpose is not to inform, but to create atmosphere and emotion.

Once all three layers are composed, the final brand identity background has a bold, urban, expressive look and logo and text layers can now be added.



GRAPHICAL ELEMENTS

CROPPING

Only selected excerpts of the carpet are used within layouts. It's important to reveal just a small glimpse at a time in relation to the dimensions of the asset:

Images are always cropped on at least one side, and words are never shown in full.

The carpet is meant to be a visual background texture – it doesn't convey information, but emotion.



GRAPHICAL ELEMENTS

DONT'S: CARPET

The carpet is restricted to horizontal and vertical movement only.

Don't flip or rotate it!



USAGE EXAMPLES



POSTER
A4



ACCREDITATION



LONG NAME
LONG SURNAME

RIGHTS-HOLDERS
BROADCAST PARTNERS
OFFICIAL NETWORK
BROADCASTER

1 2 3 4 5 6

DATE - DATE
59595662



ZONES

1 COURT	4 MEDIA AREAS
2 TEAMS AREAS	5 RIGHTS-HOLDERS AREAS
3 ADMINISTRATION AREAS	6 HOSPITALITY AREAS

TERMS AND CONDITIONS

By receiving and/or using this accreditation for the herein-mentioned event, the holder – regardless if the latter is the same person as featured on this accreditation or not – agrees to comply with the FIBA Venue Rules available upon request at the accreditation centre(s) of the event or at the following URL link:
<http://fiba.basketball/venue/rules.pdf>

AMBULANCE: **POLICE:** **FIRE:**

ORGANIZATION **OFFICIAL SPONSORS OF THE NATIONAL FEDERATION / NATIONAL TEAM**



GAME
TEAM
VS
TEAM

CATEGORY
Sub - Category

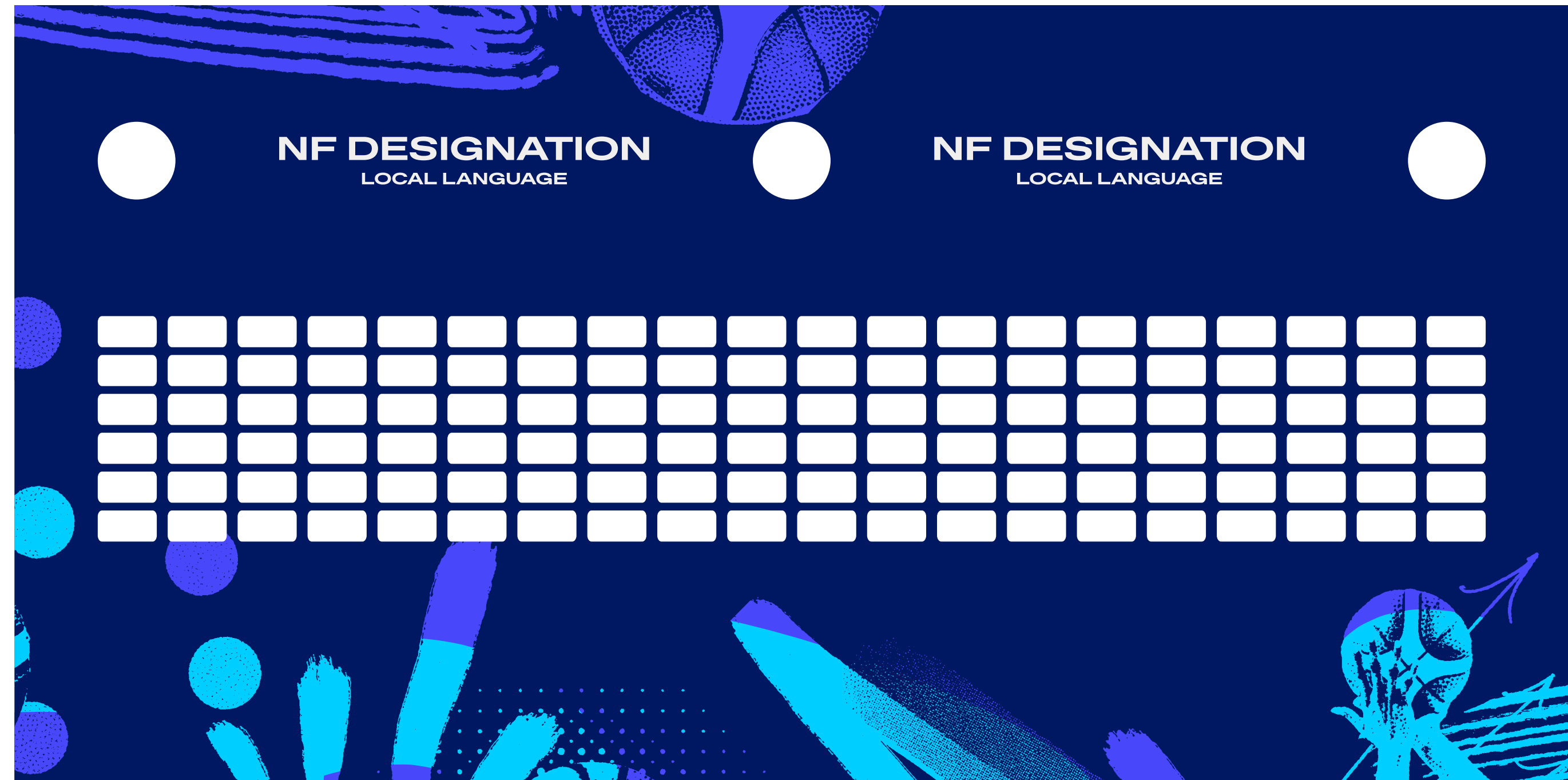
1 2 3 4 5 6

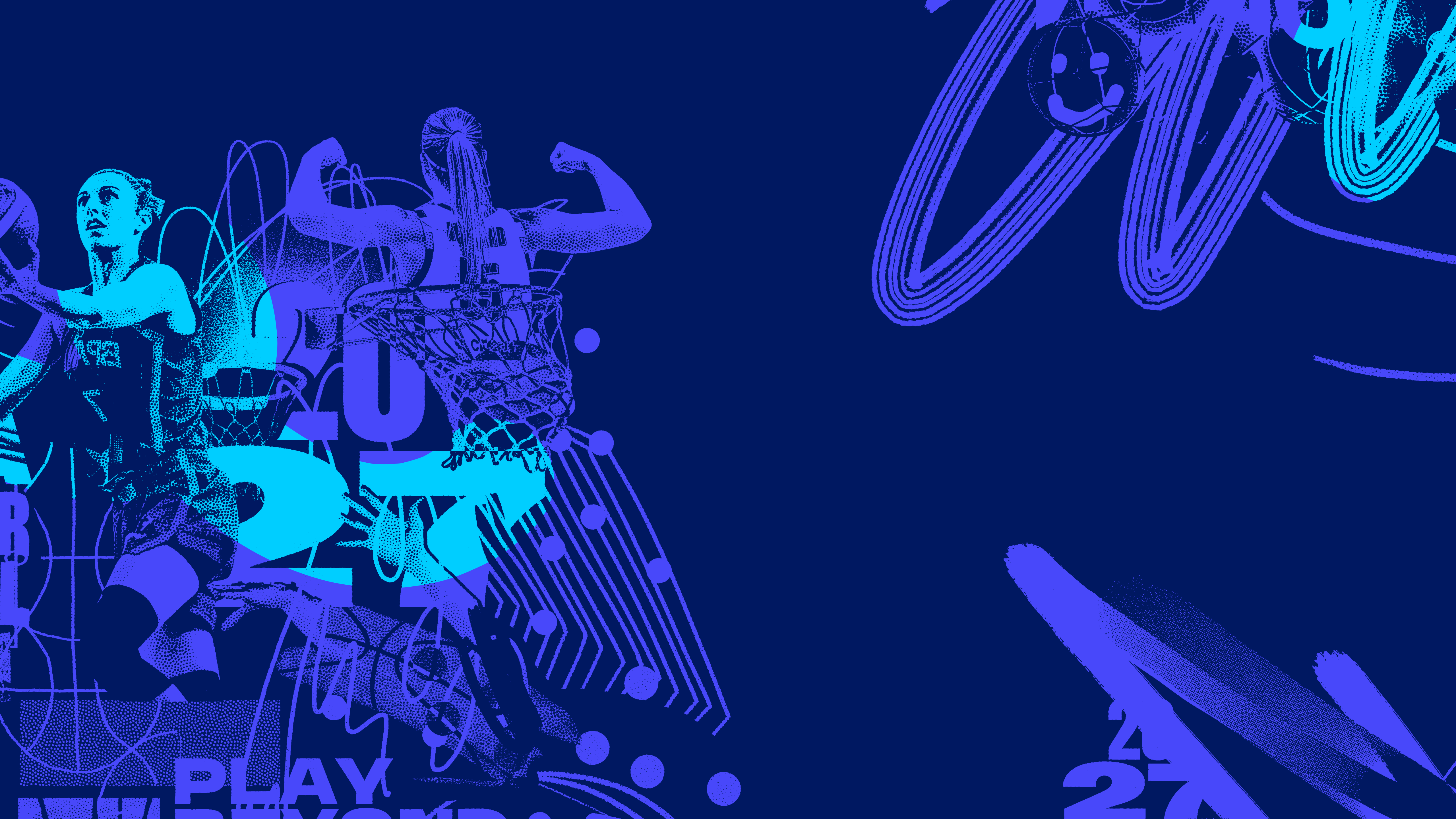
DATE OF VALIDITY
00.00.0000
BADGE NUMBER

1st TIER



PRESS CONFERENCE





PLAY
BEYOND