FIBA WOMEN'S EUROBASKET 2025 BRAND MANUAL

Logo & Brand assets guidelines

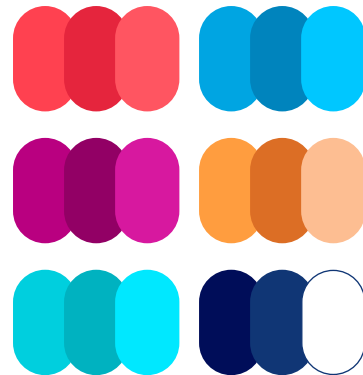LOGO & BRAND ASSETS GUIDELINES

CONTENT

BRAND OVERVIEW

ASSETS OVERVIEW

An overview of the assets that comprise the FIBA Women's EuroBasket 2025 brand.

1. THE LOGO

2. COLOR PALETTE

3. GRAPHICAL ELEMENTS

4. TYPOGRAPHY

DELA Gothic One

ABCDEGHIJKLMNOPQRSTUVXYZ
1234567890 !"#$%&/()=?*

abcdeghijklmnopqrstuvxyz
1234567890 !"#$%&/()=?*

5. LAYOUTS

OFFICIAL LOGO

THE LOGO IDEA

The Year

20**25**

Basketball graphic

The Trophy

Host country colors

OVERVIEW

This is the official logo for the FIBA Women's EuroBasket 2025.

The FIBA Women's EuroBasket 2025 logo is comprised of three primary elements:
▪ Symbol
▪ Permanent Competition Mark
▪ Host Countries

SYMBOL

PERMANENT
COMPETITION
MARK

HOST COUNTRIES

PORTRAIT

The portrait version in full color is the standard version for usage on most screen and print applications.

The flat color logo is to be used on special applications where production needs specify the usage of flat color variant.

Full color portrait positive

Flat color portrait positive

LANDSCAPE

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

Full color landscape positive

Flat color landscape positive

FULL COLOR PORTRAIT

Full color positive is to be used on white or light color backgrounds. Negative versions are to be used on dark or busy backgrounds.

There are also five special versions for usage over specific colored backgrounds defined in brand identity color palette: one additional Core color-aquamarine, Czechia-red, Germany-blue, Italy-orange and Greece-raspberry in order to protect our symbol.

VARIOUS BACKGROUNDS

Full color portrait positive / light background

Full color portrait negative / dark background

Full color portrait negative **AQUAMARINE** background

Full color portrait negative **CZECHIA** background

Full color portrait negative **GERMANY** background

Full color portrait negative **ITALY** background

Full color portrait negative **GREECE** background

FULL COLOR LANDSCAPE

VARIOUS BACKGROUNDS

Full color landscape positive / light background

Full color landscape **CZECHIA** background

Full color landscape negative / dark background

Full color landscape **GERMANY** background

Full color landscape **AQUAMARINE** background

Full color landscape **ITALY** background

Full color landscape **GREECE** background

FLAT COLOR PORTRAIT

Flat color positive version is to be used on white or light color backgrounds, where full color logo version cannot be used. Negative version is to be used on dark or busy backgrounds.

VARIOUS BACKGROUNDS

Flat color portrait positive / light background

Flat color portrait negative / dark background

Flat color portrait negative **AQUAMARINE** background

Flat color portrait negative **CZECHIA** background

Flat color portrait negative **GERMANY** background

Flat color portrait negative **ITALY** background

Flat color portrait negative **GREECE** background

FLAT COLOR LANDSCAPE

VARIOUS BACKGROUNDS

Flat color landscape positive / light background

Flat color landscape **CZECHIA** background

Flat color landscape negative / dark background

Flat color landscape **GERMANY** background

Flat color landscape **AQUAMARINE** background

Flat color landscape **ITALY** background

Flat color landscape **GREECE** background

MONOCHROMATIC LOGO

The positive and negative options should only be used when it's not possible to use colors.

Monochromatic portrait black

Monochromatic portrait white

Monochromatic landscape black

Monochromatic landscape white

ONE COLOR LOGO

Core Colors

Local Colors

LOGO COLOR PALETTE

We have six different colors and a grey shine around the logo, representing the four Host Countries Czechia, Germany, Italy and Greece.

FIBA
WOMEN'S
EUROBASKET
CZECHIA GERMANY
ITALY GREECE

CMYK: 0 / 90 / 59 / 0
PANTONE: 710C
RGB: 223 / 67 / 80
HEX: #df4350

CMYK: 82 / 7 / 0 / 0
PANTONE: 2202C
RGB: 0 / 165 / 223
HEX: #00a5df

CMYK: 0 / 49 / 84 / 0
PANTONE: 4009C
RGB: 241 / 156 / 73
HEX: #f19c49

CMYK: 42 / 100 / 0 / 1
PANTONE: 2415C
RGB: 158 / 0 / 126
HEX: #9e007e

CMYK: 67 / 0 / 20 / 0
PANTONE: 2398C
RGB: 0 / 206 / 220
HEX: #00cedc

CMYK: 0 / 65 / 90 / 0
PANTONE: 281C
RGB: 195 / 111 / 48
HEX: #001659

CLEAR AREA

To ensure the FIBA Women's EuroBasket 2025 logo has 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.

E = EUROBASKET

COMPETITION 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.

**FIBA WOMEN'S EUROBASKET 2025
CZECHIA • GERMANY • ITALY • GREECE**

Competition wordmark - positive

**FIBA WOMEN'S EUROBASKET 2025
CZECHIA • GERMANY • ITALY • GREECE**

Competition wordmark - negative

**FIBA WOMEN'S EUROBASKET 2025
CZECHIA • GERMANY • ITALY • GREECE**

Competition wordmark - negative, aquamarine background

**FIBA WOMEN'S EUROBASKET 2025
CZECHIA • GERMANY • ITALY • GREECE**

Competition wordmark - negative, Greece background

MINIMUM DIMENSIONS

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

PRINT

15 mm

30 mm

30 mm

DIGITAL

110 px

220 px

220 px

UNAUTHORIZED USAGE

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 a holding shape.

Do not resize parts of the logo.

Do not place the logo over complex backgrounds.

BRAND ASSETS

OVERVIEW

The visual identity is composed
of three main ingredients:

- a vibrant color palette,

- recognisable and daring
  graphical elements to
  combine the game, lifestyle
  and highlight the Hosts,

- typography which brings
  strong character, energy and
  a modern feel.

COLOR PALETTE
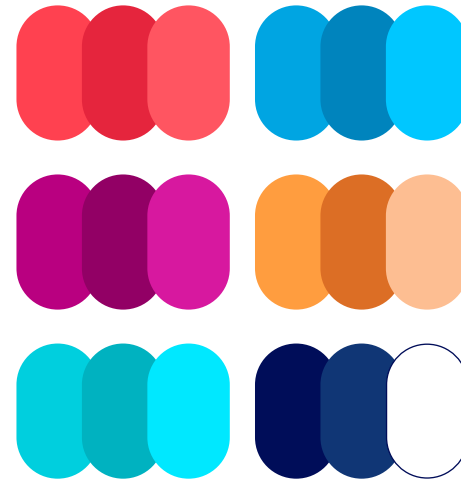
GRAPHICAL ELEMENTS

TYPOGRAPHY

DELA Gothic One

**ABCDEGHIJKLMNOPQRSTUVXYZ
1234567890 !"#$%&/()=?***

**abcdeghijklmnopqrstuvxyz
1234567890 !"#$%&/()=?***

COLOR PALETTE

CZECHIA

CMYK: 0 / 90 / 59 / 0
RGB: 223 / 67 / 80

CMYK: 16 / 94 / 68 / 5
RGB: 197 / 42 / 63

CMYK: 0 / 78 / 49 / 0
RGB: 255 / 87 / 98

GERMANY

CMYK: 82 / 7 / 0 / 0
RGB: 0 / 165 / 223

CMYK: 83 / 36 / 9 / 1
RGB: 31 / 199 / 255

CMYK: 65 / 0 / 0 / 0
RGB: 0 / 131 / 187

ITALY

CMYK: 0 / 49 / 84 / 0
RGB: 241 / 156 / 73

CMYK: 0 / 65 / 90 / 0
RGB: 195 / 111 / 48

CMYK: 0 / 35 / 65 / 0
RGB: 238 / 190 / 148

GREECE

CMYK: 42 / 100 / 0 / 1
RGB: 158 / 0 / 126

CMYK: 58 / 100 / 21 / 14
RGB: 125 / 0 / 100

CMYK: 39 / 90 / 0 / 0
RGB: 185 / 30 / 155

CORE PRIMARY

CMYK: 100 / 91 / 37 / 34
RGB: 0 / 22 / 89

CMYK: 100 / 75 / 20 / 25
RGB: 38 / 57 / 115

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255

CORE SECONDARY

CMYK: 67 / 0 / 20 / 0
RGB: 0 / 206 / 220

CMYK: 82 / 0 / 29 / 0
RGB: 0 / 177 / 191

CMYK: 55 / 0 / 9 / 0
RGB: 74 / 231 / 255

PRIMARY TYPOGRAPHY

FIBA Women's EuroBasket 2025 main typography is Dela Gothic One. The flat, very thick Gothic body gives fuller and filled look.

DELA GOTHIC ONE

UPPER CASE

ABCDEFGHIJKLMNOPQRSTUVXYZ
!"#$%&/()=?

Lower Case

abcdefghijklmnopqrstuvxyz
!"#$%&/()=?

SECONDARY TYPOGRAPHY

The secondary typography to be used is Univers.

It is available in different variations, from Roman, Bold, Condensed and Oblique. It complements the official typography and is meant to be widely used in body copy and online.

UNIVERS

ROMAN

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

CONDENSED

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

GRAPHICAL TYPOGRAPHY

The graphical typography is used for specific graphical applications such as city writing.

FLEGREI

UPPER CASE

ABCDEFGHIJKLMNOPQRSTUVXYZ
1234567890
!"#$%&/()=?

GRAPHICAL ELEMENTS

CORE GRAPHICAL ELEMENTS
OVERVIEW

GRAPHICAL ELEMENTS

Court applications - CORE
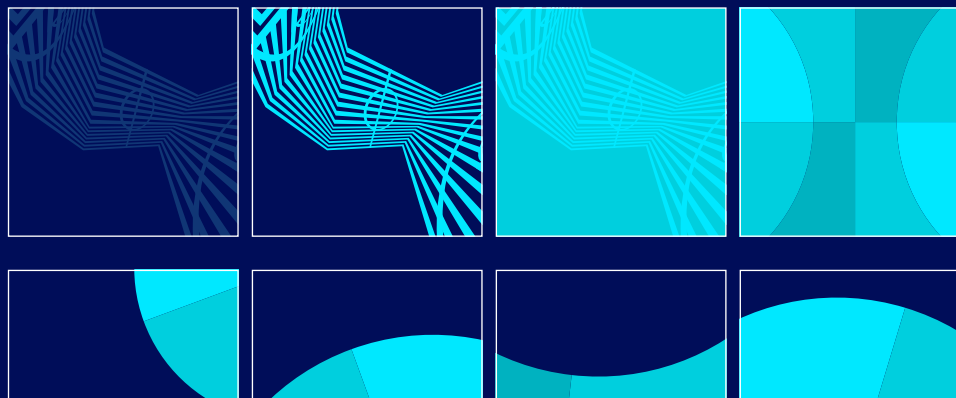
GRAPHICAL ELEMENTS

CLUSTERS - CORE

Graphic clusters as generic basketball applications are used through branding applications to step up the excitement and bring colors to big or long layouts.

The elements in the cluster grow in the gradient manner from the outer edge to the center of the cluster.

This way we avoid sharp borders where the cluster ends. It gives the feel of a blur.

We compose and use the cluster within the format considering the edges of the individual elements.

GLOBAL CLUSTERS A
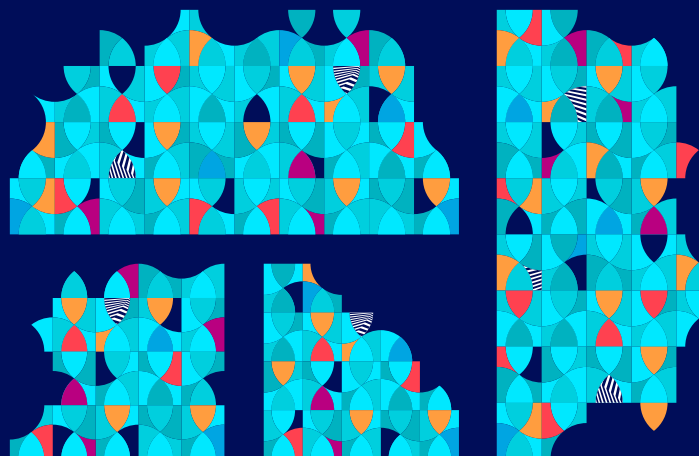
GLOBAL CLUSTERS B

Cropping examples
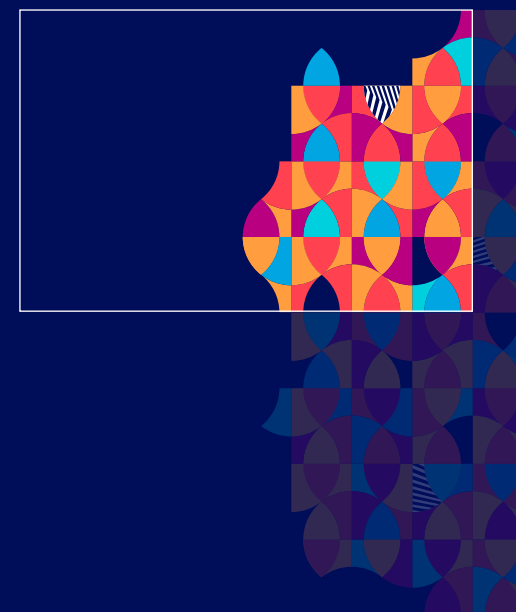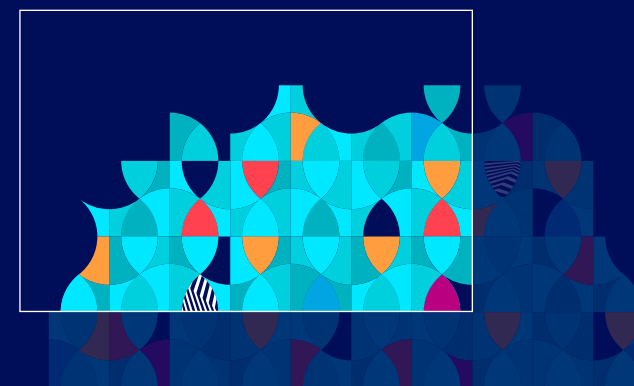
GRAPHICAL ELEMENTS

BRNO, CZECHIA

BRNO

STYLIZED LETTERS AS GRAPHICAL ELEMENTS
Each city has its own stylized custom made letter with which graphical headings can be created. Host icons may be placed in the letters where applicable.
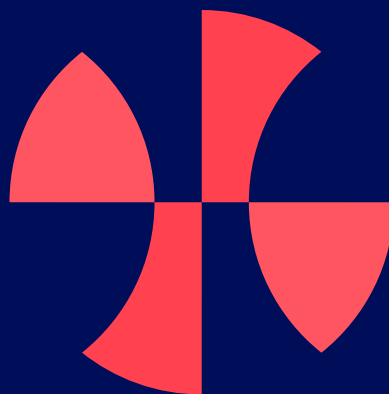
Local main module
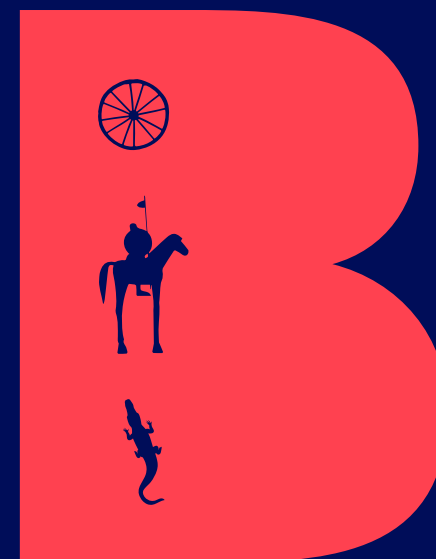
Host local icons

Local cluster

GRAPHICAL ELEMENTS

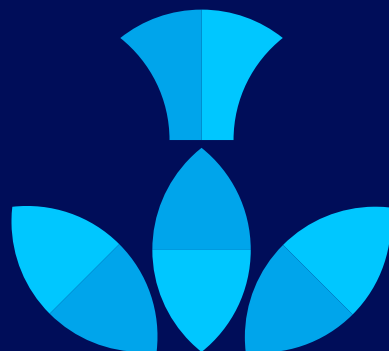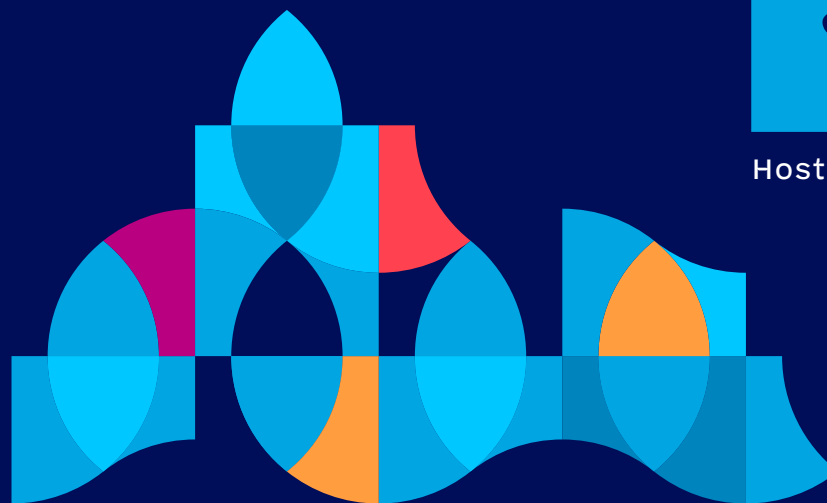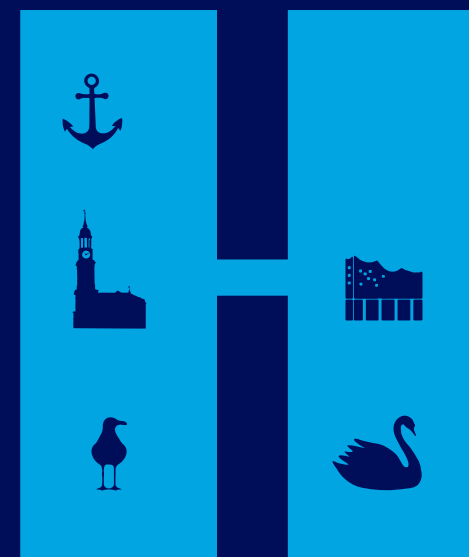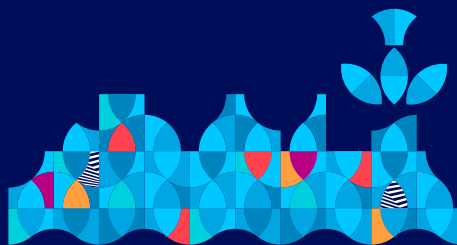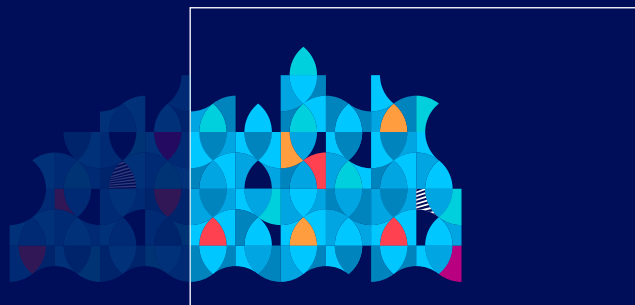BRNO, CZECHIA

Czechia background variations

GRAPHICAL ELEMENTS

BRNO, CZECHIA

LOCAL CLUSTERS
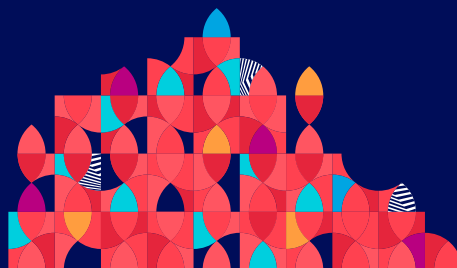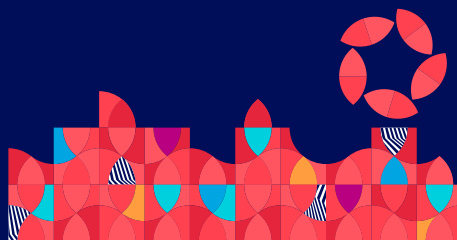
Cropping examples
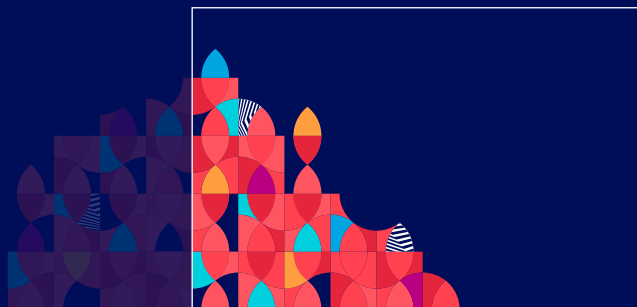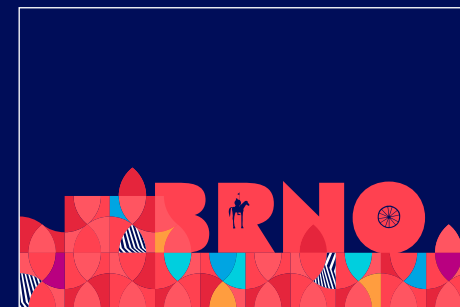
Applying the Host local icons

GRAPHICAL ELEMENTS

BOLOGNA, ITALY

BOLOGNA

STYLIZED LETTERS AS GRAPHICAL ELEMENTS
Each city has its own stylized custom made letter with which graphical headings can be created. Host icons may be placed in the letters where applicable.
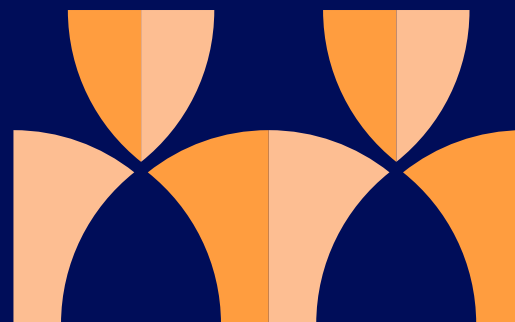
Local main module
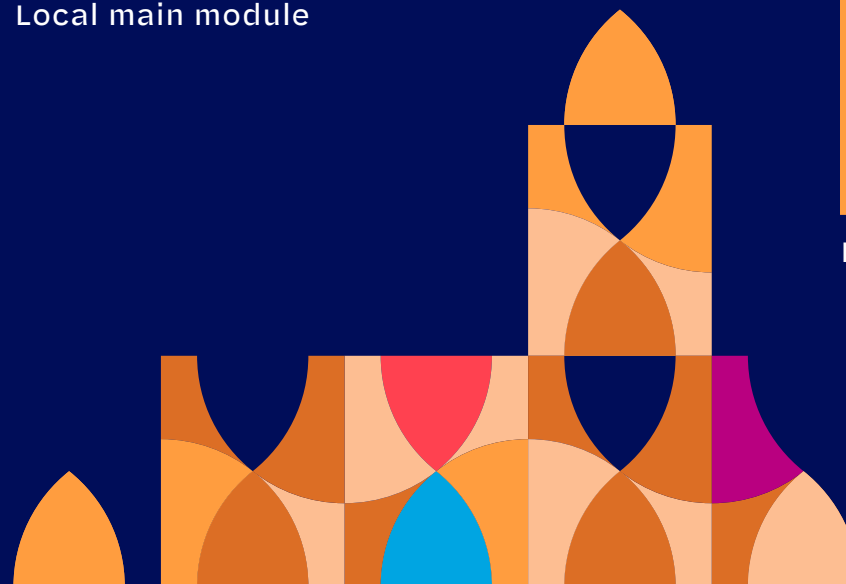
Host local icons

Local cluster

GRAPHICAL
ELEMENTS

BOLOGNA, ITALY

Italy background variations
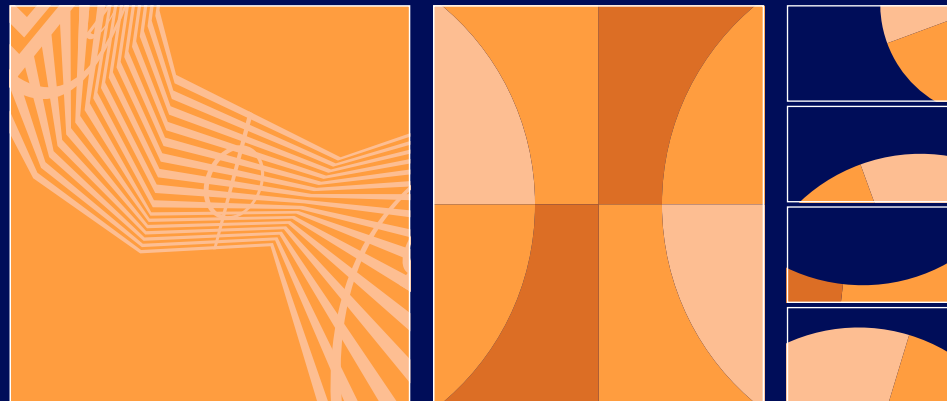
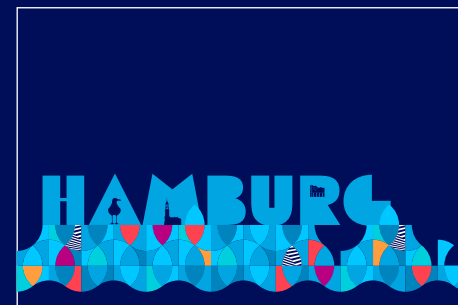# GRAPHICAL ELEMENTS

BOLOGNA, ITALY

LOCAL CLUSTERS
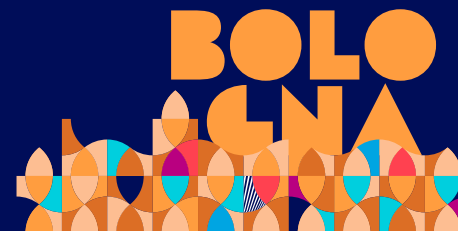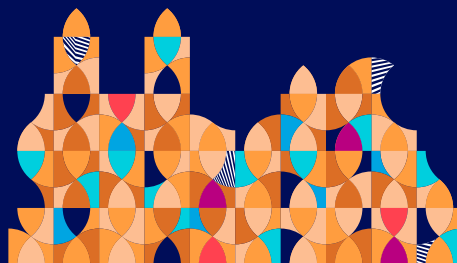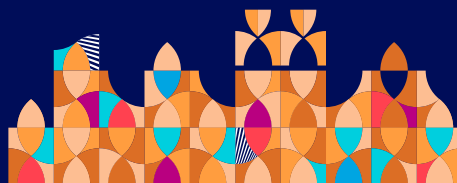
Cropping examples
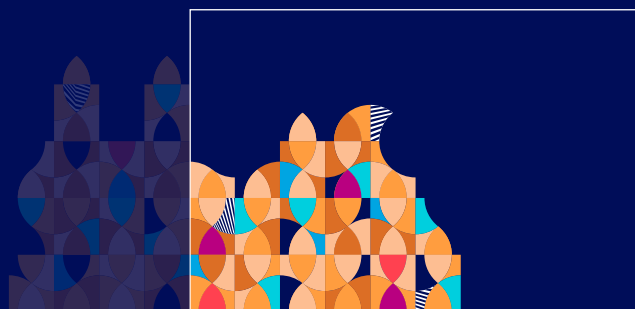
Applying the Host local icons
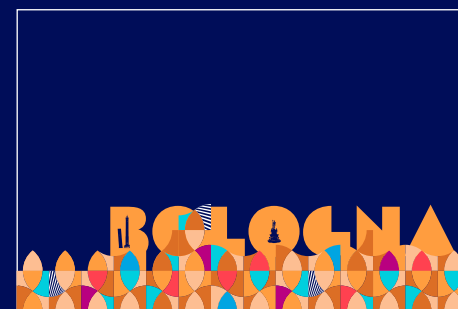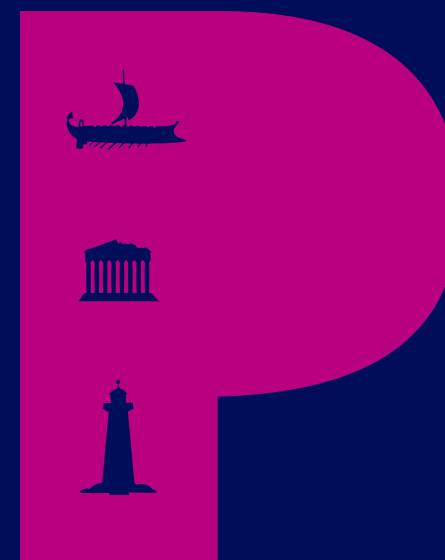
GRAPHICAL ELEMENTS

HAMBURG, GERMANY

HAMBURG

## STYLIZED LETTERS AS GRAPHICAL ELEMENTS
Each city has its own stylized custom made letter with which graphical headings can be created. Host icons may be placed in the letters where applicable.

Local main module

Host local icons

Local cluster

GRAPHICAL ELEMENTS

HAMBURG, GERMANY

Germany background variations

GRAPHICAL ELEMENTS

HAMBURG, GERMANY

LOCAL CLUSTERS
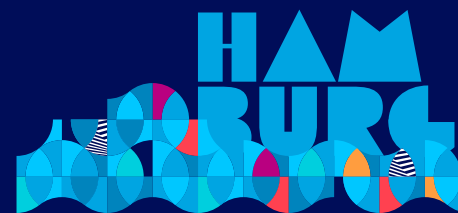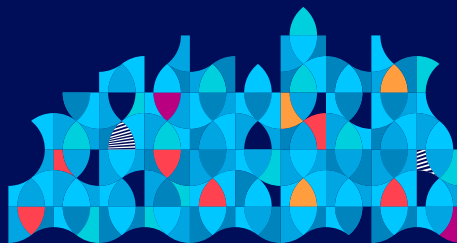
Cropping examples

Applying the Host local icons

GRAPHICAL ELEMENTS

PIRAEUS, GREECE

PIRAEUS

STYLIZED LETTERS AS GRAPHICAL ELEMENTS

Each city has its own stylized custom made letter with which graphical headings can be created. Host icons may be placed in the letters where applicable.

Local main module
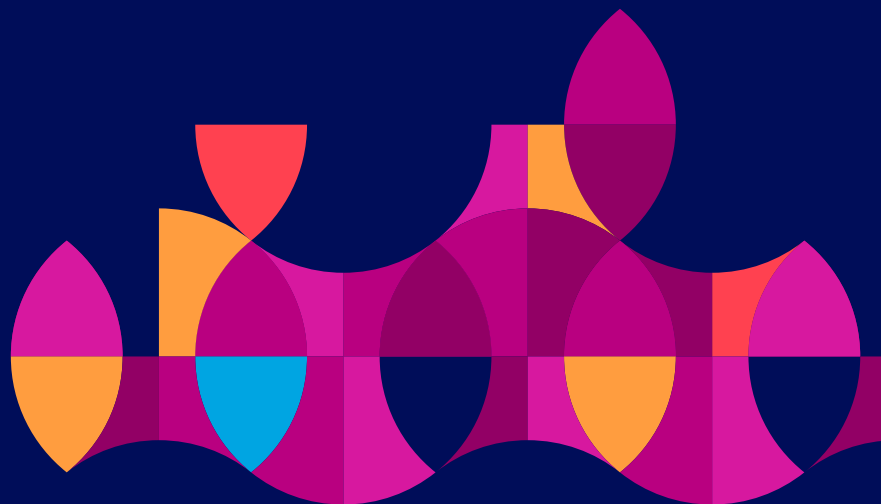
Host local icons

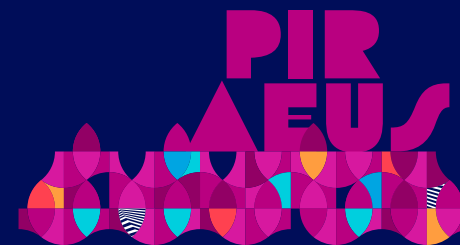Local cluster

GRAPHICAL ELEMENTS
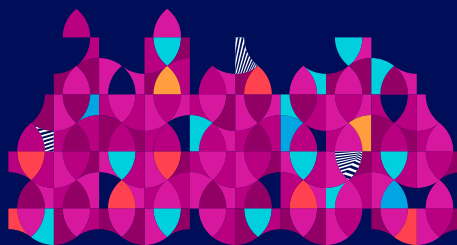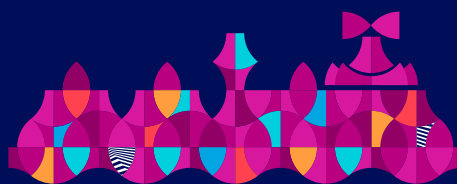
PIRAEUS, GREECE

Greece background variations
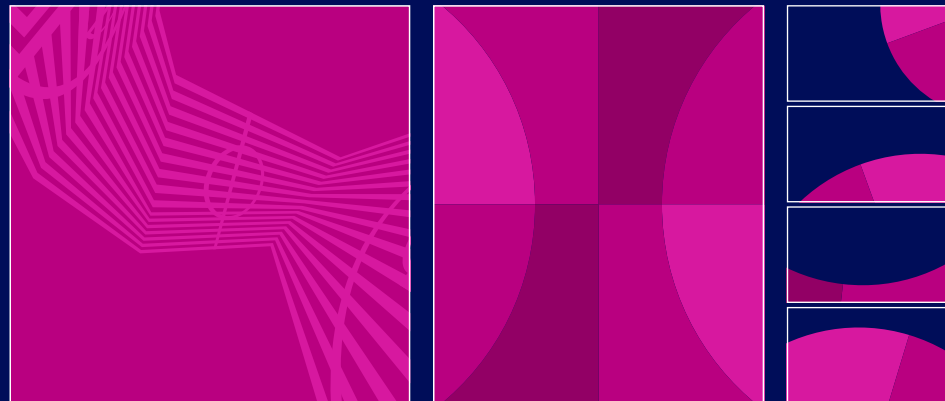
GRAPHICAL ELEMENTS
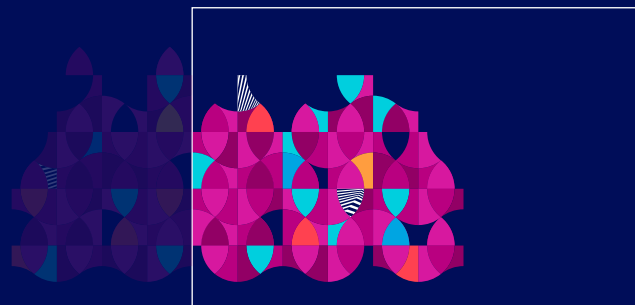
PIRAEUS, GREECE

LOCAL CLUSTERS

Cropping examples

Applying the Host local icons