

LOGO MANUAL



FIBA
EUROBASKET
CYPRUS | FINLAND | POLAND | LATVIA

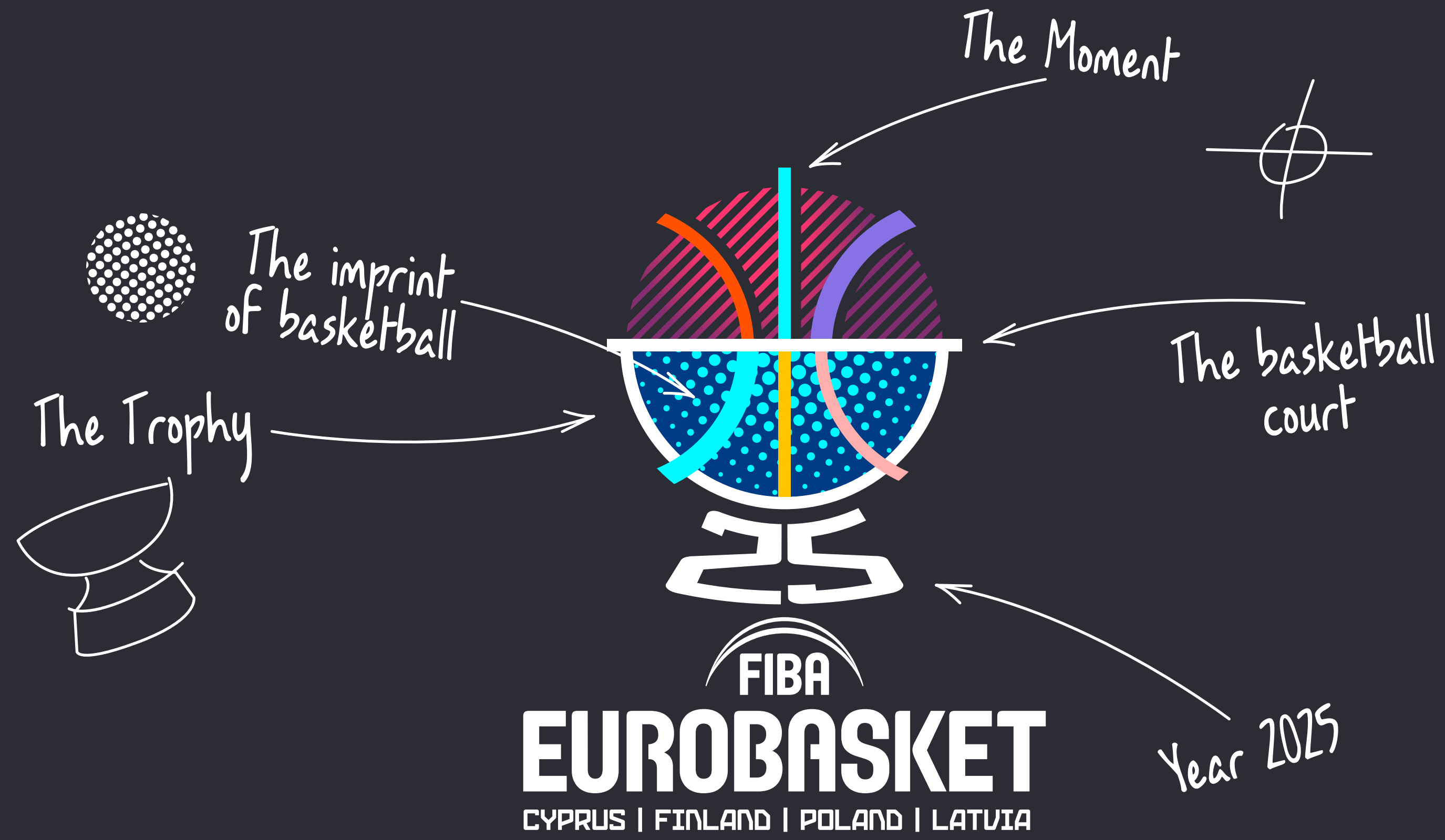
The background image shows three basketball players in white jerseys celebrating. They are wearing medals around their necks. The jerseys have 'ESPAÑA' and 'e idesa' printed on them. One player has 'LLULL' and '23' on his jersey. The medals are gold and feature a stylized basketball design. The overall scene is dimly lit, focusing on the players' faces and the medals.

THE IDEA

There are only very special moments in life that stand out. Those that you will remember forever and will bring memories and emotions so strong that they will leave a special place in your heart. FIBA EUROBASKET 2025 will be the time when each of the players, Hosts and fans will make their moment in history that will stay with them forever.

The visual identity reflects all the elements that come together for this incredible event.

The logo esthetic is comprised of modern graphical elements derived from the event identity and its key attributes: the Hosts, the game, the trophy and the moment. Elements have a simple, slick architectural construction. Strong and bold appearance is crucial for the overall look. Unmistakable recognition will last for years to come.



LOGO

The logo consists of three components combined as:

- Symbol
- Permanent Competition Mark
- Host Countries

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**

HOST COUNTRIES

LOGO / PORTRAIT VERSION

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

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

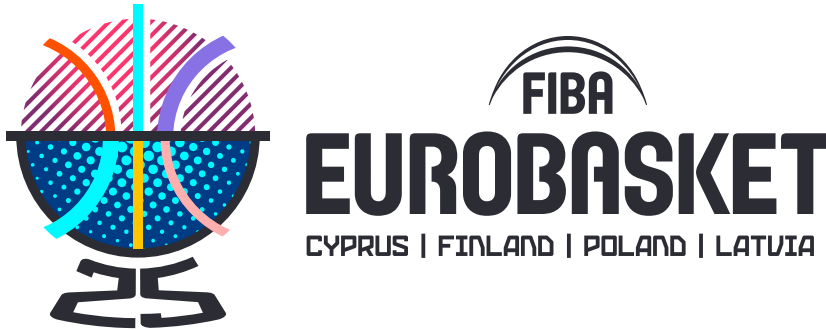
The one color option should only be used when full or flat color reproduction is not feasible.



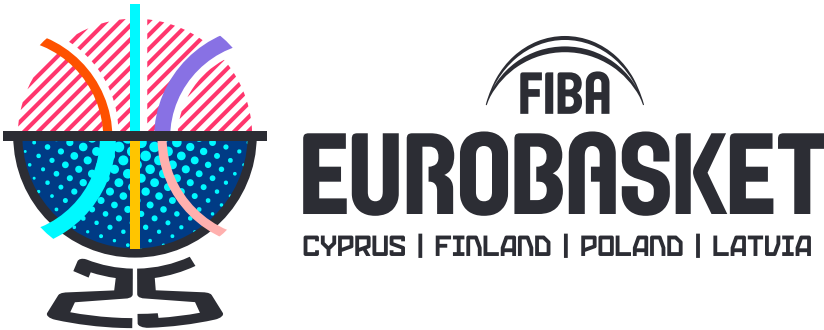
LOGO / LANDSCAPE VERSION

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

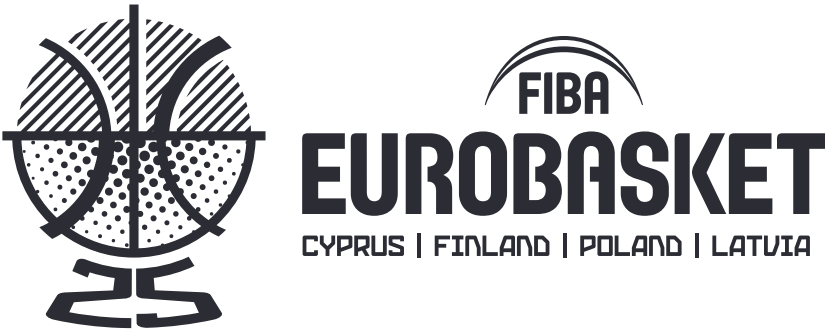
FULL COLOR



FLAT COLOR



ONE COLOR



LOGO / FULL COLOR VERSION

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

**FULL COLOR PORTRAIT
POSITIVE**



**FULL COLOR PORTRAIT
POSITIVE / ICE BLUE BACKGROUND**



**FULL COLOR PORTRAIT
NEGATIVE**



**FULL COLOR LANDSCAPE
POSITIVE**



**FULL COLOR LANDSCAPE
POSITIVE / ICE BLUE BACKGROUND**



**FULL COLOR LANDSCAPE
NEGATIVE**

LOGO / FLAT COLOR VERSION

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.

**FLAT COLOR PORTRAIT
POSITIVE**



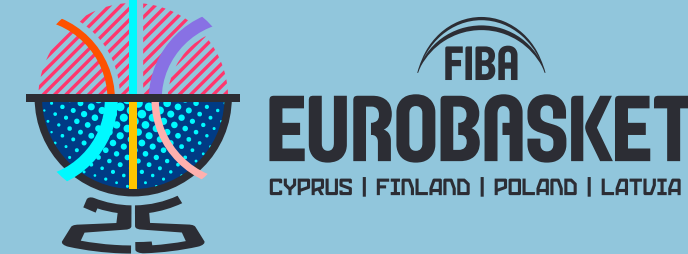
**FLAT COLOR PORTRAIT
POSITIVE / ICE BLUE BACKGROUND**



**FLAT COLOR PORTRAIT
NEGATIVE**



**FLAT COLOR LANDSCAPE
POSITIVE**



**FLAT COLOR LANDSCAPE
POSITIVE / ICE BLUE BACKGROUND**



**FLAT COLOR LANDSCAPE
NEGATIVE**

LOGO / ONE COLOR VERSION

The one color option should only be used when full or flat color reproduction is not feasible.

ONE COLOR PORTRAIT POSITIVE



ONE COLOR PORTRAIT NEGATIVE



ONE COLOR LANDSCAPE POSITIVE



ONE COLOR LANDSCAPE NEGATIVE

LOGO / MINIMUM DIMENSIONS

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

PRINT



DIGITAL



LOGO / CLEAR AREA

To ensure that the FIBA EuroBasket 2025 logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around it. The height of the letter 'E' is the minimum exclusion area that has been created around the logo to ensure visibility and distinctiveness.



E = EUROBASKET

LOGO / USAGE ON DIFFERENT BACKGROUNDS



White background - POSITIVE



It is recommended to take into consideration the logo size and readability.

Dark background - NEGATIVE



Black background - NEGATIVE



Ice background - POSITIVE



Cyprus 1 background - POSITIVE



Latvia 1 background - POSITIVE



Anthracite background - NEGATIVE



Colored backgrounds

Special logo application on Pink/Fuchsia or busy background.

LOGO / UNACCEPTABLE 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.