

**FIBA
BASKETBALL**

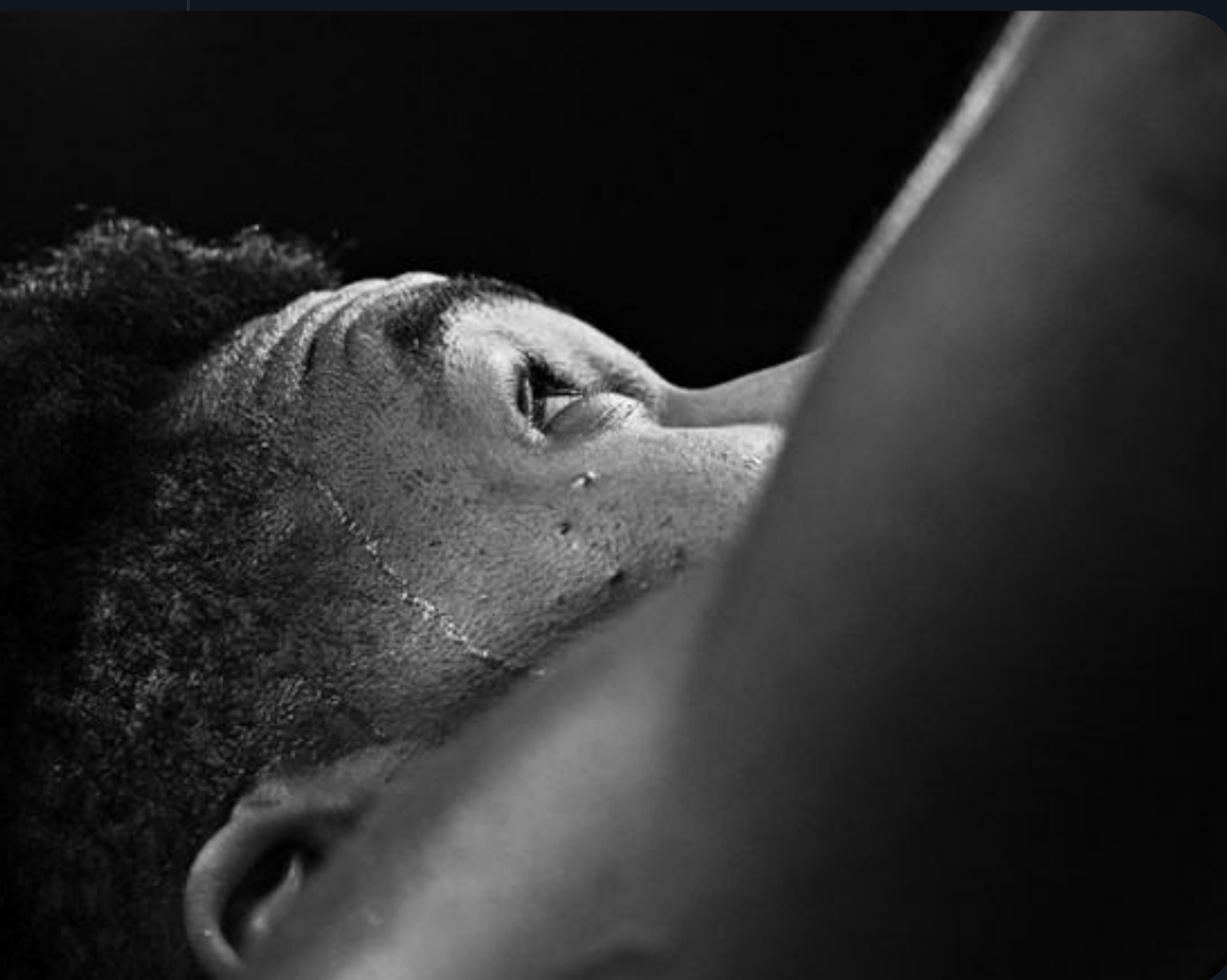
A brand document defining
FIBA Basketball's first visual
identity.

Guidelines



FIBA Basketball is an expression regularly used by players, fans and the media to describe the type of basketball played in FIBA competitions. It is a form of basketball that differs from the NBA style in being more strategic, collective and intense where victory is not won solo but as a team.

It's a game where individual talent is harnessed for team play, and every point is the result of a real battle on the court.



Hubot Sans

The typeface is designed with geometric accents to lend a technical and idiosyncratic feel—perfect for headers and pull-quotes. Hubot Sans is a [variable font](#).

Variable fonts enable different variations of a typeface to be incorporated into one single file, and are supported by all major browsers, allowing for performance benefits and granular design control of the typeface's weight, width, and slant.

Hubot Sans

Hubot Sans
Regular
Narrow

Hubot Sans

Hubot
Sans
Regular

Hubot Sans

Hubot
Sans
Regular
Wide

Light
Regular
Medium
Semibold
Bold

Languages

Afrikaans, Albanais, Allemand, Allemand (Suisse), Anglais, Assou, Bas-Allemand, Bas-Sorabe, Basque, Bemba, Béna, Bosniaque, Capverdien, Catalan, Chambala, Cisena, Cornique, Créole Mauricien, Croate, Danois, Diola-Fogny, Espagnol, Estonien, Filipino, Finnois, Francique Ripuaire, Français, Frioulan, Frison Occidental, Gaélique Écossais, Galicien, Gallois, Ganda, Gusii, Haut-Sorabe, Hongrois, Indonésien, Irlandais, Italien, Kalendjin, Kiga, Letton, Lituanien, Luhya, Luo, Luxembourgeois, Makhuwa-Meetto, Makondé, Malais, Malgache, Maltais, Mannois, Maori, Matchamé, Ndébélé Du Nord, Néerlandais, Norvégien Bokmål, Norvégien Nynorsk, Nyankolé, Oromo, Polonais, Portugais, Romanche, Rombo, Roumain, Roundi, Rwa, Rwanda, Sambourou, Sami Du Nord, Sami D'inari, Sangho, Sangu, Serbe (Latin), Shona, Slovaque, Slovène, Soga, Somali, Suédois, Suisse Allemand, Swahili, Swahili (Congo -Kinshasa), Taita, Tchèque, Teso, Turc, Vunjo, Wolof, Zoulou

Latin de base

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Supplément Latin-1

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Colors

These two vibrant colours create a bold contrast and symbolise FIBA's commitment to innovation and delivering an unrivalled basketball experience.

Laser Lemon

Primary

RGB 242 254 90
HEX #F2FE5A

Aquamarine

Secondary

RGB 119 255 214
HEX #77FFD6

Greyscale

Neutral

Gradient

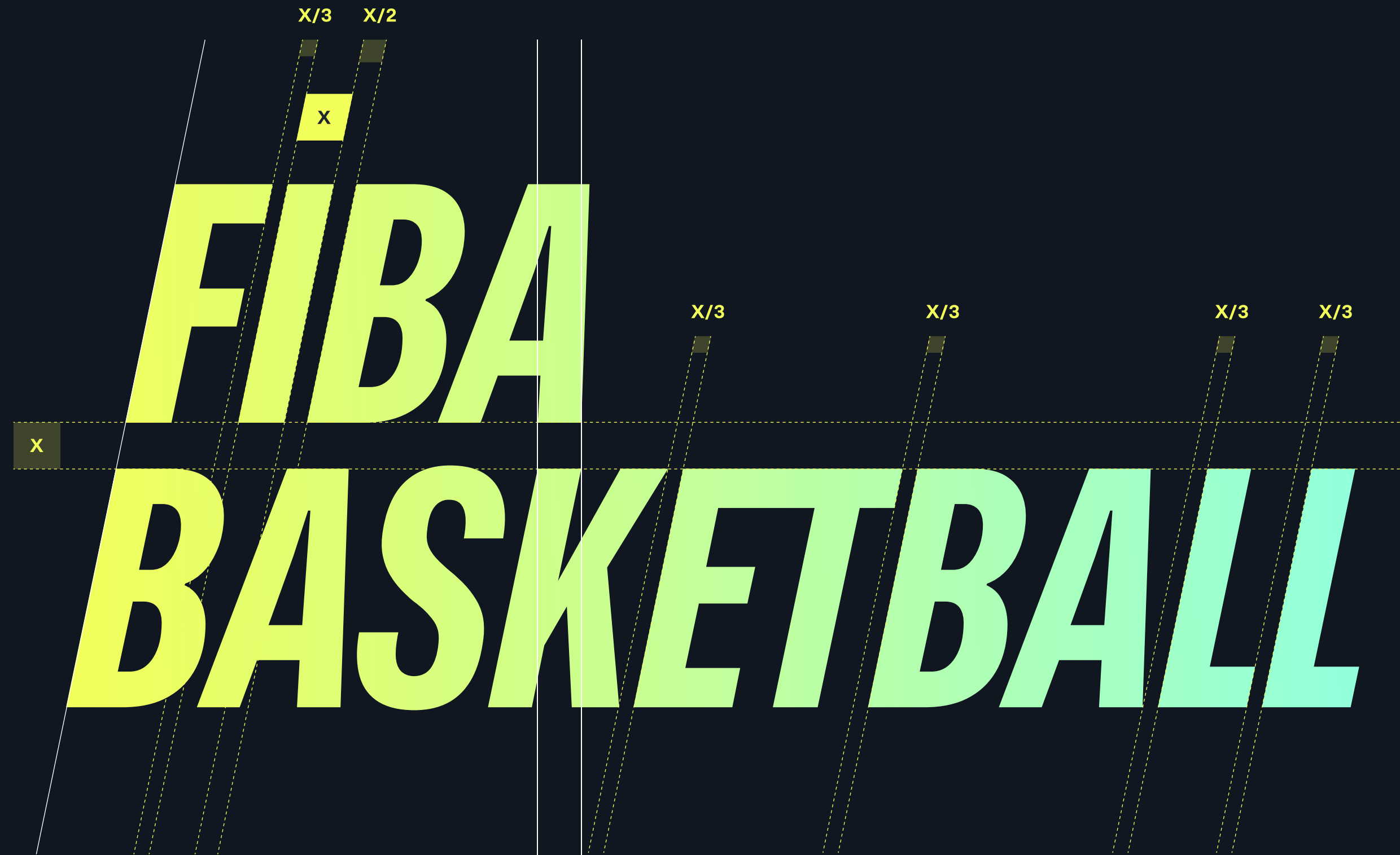
It is possible to use and create a gradient of these two colours.

This gradient is not simply a transition between two shades; it is a dynamic representation of the energy, movement and fluidity of this sport.





FIBA BASKETBALL





Colour and contrast rules

The colours available for the logos are only black, white and the identity gradient.

The FIBA Basketball mark must always be used on a contrasting background. Designers should avoid using it on a background that affects the contrast of the logo, in which case it should be modified to improve readability.



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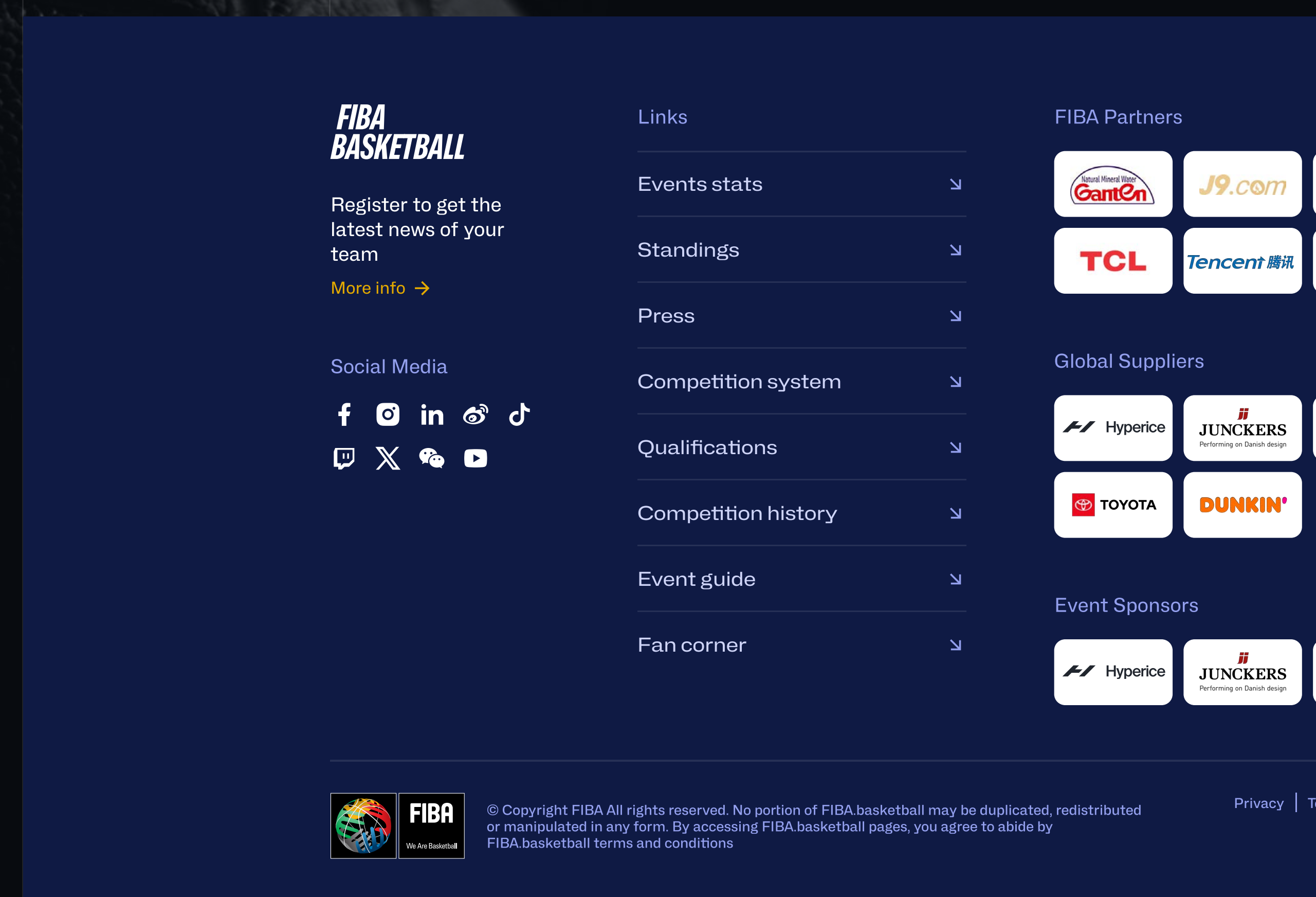
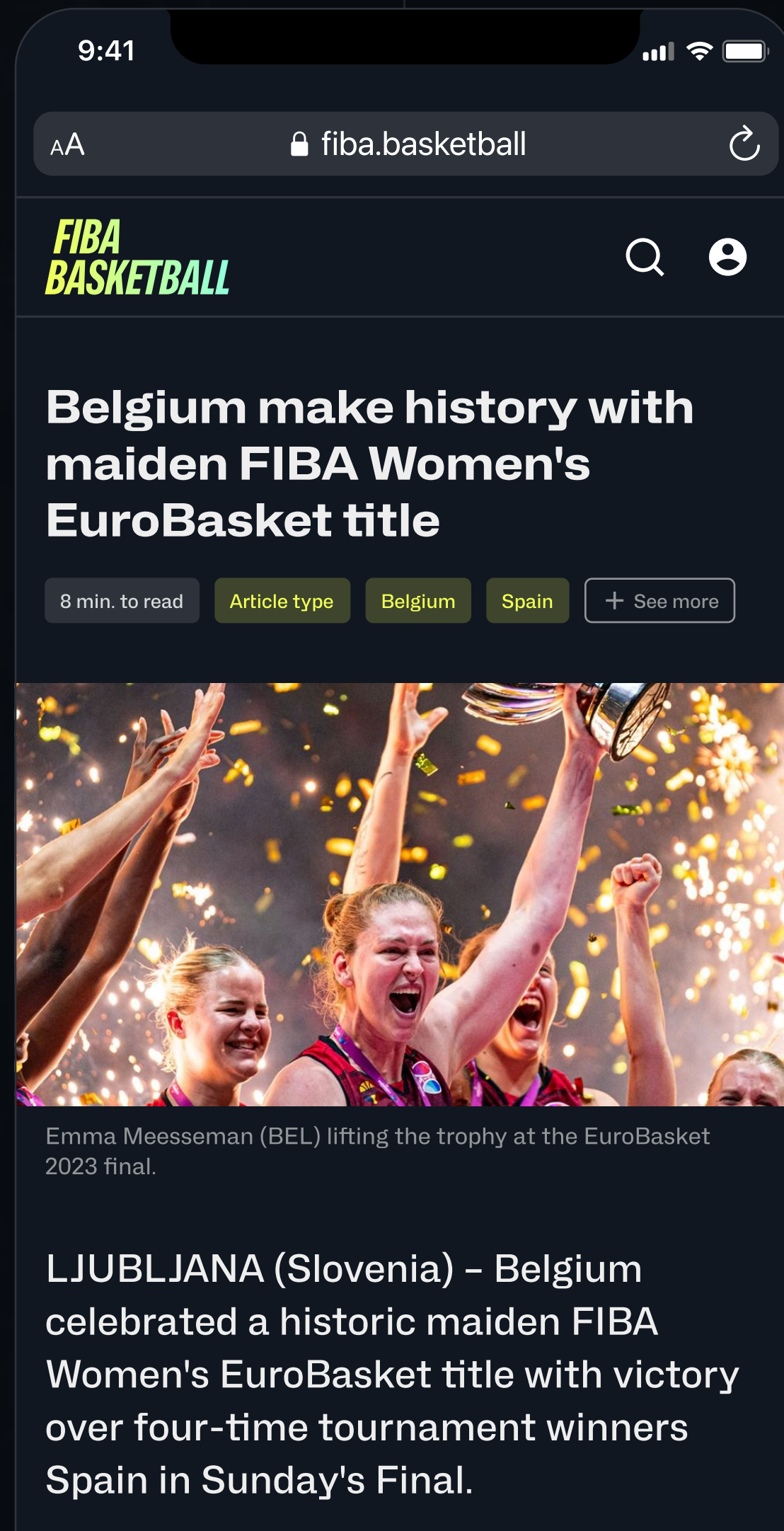
***FIBA
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FIBA BASKETBALL

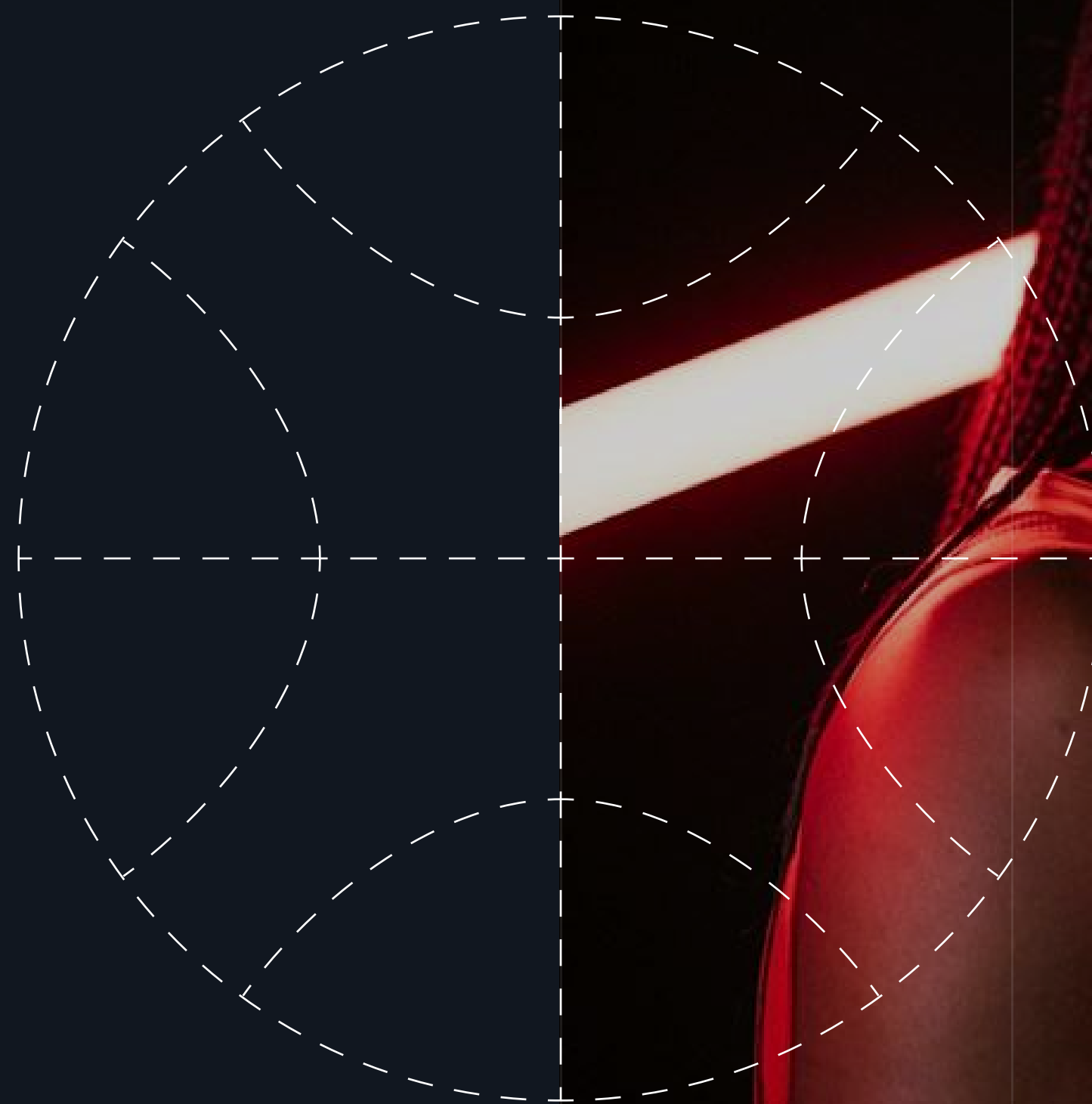


Pictogram

The logo exists in a simplified "pictogram" version, with no text, which allows it to be used in a different way (avatar, for example).

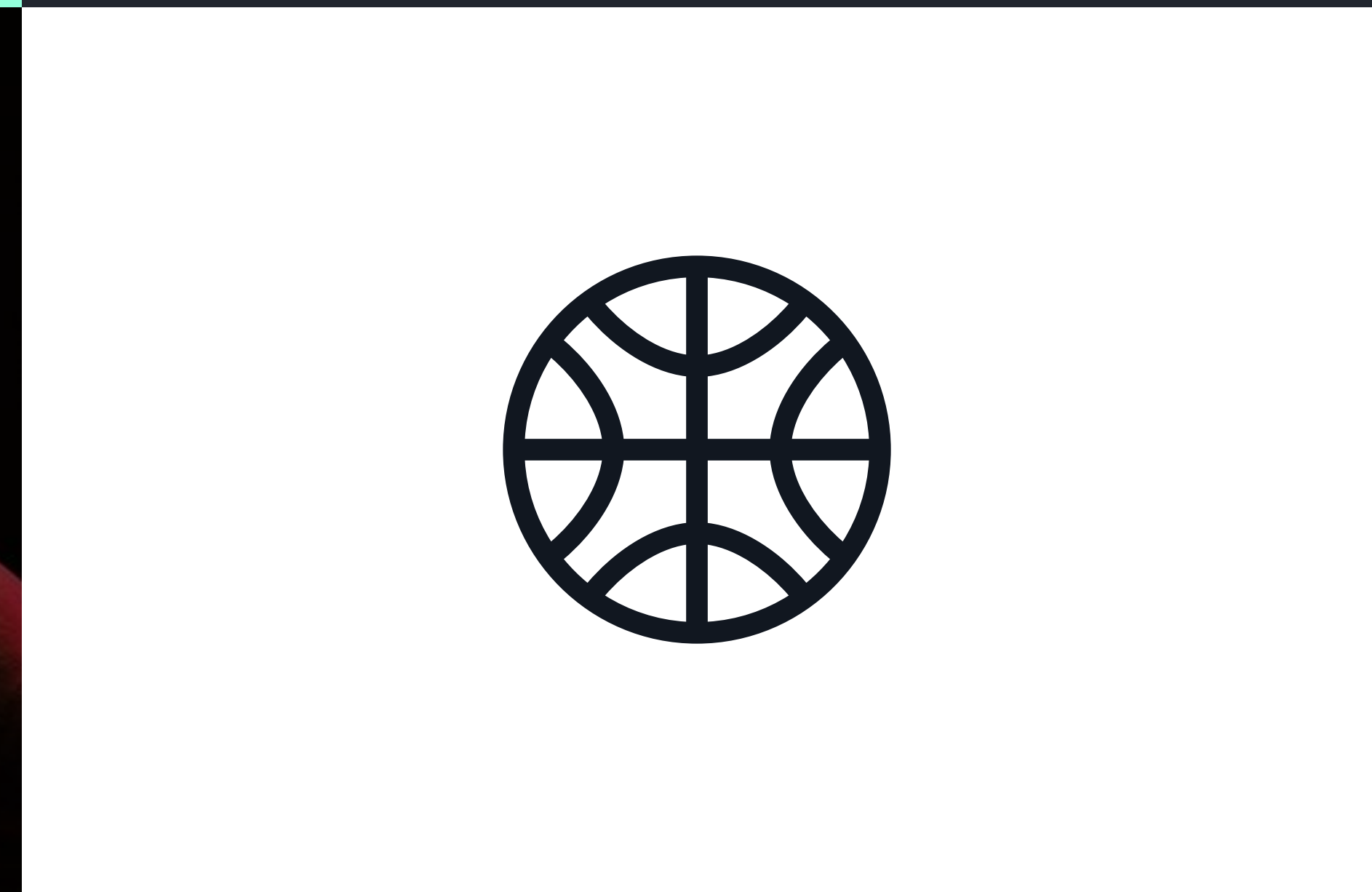
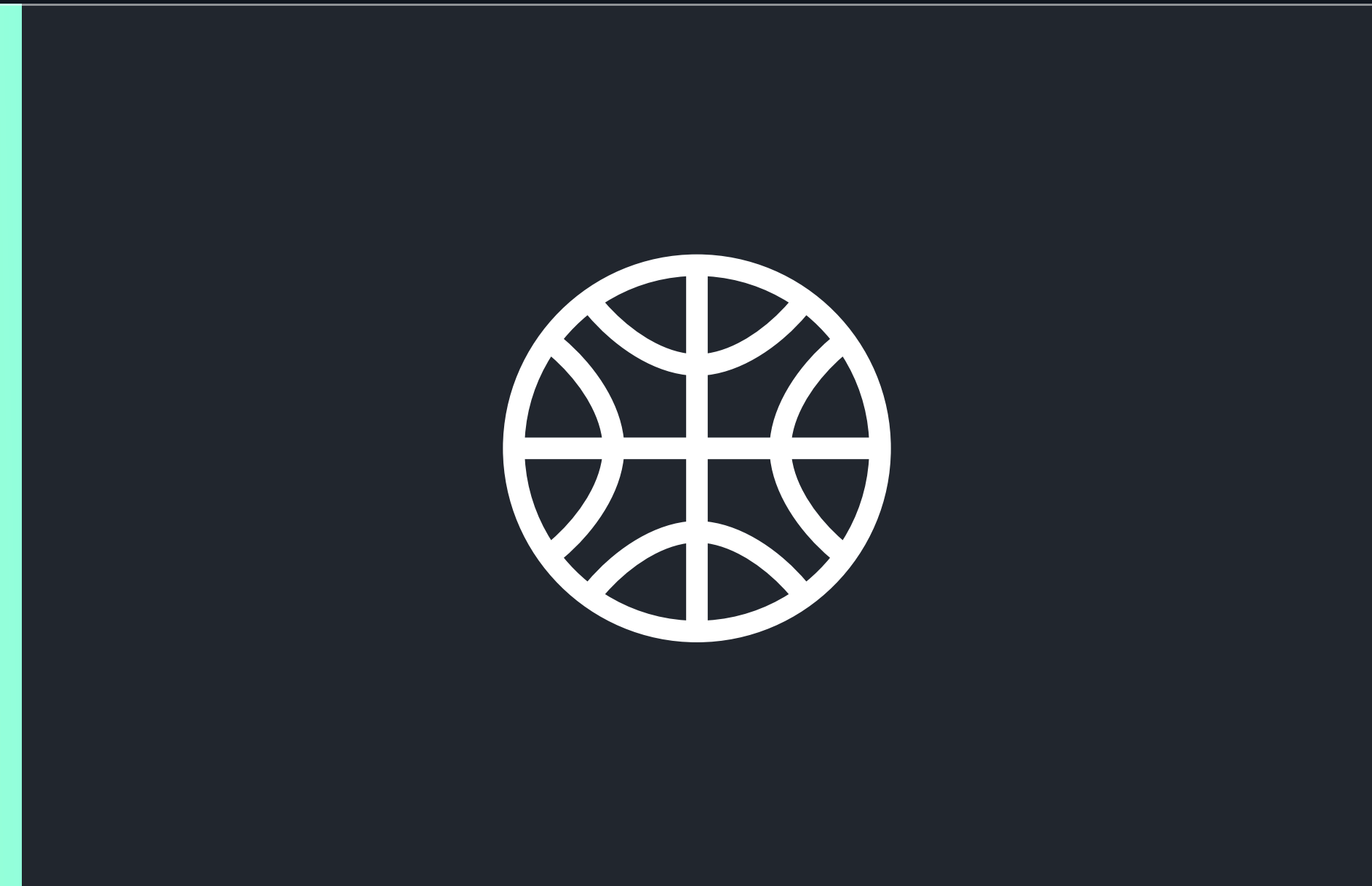
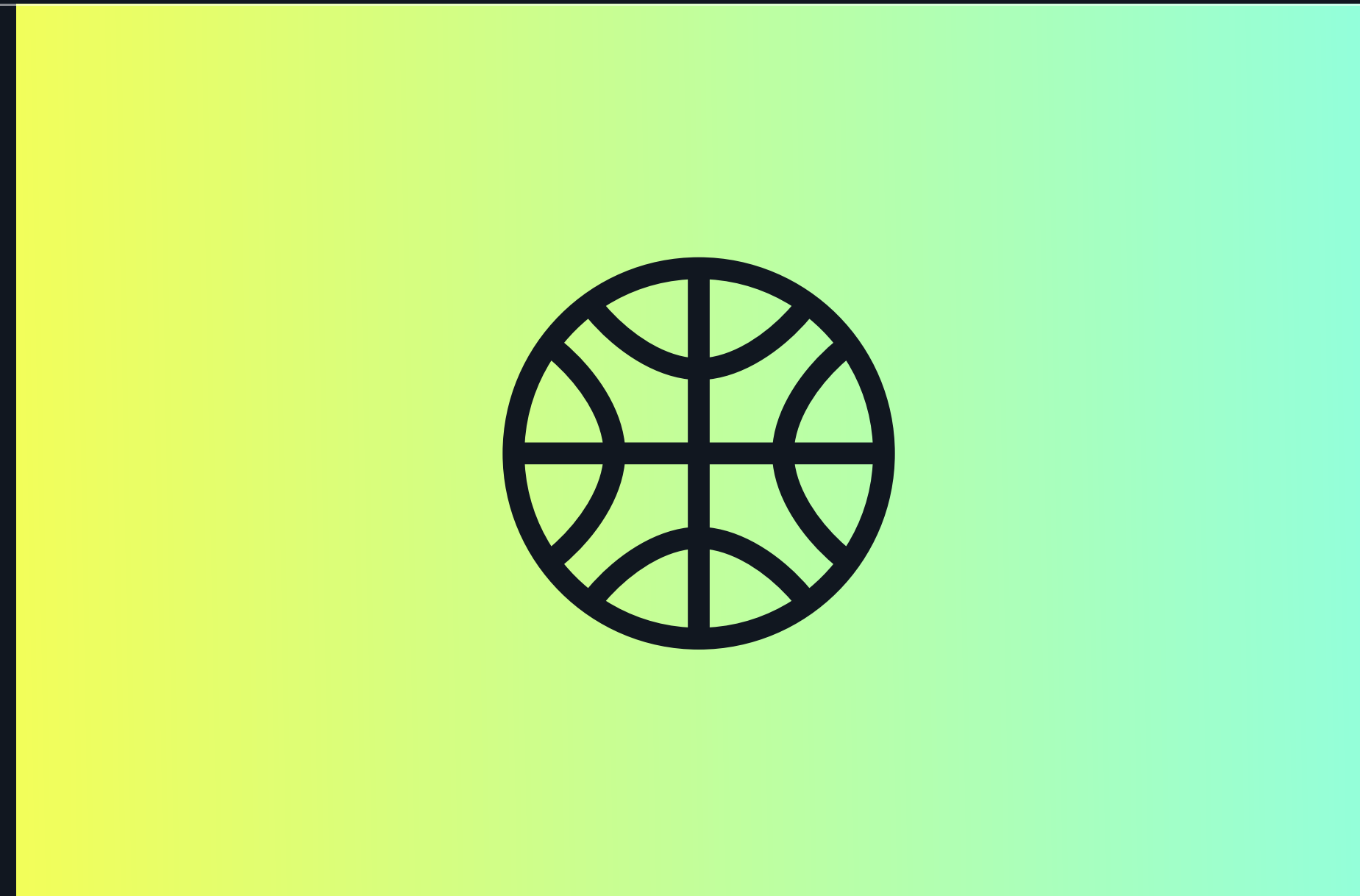
This symbol reflects the iconic shape of the Molten ball, the perfect visual incarnation of FIBA Basketball.

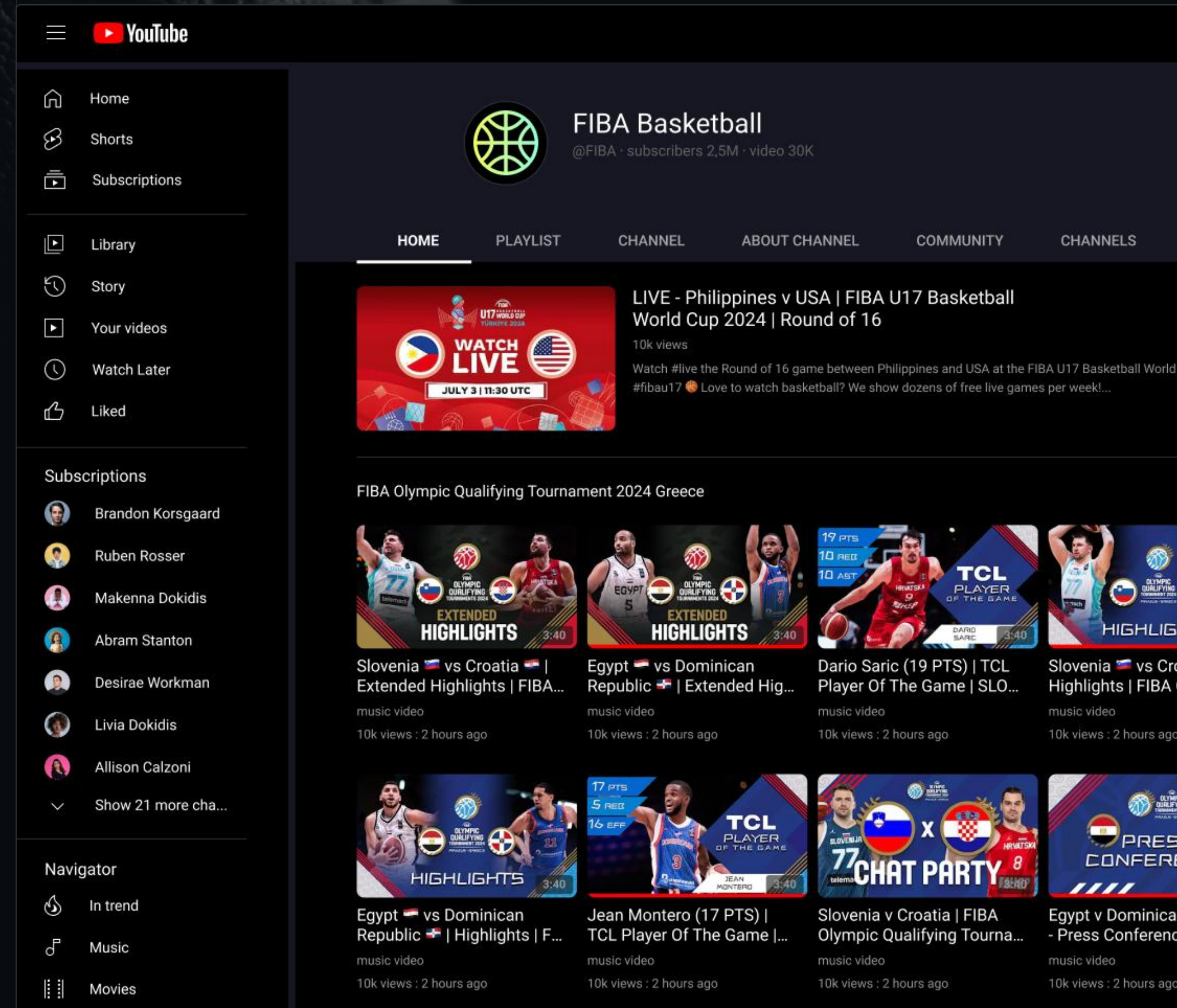
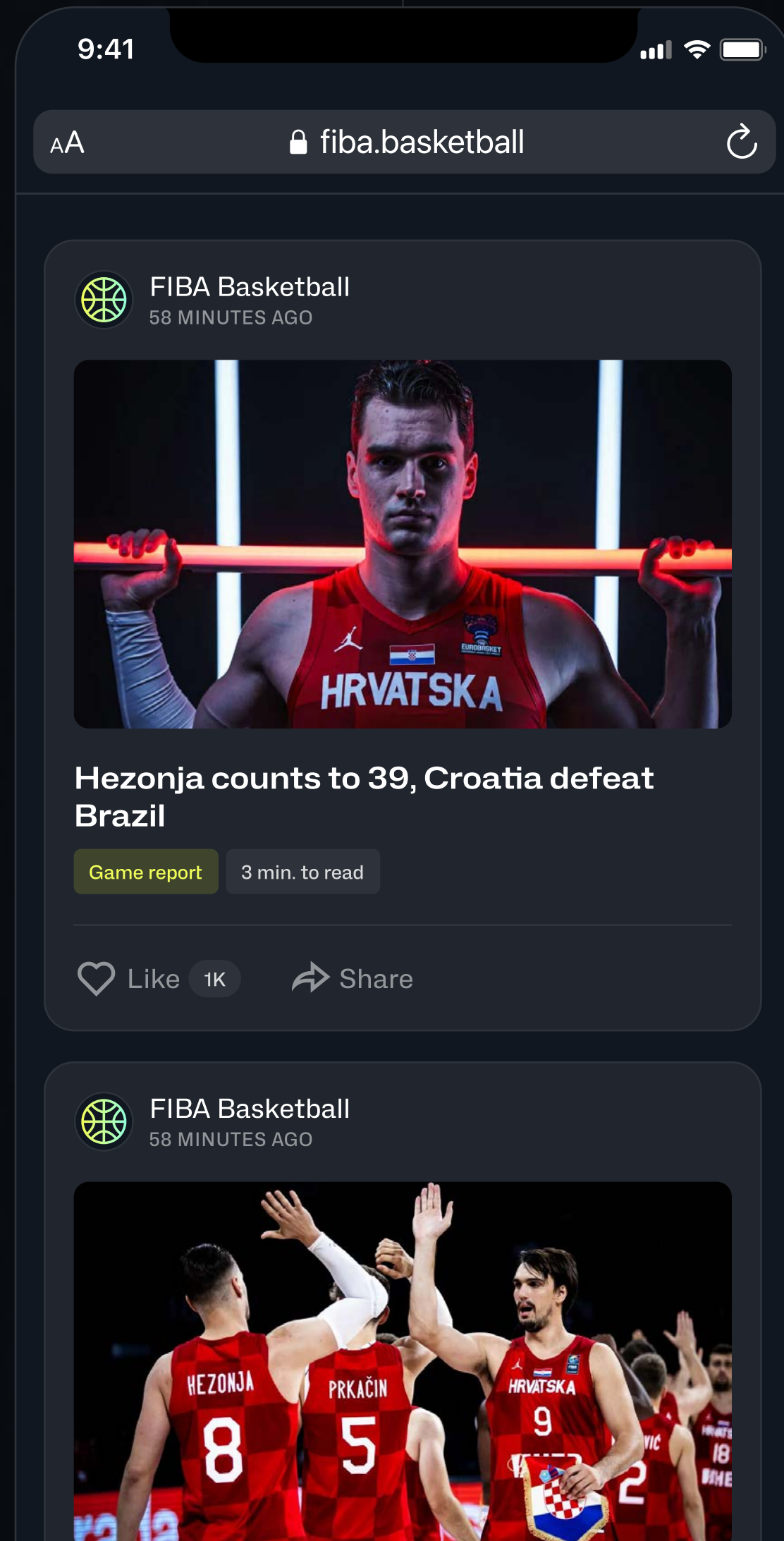
"The full potential of the game can only be achieved when the balls are perfect, allowing the players to express their qualities to the full and push back their limits".



Colours

As for the pictogram, colours available are only black, white and the brand gradient.





Thank you.

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