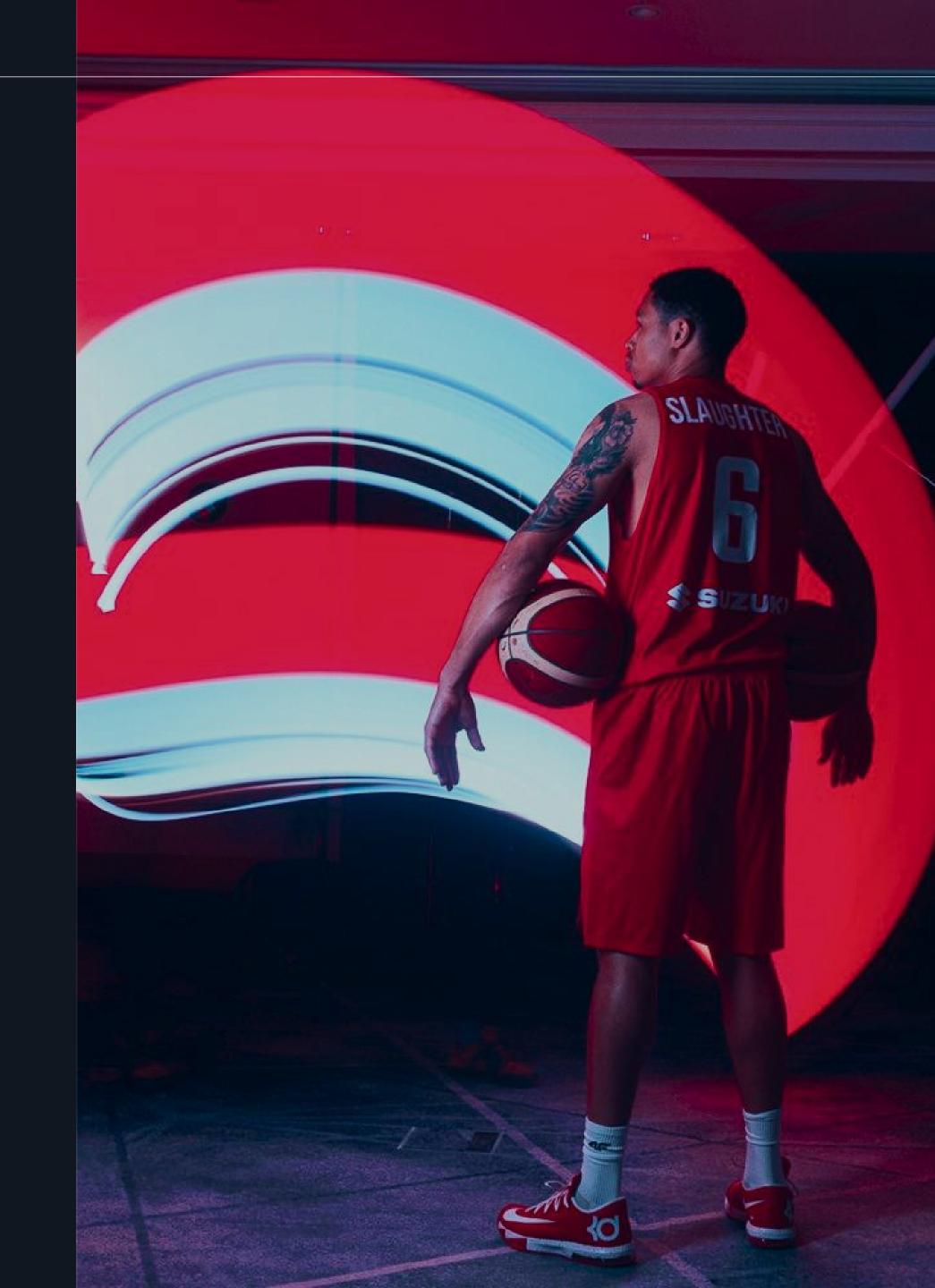
FIBA BASKETBALL

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

Guidelines



Naming Cuidelines 2024 02

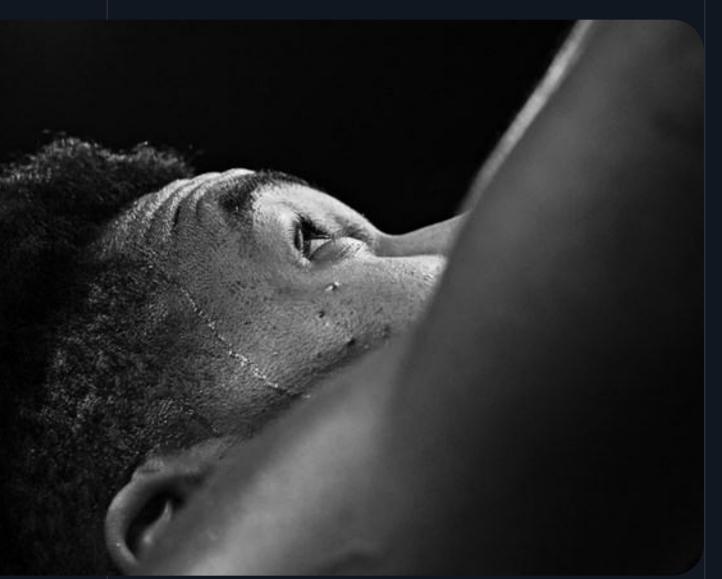
FIBA Basketball is an expression regularly used by players, fans and the media to describe the type of basketball played in FIBA competitions. It is a form of basketball that differs from the NBA style in being more strategic, collective and intense where victory is not won solo but as a team.

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.













Part 1 Approach Typography

Guidelines

2024

04

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 Bola

Typography

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

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р	q	r	S	t	u	V	W	X	y	Z	{ 	\(\sum_{+7}\)	7+9	~					



Part 1 Approach	Colors	Guidelines	2024		06
Colors These two vibrant colours create a bold contrast and symbolise FIBA's commitment to innovation and delivering an unrivalled basketball experience.			RGB 242 254 90		
			HEX #F2FE5A RGB 119 255 214 HEX #77FFD6		
	Greyscale	Neutral			

Part 1 Gradient Guidelines 2024 07
Approach

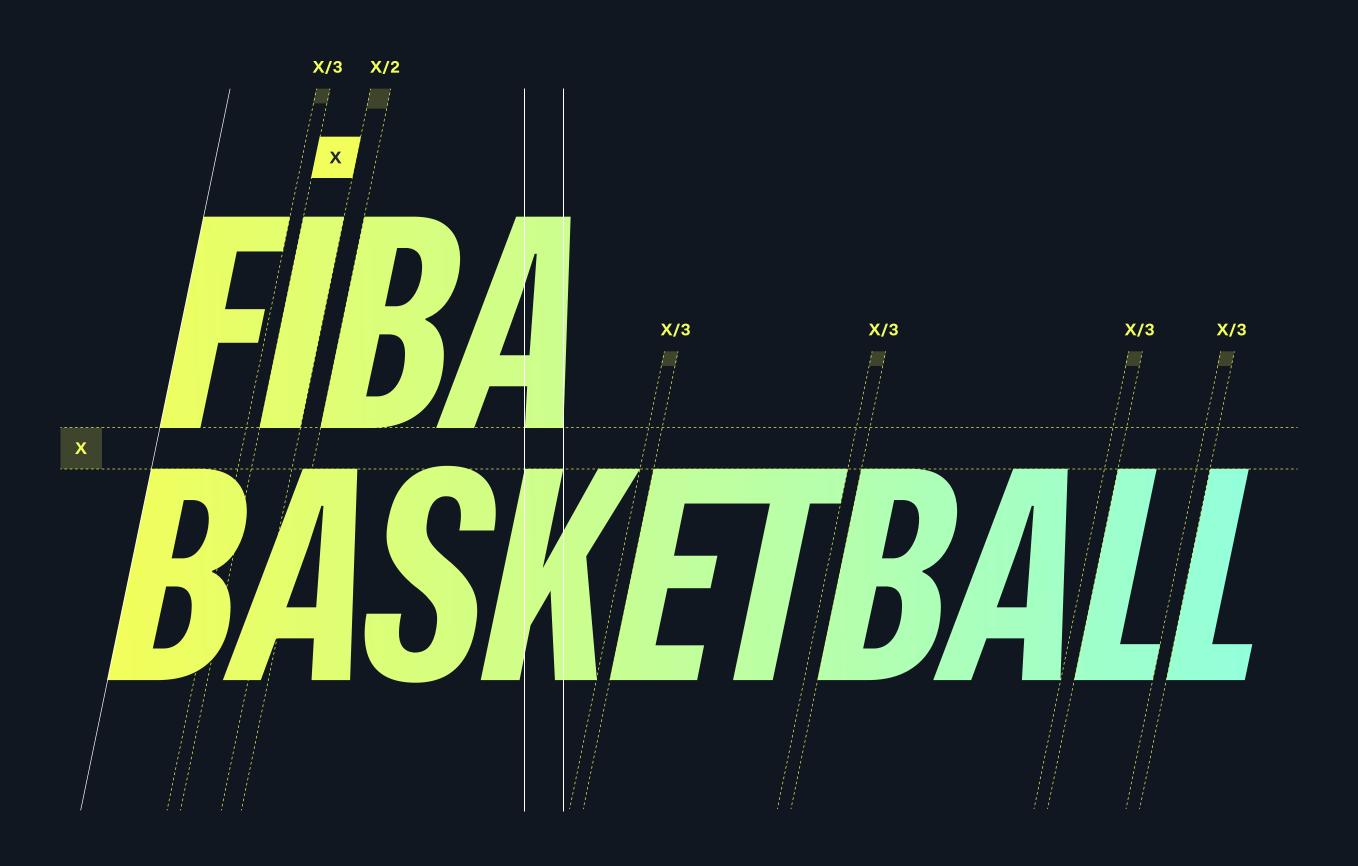
Gradient

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.



Part 2 Construction Guidelines 2024
Logotype 5 Construction 5 Cons



2024



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.

FIBA BASKETBALL





FIBA BASKETBALL



Part 3 Logo application FIBA Basketball

Guidelines

2024

13



Belgium make history with maiden FIBA Women's **EuroBasket title**

8 min. to read

9:41

FIBA BASKETBALL

AA

Article type





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Emma Meesseman (BEL) lifting the trophy at the EuroBasket 2023 final.

LJUBLJANA (Slovenia) – Belgium celebrated a historic maiden FIBA Women's EuroBasket title with victory over four-time tournament winners Spain in Sunday's Final.

FIBA BASKETBALL

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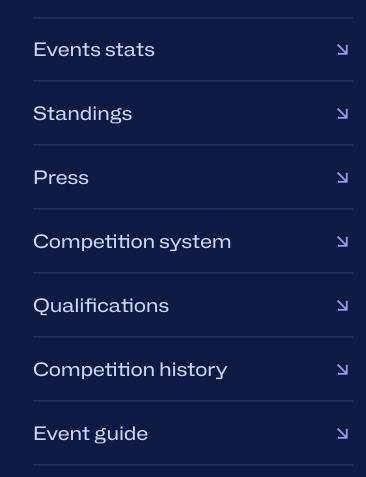
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Pictogram

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

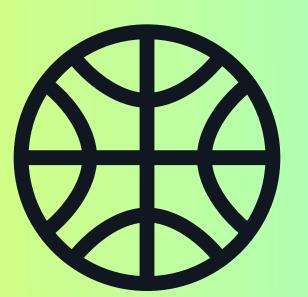
This symbol reflects the iconic shape of the Molten ball, the perfect visual incarnation of FIBA Basketball.

"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

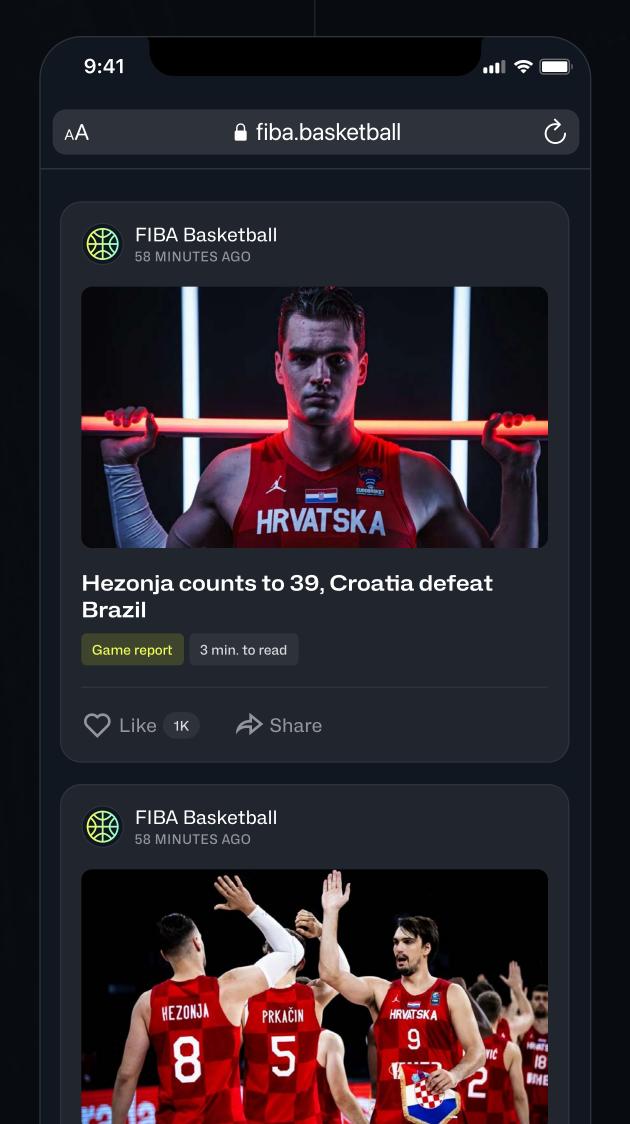
As for the pictogram, colours available are only black, white and the brand gradient.













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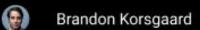
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Your videos

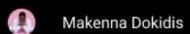
Watch Later

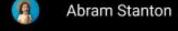
B Liked

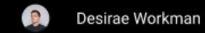
Subscriptions

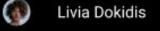














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music video

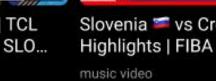
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