



BC KALEV CRAMO  
VISUAL GUIDELINES



## THE STORY

### OLD THOMAS / VANA TOOMAS

Old Thomas is one of the symbols and guardians of Tallinn, the capital of Estonia. The legend goes that Thomas was a young boy from a poor family that impressed everyone at a local archery competition by shooting down the target (a painted wooden bird) that the professionals couldn't. Thomas was rewarded with the job of town guard for life which he proudly took and for which he was respected by the locals for his whole life. He was an exemplary citizen and as he grew older people started calling him Old Thomas. After his death the city of Tallinn decided to celebrate his legacy by erecting a weather vane in his honour.

Immortalized in copper, Thomas continues to watch over Tallinn and its citizens. Now also appearing in the BC Kalev Cramo logo, Thomas will bring together fans and basketball lovers for Tallinn's most successful and ambitious club!



**C R A M O**

## LOGO

### POSITIVE & NEGATIVE

BC Kalev Cramo logo in black and white.



## LOGO

### PRIMARY COLOURS

BC Kalev Cramo has two primary colours, the darker blue should be used on light backgrounds and the lighter blue used on dark backgrounds.

Black on lighter backgrounds and white on darker backgrounds are also always allowed.



# COLOURS

## COLOUR CODES

BC Kalev Cramo has two primary colours, Kalev Dark and Kalev Light.

<div><div>KALEV DARK</div><div><div><div>R 0</div><div>G 65</div><div>B 110</div></div><div><div>C 100</div><div>M 75</div><div>Y 30</div><div>K 20</div></div></div><div>#00416E</div></div>	<div><div>KALEV LIGHT</div><div><div><div>R 25</div><div>G 140</div><div>B 230</div></div><div><div>C 100</div><div>M 25</div><div>Y 0</div><div>K 0</div></div></div><div>#198CE6</div></div>	<div><div>BLACK</div><div><div><div>R 0</div><div>G 0</div><div>B 0</div></div><div><div>C 0</div><div>M 0</div><div>Y 0</div><div>K 100</div></div></div><div>#000000</div></div>	<div><div>WHITE</div><div><div><div>R 255</div><div>G 255</div><div>B 255</div></div><div><div>C 0</div><div>M 0</div><div>Y 0</div><div>K 0</div></div></div><div>#FFFFFF</div></div>
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LOGO

VARIATIONS

These are all the allowed variations of the logo usage.

It's important to note that none of the monocoloured logos have the white CRAMO lettering inside the CRAMO cutout.





KALEV  
CRAMO

BYNEW

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FOR BRAND RELATED QUESTIONS  
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