

OFFICIAL LOGO LOGO GUDELINES

Edition 2. March. 2016

BRAND VALUES



Basketball's New Horizon

The unique yet simplistic brand encompasses the concept of new horizons and forward thinking, reflective of the ambitions of stakeholders and governance.

The identifiable icon instinctively says Basketball and resonates club triumph though its aptly named 'Basketball Champions League' title.

The quality of this logo is power of recognition, deliverability in the new digital world and longevity though classic considered simplicity. It has a youthful edge and nods to basketballs urban routes, whilst holding relevance to the format of the competition.

MASTER LOGOS

The Basketball Champions League Official Logo is available in a variety of colour formats. This page shows the main colour formats. It is important that the Official Logo is reproduced in full, and exactly as shown, with no colour variations, reversals, crops or distortions.



Preferred formats

CMYK // BCL_Logo_2Col_CMYK_Large_DarkBG

PANTONE (PMS)//BCL_Logo_2Col_PMS_Large_DarkBG



CMYK// BCL_Logo_2Col_CMYK_Large_LightBG

PMS// BCL_Logo_2Col_PMS_Large_LightBG



CMYK//BCL Logo 2Col CMYK Large WhiteBG

PMS//BCL_Logo_2Col_PMS_Large_WhiteBG

OTHER GOLOUR Other colour formats are a in a consistent manner, ple appropriate application.

Other colour formats are also available to ensure that the brand is delivered in a consistent manner, please ensure that the correct artwork is used for the appropriate application.





CMYK // BCL_Logo_1Col_Black_Large

CMYK// BCL_Logo_1Col_CMYK_Navy_Large

PMS// BCL_Logo_1Col_PMS_Navy_Large



CMYK // BCL_Logo_1Col_CMYK_Teal_Large

PMS// BCL_Logo_1Col_PMS_Teal_Large

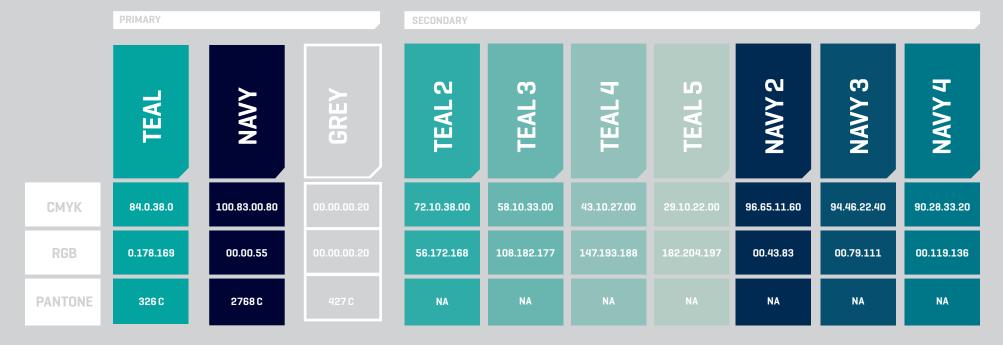


CMYK// BCL_Logo_1Col_White_Large

GOLOUR VALUES

It is important that the Official Logo is always reproduced in the correct colours. Please use the specific breakdowns provided to get the best possible colour matches.

CMYK and RGB values have been adjusted from those in Pantone® books. To ensure accurate colour matching across all platforms, these adjusted values must be used at all times.



All Artwork files are available using the correct colours and Gradients, and are not to be altered in any circumstance.

SIZE FORMATS

The Basketball Champions League Official Logo is available in two size formats; Large & Small. The size is measured in total height of the icon. The small size artwork excludes the trademark symbol. Where possible, reproduce the Official Logo at a size larger than the minimum. Take care to use the size and format that will best reproduce on your item.

Print - Large Format



CMYK // BCL_Logo_2Col_CMYK_Large_DarkBG

Digital - Large Format



CMYK // BCL_Logo_2Col_RGB_Large_LightBG

Print - Small Format. The TM [Trademark] is excluded.





CMYK // BCL_Logo_2Col_CMYK_Small_DarkBG

Digital - Small Format. The TM [Trademark] is excluded.

120 px or below to a minimum of 60 px*



*When reproduced on retina displays the minimum size is reduced to 40 px.

CMYK // BCL_Logo_2Col_RGB_Small_LightBG

EXCLUSION ZONES

To ensure prominence and legibility, the Official Logo is always surrounded by an Exclusion Zone which should remain clear of any prominent graphics, ie. text, other logos, graphic elements, photography etc.

The free space shown here is the minimum to be used and should be whenever possible.



The applicable amount of free space is based on the width of the letter 'M' of the Logotype.

G FITTING IT RIGHT

It is essential to avoid incorrect use of the Official Logo. Such incorrect use can weaken and damage the integrity and consistency of the Basketball Champions League Brand.

Please consider the examples demonstrated here.

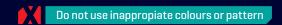














Do not rearrange the format of the logo