



FIBA  
**EUROBASKET**  
CZECH REPUBLIC • GEORGIA • ITALY • GERMANY



# FIBA EUROBASKET 2022

June 2020

# DIGITAL TRANSMISSION

No limits, no boundaries.

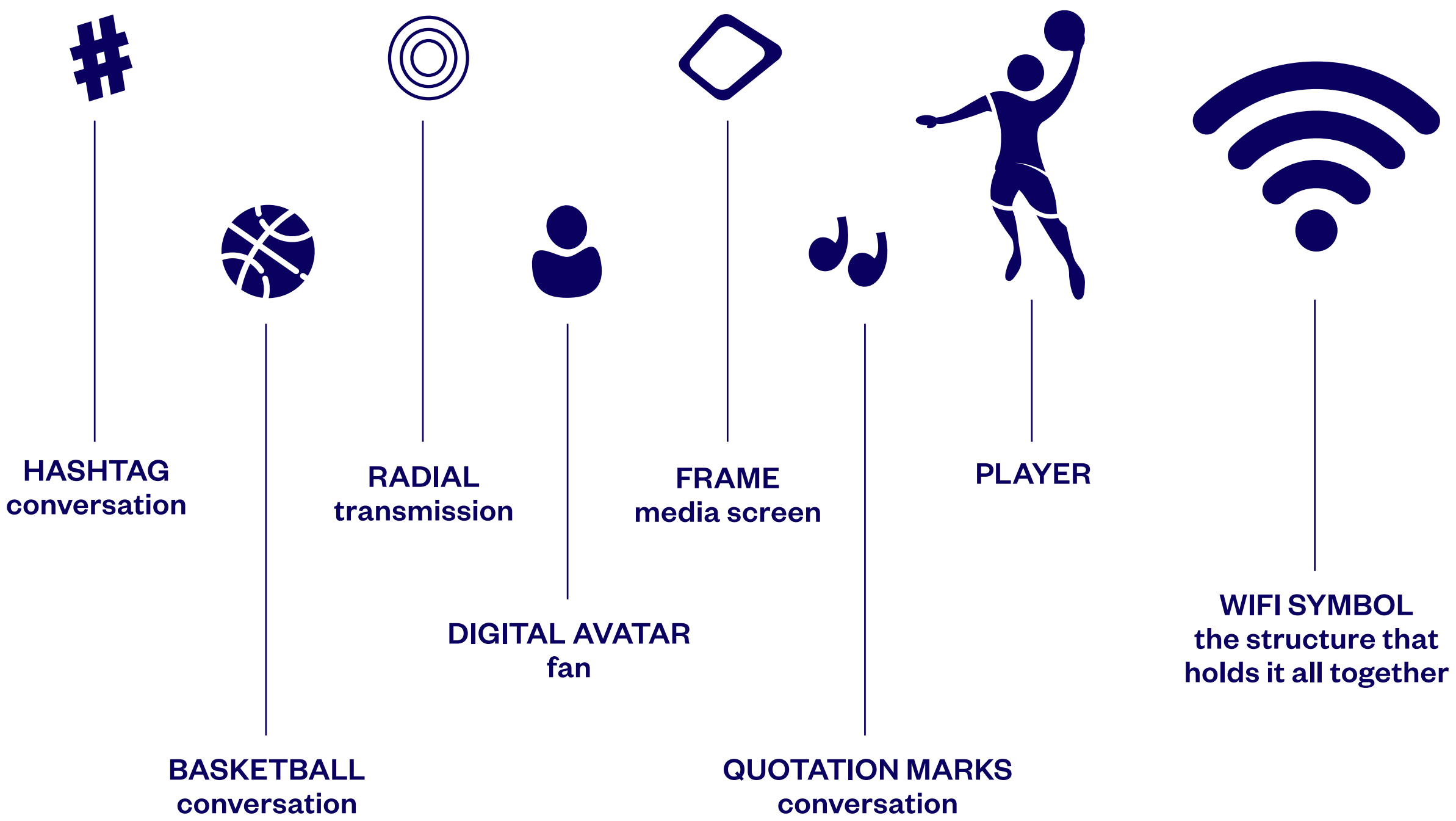
European basketball played out on a global stage. Basketball connecting fans across the world, driven by drama, excitement and anticipation. Every shot, block and basket; every assist, steal and foul amplified and united – European basketball is making the connection.

The visual language of data transmission.  
The creative concept is inspired by conversation.



WIRELESS • CONNECTION • DIGITAL • GLOBAL

The elements represent a digital basketball conversation.





PORTRAIT



LANDSCAPE



PORTRAIT



LANDSCAPE





LOGO - OFFICIAL VERSION, COLOURS



CMYK  
RGB

0 / 0 / 90 / 0  
255 / 208 / 57



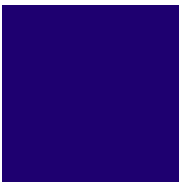
CMYK  
RGB

90 / 0 / 0 / 0  
77 / 209 / 255



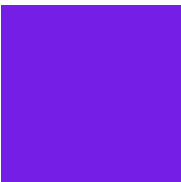
CMYK  
RGB

10 / 100 / 10 / 0  
243 / 15 / 114



CMYK  
RGB

100 / 95 / 15 / 10  
30 / 3 / 110



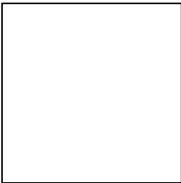
CMYK  
RGB

70 / 95 / 0 / 0  
101 / 36 / 226



CMYK  
RGB

0 / 0 / 0 / 100  
0 / 0 / 0



CMYK  
RGB

0 / 0 / 0 / 0  
255 / 255 / 255



CMYK  
RGB

25 / 35 / 75 / 25  
162 / 133 / 68

LOGO - USAGE ON DIFFERENT BACKGROUNDS



POSITIVE



POSITIVE - NEGATIVE DEFINITION \*It is recommended to take into consideration the logo size and readability.



NAVY



CYAN



ORANGE



YELLOW



GREEN



BLUE





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# TRANSMITTING BASKETBALL TO THE WORLD