

BRAND MANUAL

EDITION 1.0

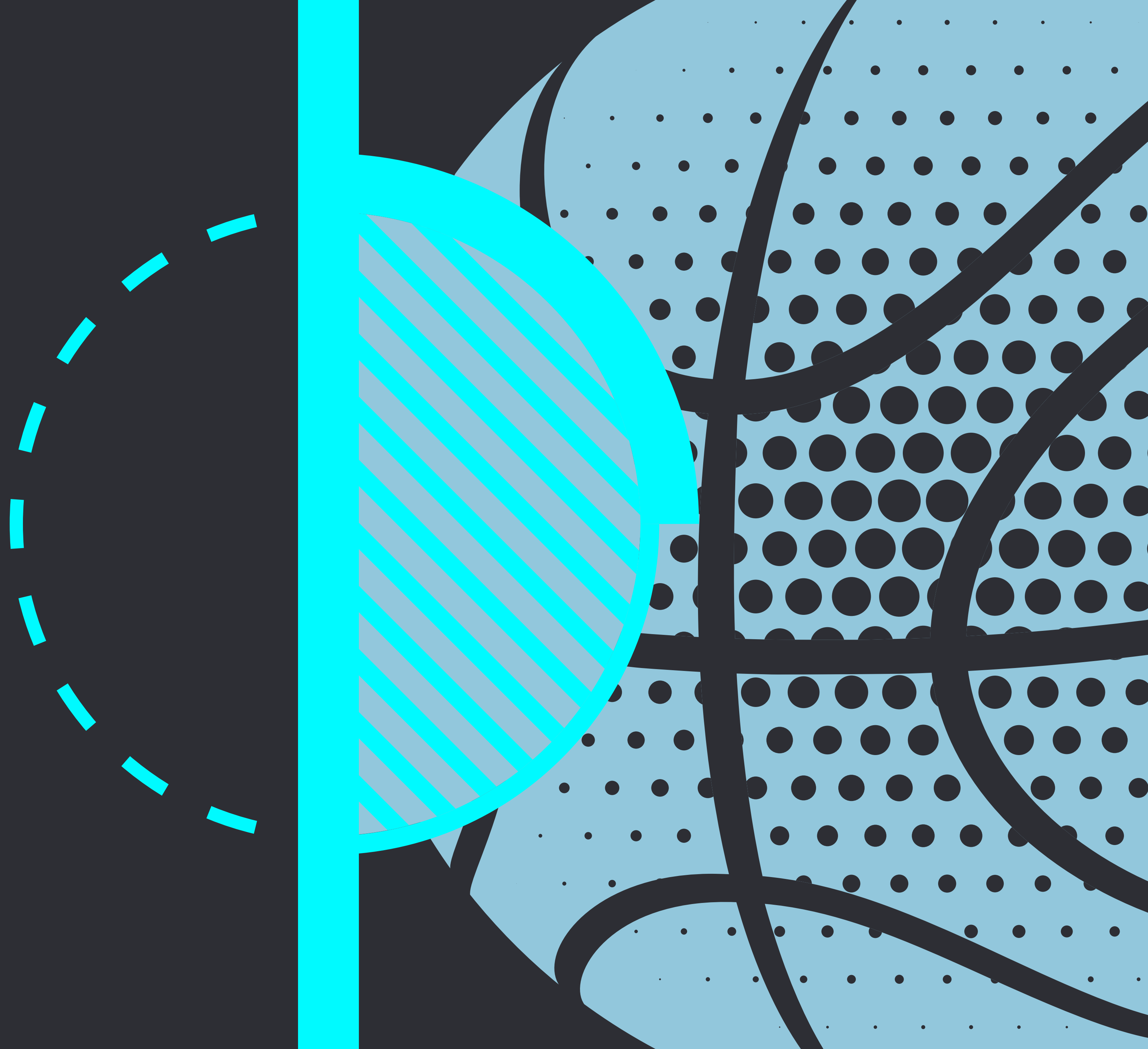


FIBA
EUROBASKET
CYPRUS | FINLAND | POLAND | LATVIA

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1. BRAND OVERVIEW



THE IDEA

There are only very special moments in life that stand out. Those that you will remember forever and will bring memories and emotions so strong that they will leave a special place in your heart. FIBA EUROBASKET 2025 will be the time when each of the players, Hosts and fans will make their moment in history that will stay with them forever.

The visual identity reflects all the elements that come together for this incredible event.

The logo esthetic is comprised of modern graphical elements derived from the event identity and its key attributes: the Hosts, the game, the trophy and the moment. Elements have a simple, slick architectural construction. Strong and bold appearance is crucial for the overall look. Unmistakable recognition will last for years to come.

ASSETS OVERVIEW

An overview of the assets that comprise the FIBA EuroBasket 2025 brand.

THE LOGO



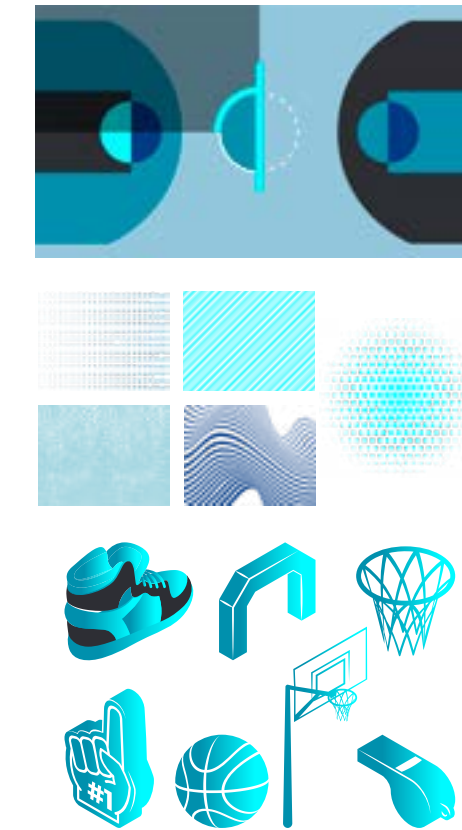
TYPOGRAPHY



COLOR PALETTE



BRAND IDENTITY ELEMENTS



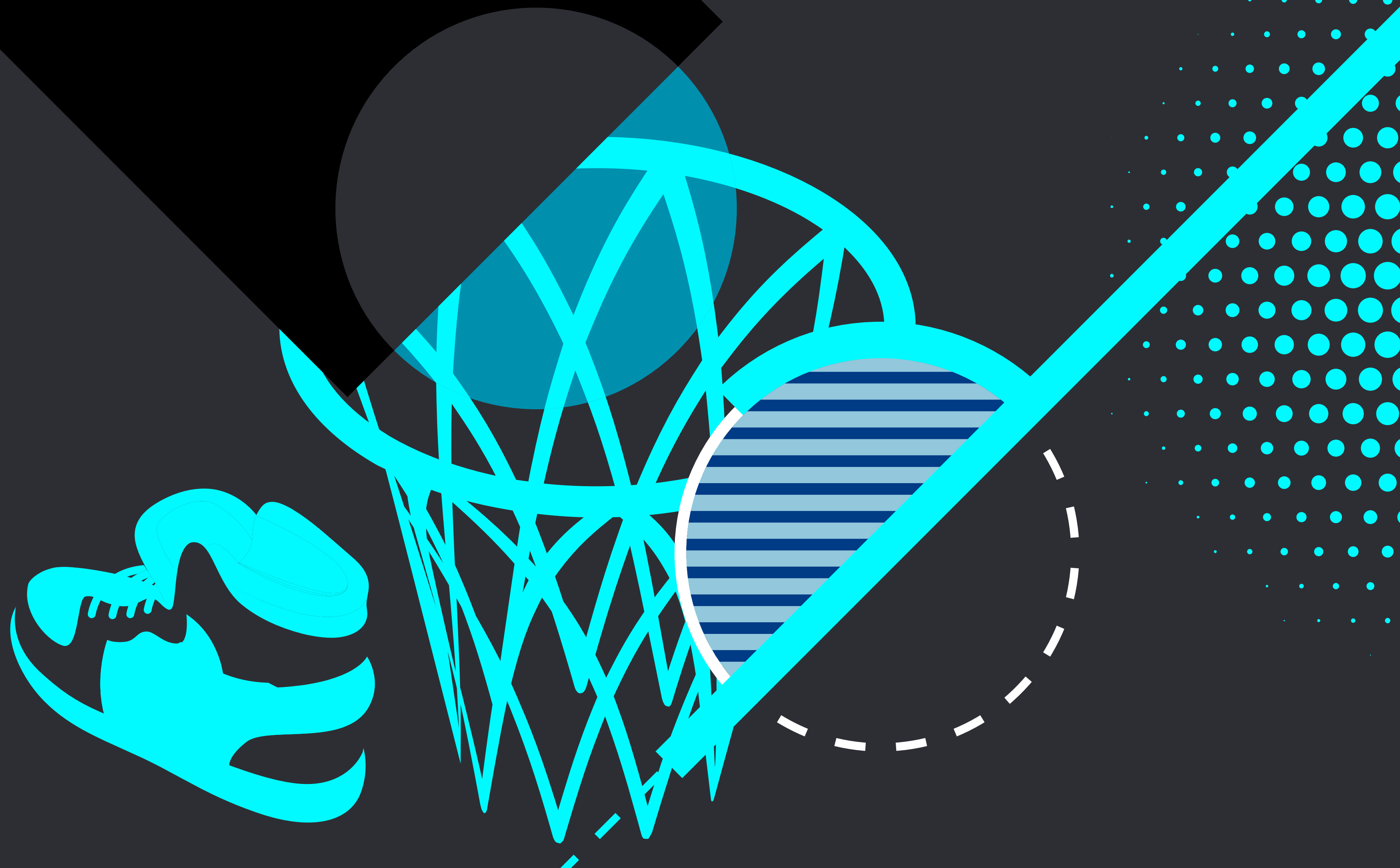
USAGE EXAMPLES

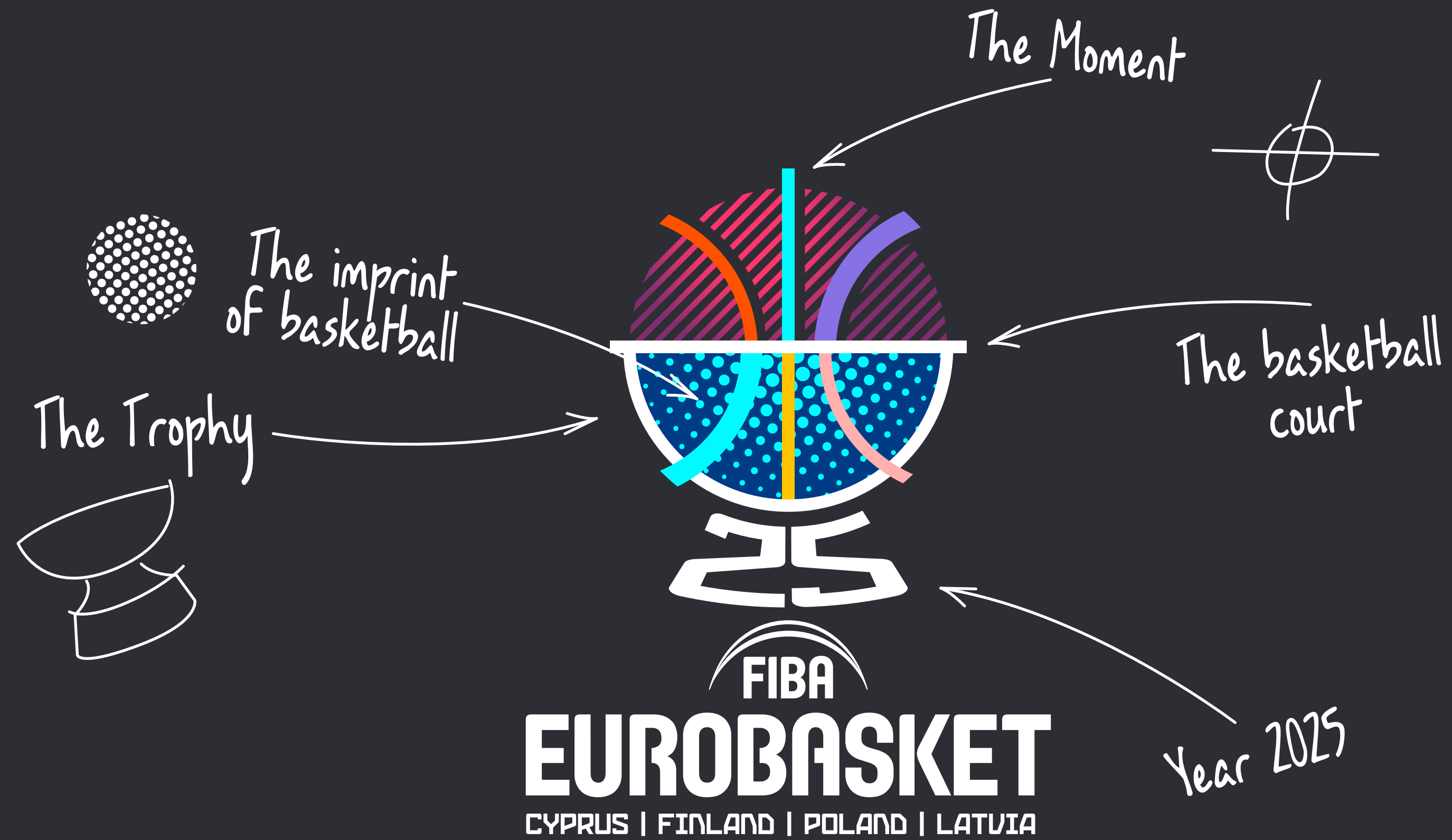


MAKE
YOUR
MOMENT

Make your Moment
is a graphical
placeholder for
future slogan
and headlines

2. LOGO





LOGO

The logo consists of three components combined as:

- Symbol
- Permanent Competition Mark
- Host Countries

The logo must always be applied using the official files. The files must not be altered in any way, nor can the components be used as individual assets.

These guidelines must be used in combination with the logo files provided.



SYMBOL

**PERMANENT
COMPETITION MARK**

HOST COUNTRIES

LOGO / PORTRAIT VERSION

The portrait version in full color is the standard version for usage on most screen and print applications.

The flat color logo is to be used on special applications where production specification indicates the usage of flat color variant.

The one color option should only be used when full or flat color reproduction is not feasible.

FULL COLOR



FLAT COLOR



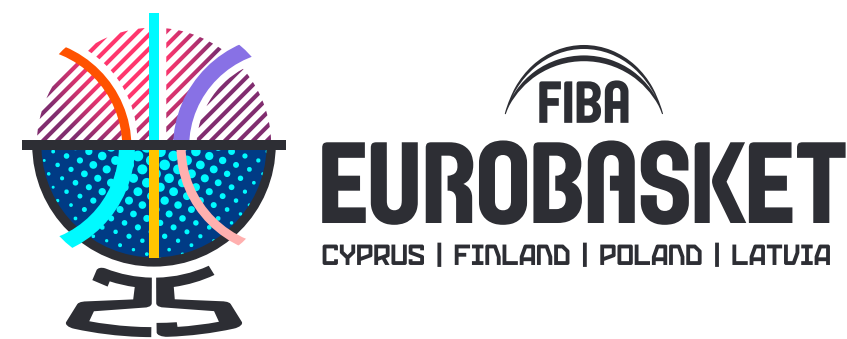
ONE COLOR



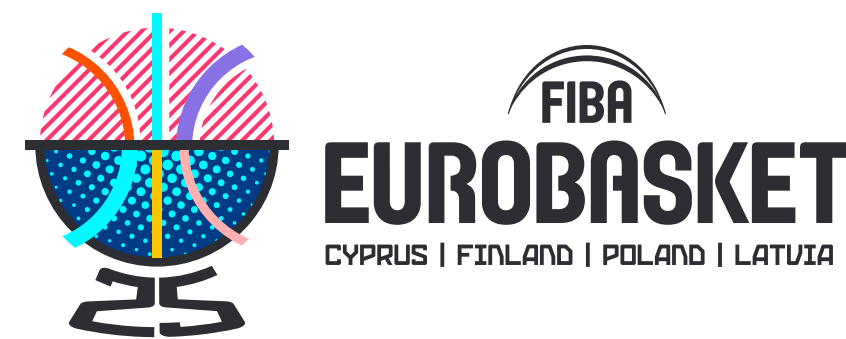
LOGO / LANDSCAPE VERSION

The landscape version of the logo is used when it facilitates the positioning within an application, mostly in horizontal formats.

FULL COLOR



FLAT COLOR



ONE COLOR



LOGO / FULL COLOR VERSION

The full color positive version is to be used on white or light color backgrounds.
Negative versions are to be used on ice blue, dark or busy backgrounds.

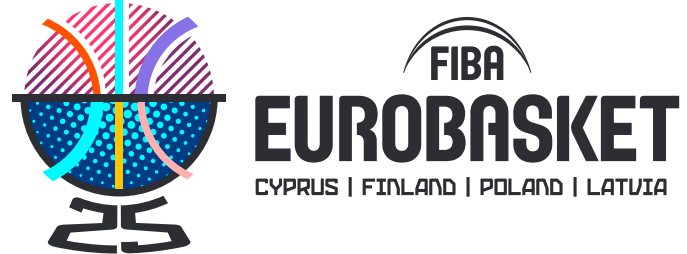
**FULL COLOR PORTRAIT
POSITIVE**



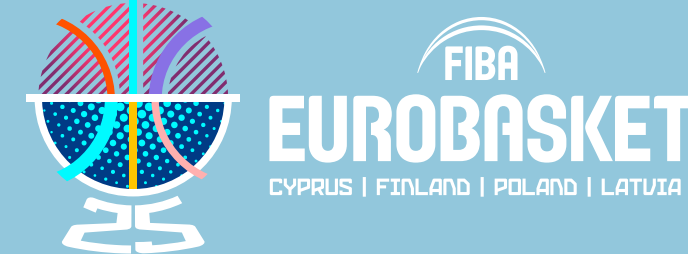
**FULL COLOR PORTRAIT
NEGATIVE / ICE BLUE BACKGROUND**



**FULL COLOR PORTRAIT
NEGATIVE**



**FULL COLOR LANDSCAPE
POSITIVE**



**FULL COLOR LANDSCAPE
NEGATIVE / ICE BLUE BACKGROUND**



**FULL COLOR LANDSCAPE
NEGATIVE**

LOGO / FLAT COLOR VERSION

Flat color positive version is to be used on white or light color backgrounds, where full color logo version cannot be used.

Negative version is to be used on dark or busy backgrounds.

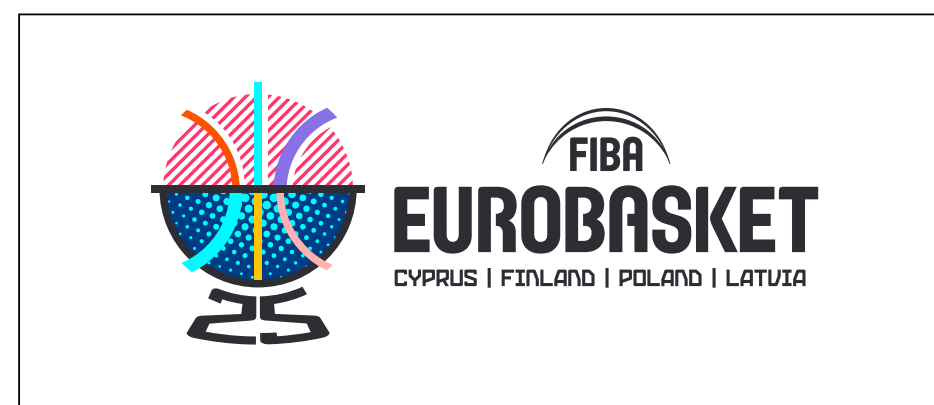
**FLAT COLOR PORTRAIT
POSITIVE**



**FLAT COLOR PORTRAIT
NEGATIVE / ICE BLUE BACKGROUND**



**FLAT COLOR PORTRAIT
NEGATIVE**



**FLAT COLOR LANDSCAPE
POSITIVE**



**FLAT COLOR LANDSCAPE
NEGATIVE / ICE BLUE BACKGROUND**



**FLAT COLOR LANDSCAPE
NEGATIVE**

The one color option should only be used when full or flat color reproduction is not feasible.

ONE COLOR PORTRAIT POSITIVE



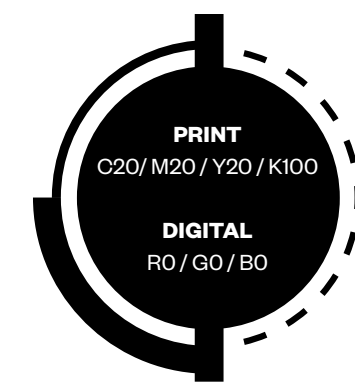
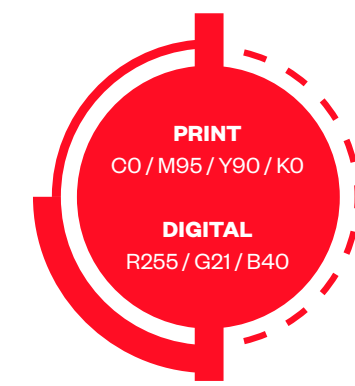
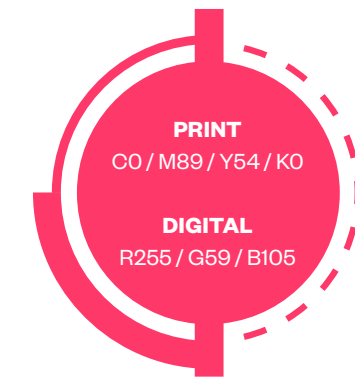
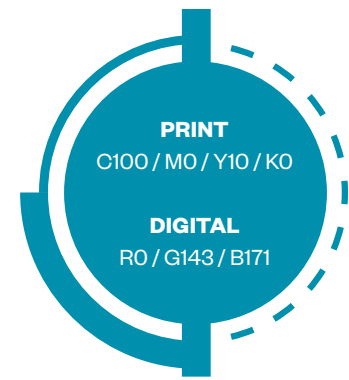
ONE COLOR PORTRAIT NEGATIVE



ONE COLOR LANDSCAPE POSITIVE

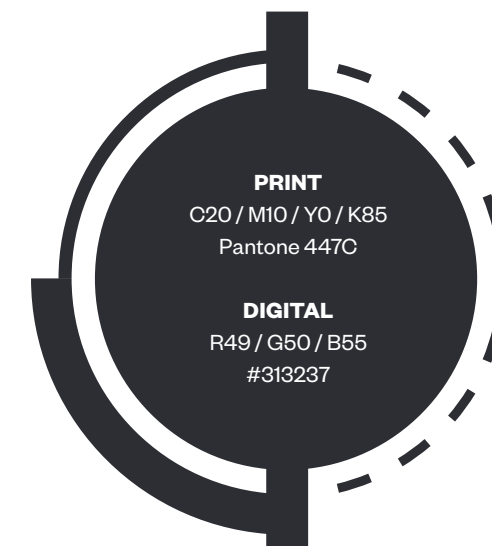
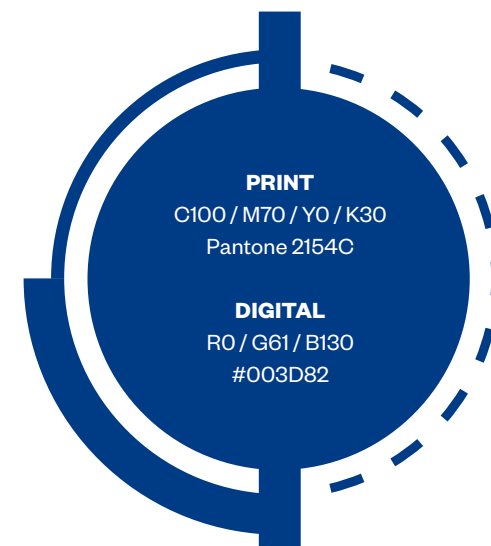
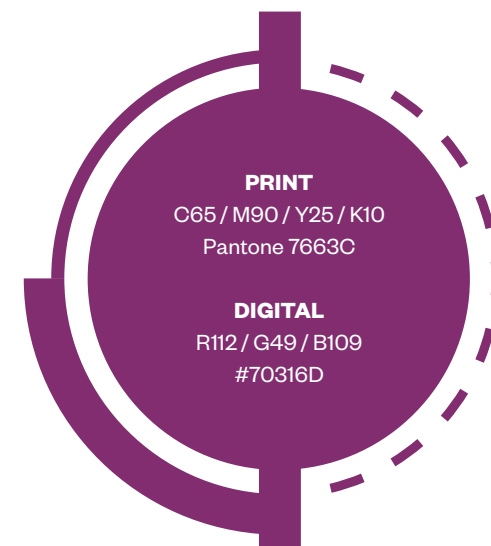
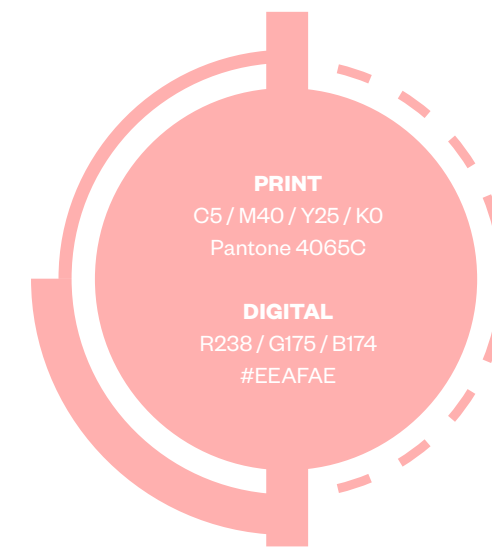
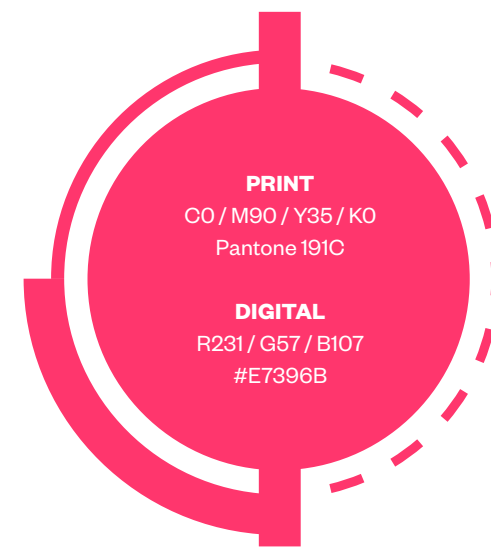
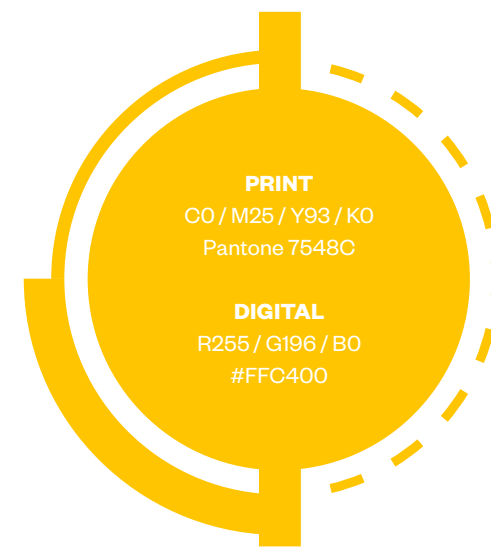


ONE COLOR LANDSCAPE NEGATIVE



LOGO / COLOR PALETTE

We have nine different colors in the logo. It is important to use the logo's color palette for accurate reproduction. The following specifications can be applied to obtain consistent colors across a broad range of media.



This is a special variation of the FIBA EuroBasket 2025 logo used only for VIP applications.

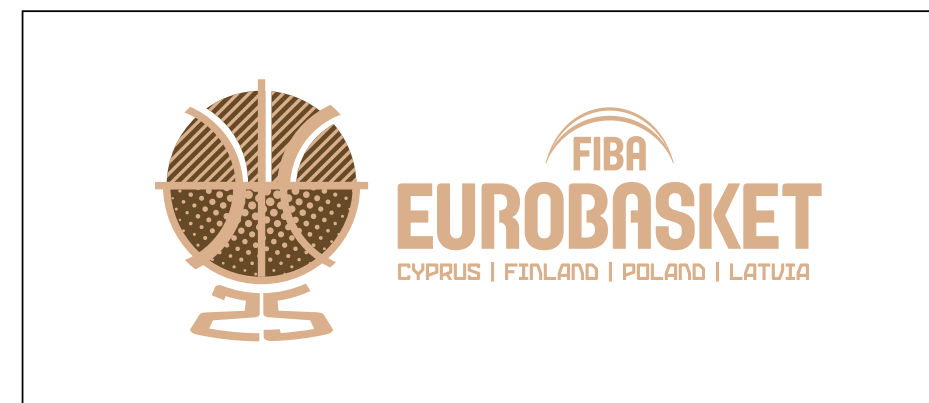
**VIP LOGO
PORTRAIT POSITIVE**



**VIP LOGO
PORTRAIT NEGATIVE**



**VIP LOGO
LANDSCAPE POSITIVE**



**VIP LOGO
LANDSCAPE NEGATIVE**



LOGO / COMPETITION WORDMARK

For applications where the usage of the logo with the symbol is not possible due to lack of space, the wordmark can be used. The wordmark is composed of:

- Permanent Competition Wordmark
- Host Countries

POSITIVE



NEGATIVE / ICE BLUE BACKGROUND



NEGATIVE



POSITIVE / ONLY FOR VIP



NEGATIVE / ICE BLUE BACKGROUND / ONLY FOR VIP



NEGATIVE / ONLY FOR VIP



LOGO / MINIMUM DIMENSIONS

Below are the minimum recommended widths.
The logo should never be smaller than this,
otherwise it will lose its legibility.

PRINT



DIGITAL



LOGO / CLEAR AREA

To ensure that the FIBA EuroBasket 2025 logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around it. The height of the letter 'E' is the minimum exclusion area that has been created around the logo to ensure visibility and distinctiveness.



E = EUROBASKET



White background - POSITIVE



It is recommended to take into consideration the logo size and readability.

Dark background - NEGATIVE



Black background



Anthracite background



Ice background



Colored backgrounds

Special logo application on Pink/Fuchsia or busy background.



Do not distort the logo.



Do not change the colors of the logo.



Do not delete parts of the logo.



Do not change the font of the logo.



Do not place the logo over an unofficial color.



Do not place the logo in a holding shape.

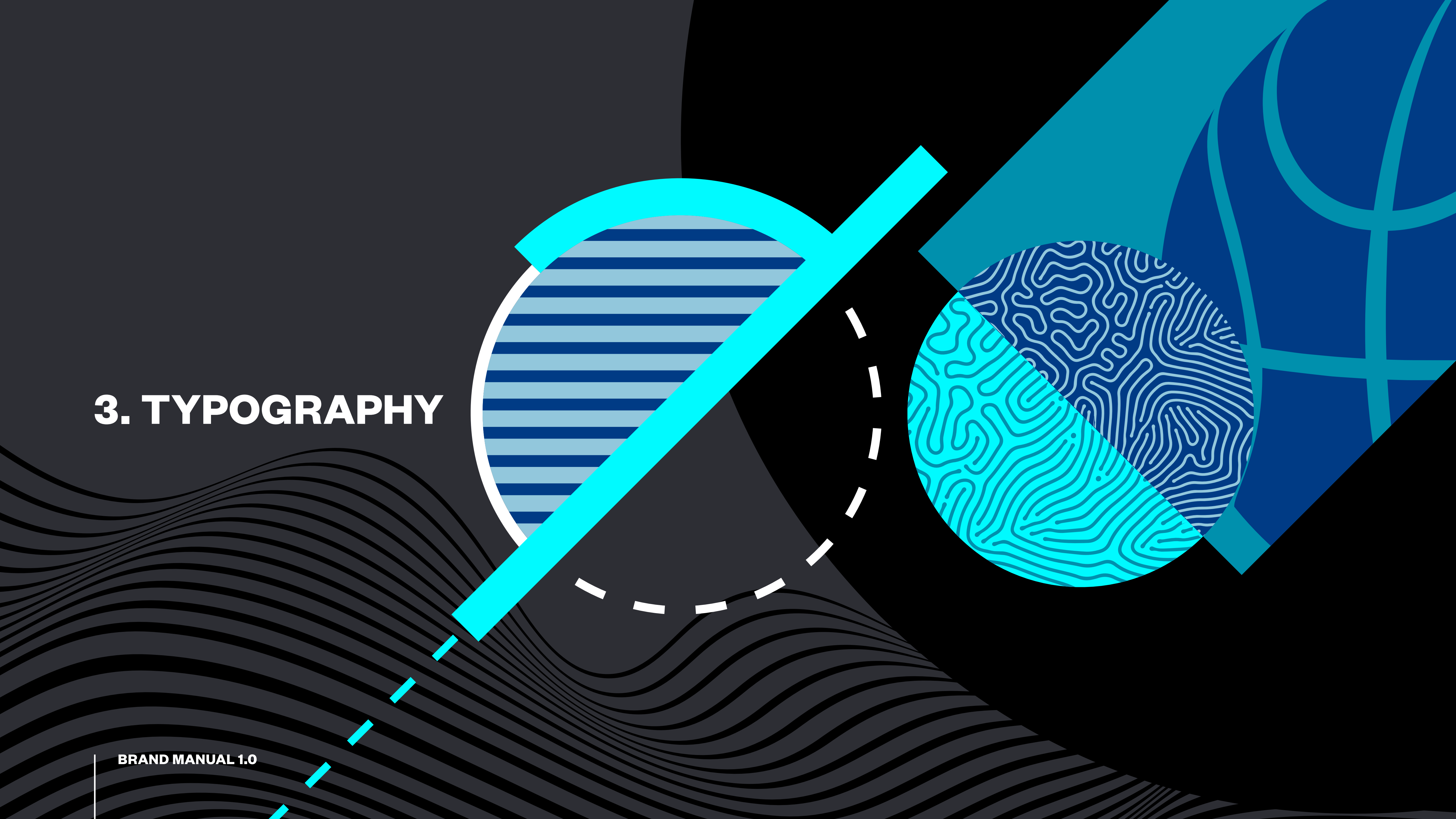


Do not resize parts of the logo.



Do not place the logo over complex backgrounds.

3. TYPOGRAPHY



The typography is in harmony with the graphical elements which are rather geometrical and clean. The BD CENTRAL (Büro Destruct) font brings strong character, energy and a modern feel. It is indisputably recognisable and bold. This typeface rounds the identity and makes the branding unmistakably familiar during the event and in the future.

Only UPPER CASE must be used for all applications.

BD CENTRAL

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789#?!&

MAKE YOUR MOMENT Make your Moment is a graphical placeholder for future slogan and headlines



The secondary typography to be used is Univers.
It is available in different variations, from Roman,
Bold, Condensed and Oblique. It complements the
official typography and is meant to be widely used
in body copy and online.

UNIVERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789#?!&

UNIVERS
Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS
Condensed

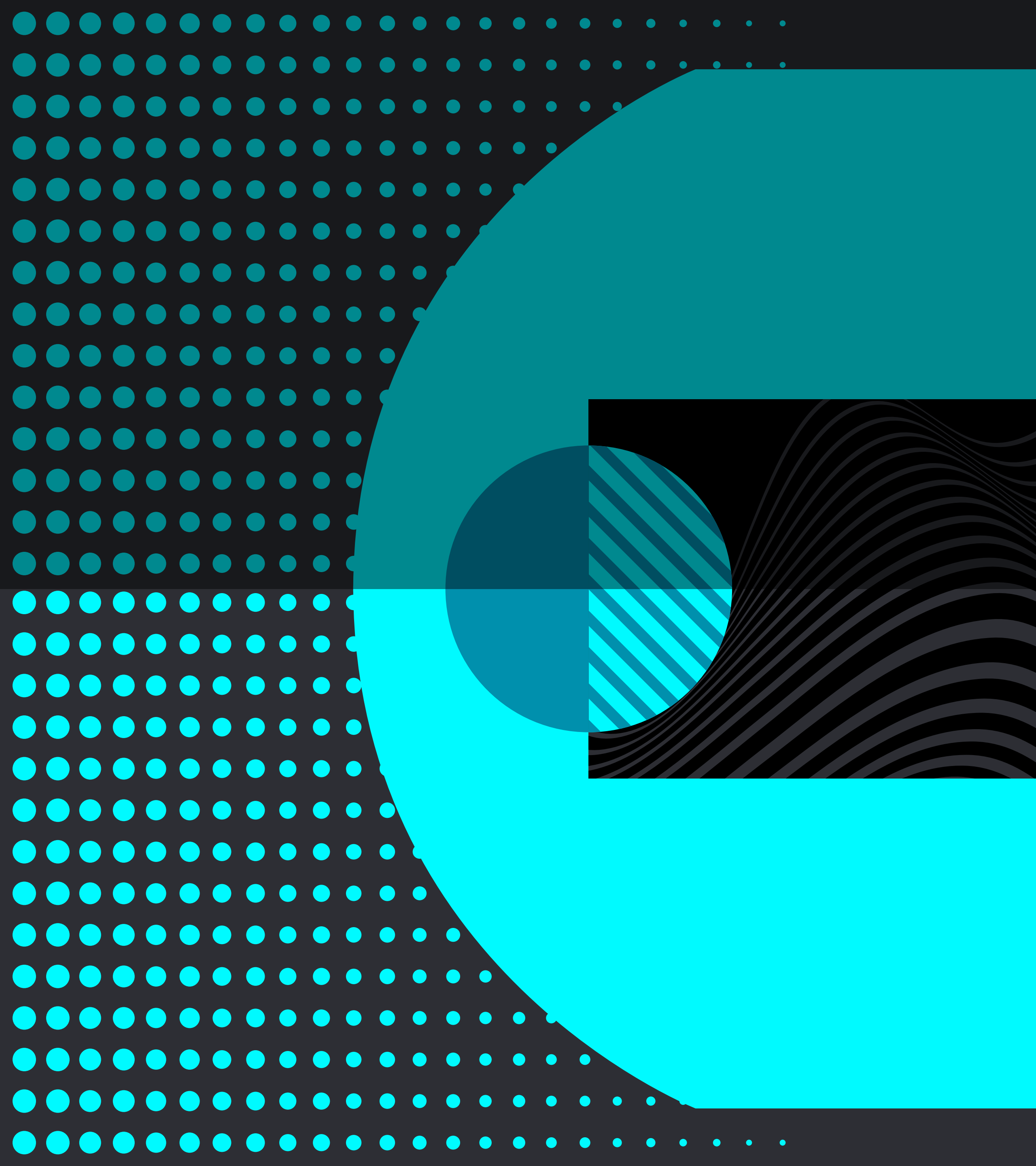
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS
Oblique

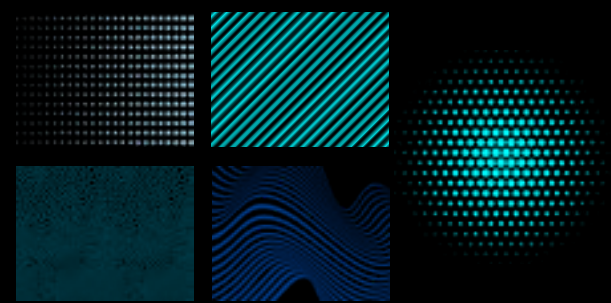
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



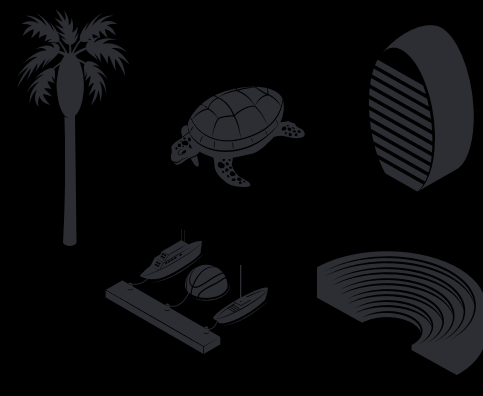
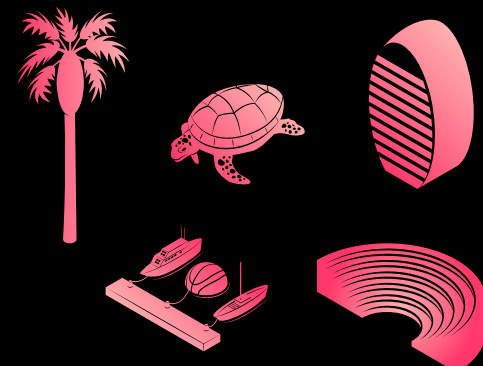
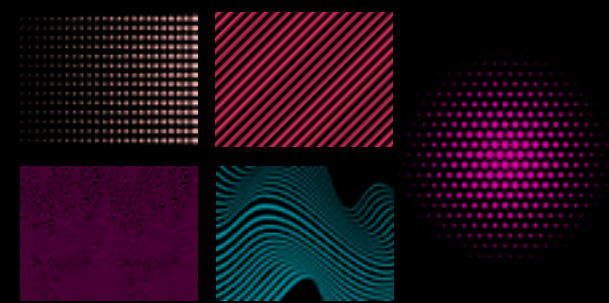
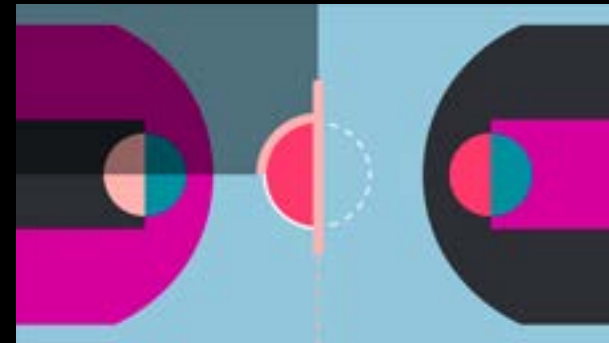
4. BRAND IDENTITY ELEMENTS



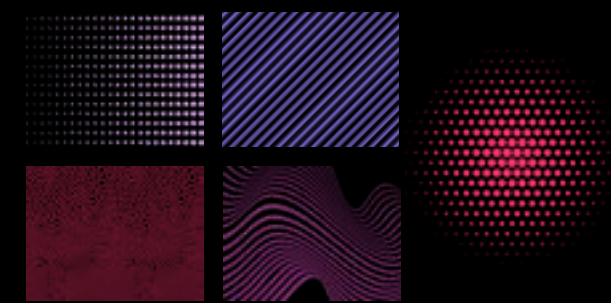
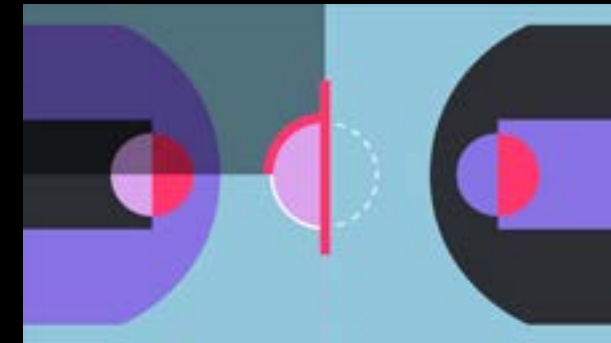
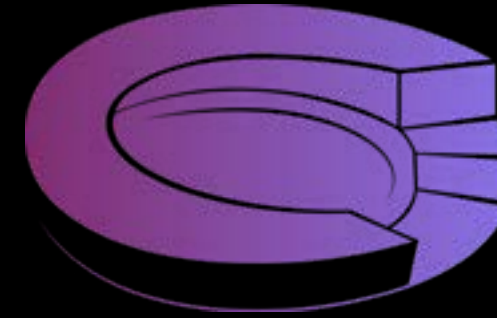
GLOBAL COLORS



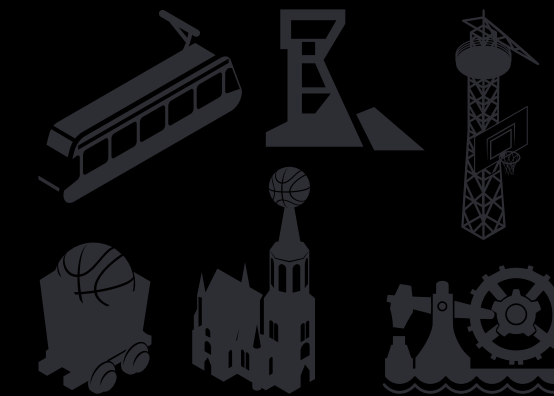
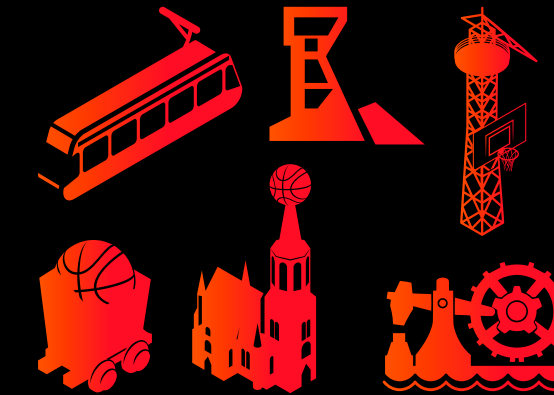
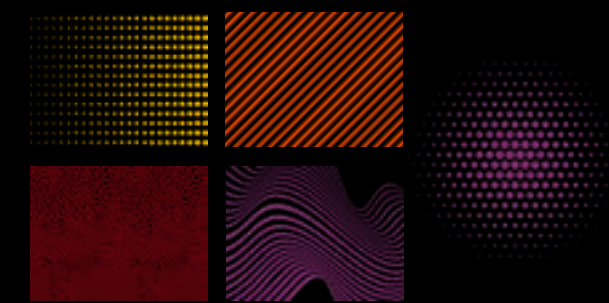
LIMASSOL, CYPRUS



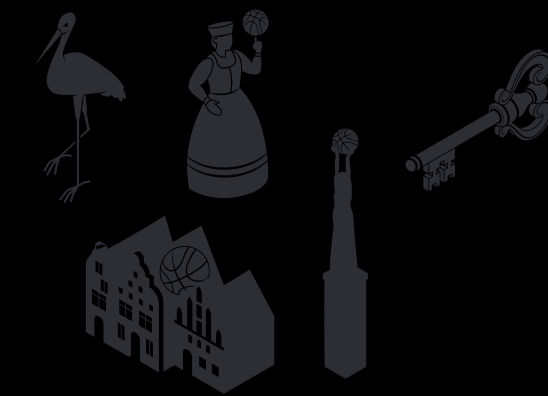
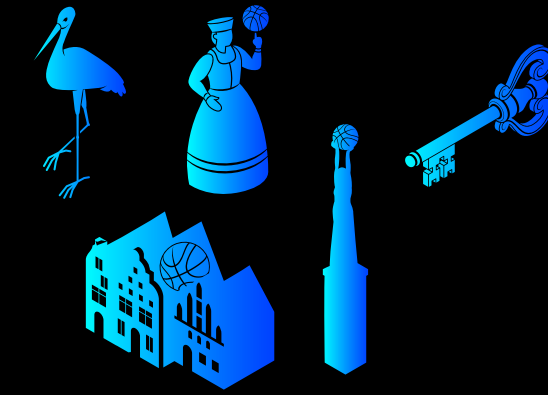
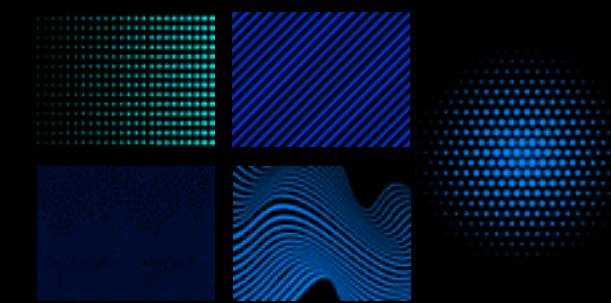
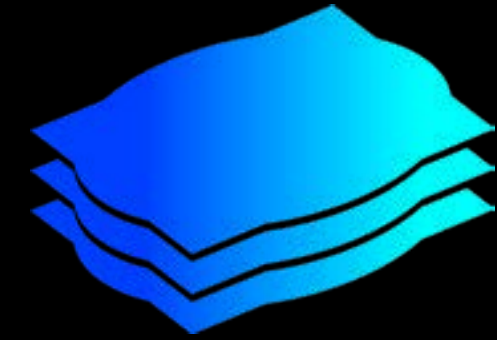
TAMPERE, FINLAND



KATOWICE, POLAND



RIGA, LATVIA



COLOR PALETTE

GLOBAL COLORS

PRINT C30 / M0 / Y0 / K20	DIGITAL R162 / G198 / B218
PRINT C70 / M0 / Y10 / K0	DIGITAL R15 / G250 / B255
PRINT C100 / M0 / Y10 / K0	DIGITAL R0 / G143 / B171
PRINT C100 / M70 / Y0 / K30	DIGITAL R0 / G61 / B130

LIMASSOL, CYPRUS

PRINT C0 / M39 / Y23 / K0	DIGITAL R238 / G175 / B174
PRINT C0 / M89 / Y54 / K0	DIGITAL R255 / G59 / B105
PRINT C26 / M94 / Y0 / K0	DIGITAL R184 / G0 / B153
PRINT C100 / M0 / Y30 / K0	DIGITAL R0 / G143 / B156

TAMPERE, FINLAND

PRINT C26 / M44 / Y0 / K0	DIGITAL R204 / G162 / B235
PRINT C55 / M55 / Y0 / K0	DIGITAL R129 / G113 / B225
PRINT C0 / M89 / Y44 / K0	DIGITAL R231 / G57 / B107
PRINT C47 / M89 / Y9 / K22	DIGITAL R112 / G49 / B109

KATOWICE, POLAND

PRINT C0 / M15 / Y100 / K0	DIGITAL R255 / G196 / B0
PRINT C0 / M75 / Y95 / K0	DIGITAL R255 / G83 / B0
PRINT C0 / M95 / Y90 / K0	DIGITAL R255 / G21 / B40
PRINT C65 / M100 / Y10 / K20	DIGITAL R112 / G49 / B109

RIGA, LATVIA

PRINT C55 / M0 / Y10 / K0	DIGITAL R70 / G250 / B254
PRINT C100 / M65 / Y0 / K0	DIGITAL R26 / G66 / B252
PRINT C100 / M80 / Y0 / K30	DIGITAL R11 / G44 / B142
PRINT C95 / M5 / Y0 / K0	DIGITAL R38 / G129 / B252

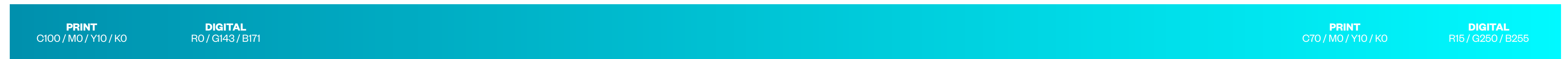
RIGA, LATVIA 2

PRINT C55 / M0 / Y10 / K0	DIGITAL R70 / G250 / B254
PRINT C100 / M65 / Y0 / K0	DIGITAL R26 / G66 / B252
PRINT C100 / M80 / Y0 / K30	DIGITAL R11 / G44 / B142
PRINT C83 / M20 / Y0 / K0	DIGITAL R0 / G114 / B210
PRINT C0 / M85 / Y60 / K0	DIGITAL R255 / G112 / B92
PRINT C0 / M95 / Y95 / K0	DIGITAL R255 / G0 / B0

BASE COLORS

PRINT C20 / M20 / Y20 / K100	DIGITAL R0 / G0 / B0
PRINT C20 / M10 / Y0 / K85	DIGITAL R49 / G50 / B55
PRINT C30 / M0 / Y0 / K20	DIGITAL R162 / G198 / B218

GLOBAL



LIMASSOL, CYPRUS



TAMPERE, FINLAND



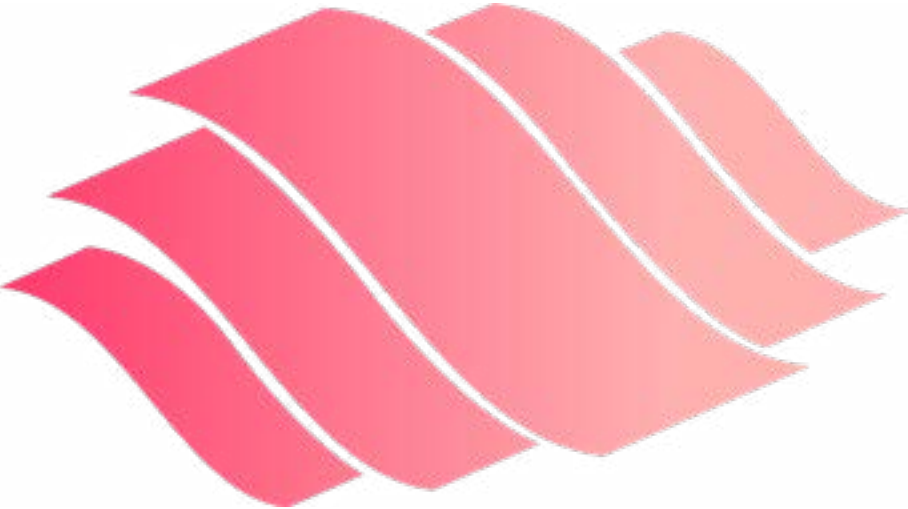
KATOWICE, POLAND



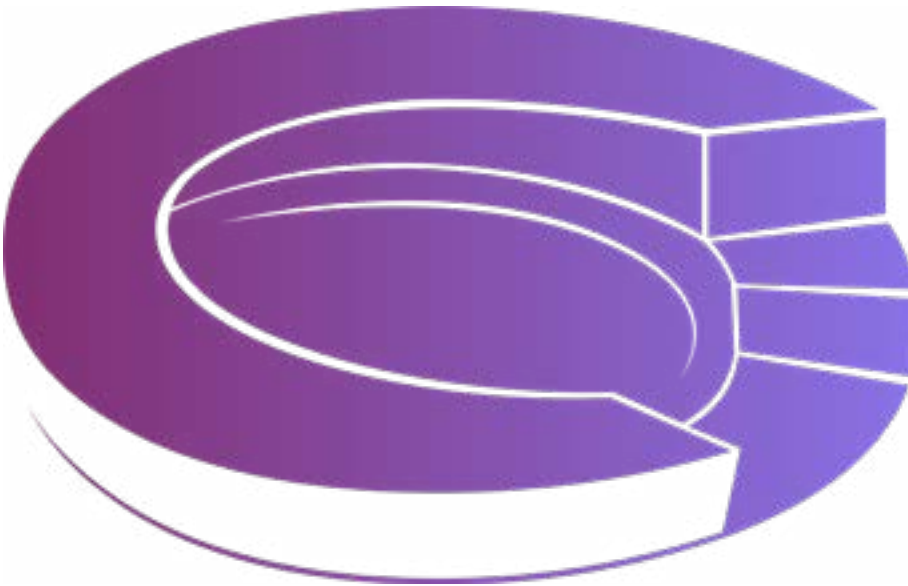
RIGA, LATVIA



LIMASSOL, CYPRUS



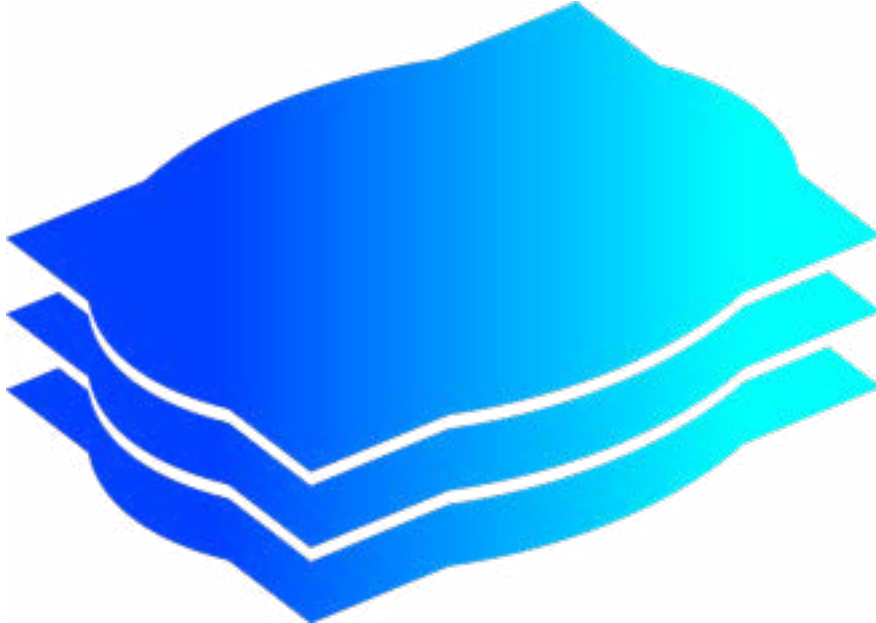
TAMPERE, FINLAND



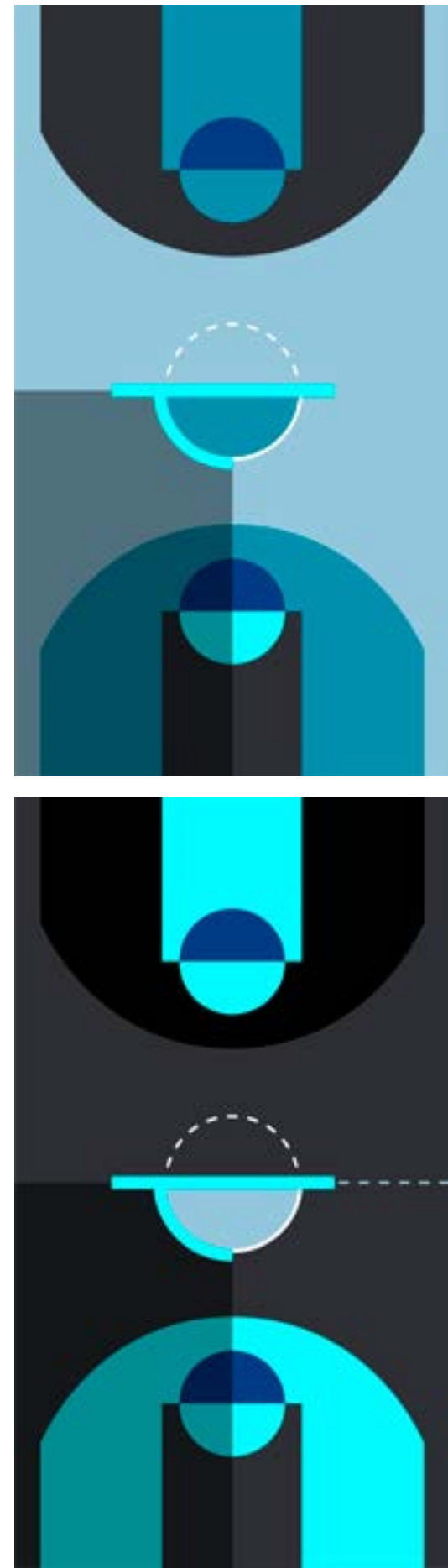
KATOWICE, POLAND



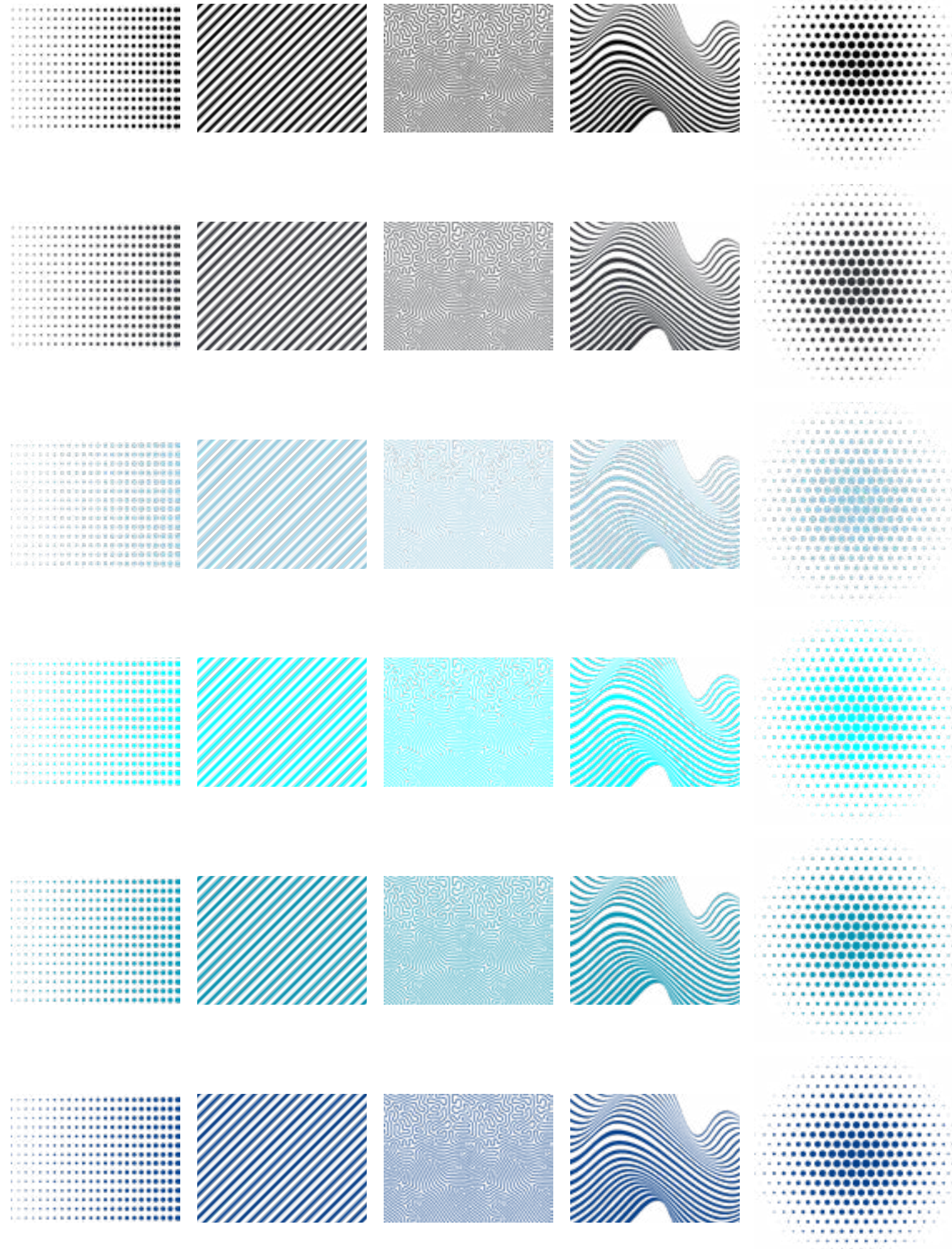
RIGA, LATVIA



COURT



PATTERNS



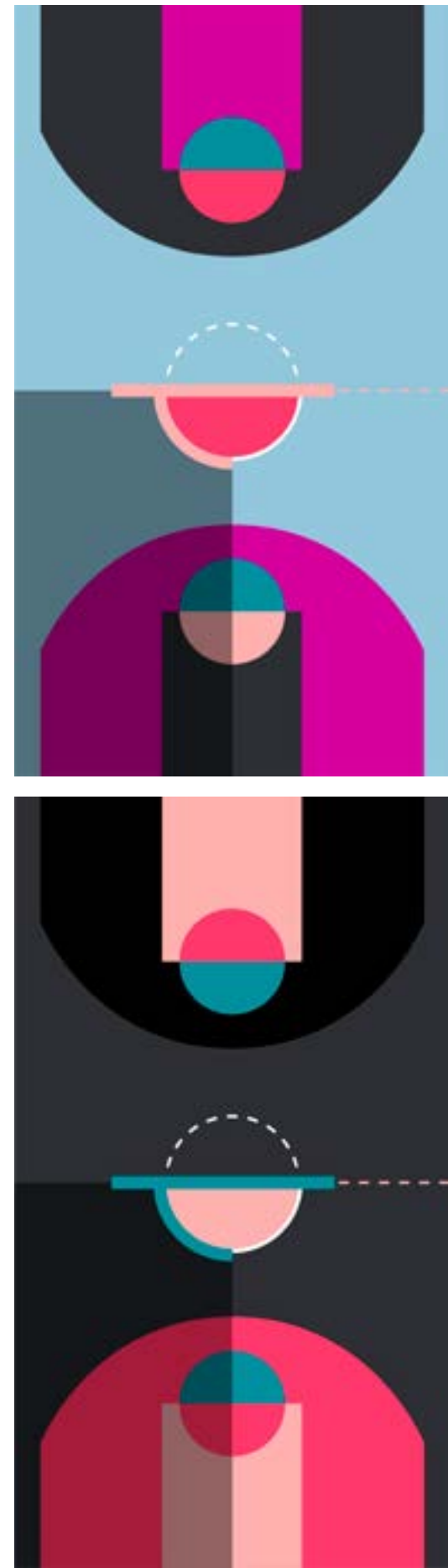
ICONS / GRADIENT



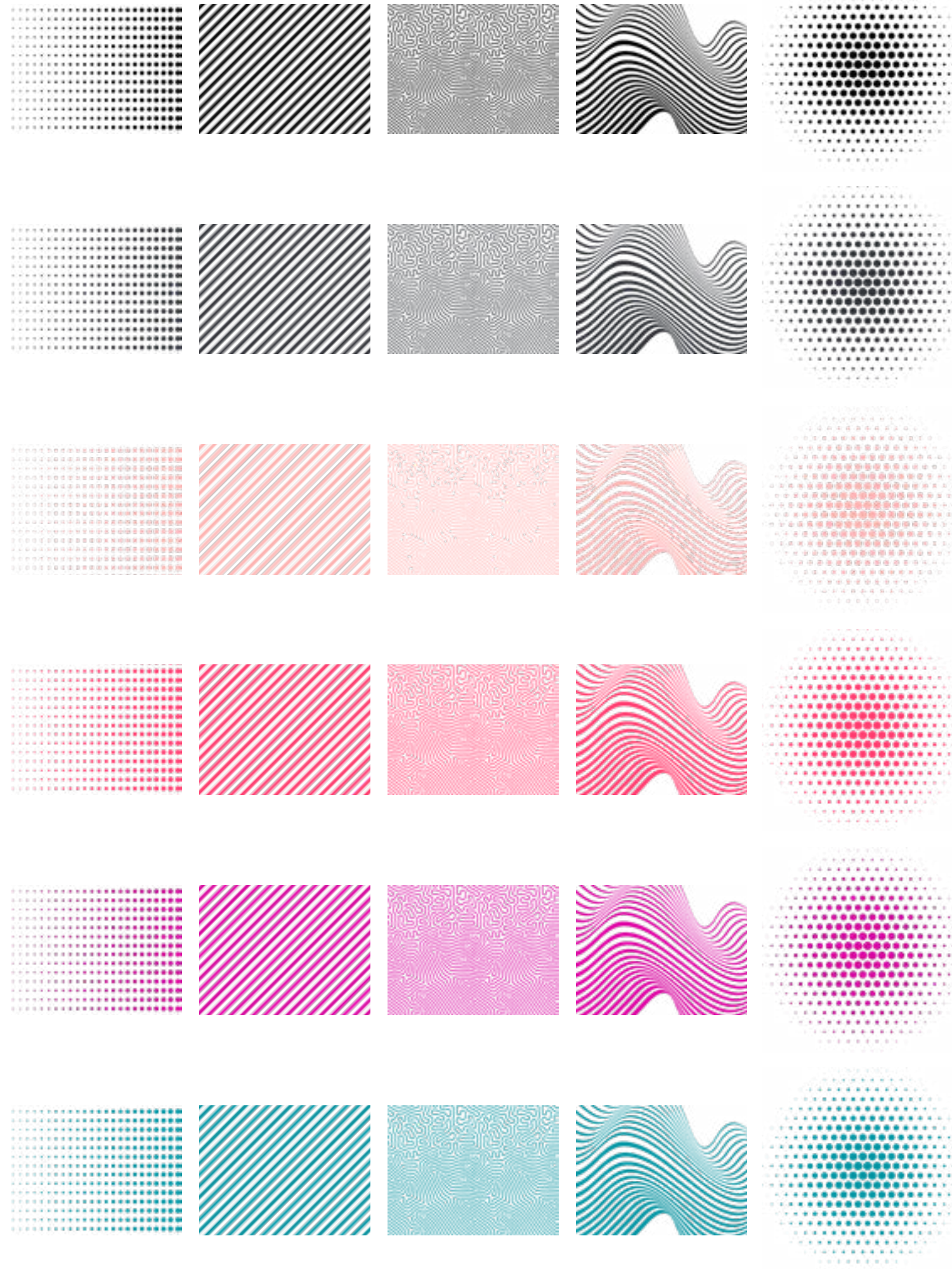
ICONS / SOLID COLORS



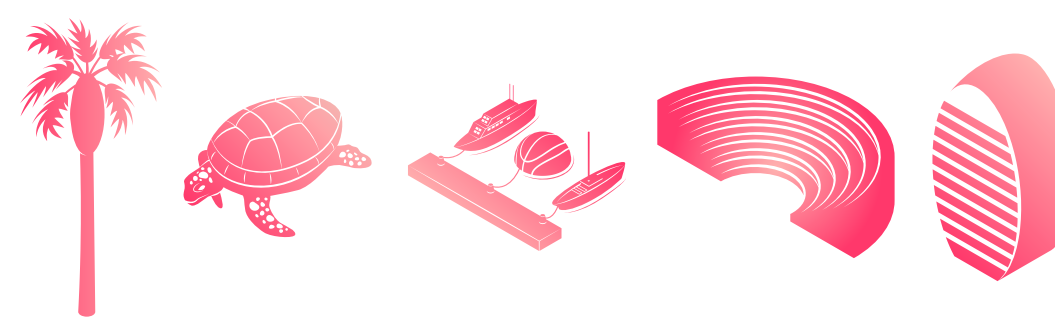
COURT



PATTERNS



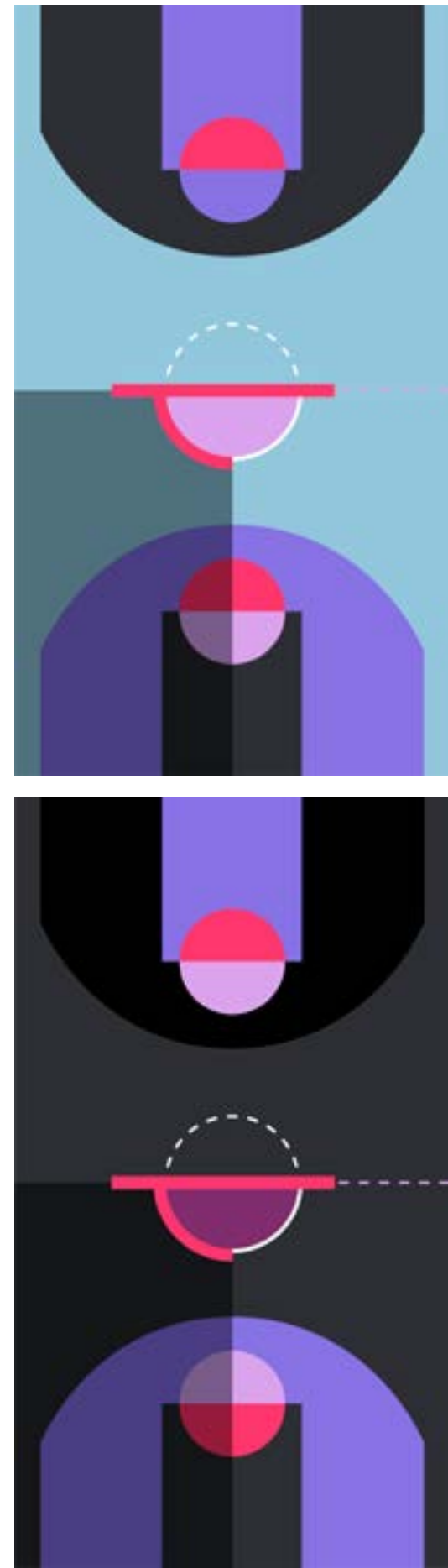
ICONS / GRADIENT



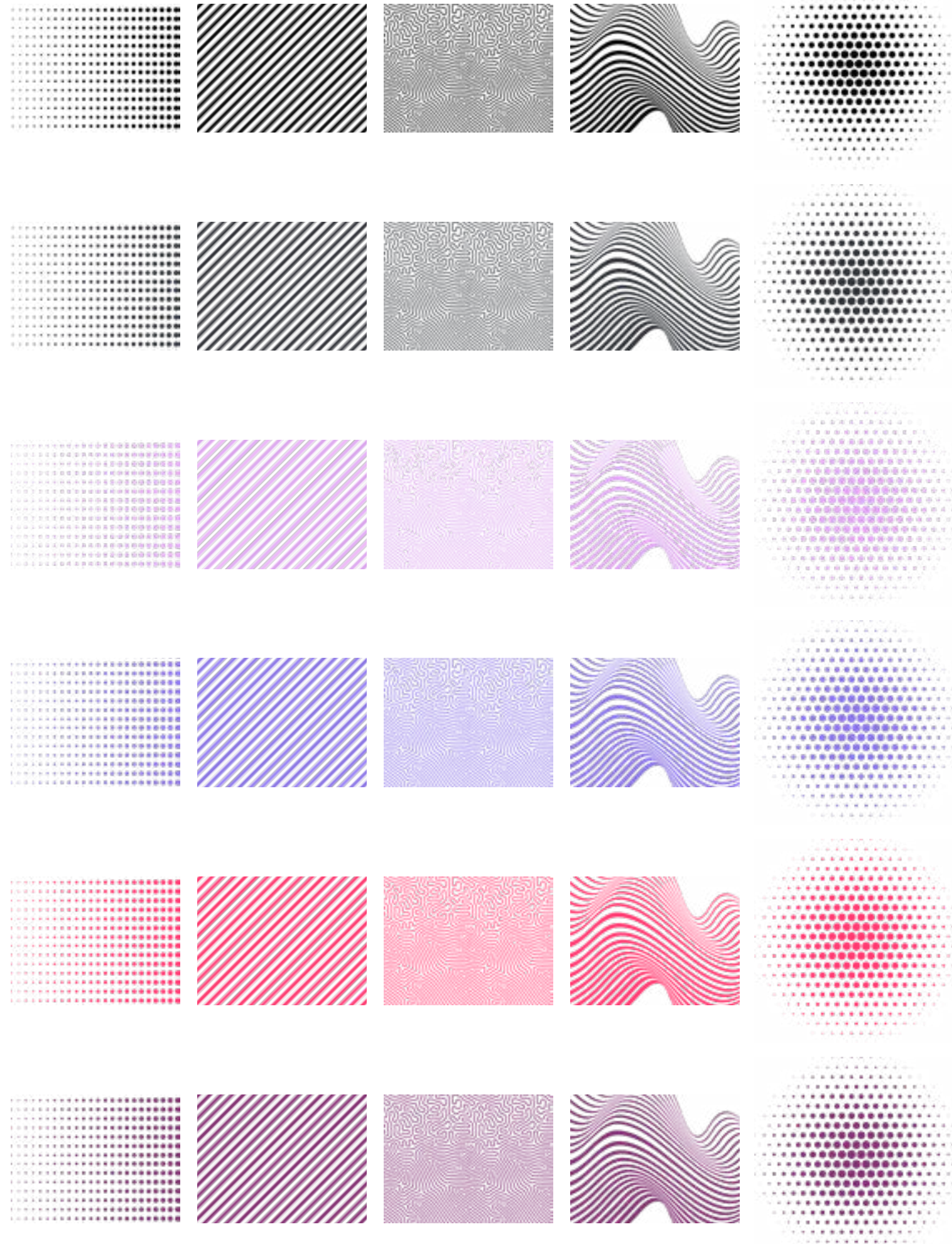
ICONS / SOLID COLORS



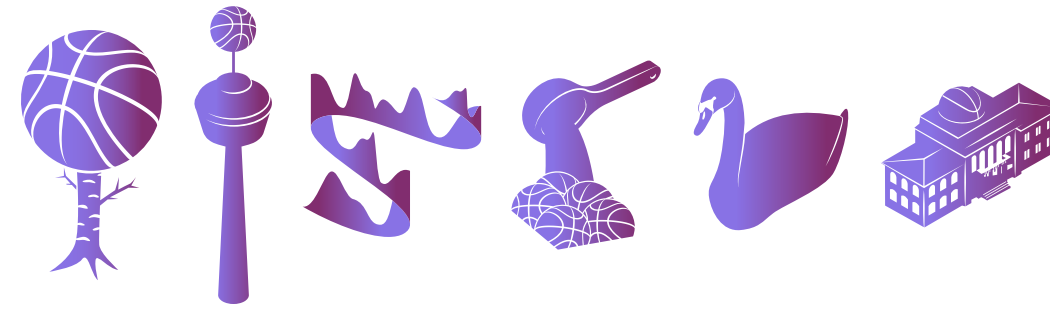
COURT



PATTERNS



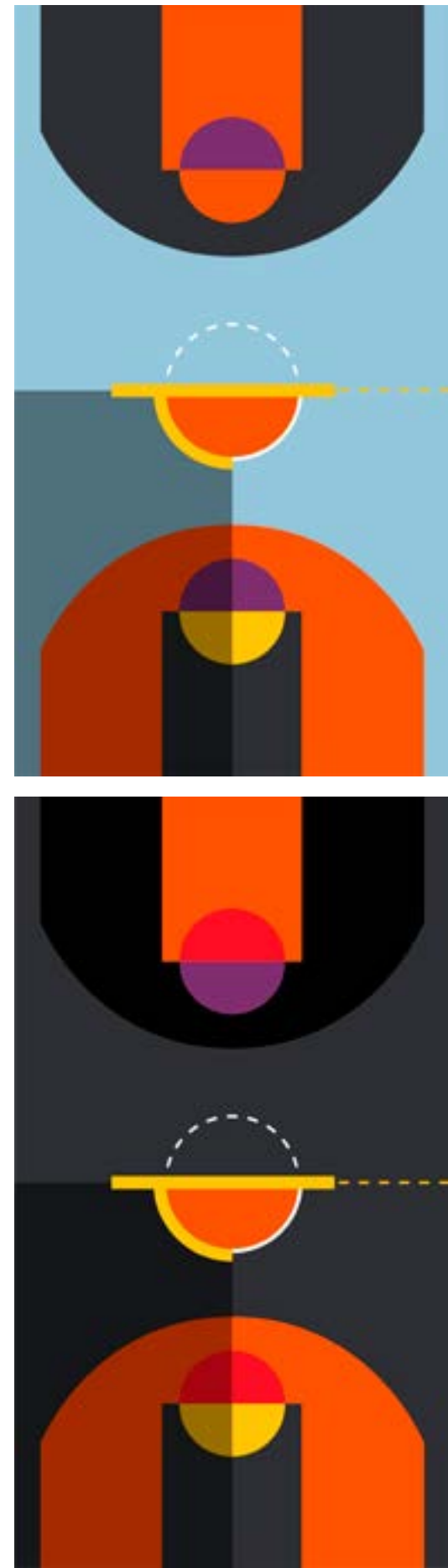
ICONS / GRADIENT



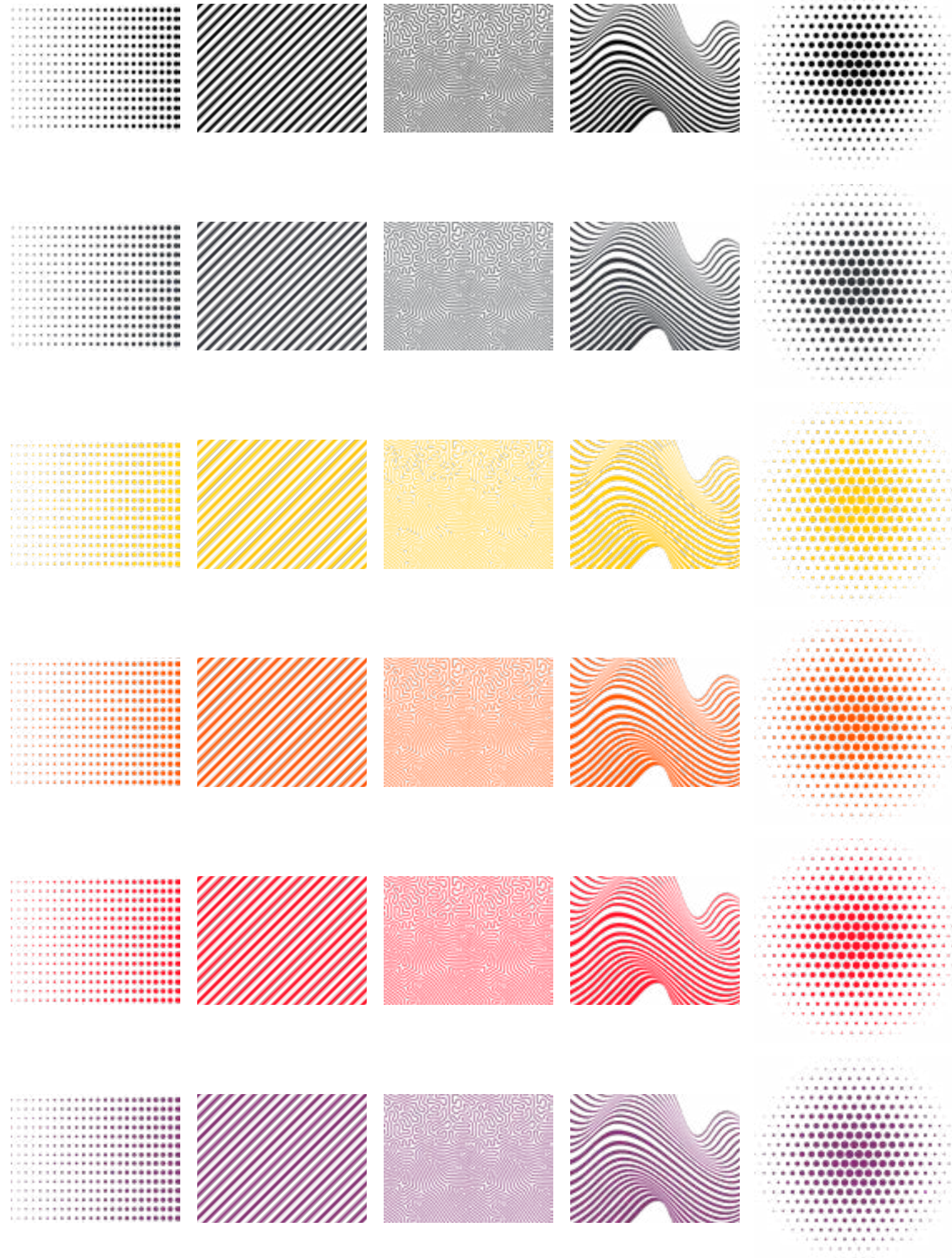
ICONS / SOLID COLORS



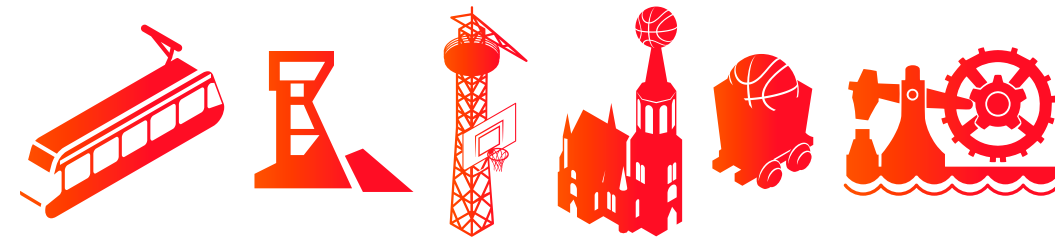
COURT



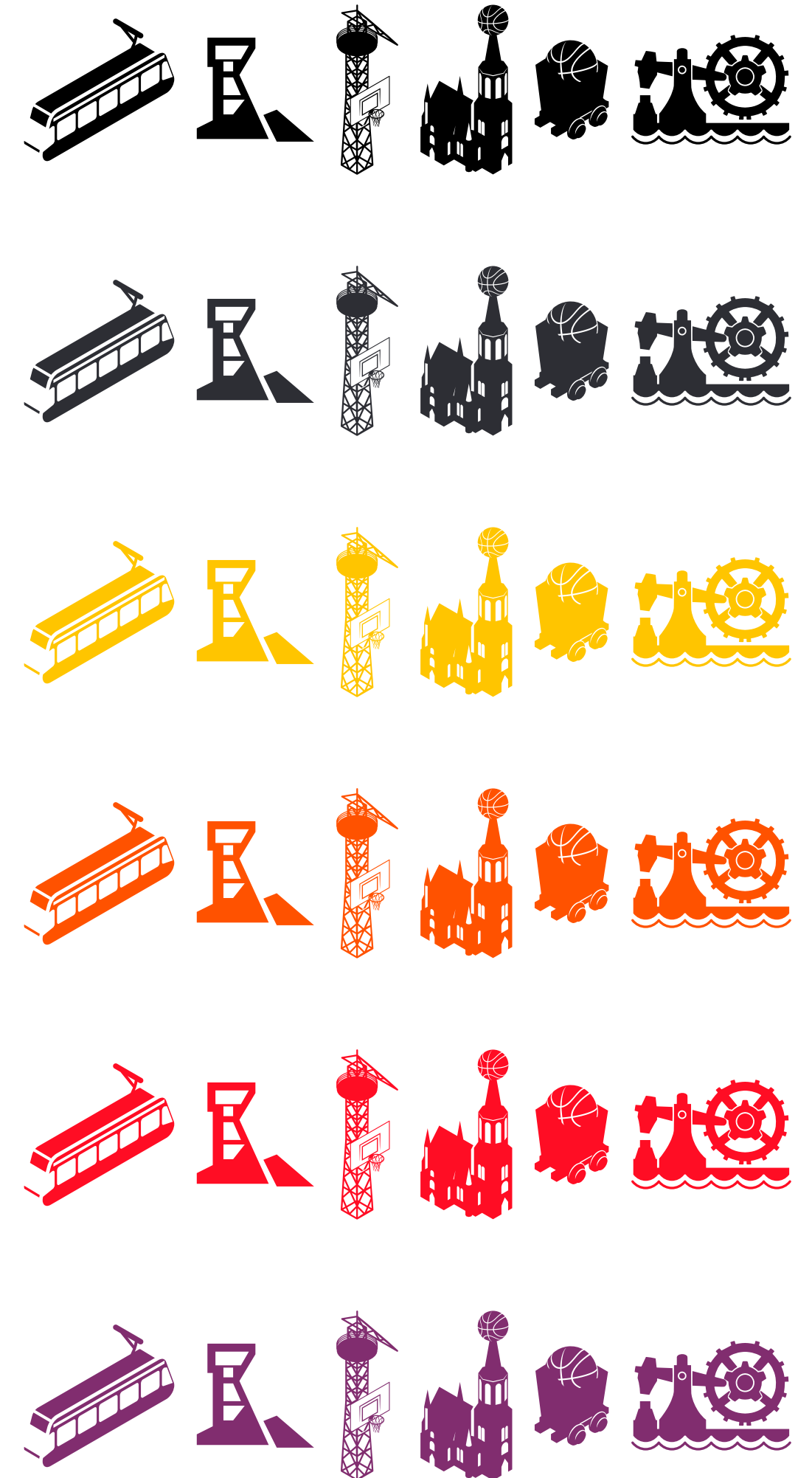
PATTERNS



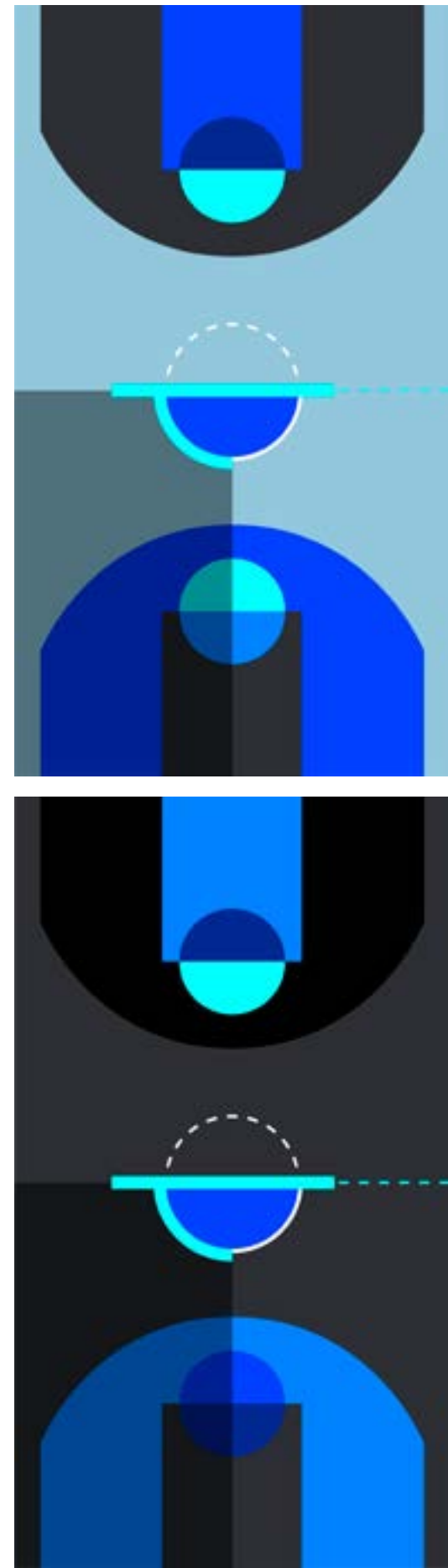
ICONS / GRADIENT



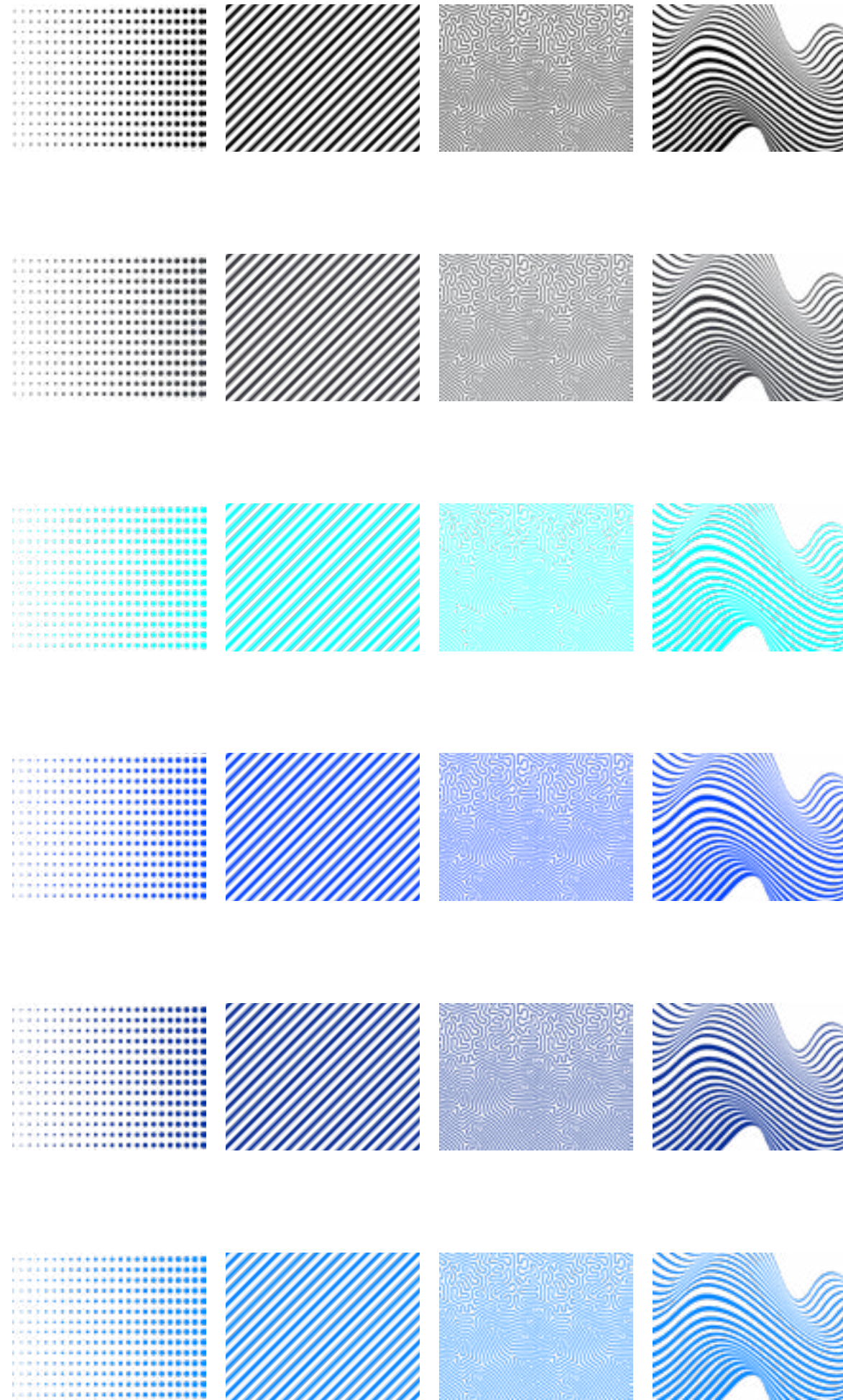
ICONS / SOLID COLORS



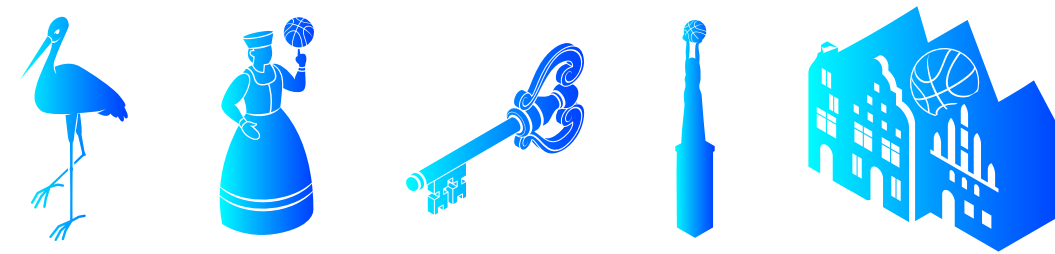
COURT



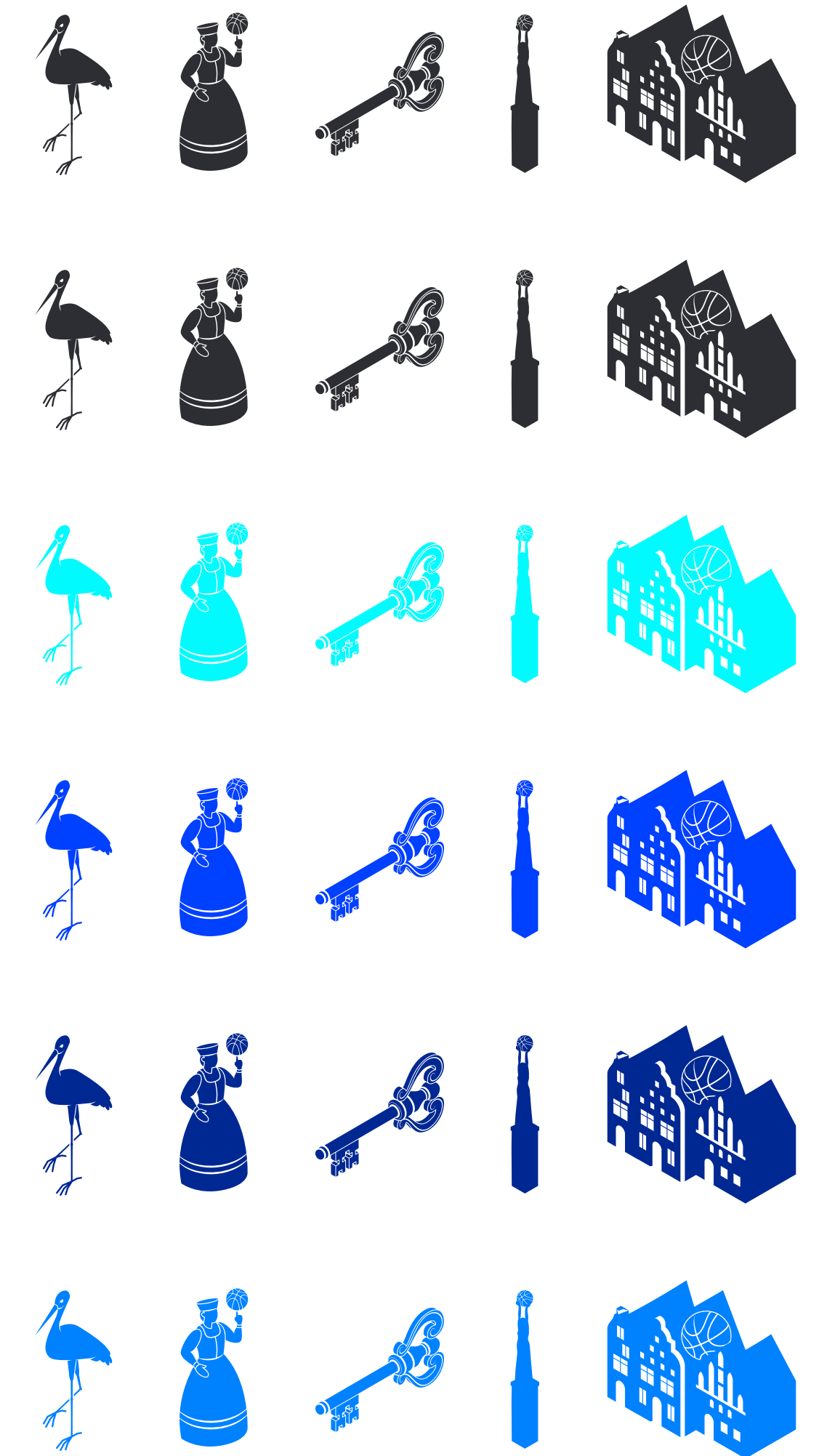
PATTERNS



ICONS / GRADIENT



ICONS / SOLID COLORS



Text writing elements should be treated as graphical elements. We use them to form a composition, fill the space, connect the areas and balance the colors.



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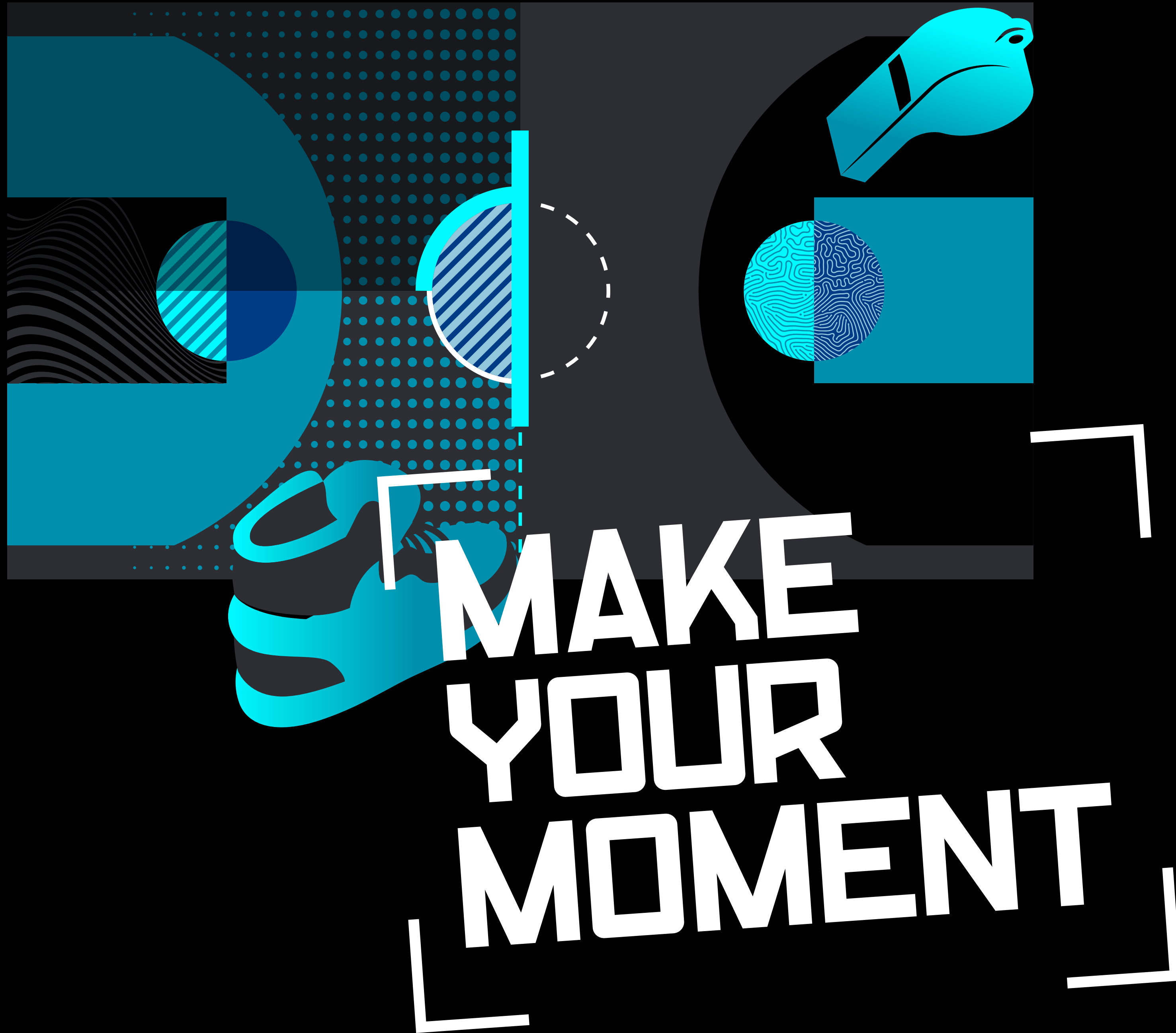
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KEY VISUAL ELEMENTS USAGE / GLOBAL BACKGROUND BLACK



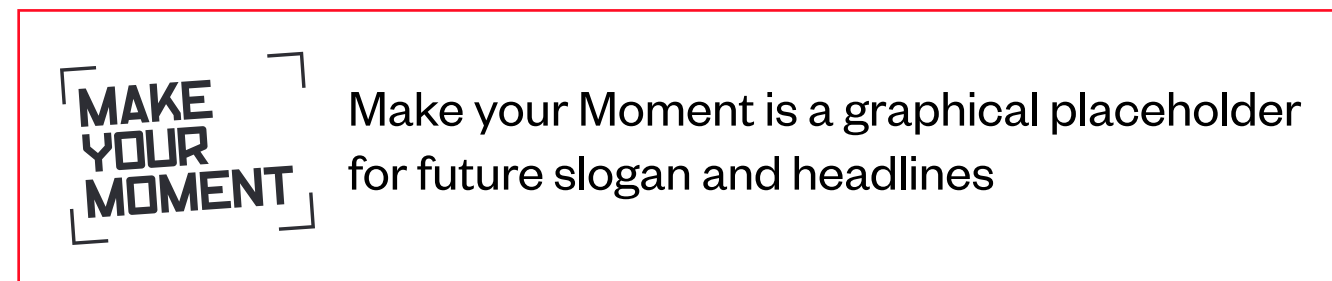
FIBA
EUROBASKET
CYPRUS | FINLAND | POLAND | LATVIA



Global visuals consist of the global elements and the global color palette.



Always place the logo on a flat and clean surface.

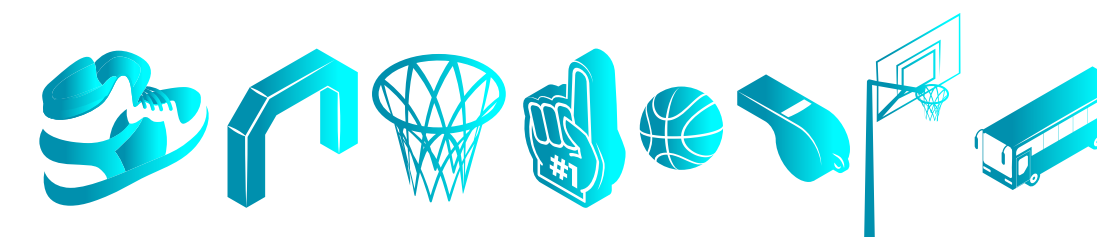


Make your Moment is a graphical placeholder for future slogan and headlines

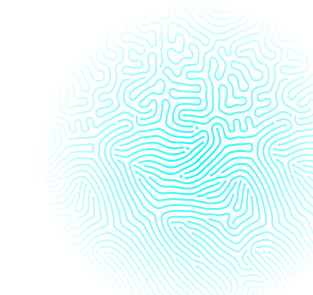
Treat the keywords as graphical elements, to emphasize on the "bold" style.



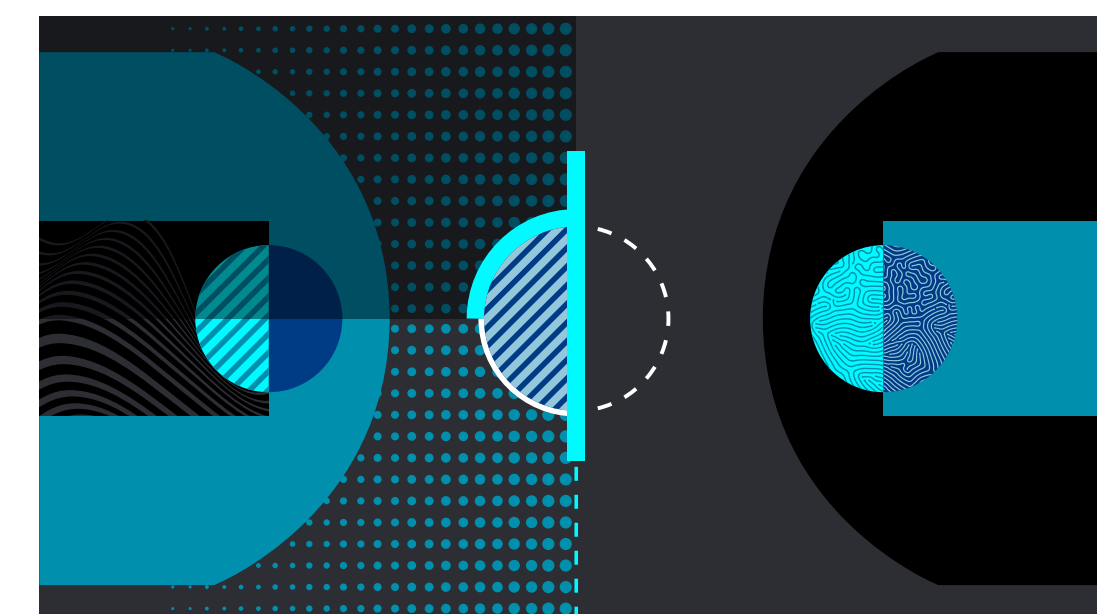
Icons should be used as a filler to achieve the balance of colors and elements.



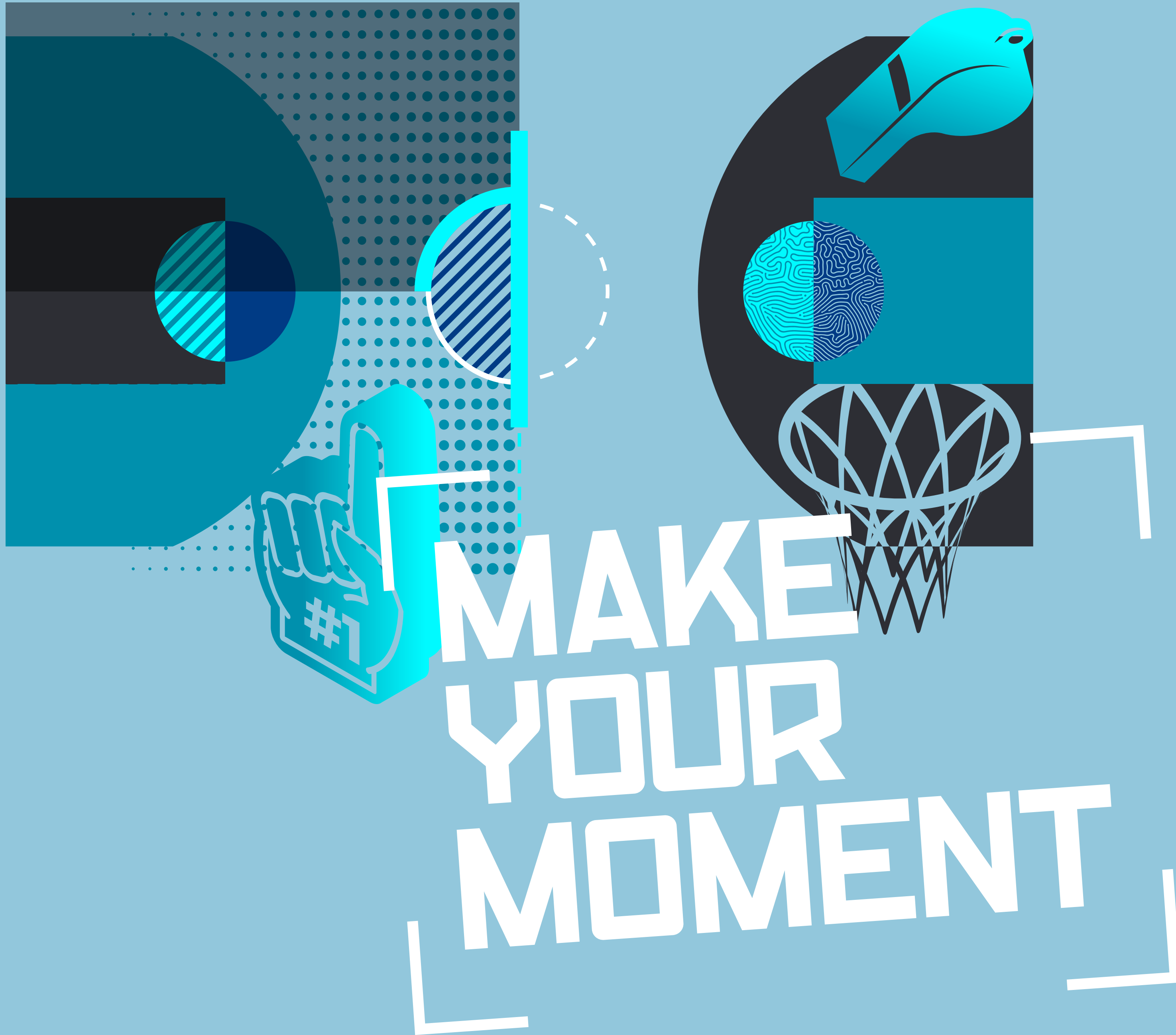
Patterns help us with the color balance and contrast. They also connect different elements into one visual.



The court element can be used as a whole or in separate segments. Use it as a background element or as a main graphic to determine the entire composition of the visual.



KEY VISUAL ELEMENTS USAGE / GLOBAL BACKGROUND ICE BLUE



MAKE YOUR MOMENT



Global visuals consist of the global elements and the global color palette.



Always place the logo on a flat and clean surface.



Make your Moment is a graphical placeholder for future slogan and headlines

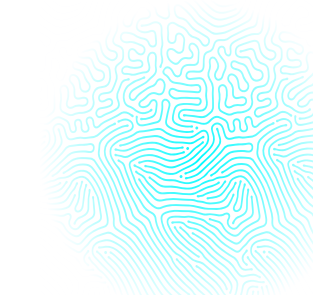
Treat the keywords as graphical elements, to emphasize on the “bold” style.



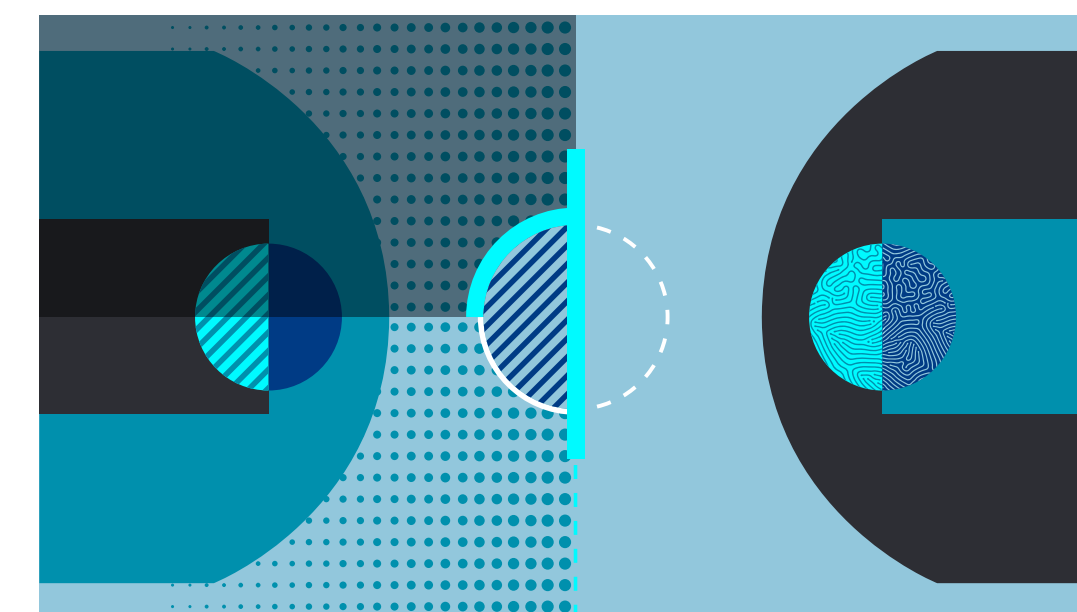
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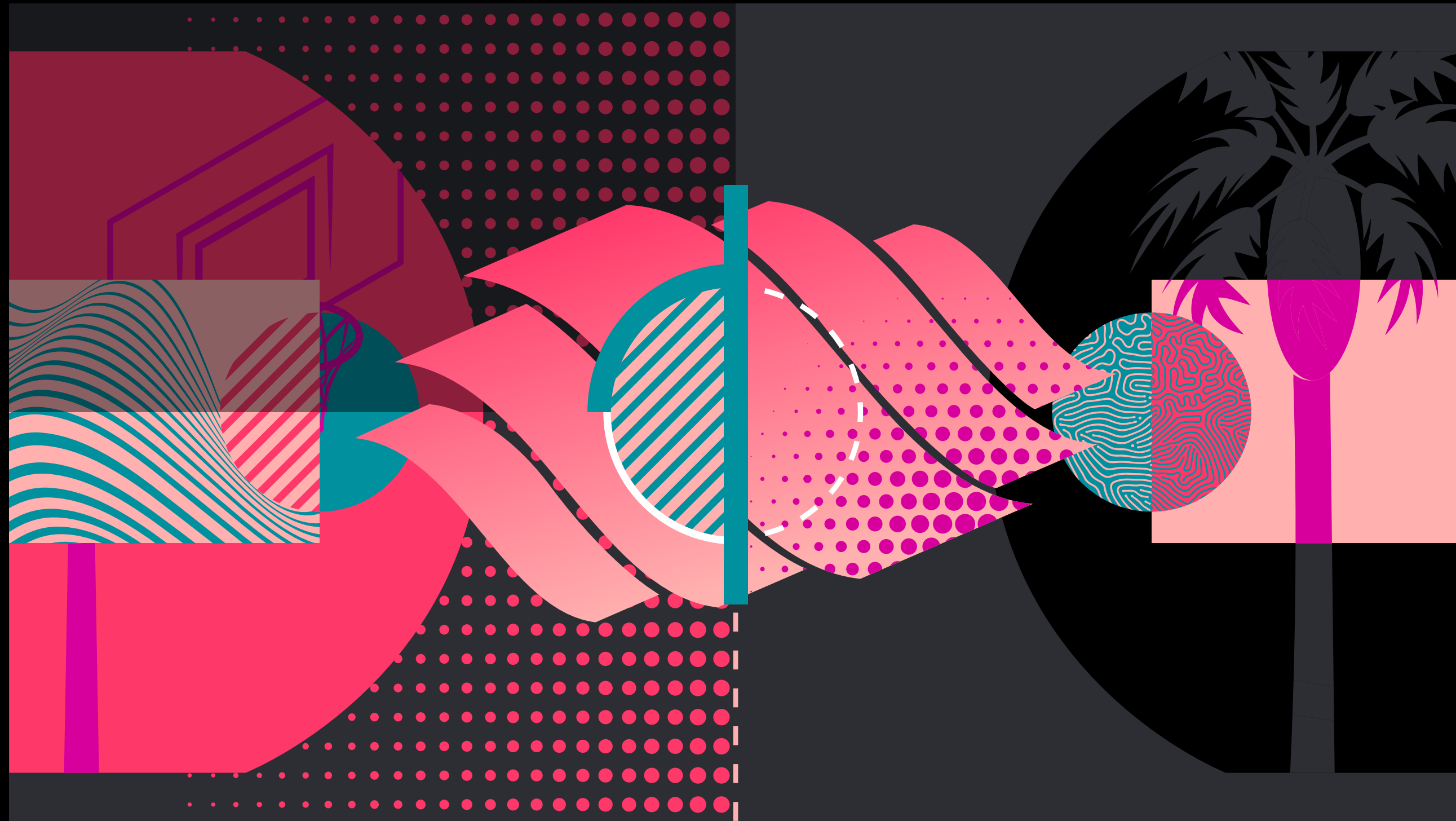
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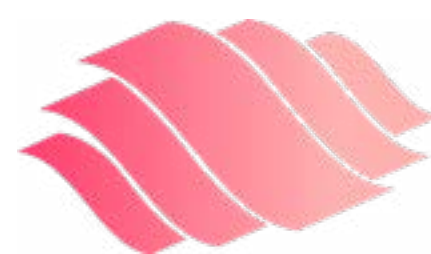
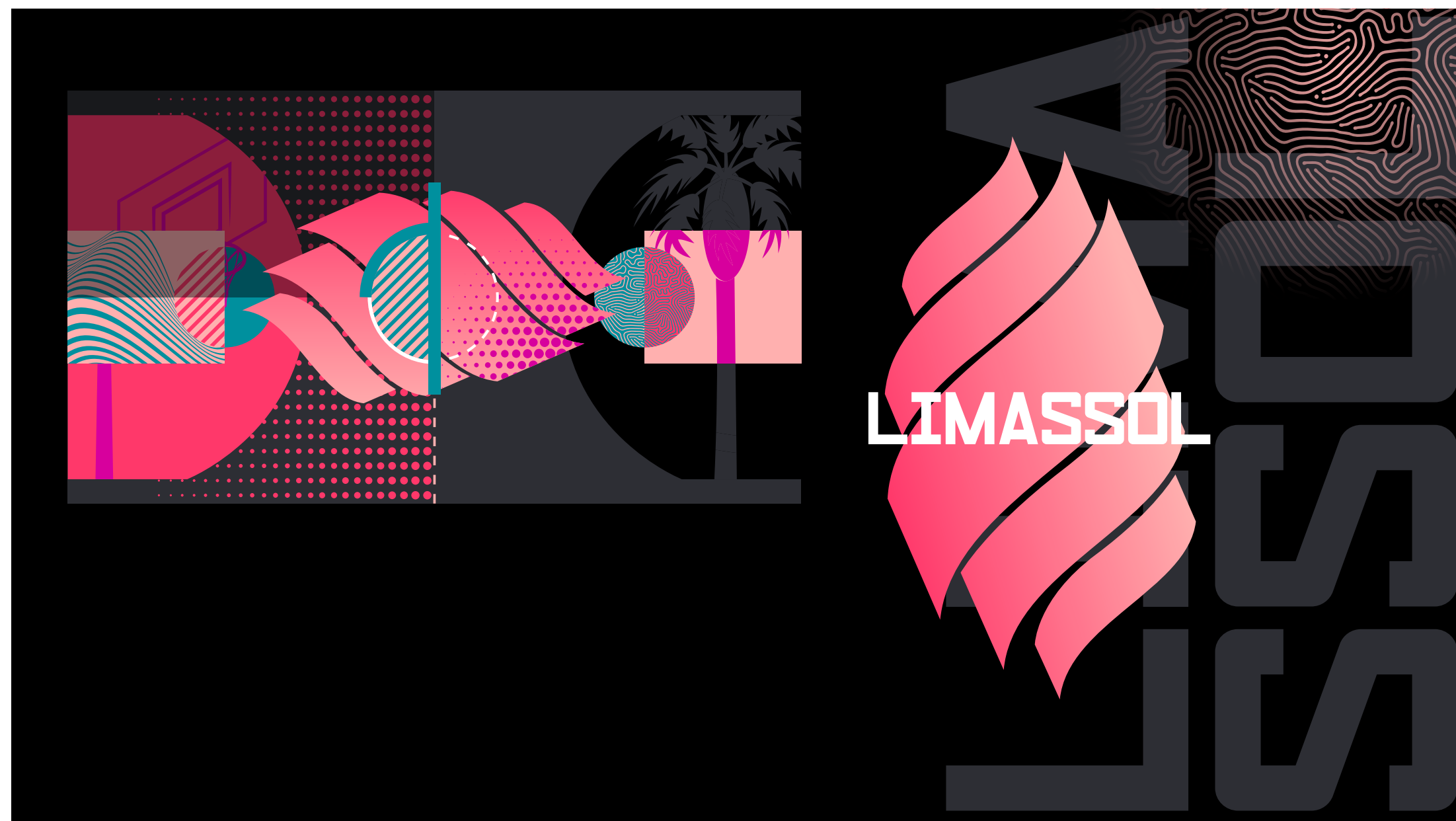
KEY VISUAL ELEMENTS USAGE / CYPRUS



LIMASSOL



Local visuals consist of the global elements and the local color palette.

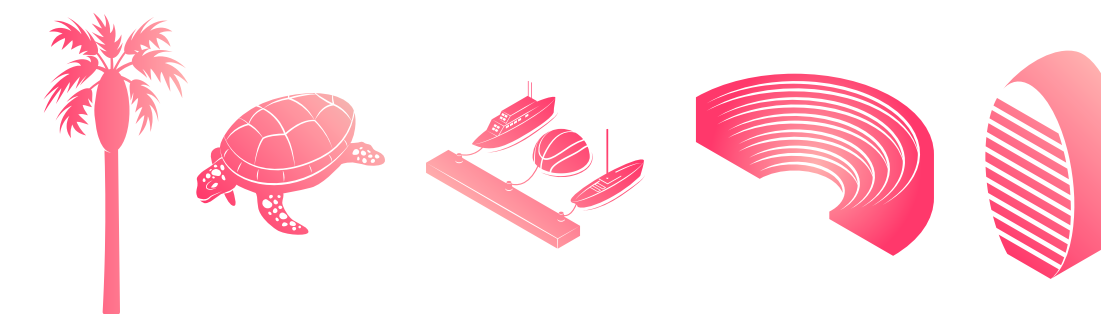


Arena graphics should get the biggest attention in the composition.

Treat the keywords as graphical elements, to emphasize on the “bold” style.



Icons should be used as a filler to achieve the balance of colors and elements.



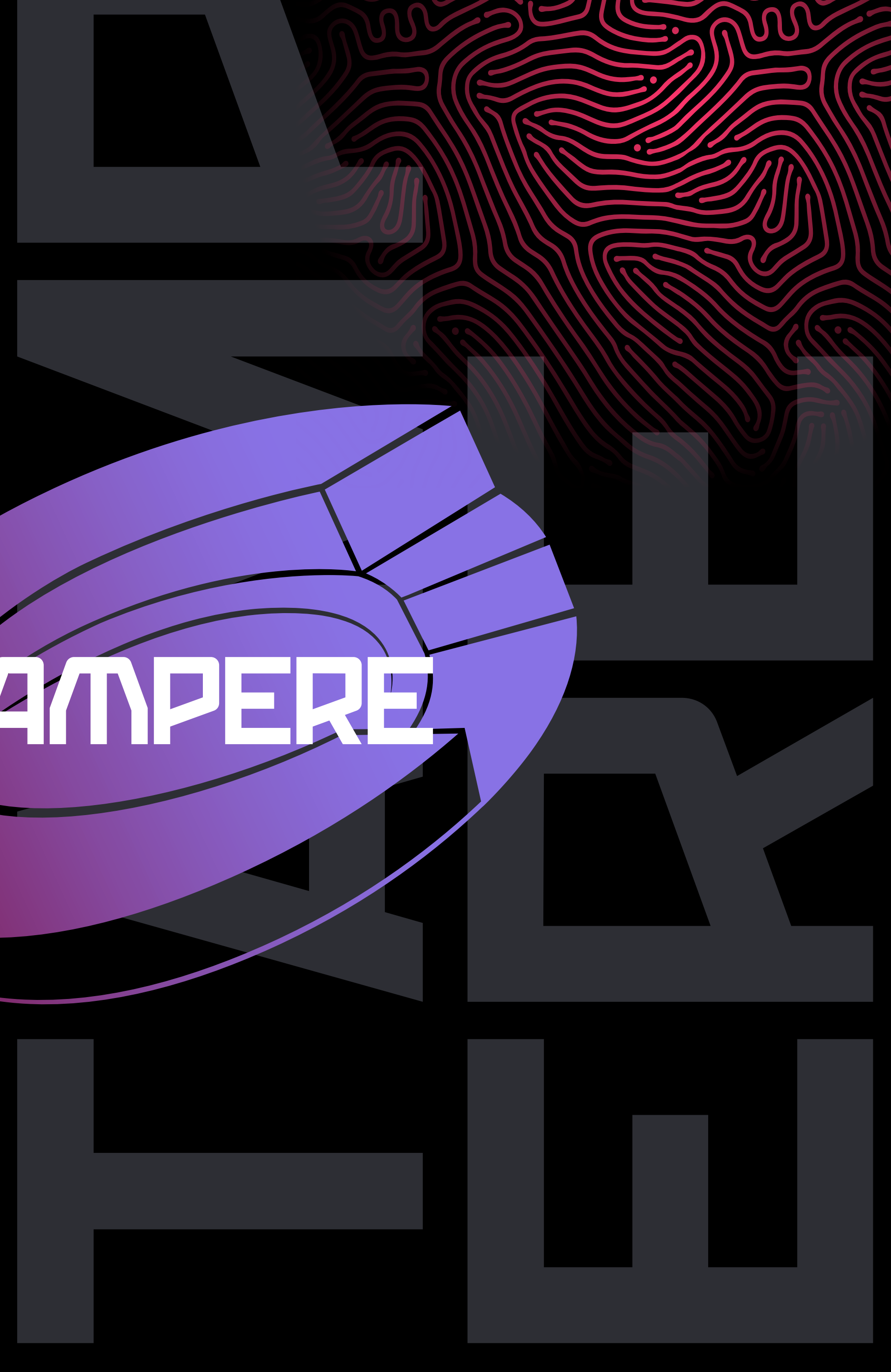
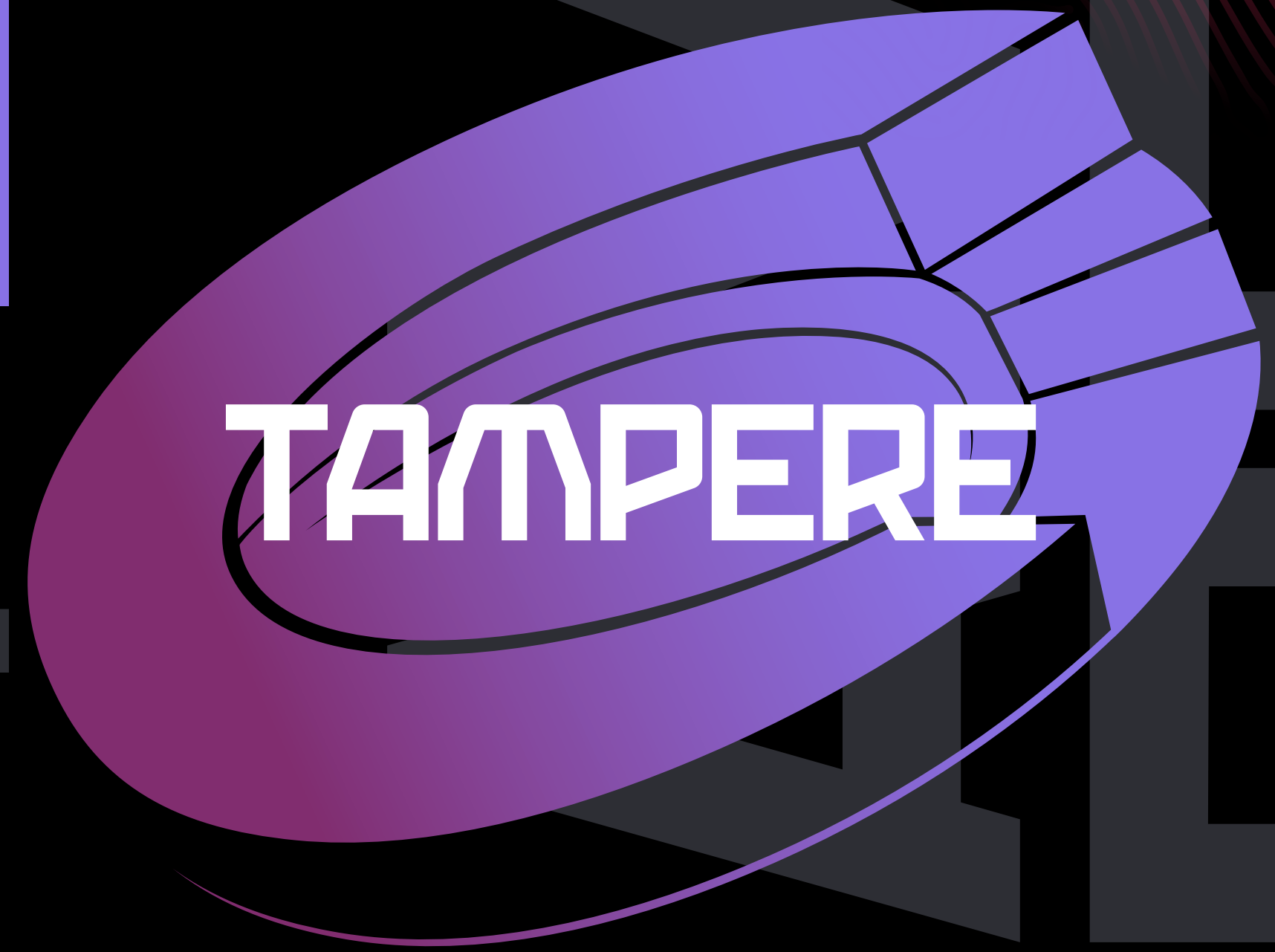
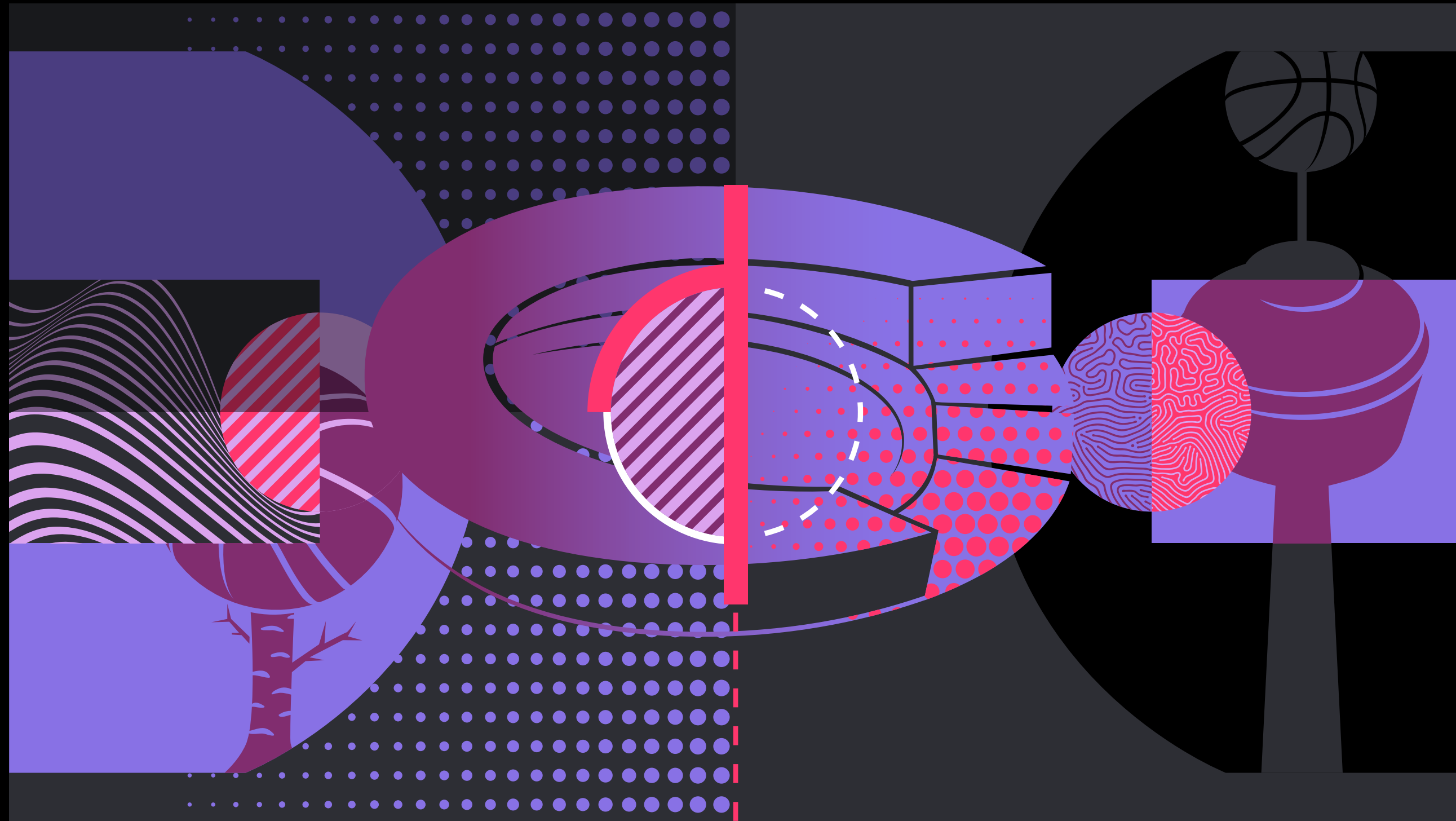
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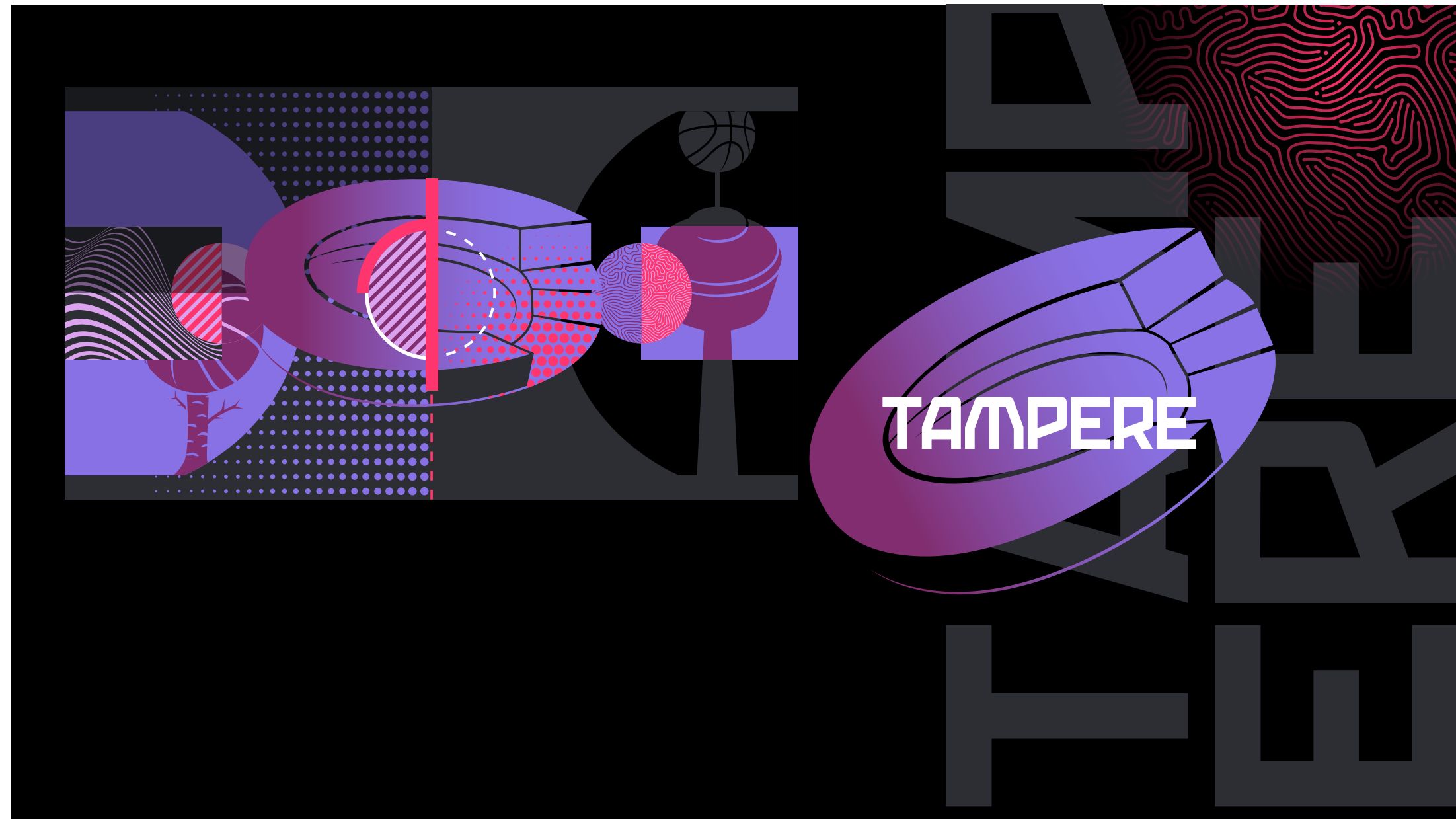
The court element can be used as a whole or in separate segments. Use it as a background element or as a main graphic to determine the entire composition of the visual.



KEY VISUAL ELEMENTS USAGE / FINLAND



Local visuals consist of the global elements and the local color palette.

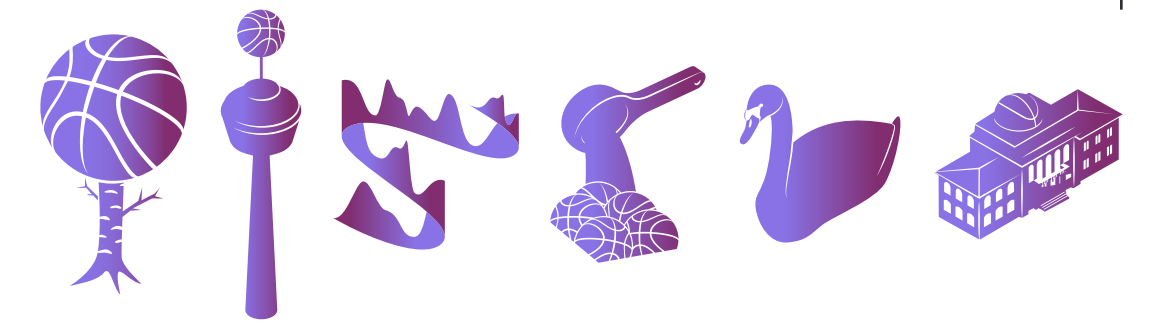


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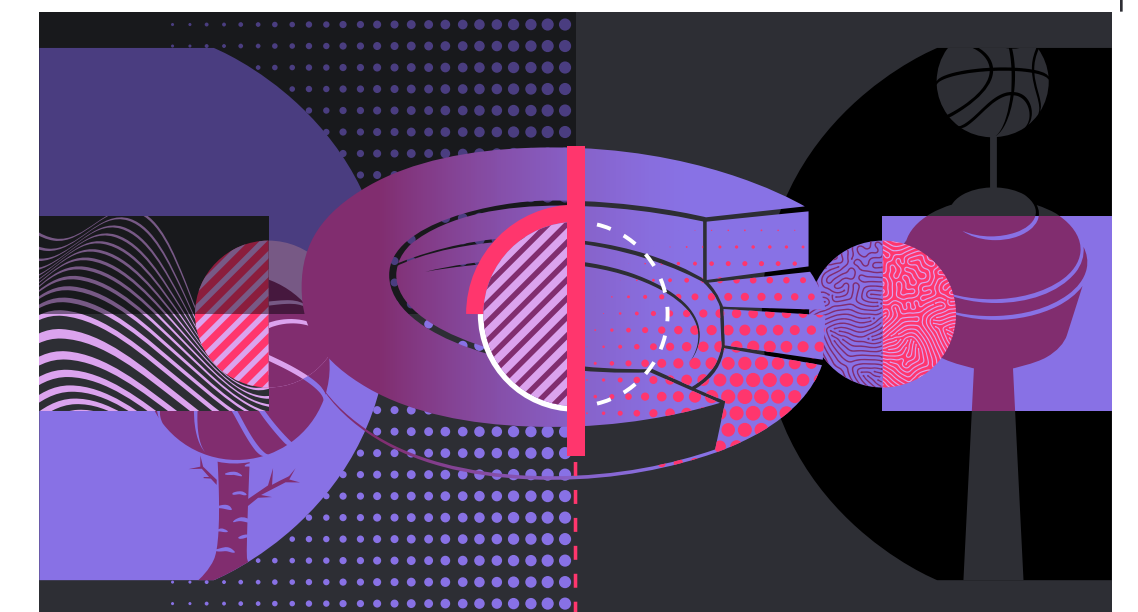
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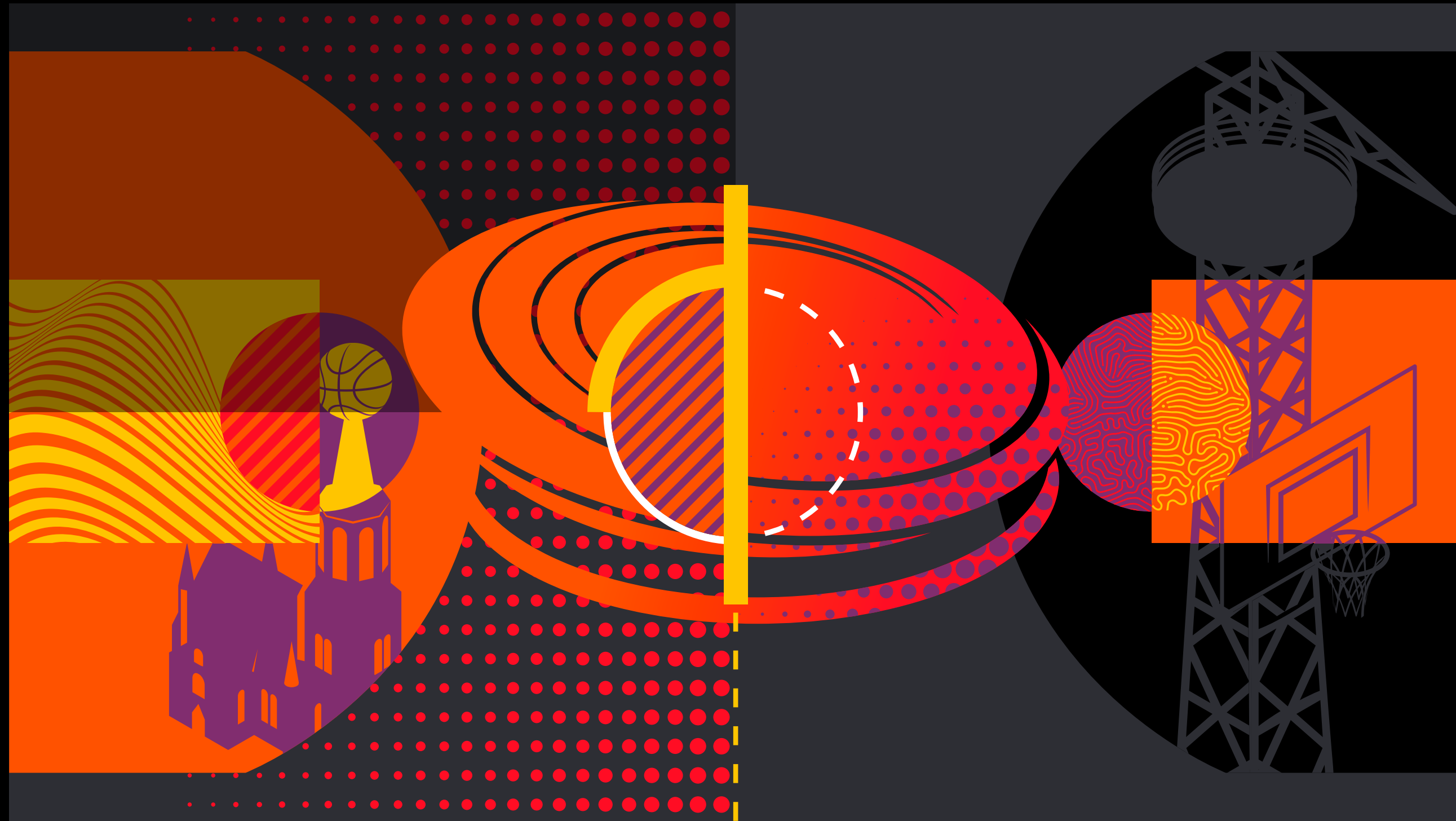
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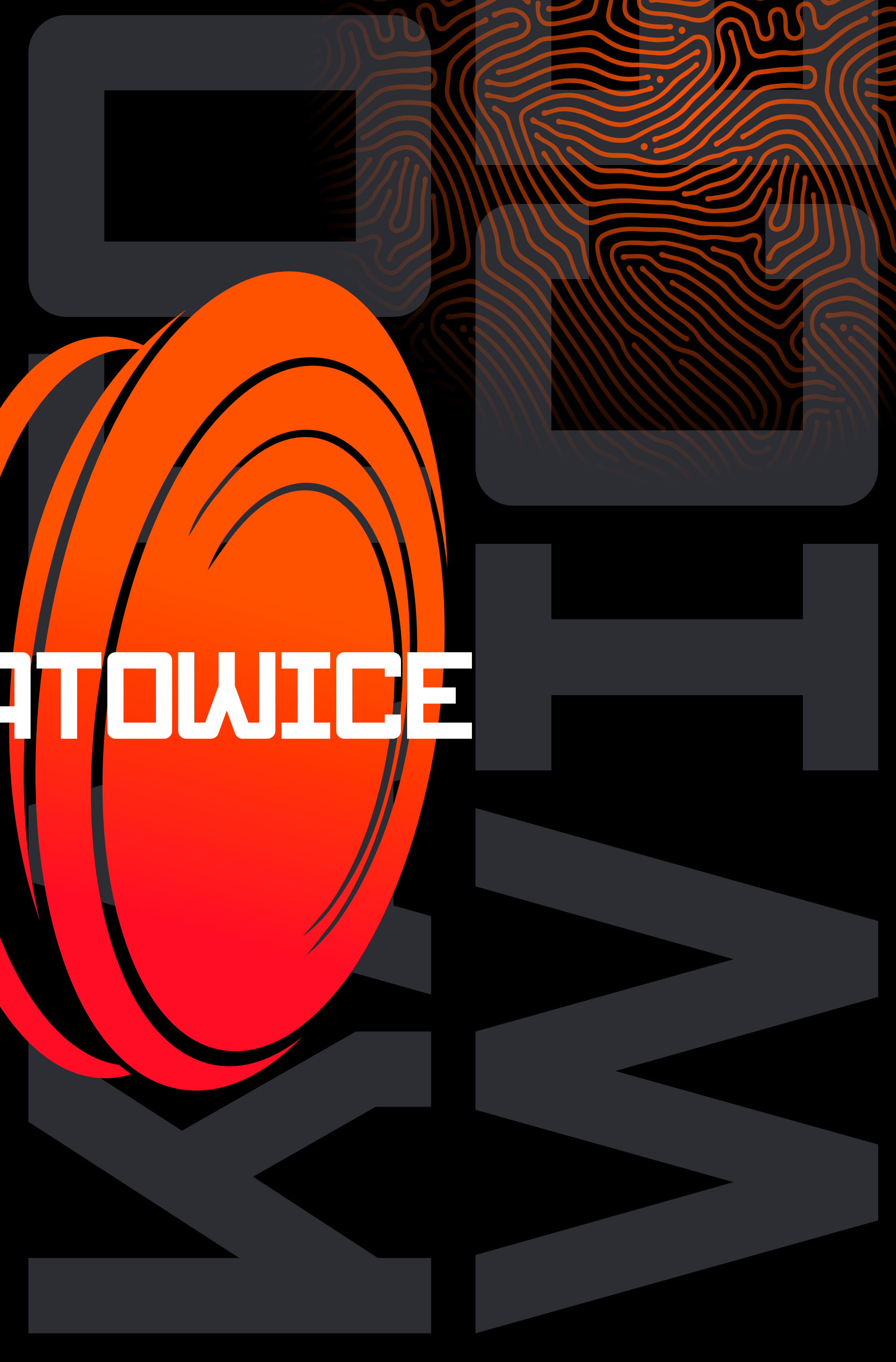
The court element can be used as a whole or in separate segments. Use it as a background element or as a main graphic to determine the entire composition of the visual.



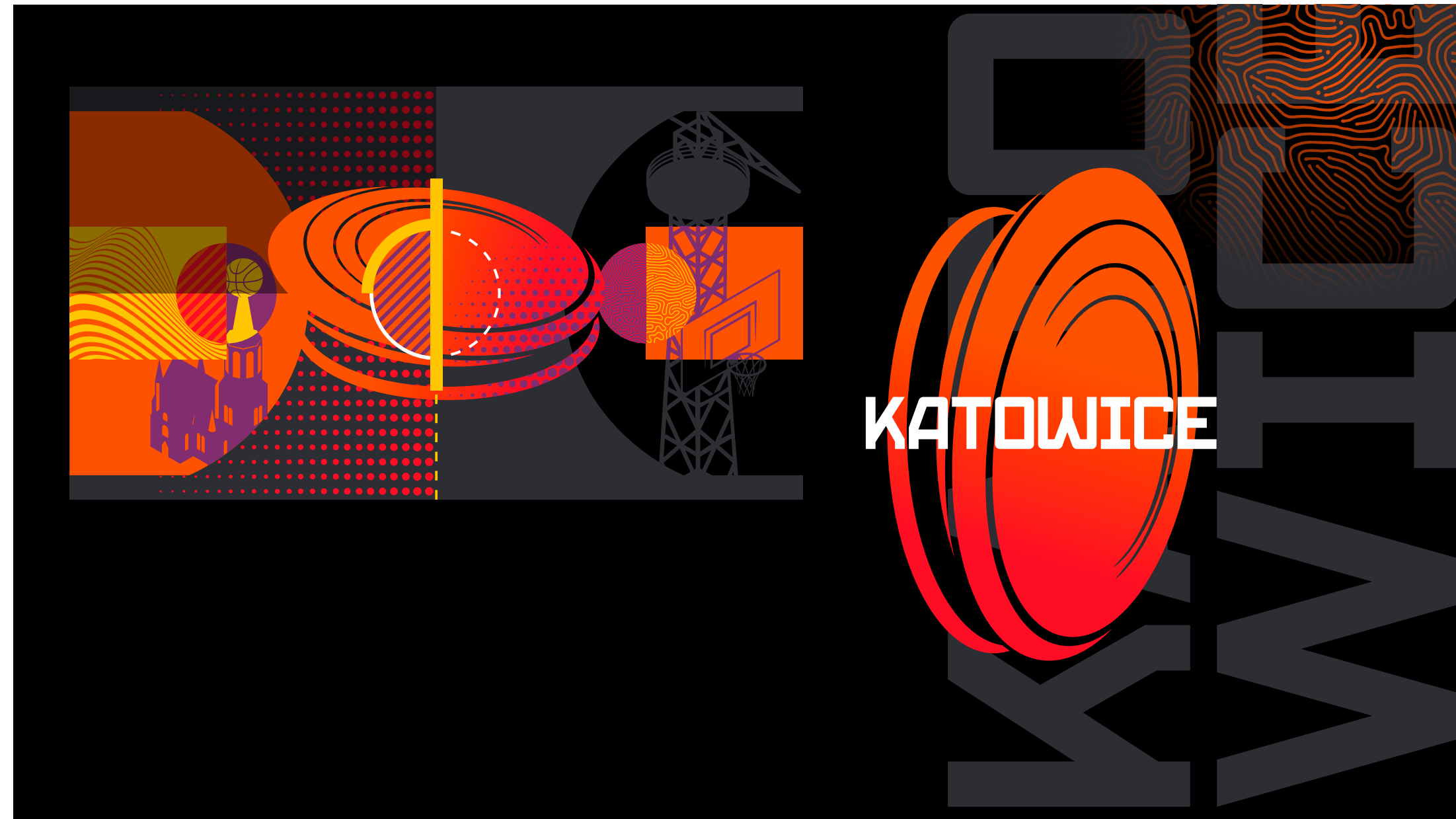
KEY VISUAL ELEMENTS USAGE / POLAND



KATOWICE



Local visuals consist of the global elements and the local color palette.

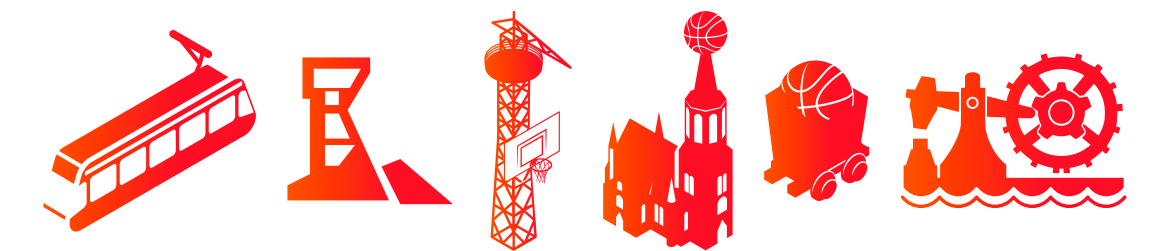


Arena graphics should get the biggest attention in the composition.

Treat the keywords as graphical elements, to emphasize on the “bold” style.



Icons should be used as a filler to achieve the balance of colors and elements.



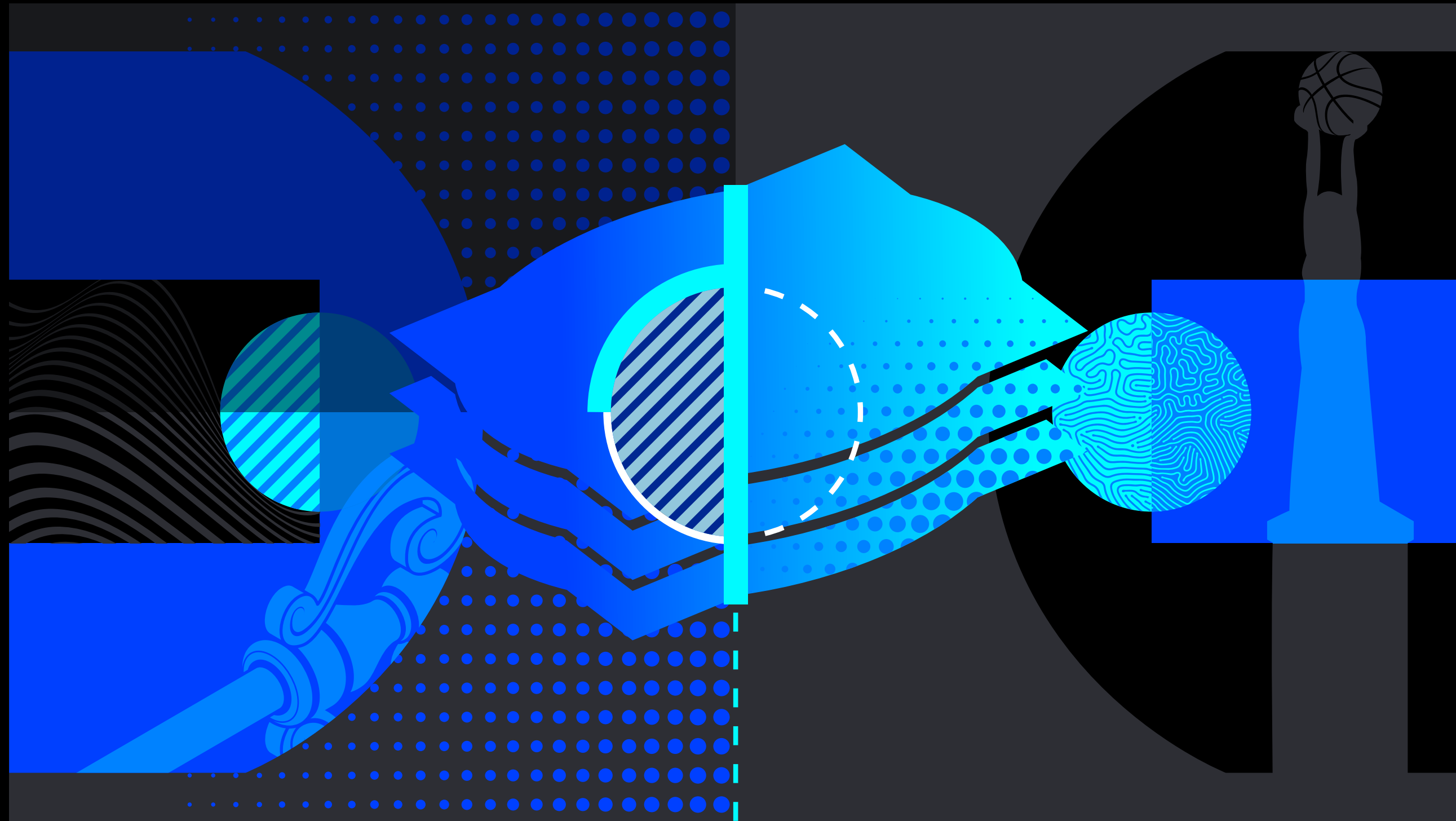
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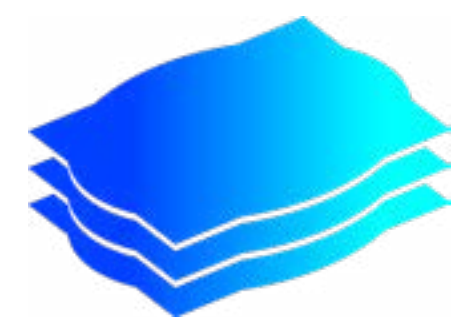
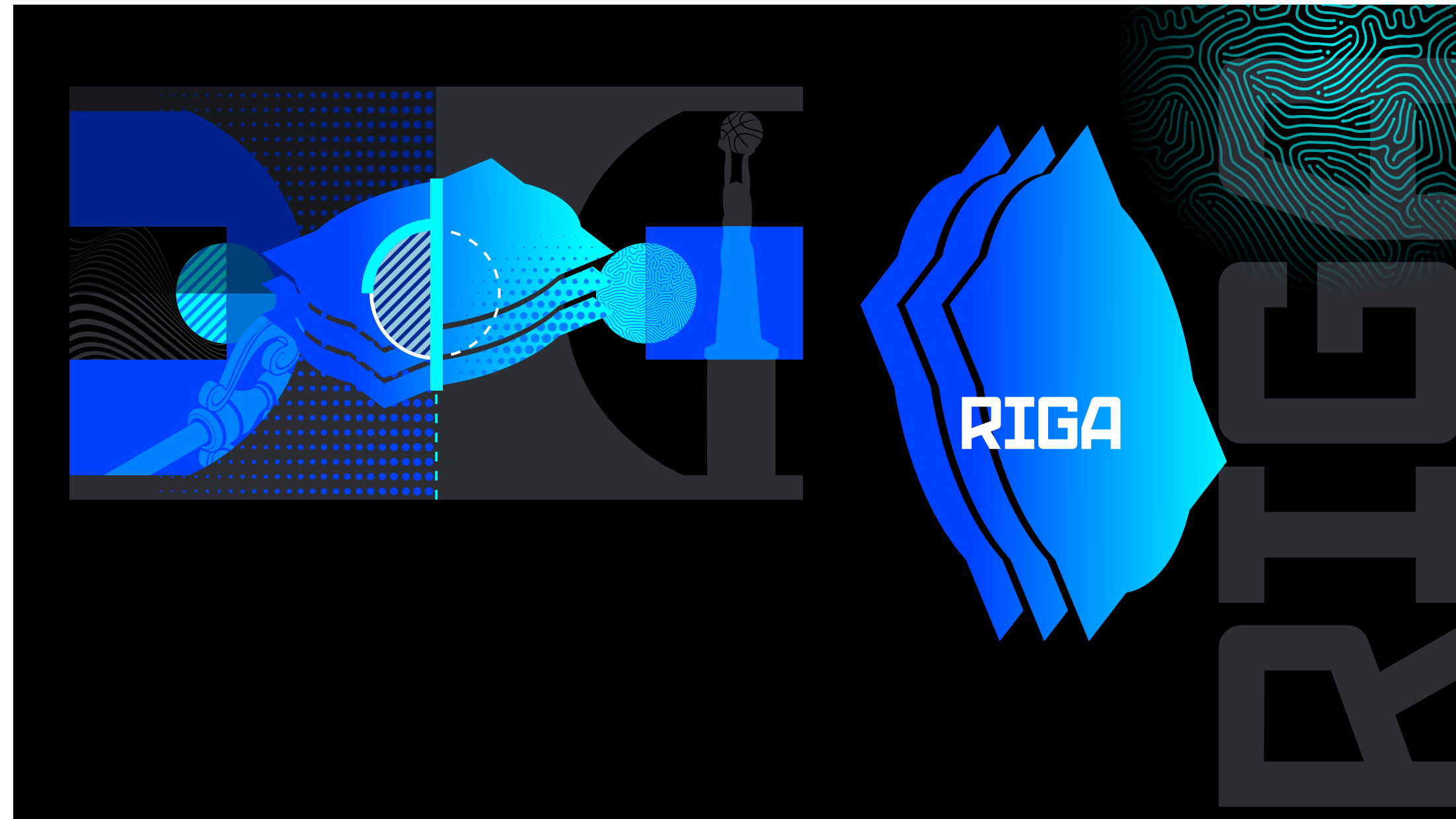
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KEY VISUAL ELEMENTS USAGE / LATVIA



Local visuals consist of the global elements and the local color palette.

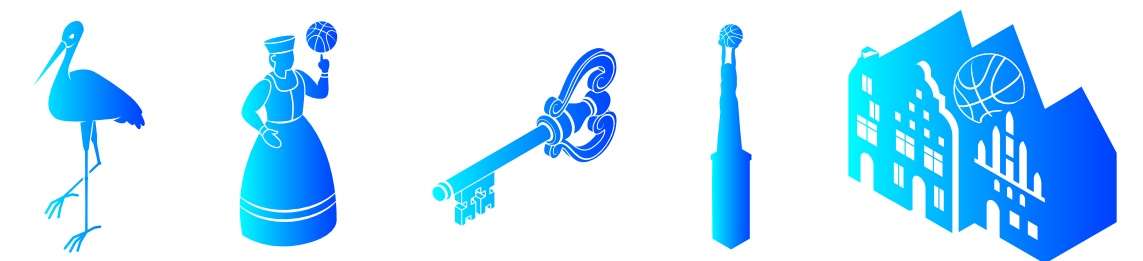


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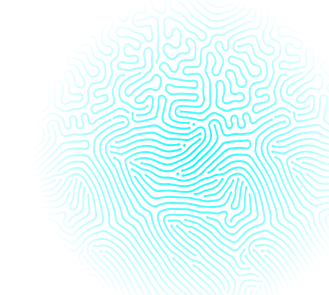
Treat the keywords as graphical elements, to emphasize on the "bold" style.



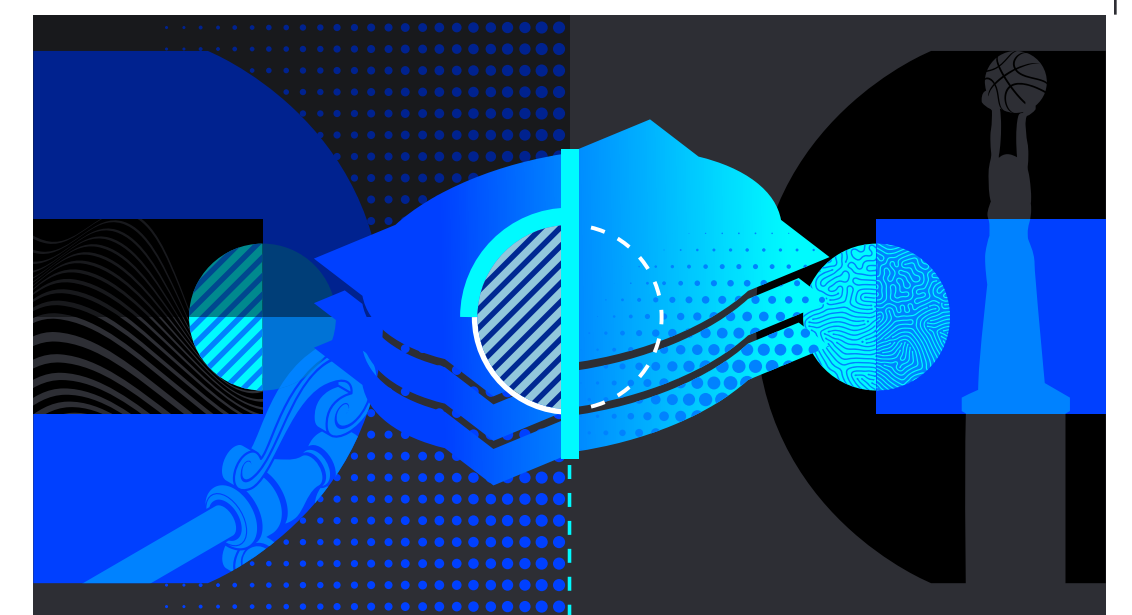
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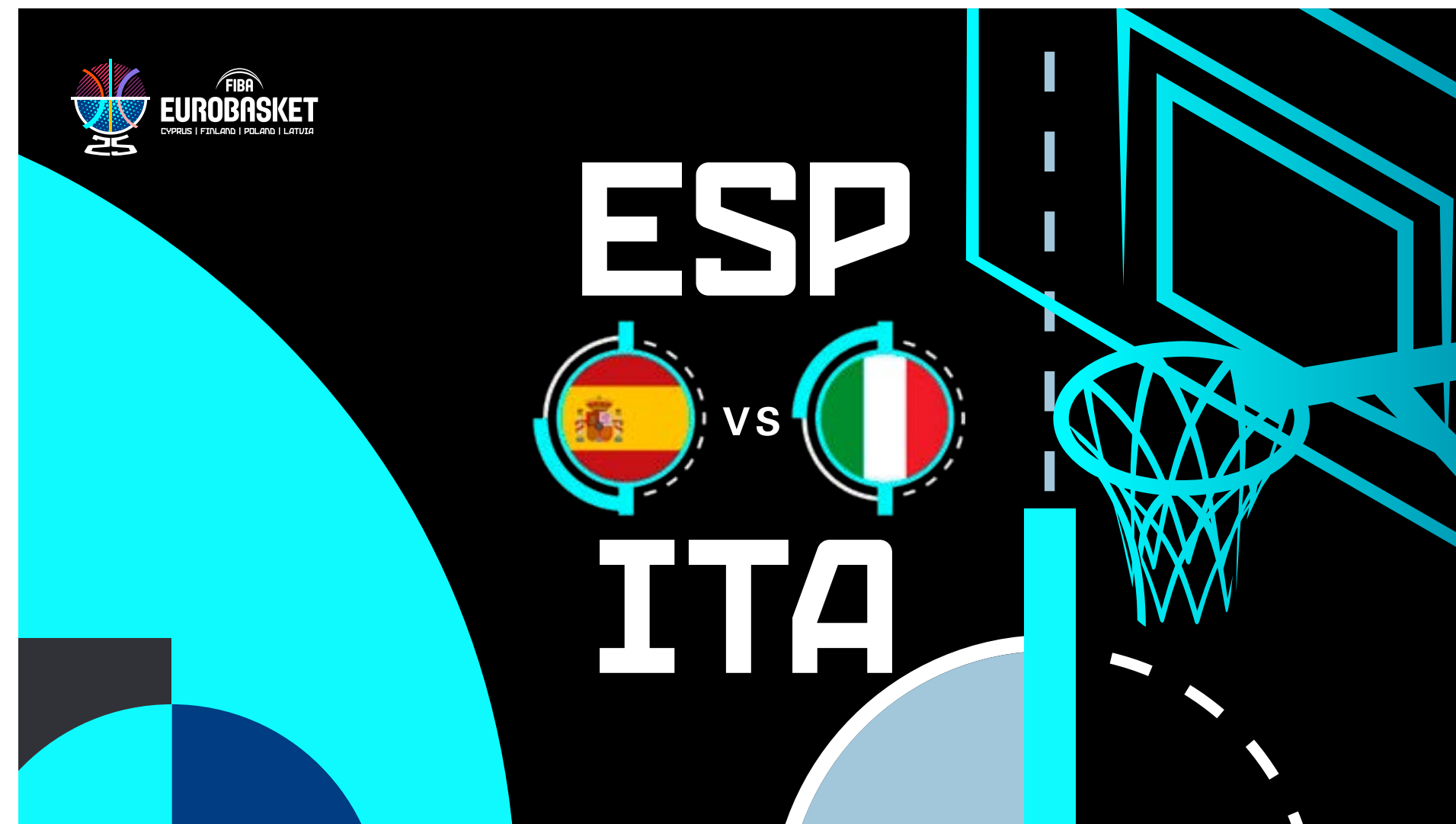
LAYOUT INTEGRATION / LOW BRAND PRESENCE

When the main focus is the content, there must be a low brand presence. In this first exercise, there's clearly a lot of information to consider.



LAYOUT INTEGRATION / MEDIUM BRAND PRESENCE

When content and brand elements work together in harmony. If the quantity of information decreases, the brand presence should increase.



Less content leads to high brand presence. When all we have to communicate are headlines, the main focus must be the brand elements.



5. USAGE EXAMPLES

25
FIBA
EUROBASKET
CROATIA | POLAND | POLSKA | LITUA

MAKE YOUR MOMENT

This billboard features a stylized blue figure with a maze-like head and a dotted tie. The text 'MAKE YOUR MOMENT' is written in large, white, bold letters across the figure. The background is black with blue geometric patterns. The FIBA EuroBasket 2025 logo is in the top right corner.

25
FIBA
EUROBASKET
CROATIA | POLAND | POLSKA | LITUA

SLOVENIJA
77
telemob
SLO

This billboard shows a basketball player in a black Slovenian jersey with 'SLOVENIJA 77' and 'telemob' on it. The player is shouting with his mouth open. The background is black with blue geometric patterns. The FIBA EuroBasket 2025 logo is in the top right corner.

25
FIBA
EUROBASKET
CROATIA | POLAND | POLSKA | LITUA

WELCOME

This billboard features the word 'WELCOME' in large, white, bold letters. To the right is a blue map of Europe. The background is light blue with a maze-like pattern. The FIBA EuroBasket 2025 logo is in the top right corner.







MAKE YOUR MOMENT





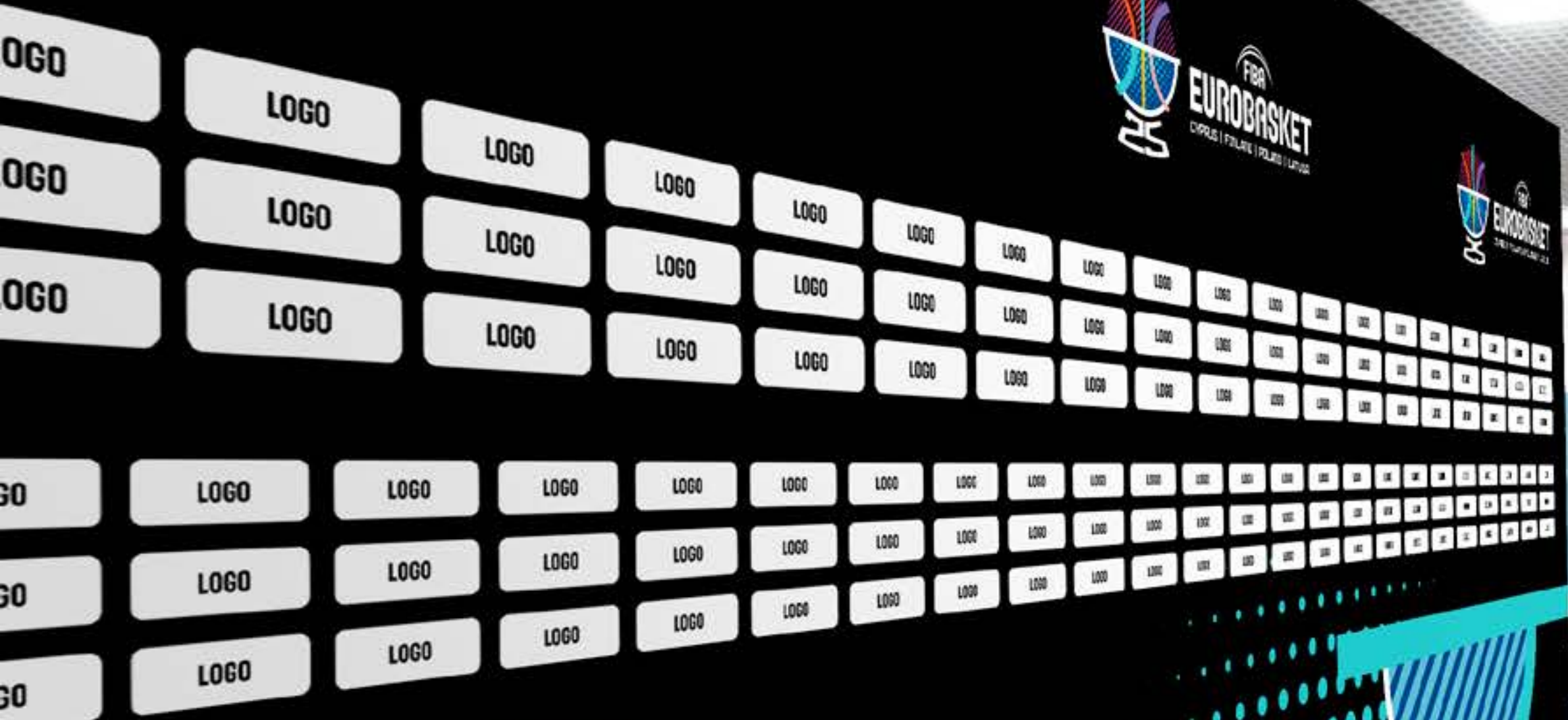


FIBA
EUROBASKET
CYPRUS | FINLAND | POLAND | LATVIA



TAMPERE







FIBA
EUROBASKET
CYPRUS | FINLAND | POLAND | LATVIA

LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
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FIBA
EUROBASKET
CYPRUS | FINLAND | POLAND | LATVIA

TAMPERE

**MAKE
YOUR
MOMENT**

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MAKE
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MOMENT



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MAKE
YOUR
MOMENT



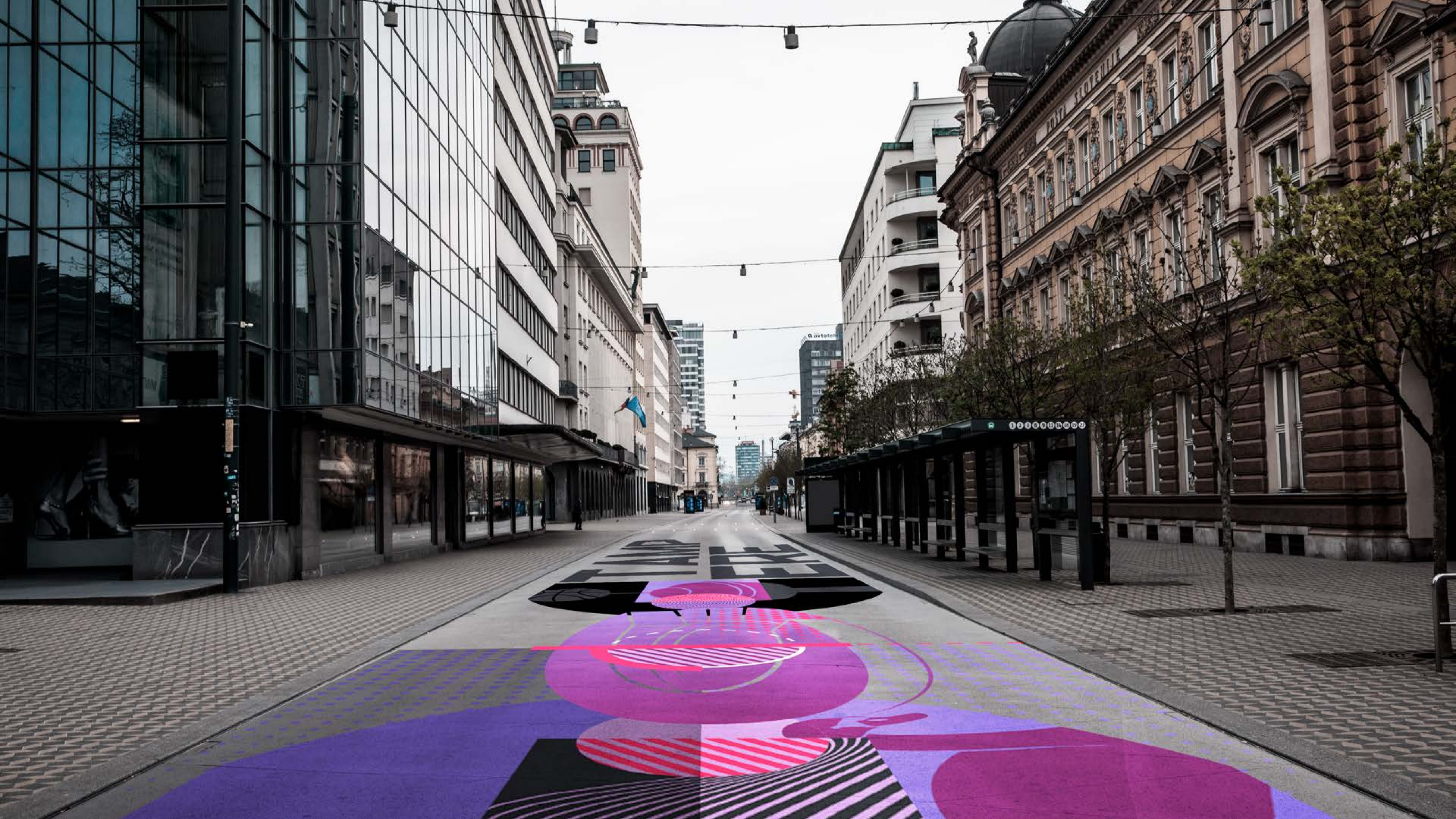


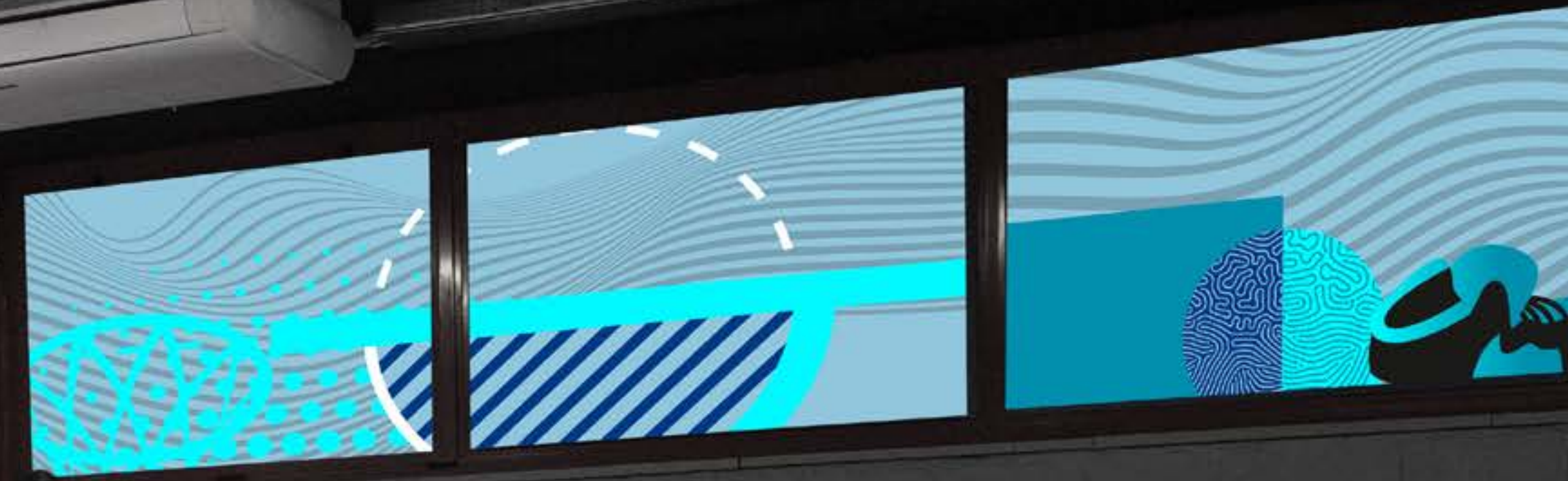
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EUROBASKET
CYPRUS | FINLAND | POLAND | LATVIA

**MAKE
YOUR
MOMENT**











MAKE
YOUR
MOMENT





**THANK
YOU**

2023

