



WASL

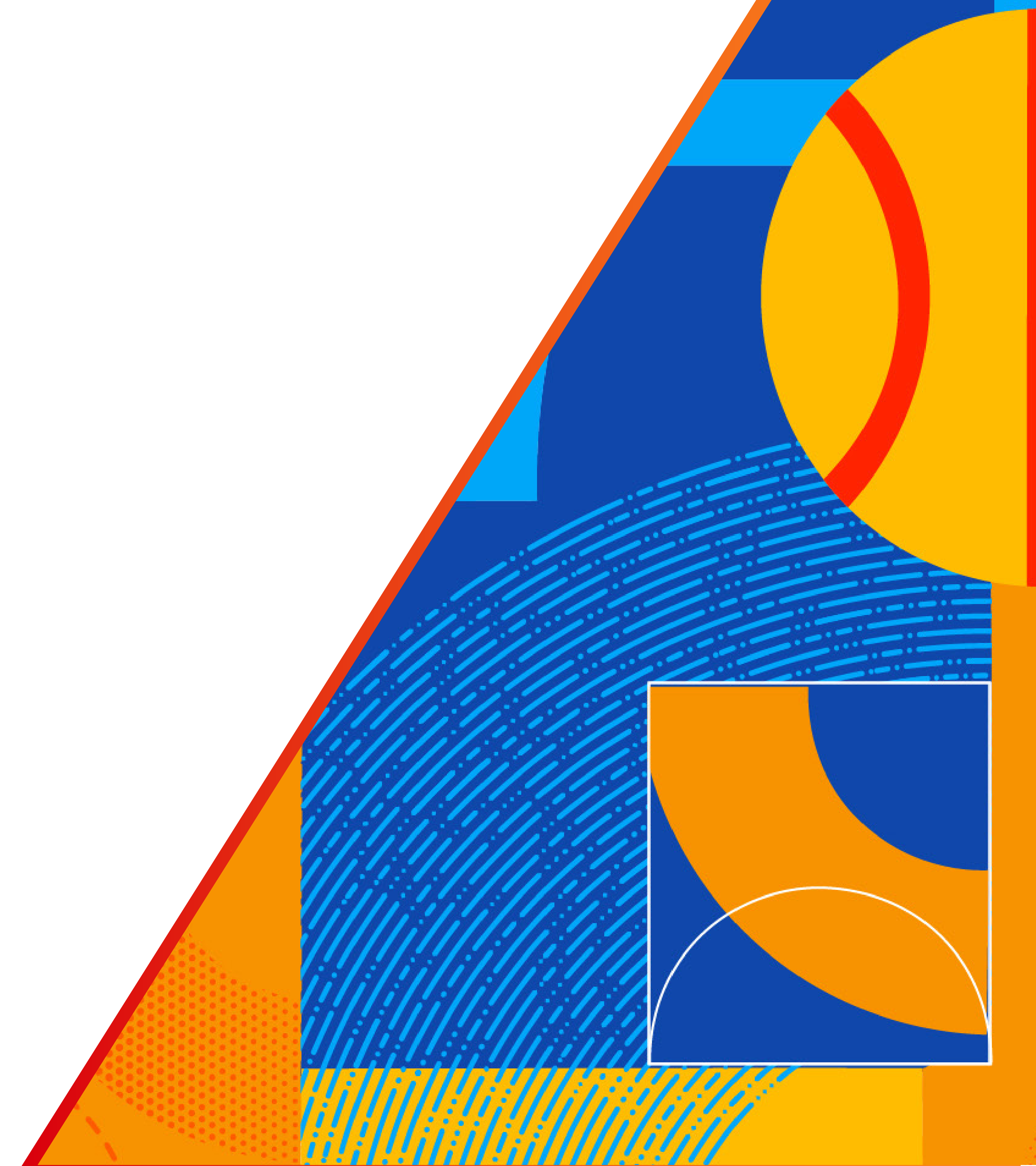
WEST ASIA SUPER LEAGUE

BRAND GUIDLINES



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1. Logo & Wordmark

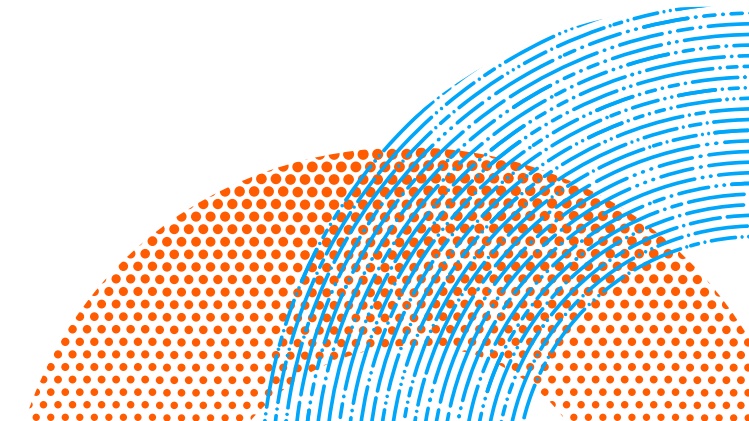
The WASL logo is divided into 2 parts, a ball shaped symbol & a wordmark.



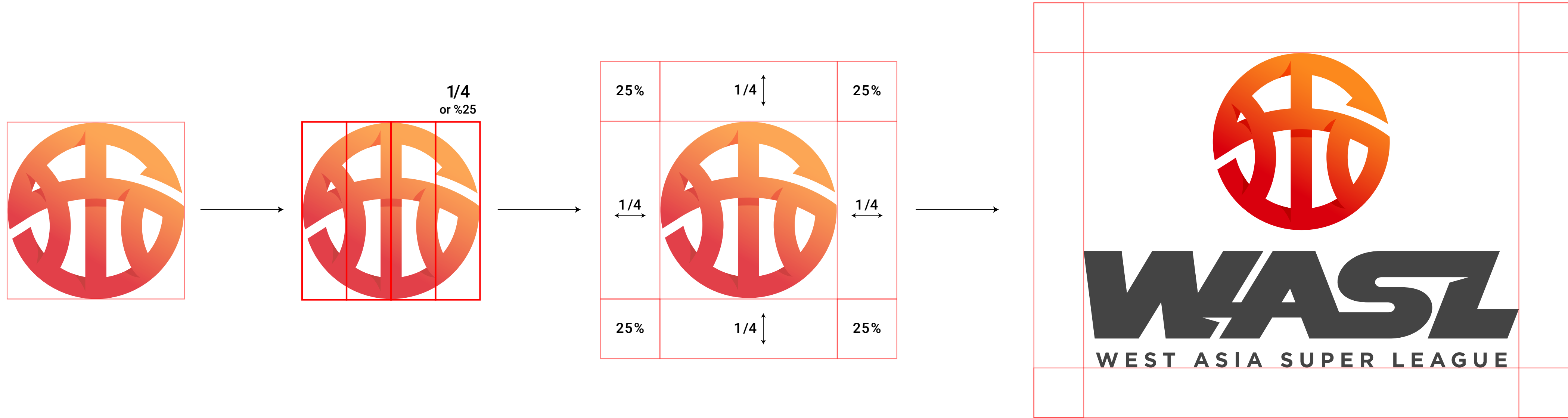
Symbol

Word Mark

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2. Exclusion Area



The WASL logo should always be placed on its own, without any elements near its boundaries.

The Exclusion Area Should always be 25% or 1/4 of the logo's symbol size.

3. Logo Color Formats



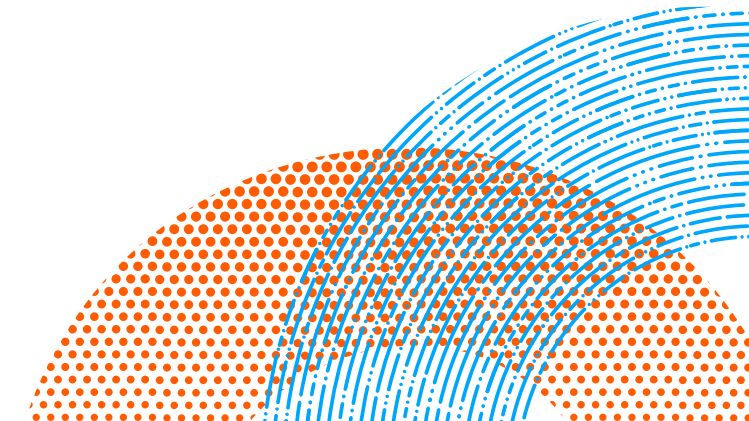
Official Logo Colors



All white with shades,
could be used on dark
backgrounds



All white with shades,
could be used on
colourful backgrounds



5. Logo Positioning

Official Logo in vertical format

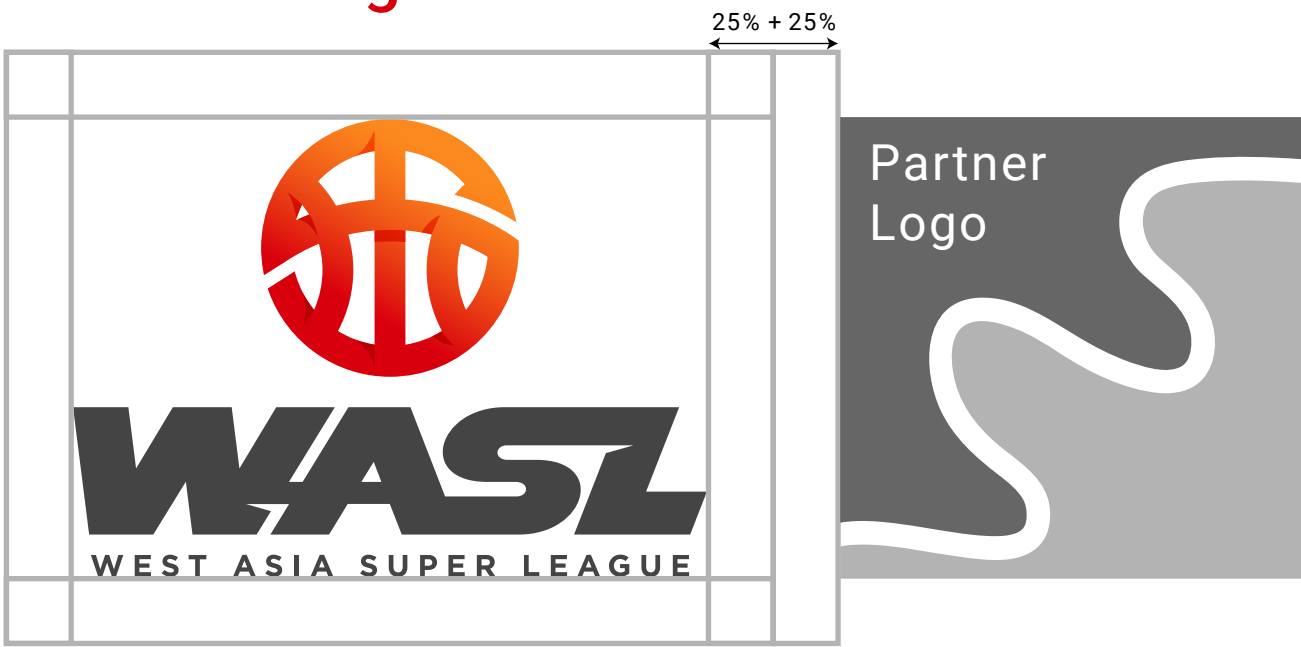


Official Logo in horizontal format



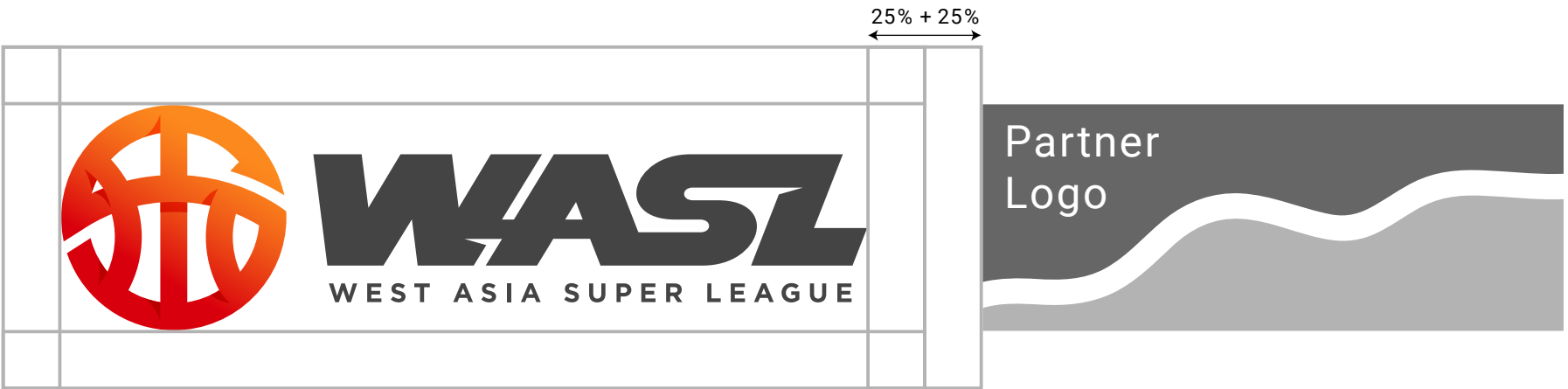
5.1. Logo Positioning with Partners

Vertical Logos



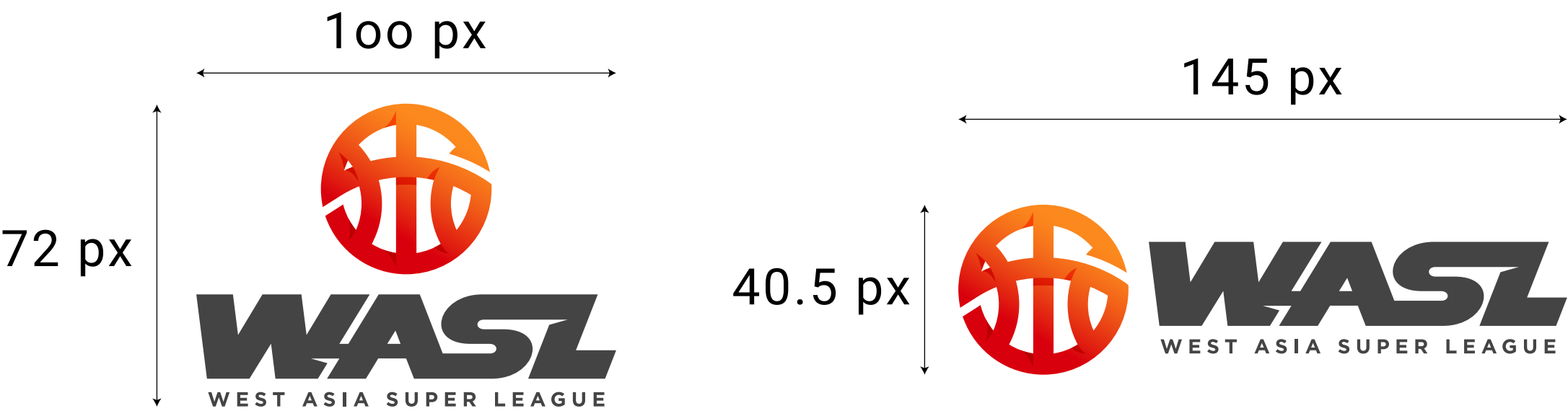
Official partners have the right to use their logo in combination with WASL logo, while following the WASL logo rules defined in this manual.

Horizontal Logos



6. Logo Sizing

Digital Usage



Print Usage



Actual size



The WASL logo should always be visible and readable, therefore please stick to the minimum size rule

Always try to maintain the width & height in perfect proportion

4. Official Wordmark

The wordmark can be used on a standalone basis when necessary.

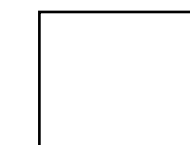
The wordmark colours follow the approved colours of the official logo.



Official Color
#444444



Gradient Color
#d9000d #fc891d



White Color
#d9000d

7. Logo Do's & Dont's



Do not use other colours than those officially designated for logo signatures.



Do not change position or size of the symbol.



Do not alter or substitute typefaces.



Do not change the distance between the elements.



Do not extract logo elements from within logo signatures for separate use.



Do not distort the logo

WASL logo guidelines apply to all its variations.



8. Color Codes



C: 6 %
M: 100 %
Y: 100 %
K: 1 %

R: 217
G: 0
B: 13

#d9000d

+

C: 0 %
M: 56 %
Y: 90 %
K: 0 %

R: 252
G: 137
B: 29

#fc891d

=



Brand Gradient
with a 60° angle



C: 64 %
M: 55 %
Y: 52 %
K: 54 %

R: 68
G: 68
B: 68

#444444

PANTONE



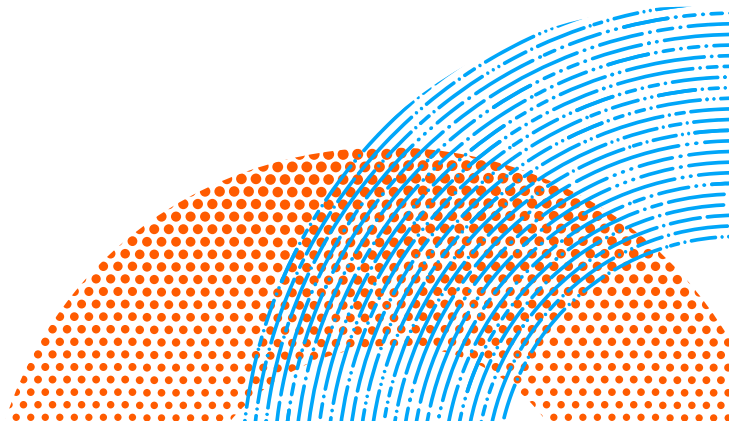
485C



151C



417C



9. Fonts & Typography

Headlines

Gotham Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? < > , . + _

This is WASL's main font.
This font and its entire family can be used
in all in creative text and headlines.

Body Text

Roboto Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? < > , . + _

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? < > , . + _

Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? < > , . + _

10. Brand Pattern

The pattern consists of basketball related elements, representing WASL's dedication to the sport and its fans.



10.1. Brand Pattern Colors & Elements

C : 0 %
M : 50 %
Y : 96 %
K : 0 %
R : 247
G : 146
B : 0

#f79200

C : 95 %
M : 74 %
Y : 0 %
K : 0 %
R : 15
G : 71
B : 170

#0f47aa

C : 71 %
M : 23 %
Y : 0 %
K : 0 %
R : 0
G : 166
B : 249

#00a6f9

C : 0 %
M : 30 %
Y : 93 %
K : 0 %
R : 255
G : 188
B : 0

#ffbc00

C : 0 %
M : 74 %
Y : 94 %
K : 0 %
R : 255
G : 91
B : 0

#ff5b00

PANTONE



1495 C



2728 C



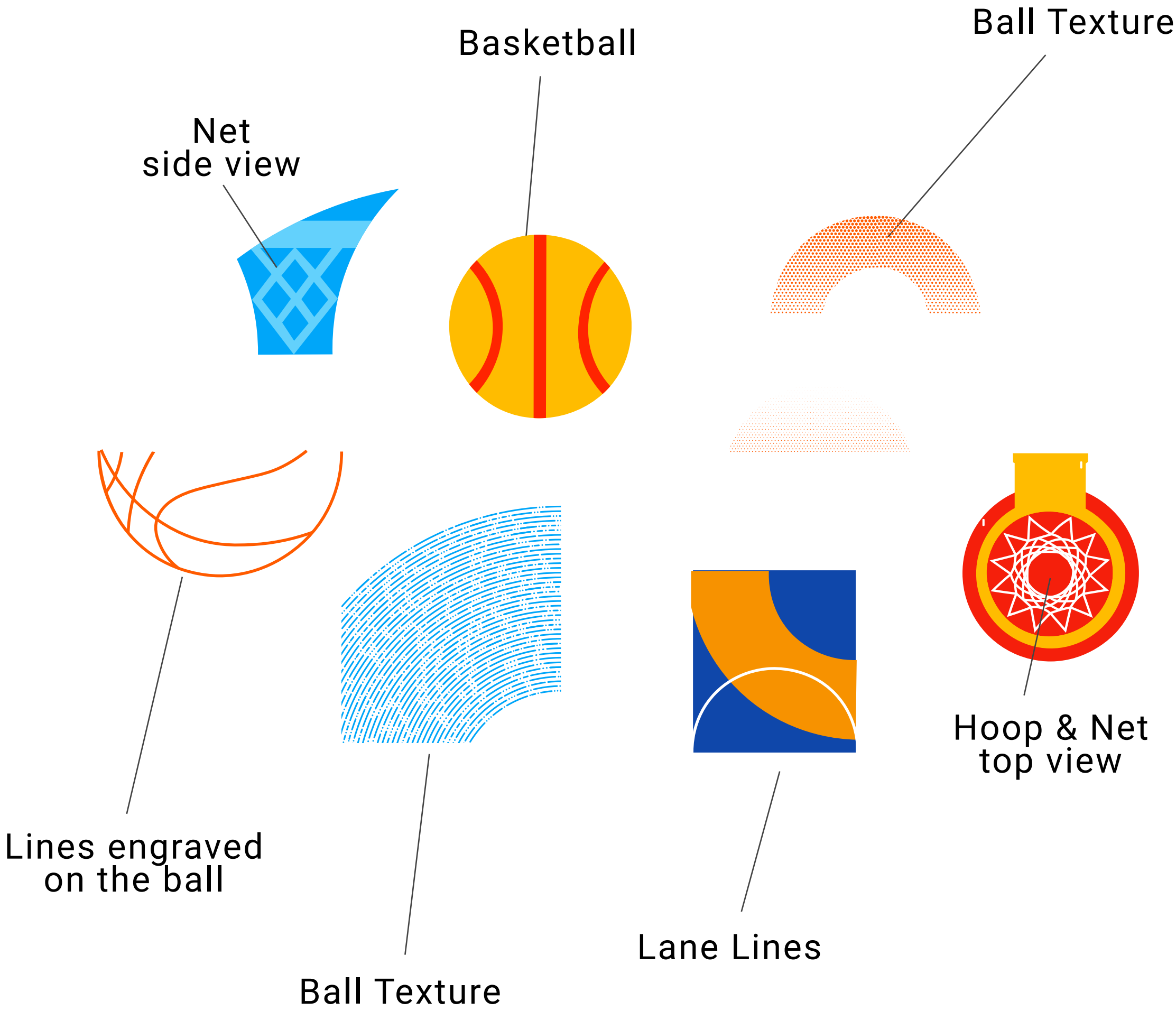
2995 C



7549 C



Bright Orange C





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THANK YOU

