



EVENT LOGO GUIDELINES

FOR FIBA YOUTH CONTINENTAL CHAMPIONSHIPS

February 2017/ Version 1.3

EVENT LOGO OVERVIEW

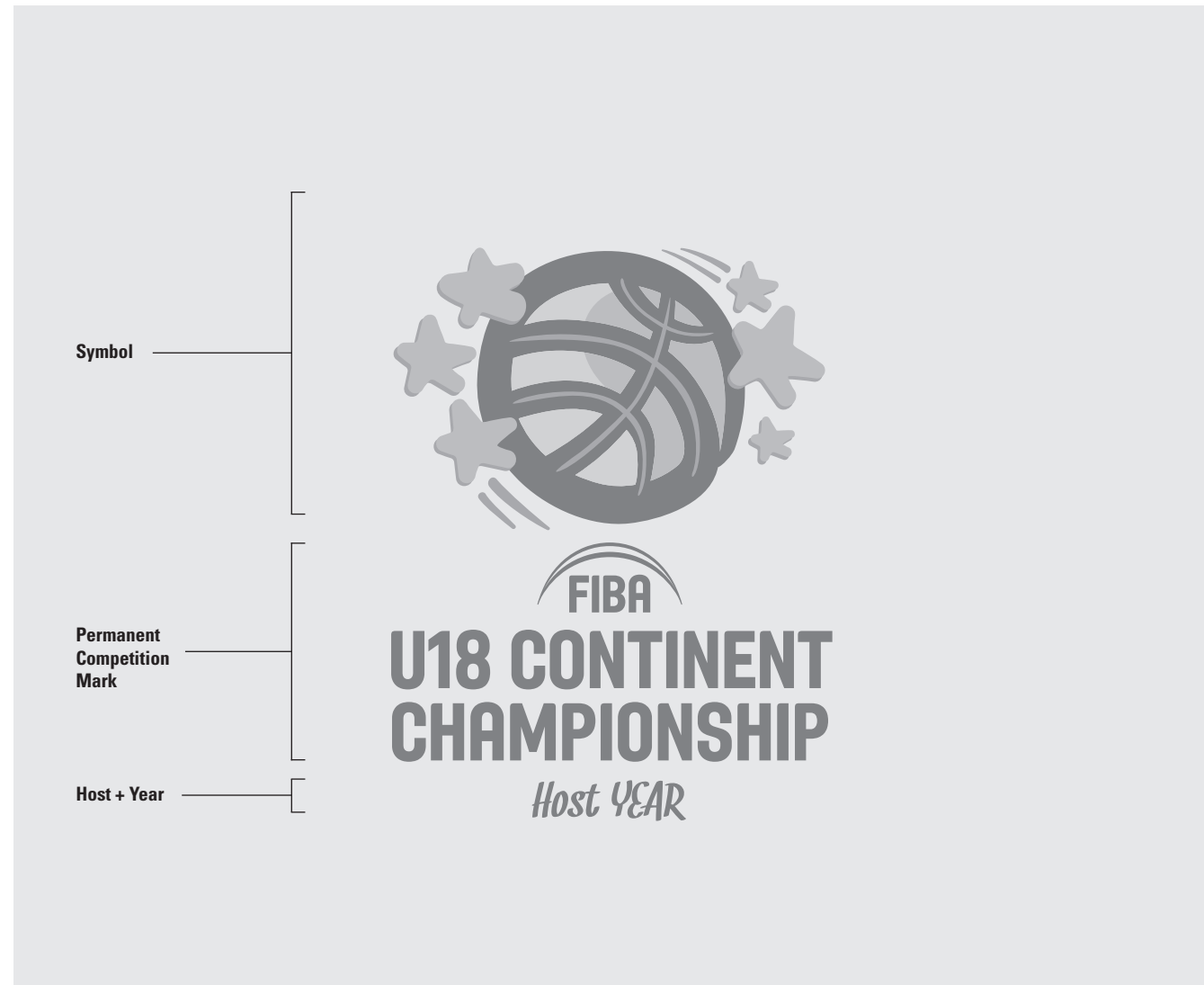
PLACEHOLDER SYMBOL
FOR DEMONSTRATION PURPOSES ONLY

The event logo consists of three components:

- 1. Symbol**
- 2. Permanent Competition Mark**
- 3. Host + Year**

The Symbol should be designed in accordance with the guidelines in this document.

The Permanent Competition Mark combines the FIBA hoop, text and competition name. Its design is fixed (apart from colour) and is provided by FIBA as a vector file. The Host country type should be designed and applied using the guidelines on page 14.



NOTE:

These guidelines must be used in combination with the Adobe Illustrator artwork templates provided.

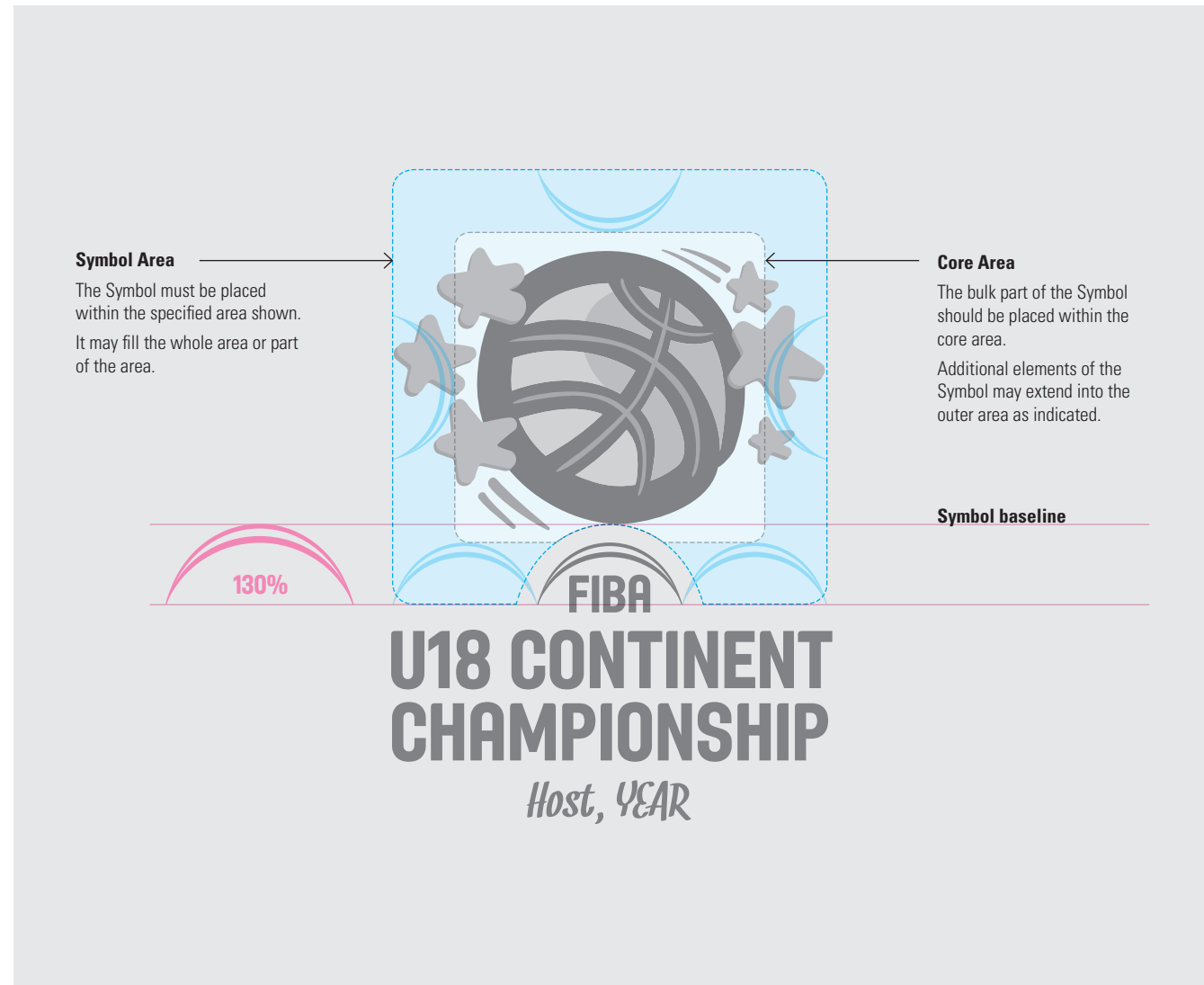
EVENT LOGO ELEMENTS DEFINITION

PLACEHOLDER SYMBOL
FOR DEMONSTRATION PURPOSES ONLY

SYMBOL

The purpose of the Symbol is to capture the spirit of the event and the Host country. The Symbol must make a clear reference to basketball in order to provide differentiation from other sports events.

The Symbol must be positioned inside the marked Symbol area. Symbol area is defined as a square with side width of 3 widths of the FIBA hoop. It is recommended, that the bulk part of the Symbol is placed inside the Core Area. It may fill the whole area or a smaller part, depending on Symbol composition. The Symbol must be positioned on the Symbol baseline.



EVENT LOGO ELEMENTS DEFINITION

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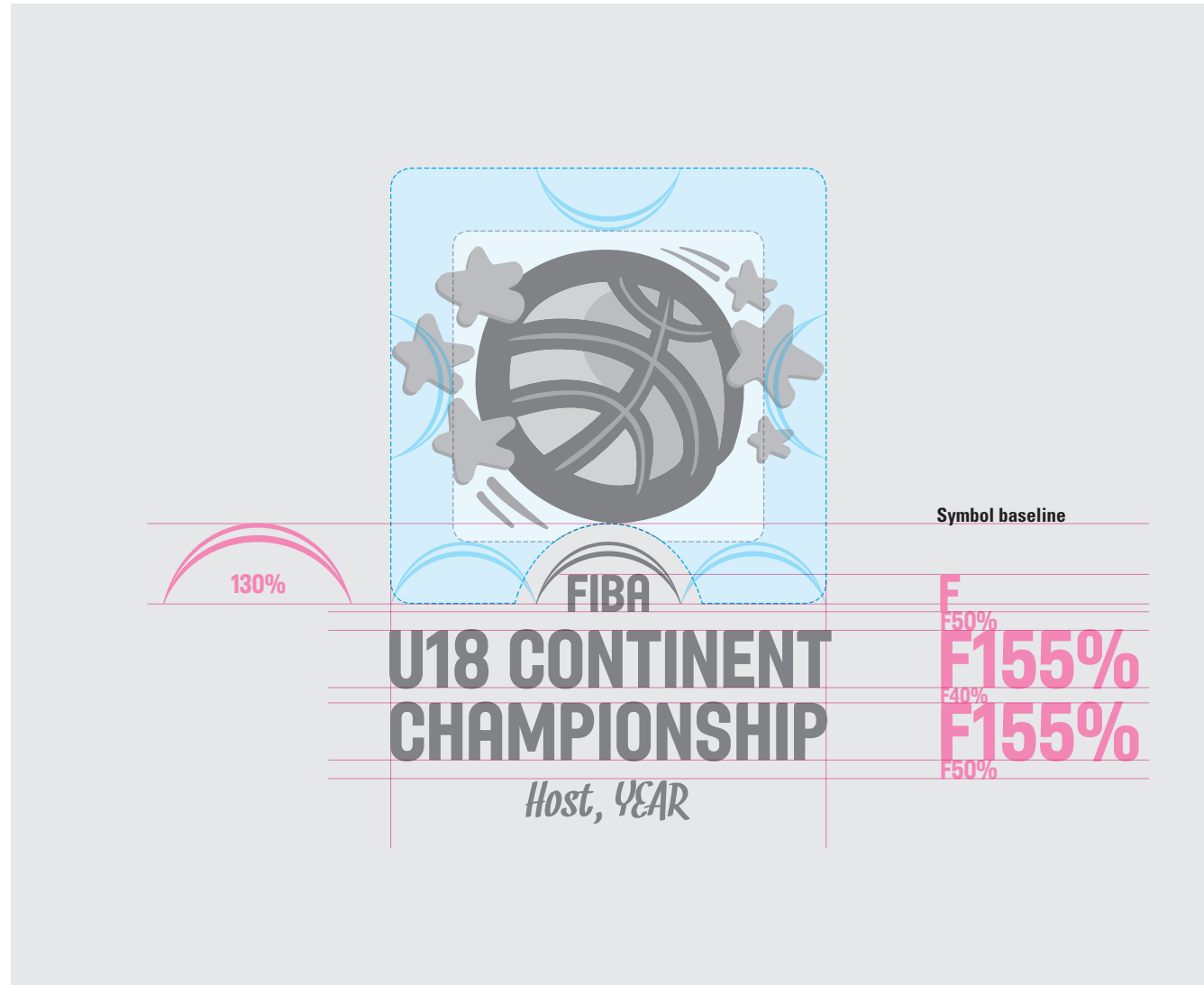
PERMANENT COMPETITION MARK

The Permanent Competition Mark combines the FIBA hoop, text and competition name. The design is fixed (apart from colour) and is provided by FIBA as a vector file.

The Permanent Competition Mark should only appear within the event logo – it cannot be used as an independent asset.

WOMEN'S CHAMPIONSHIPS

As per the official name of the competitions, the Women's designation should be added before the Continent: U18 Women's Continent Championship. Refer to examples on pages 6 to 12.



NOTE:

The Permanent Competition Mark must always be reproduced using the artwork file provided by FIBA.

EVENT LOGO ELEMENTS DEFINITION

PLACEHOLDER SYMBOL
FOR DEMONSTRATION PURPOSES ONLY

HOST TEXT + YEAR

The Host country text should be designed and applied within the margins shown. The text must be set on one line only.

The text must sit below the specified line and its width should not exceed the maximum shown.

HOST DEFINITION

Host text could be the name of the Host city or Host country, but not both.

HOST AND YEAR TYPFACE

1. Regular logo (without Division B and C)

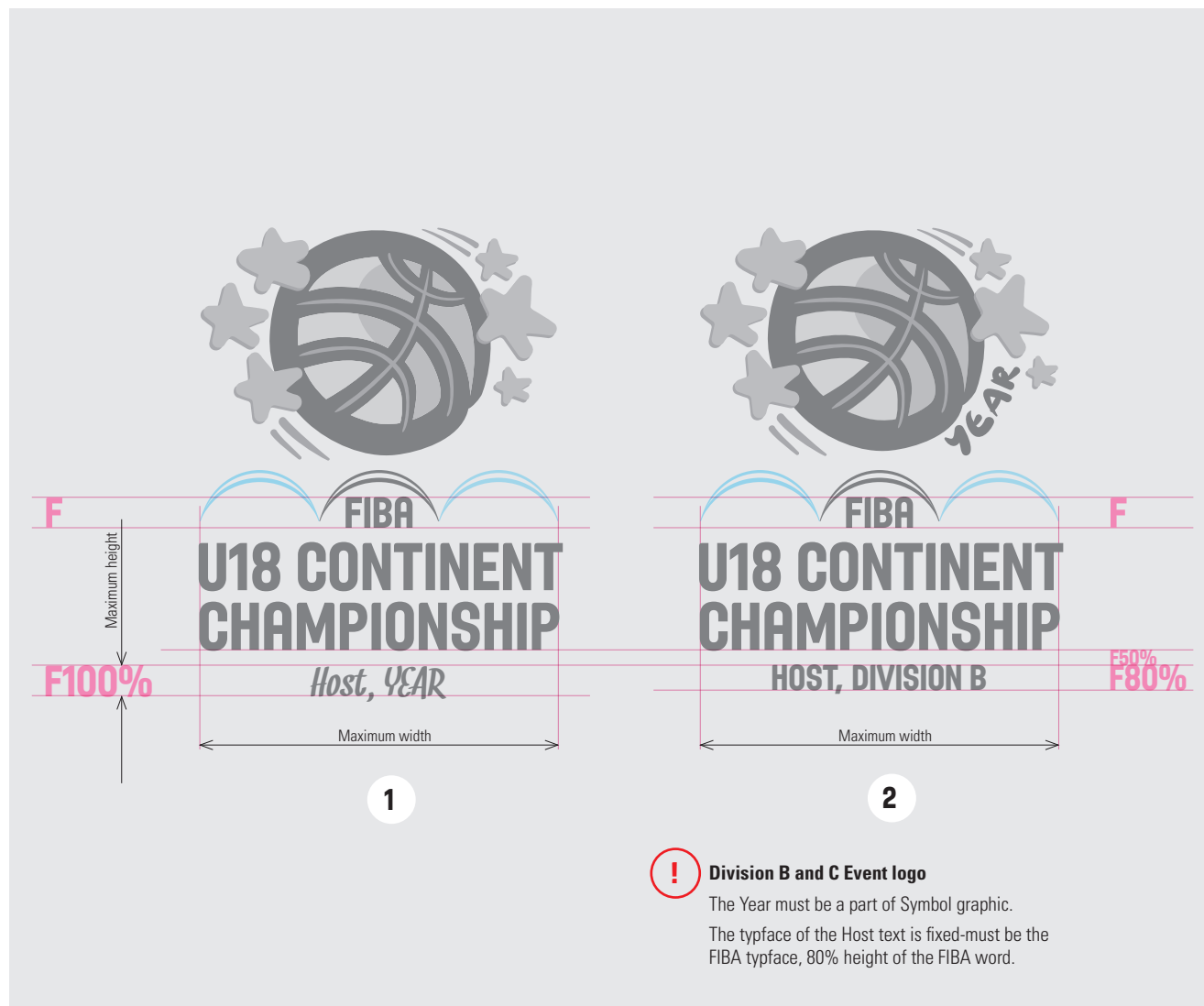
Freedom to chose typface is allowed, so an alternative typeface or script may be used, provided it has comparable legibility, particularly at small sizes. Text must be set within the shown limitations.

2. Europe - Division B and C Event logo

In Europe, Division B and C Championships should be clearly identifiable. In this case, the host and division text must be on the fourth line, where usually the host and year appears, and the Year must be part of the Symbol graphic. The type and size is defined and provided by FIBA.

NOTE:

The Division A does not exist as a writing on the fourth line so the rules for Regular logo must be applied.



EVENT LOGO PERMANENT COMPETITION MARK VERSIONS

PLACEHOLDER SYMBOL
FOR DEMONSTRATION PURPOSES ONLY

AFRICA



EVENT LOGO PERMANENT COMPETITION MARK VERSIONS

PLACEHOLDER SYMBOL
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ASIA



EVENT LOGO PERMANENT COMPETITION MARK VERSIONS

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AMERICAS



EVENT LOGO PERMANENT COMPETITION MARK VERSIONS

PLACEHOLDER SYMBOL
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EUROPE



EVENT LOGO PERMANENT COMPETITION MARK VERSIONS

PLACEHOLDER SYMBOL
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EUROPE



EVENT LOGO PERMANENT COMPETITION MARK VERSIONS

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EUROPE



EVENT LOGO PERMANENT COMPETITION MARK VERSIONS

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OCEANIA



LANDSCAPE LOGO FORMAT

PLACEHOLDER SYMBOL
FOR DEMONSTRATION PURPOSES ONLY

The elements of the logo design should be reconfigured in a specified way for landscape formats.

The Symbol must be positioned on the right side of the Permanent Competition Mark and their vertical centres must be aligned.

The distance between the Symbol and Permanent Competition Mark (their farmost elements) is 50% of FIBA Hoop height.



EVENT LOGO COLOUR SCHEME

PLACEHOLDER SYMBOL
FOR DEMONSTRATION PURPOSES ONLY

The logo colour scheme should capture the spirit of the event and the Host country. The scheme should be simple and not contain an excessive number of colours.

PERMANENT COMPETITION MARK COLOUR OPTIONS

There are two options for the colour of the Permanent Competition Mark:

1. Gold&Black (preferred option)

The text may be filled with black, with gold used for the FIBA hoop.

●	CMYK:	25, 35, 75, 25
	RGB:	165, 135, 70
	PANTONE:	4505

2. Single Dark shade

The entire mark may be filled with a single, dark colour.

HOST AND YEAR COLOUR OPTIONS

The Host must use a single, consistent colour from the logo colour scheme. Care should be taken to ensure that the text is legible at a small size.

NOTE:

The Symbol colours shown here are for explanatory purposes only and do not define the colour scheme in any way.



EVENT LOGO AGAINST BACKGROUNDS

PERMANENT COMPETITION MARK AND HOST

When the event logo is applied on colour or a busy background, the Permanent Competition Mark and Host+ year is applied as negative (white if there is enough contrast) or positive version in line with rules on page 14 (on lighter background colour).

THE SYMBOL

The Symbol must be clearly visible in a dark background, considering the usage of an outline shield on its whole outer border. We must ensure that the Symbol is not in contact with the background.



EVENT LOGO COLOUR VERSIONS

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The colour scheme must be adaptable in order to create full colour, flat colour and solid black and white logo versions.



FULL COLOUR



FLAT COLOUR



MONOCHROMATIC / BLACK & WHITE



CONTACT INFORMATION

For all queries, information and approvals regarding this event logo design guidelines, please contact:

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