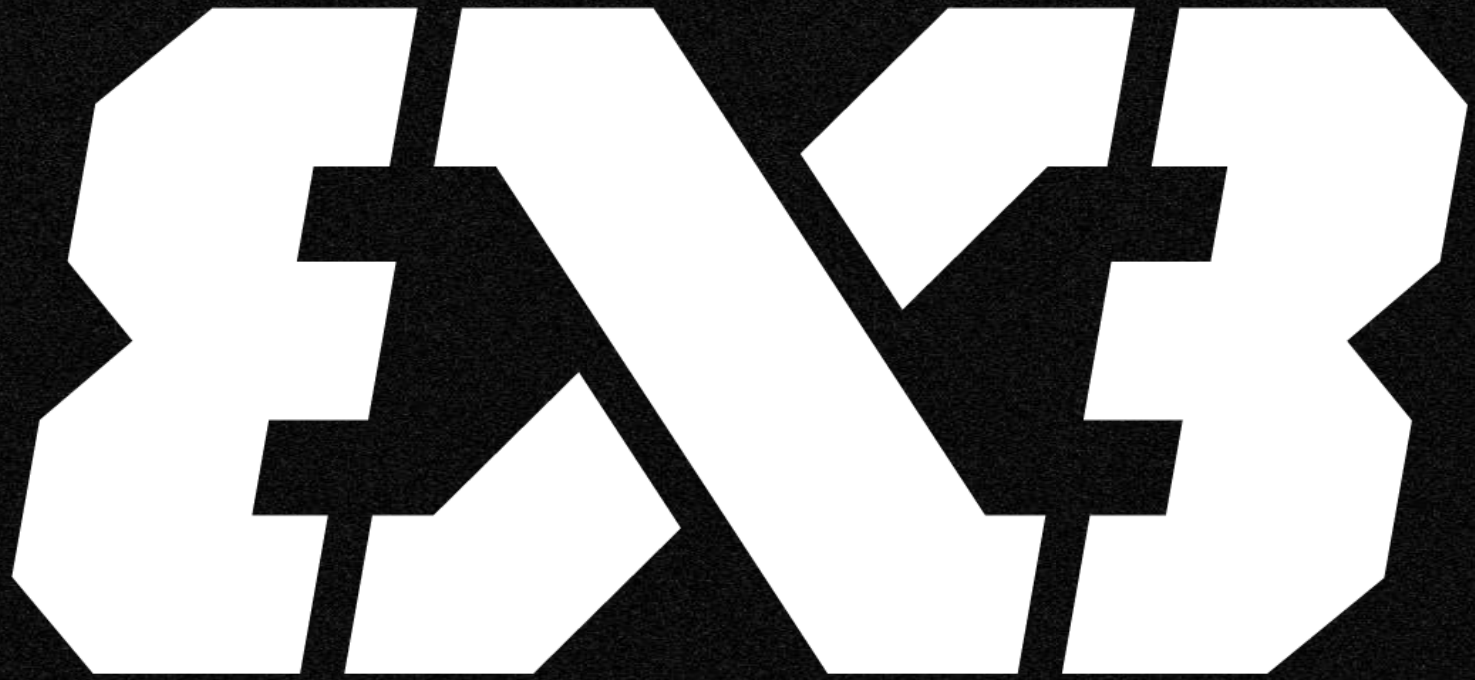
BRANDING GUIDELINES

BRANDBOOK



FIBA

We Are Basketball

www.fiba3x3.com

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FIBA 3x3 Logo & FIBA Logo

>> FIBA 3x3 logo = 'Infinity'

The FIBA 3x3 logo (referred to as the Infinity Logo or simply Infinity) can be only used by FIBA or with FIBA's expressed written approval and as foreseen in this brandbook.

The use of the Infinity is not allowed in 3x3 events other than in FIBA 3x3 Official Competitions as foreseen in this brandbook.

The use in any other 3x3 events is strictly forbidden and FIBA reserves all actions to enforce its rights.

>> FIBA Logo



The FIBA name, and the FIBA Chinese name; 国际篮联 cannot be used (in principle) in any 3x3 event or activity.

The use of the FIBA name, or Chinese name can be only used by FIBA and as allowed by FIBA.

The non-authorised use of the FIBA name, or Chinese name is strictly forbidden and FIBA and FIBA reserves all actions to enforce its rights.

The FIBA 3x3 Logo and the FIBA name, Logo, or Chinese name are registered trademarks, and can only be used by the FIBA or with FIBA's expressed written consent.

Infinity Logo

FIBA 3x3 is FIBA's business unit dedicated to 3x3 (pronounced "three ex three"); whereas the "x" is always written in lowercase, also when used in a text written in uppercase, e.g. "3x3 IS THE MOST THRILLING URBAN SPORT"

The FIBA 3x3 Infinity logo is composed by two "3" figures facing each other, joined by an "X". The concept represents two teams playing against each other.

At the same time, the image created by the text is also reminiscent of the infinity symbol and it conveys fun, competition and excitement without limits.

The style has been inspired by the typography used traditionally basketball jerseys and street symbols. It represents the blend of urban sport and urban art.



This logo is a registered trademark, and can only be used by FIBA or with FIBA's expressed written consent.

Logo construction

The logo inclination is 10 degrees.

The logo consists of 3 elements. One inverted three, an x and a three.

The three elements have equal space between them.

The 10 degree is also applied when using Italic font in logos



Logo colors

The logo only exists in **black or white**.

- No other colors can be used (in principle).
- Background is always a solid color, no borders high lighting.
- Black version on light color backgrounds.
- White version on dark color backgrounds.



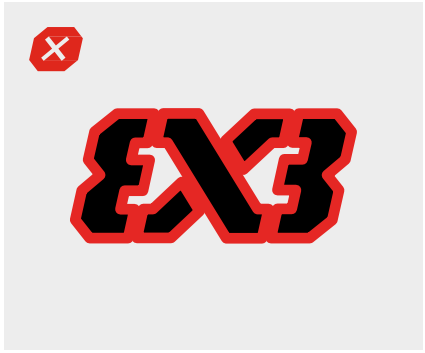






This logo can only be used by FIBA.
No third party is allowed to use without prior written approval

Logo don't do



>> Do not use strokes around the logo.



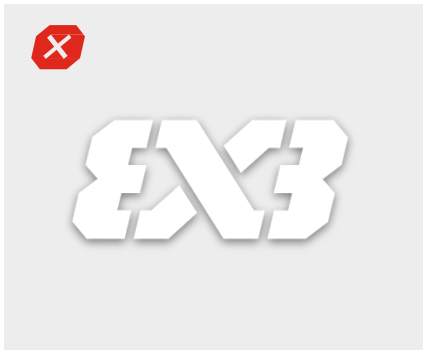
>> Do not change proportions.



>> Do not use stroke versions. Always use the filled version.



>> Do not cut off the logo.



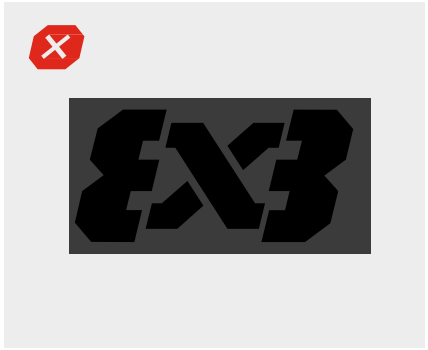
>> Do not add shadows.



>> Do not use colors other than black and white.



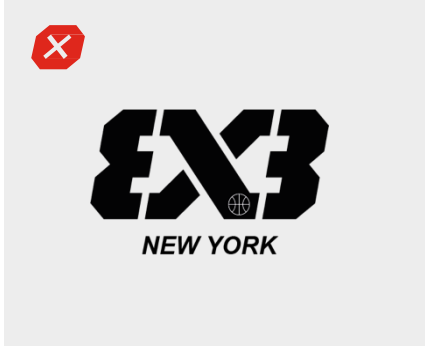
>> Do not distort the logo.



>> Do not use the logo with 3D effects.



>> Do not delete logo parts.



>>Do not insert any fonts/icons inside or around the logo.

Typefaces

The **typeface** used in all **logos** by FIBA 3x3 is **United Sans**. When editing an event logo, this typeface must always be used, at the sizes and spacing provided / specified, in order to retain consistency.

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 0 1 2 3 4 5 6 7 8 9

Barlow is our **brand typeface**. It comes as condensed and regular, and in many different weights which allows for maximum flexibility.

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 0 1 2 3 4 5 6 7 8 9

Our headline typeface in **Barlow Condensed Bold,** used to create impact. Barlow is a Google font.

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 0 1 2 3 4 5 6 7 8 9

The **Barlow font** family has to be used in titles (bold) subtitles (medium) in body copy (regular) of all the 3x3 event websites, official letters, social media and digital posts.

The **Barlow Condensed** bold and regular is exclusively used in TV graphics and player uniforms.

The **UNITED SANS** family font is used in all competition logos.

3x3

Most thrilling urban sport

3x3 basketball is an opportunity for players, organizers and countries to go from the streets to the World Stage. The stars of the game play in a professional tour and some of the most prestigious multi-sports events. On June 9, 2017, 3x3 was added to the Olympic Program, starting from the Tokyo 2020.

TEAM NAME (IOC CODE) PLAYER #1

Dunk contest

WORLD TOUR

W SERIES

CHALLENGER

play3x3

Applications: Official Equipment

The **court** in FIBA 3x3 Official Competitions shall be marked in **3 colors** (see graphic):

- Restricted area and 2-point area in anthrazit (pantone 11C),
- The remaining playing area in grey (pantone 8C) and
- The out-of-bound in black (pantone 419C)

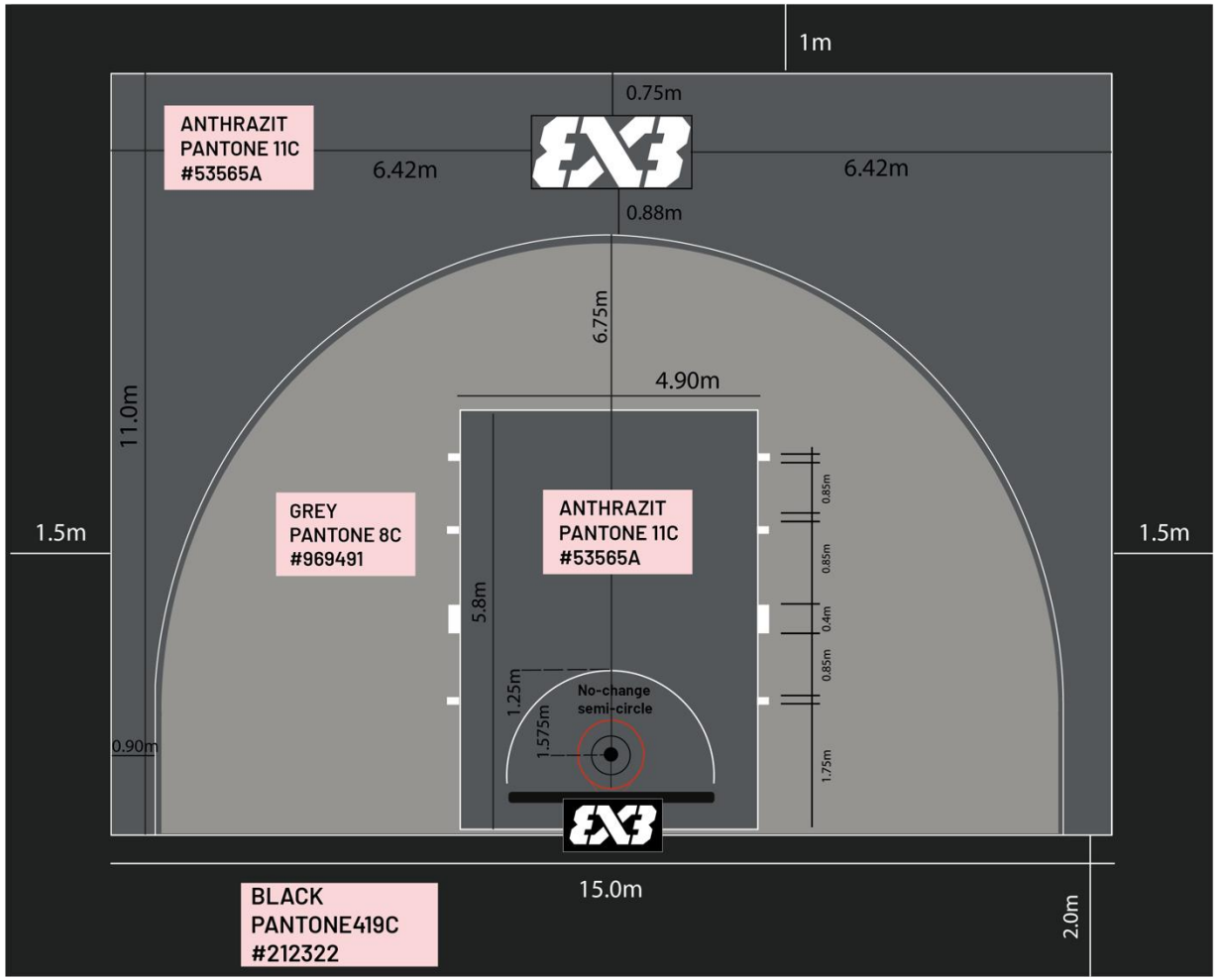
The white version of the Infinity will be placed on the court, centered with retard to the backboard and with the following measurements:

- Logo measurements: 0.90m x 2,40m
- Distance to the outside of the arc and infinity: 0.88m
- Distance to the sidelines: 6.42m

The **backstop** in FIBA 3x3 Official Competitions shall be black and have an embedded shotclock in the padding.

The Infinity Logo can only be applied on equipment provided by the FIBA 3x3 Official Suppliers.
More on the official equipment: fiba3x3.com/Suppliers

CORPORATE LOGO
IN WHITE VERSION
2,40 x 0,90 m

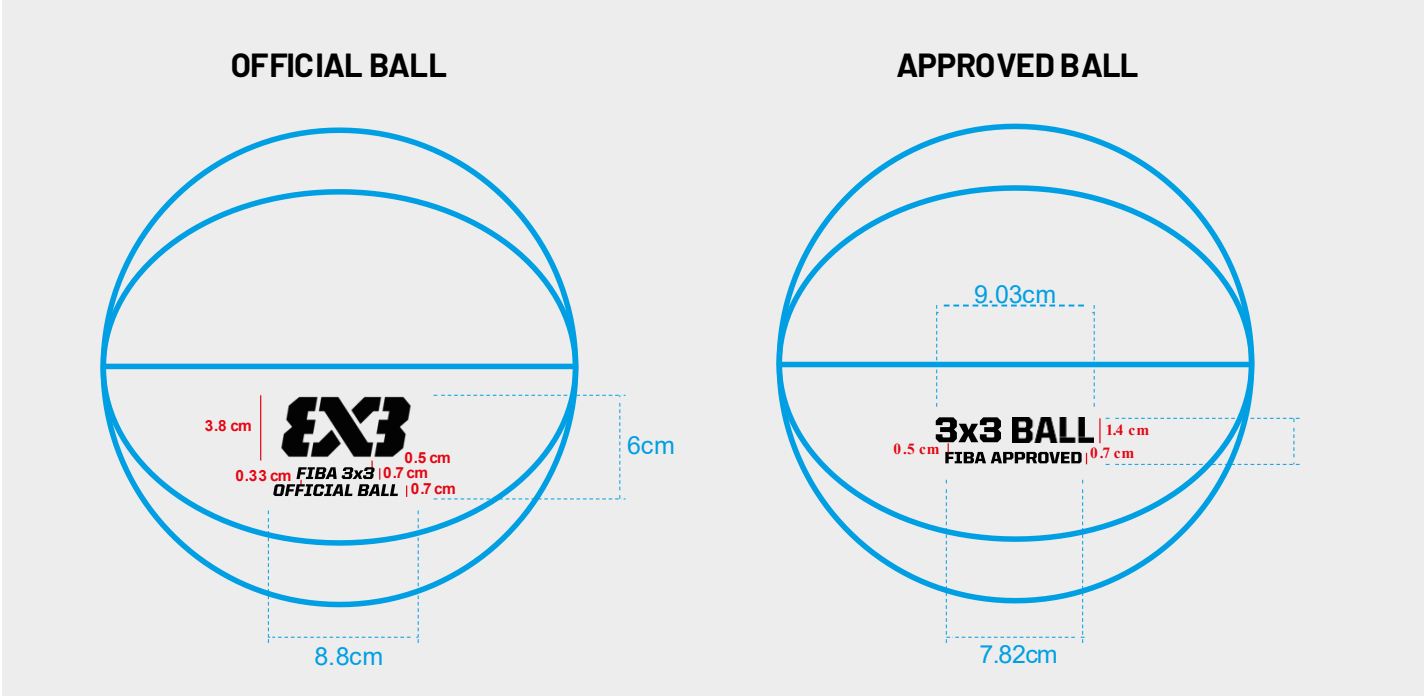


Applications: Ball

The Infinity can be used only on the official partner's balls and is placed below the manufacturer's logo.

- The "FIBA 3x3 Official Ball" mark measurements (including text): **8.8x6cm**
- The "FIBA 3x3 Approved Ball" mark measurements: **9.03x2.61cm**

All additional information and requirements, specific to the 3x3 ball approval process, can be found at fiba3x3.com/organisers



The Infinity Logo and/or the words "FIBA 3x3" and "OFFICIAL BALL" can be only used in balls of the FIBA 3x3 Official Partner. More on the official ball: fiba3x3.com/ball





Applications: Textile & Merchandising

The 3x3 logo "Infinity" **can only be applied** on **textile of the Official Apparel Partner** and with FIBA prior approval.

Textile (including apparel and lifestyle items) and other products with the "Infinity" can be acquired from FIBA 3x3's Official Apparel Partner and the Official Licensing Partner (www.3x3-shop.com).

Larger quantities, such as by promoters for entire competitions can be ordered and customized.

In addition, the Official Licensing partner also offers **merchandising products customize** for official 3x3 events. More on merchandising in FIBA 3x3 Pro Competition can be found on the Pro Branding Guidelines.

The Infinity Logo is a protected and registered trademark owned by FIBA



Applications: Uniforms

The 3x3 logo “Infinity” on uniforms other than the FIBA 3x3 World Tour is **only available** through the **Official Apparel Partner.**

The design and colors may vary as per the available portfolio of the Official Apparel Partner.

However, the **position and size of the infinity** on uniforms (jersey and shorts) is fixed as shown in the image. The same applies to the number and player name.

Any promoter using the infinity on apparel and/or uniforms that is not purchased from the Official Apparel Partner **will be automatically de-endorsed** and FIBA reserves all its rights to legal actions.

FIBA 3x3 Pro Tour uniforms have an own and specific branding guidelines. Please refer to the link >> Pro Men’s Circuit uniforms guidelines

The Infinity Logo is a protected and registered trademark owned by FIBA



Don't do

- The use of the 3x3 logo "Infinity" other than as foreseen in this Brandbook is **not** allowed.
- The use of the FIBA Logo without FIBA's written consent is **not** allowed.
- FIBA 3x3 Official Competitions and qualifiers thereto, 3x3 national teams competitions recognized by FIBA and any other FIBA Endorsed 3x3 event has to follow FIBA regulations including this Brandbook and any infringement of this Brandbook is **not** allowed.
- The branding "**don't do**" include, but are not limited to, the following:
  - Infringements of this Brandbook as well as of the FIBA Internal Regulations and the respective competition handbooks
  - The use of national team uniforms is expressly forbidden except in official and/or recognized national team competitions
  - The use of country names as team names in FIBA 3x3 competitions and its qualifiers thereto is strictly forbidden, except in official (and/or recognized) national team competitions as well as by federation teams in the Women's Series
  - The use of sponsors in FIBA 3x3 competitions have to follow FIBA Internal Regulations and the respective competition handbooks

Don't do and/or infringement at events will lead to de-endorsement of the given event.

Logos Chart

Brand Core

Pro Circuit

WORLD TOUR

W SERIES

National Team Competitions

Cups:

ARTWORK

COMPETITION
LOCATION
YEAR

Official Pro Qualifier

3x3 CHALLENGER

Nations League:

NATIONS LEAGUE
LOCATION
2026

Local Pro Qualifier

3x3 SLEAGUE

QUEST
WS QUALIFIER

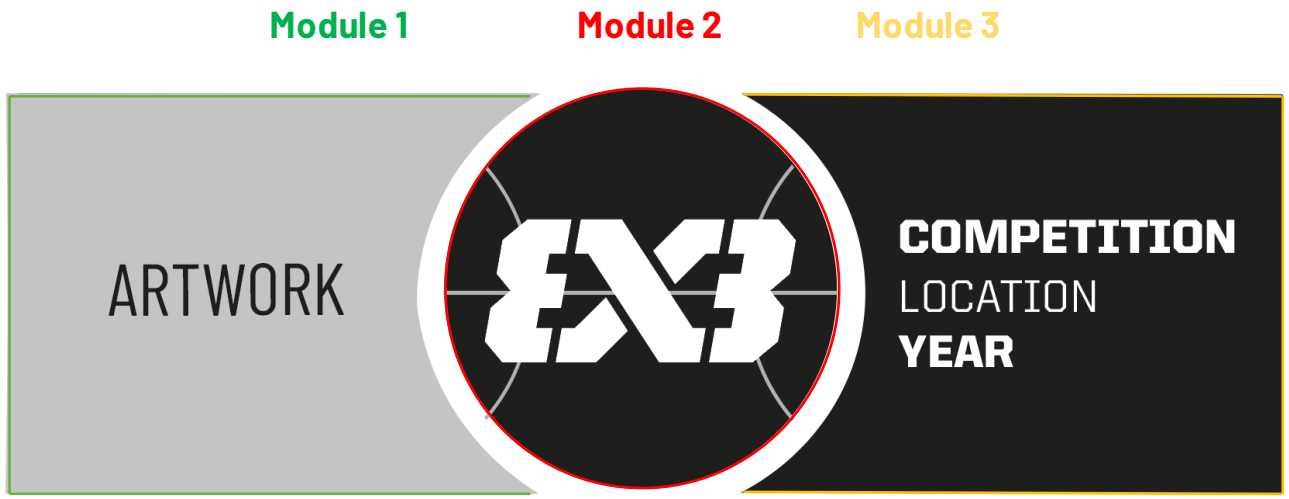
LITEQUEST

Grasroots

play3x3

Competition Logo

The competition logo of the FIBA 3x3 Cups has 3 modules:



Module 1 (Art work)
Basketball specific element and iconic landmark or local skyline illustration to provide event with local flavour.

Module 2 (ball)
This mark, common in all versions, is based on black ball with the Infinity 3x3 logo in the middle.

Module 3 (Info container)
Competion name and year using *United Sans Reg > Black* and below the event location using *United Sans Reg > Medium.*

Competition logo lockups: Horizontal & vertical

Horizontal lockup

Used when there is limited vertical space, or when the emphasis is on the messaging.



Vertical lockup

Used when the emphasis is on the event, e.g. on the event posters.



Competition logo lockups: Horizontal & vertical

Horizontal lockup

The sponsorship logo for Cups and Nations Leagues exists in horizontal version. The brand sponsor logo can be used in color. The fonts remain the same as in the original logo. See below an example of application.





Vertical lockup

The sponsorship logo for Cups and Nations Leagues exists only in horizontal version. The brand sponsor logo can be used in color. The fonts remain the same as in the original logo. See below an example of application.



Uniforms

The uniforms in Cups and Nations League are responsibility of each Federation and have to follow the regulations for national team competitions explained in Book 2 of FIBA Internal Regulations that includes the compulsory use of the **FIBA Logo**.

Reminders

- Each Federation must have at least two different sets of uniforms (one bright, one dark)
- The name of the country, the player's number and the player's name are mandatory elements that must appear on the jersey.

National team uniforms can only use the Infinity Logo on apparel of FIBA 3x3's official apparel partner(s)





LINK >> Book 2

The FIBA 3x3 Pro Competitions consists of:

- World Tour (including Challengers)
- Women's Series

The FIBA 3x3 Pro Competitions have dedicated branding guidelines that are based on this brandbook.

For more information on the those please refer to the document >> FIBA 3x3 Branding Guidelines PRO COMPETITIONS.



LINK >>FIBA 3x3 Branding Guidelines PRO COMPETITIONS

Super Leagues Stamp

This logo acts as a **verification stamp**, certifying that the event is a FIBA 3x3 endorsed event within the league.

It conveys credibility, authenticity, and connection to the FIBA 3x3 ecosystem, even though it is not an official competition.

- The stamp **must not be altered**, recolored, distorted, or combined with other graphic elements.
- It should be displayed in **its original proportions and colors**.
- Minimum clear space: equal to the height of the "3" in around all sides.
- Minimum display size: ensure all text remains legible.

The stamp may be used **by the Local Organizing Committee (LOC)** of an officially approved FIBA 3x3 Super League event within the season.

- The LOC may include the stamp on **communication and promotional materials** related to the event.
- Any use outside of the approved event scope (e.g., personal branding, unrelated promotions) is **strictly prohibited**.



Endorsement Stamp; *'play3x3'*

Endorsement Stamp can be used by those organizers using **EventMaker**, the FIBA's freeware to manage 3x3 competitions. The usage of the Endorsement Stamp is subject to the use of EventMaker (for more info em.fiba3x3.com), compliance with the terms of use and the proper uploading on play.fiba3x3.com.

The Endorsement Stamp can be use on signage on the field of play and signage related to the competitions (e.g. backstop, backdrop, A-boards, promotional materials and digitally; but not on apparel nor on merchandising.

The Endorsement stamp is only to be used in black (on light background) or white (on dark background), and always in solid color without effects.

The use of the 'Infinity' or the FIBA Logo in qualifiers to Pro Competitions and/or grassroots is strictly forbidden.





CONTACT INFORMATION

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these brandbook please contact:

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FIBA
We Are Basketball

www.fiba3x3.com