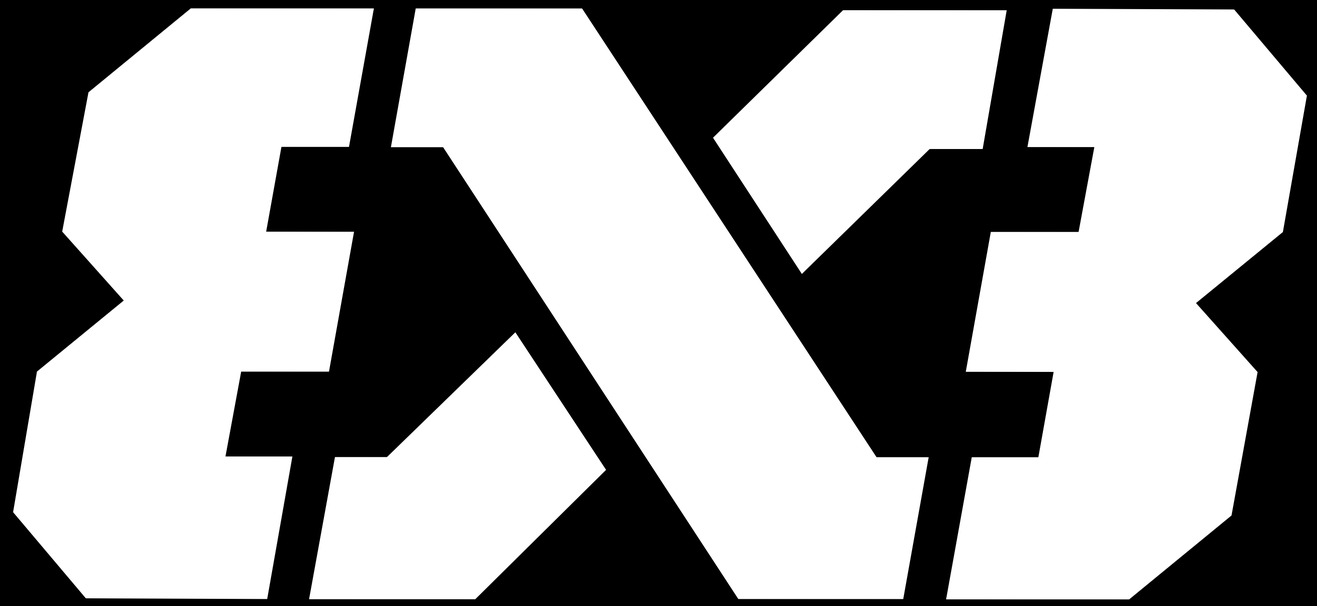
BRANDING GUIDELINES

PRO COMPETITIONS



FIBA

We Are Basketball

THE URBAN ANGLE

3x3 is more than a game, it's a festival of urban energy, a celebration of place and a chance for fans and family alike to get together in their community.

To truly live up to the most thrilling urban sport proposition and create cohesion across the competition the core idea that inspires our design system is the 'Urban Angle'.

'Urban' captures the street attitude, the sense of community in location and a natural grit to the design look and feel; and the 'Angle' is about forward momentum, speed and sharpness of thinking.

The 'Urban Angle' is reflected literally in the angles used throughout the design - from the Infinity logo to the momentum pattern. This adds dynamism to type, a natural momentum to layouts, organises information clearly within the logo parallelogram setups and is reflected in aspects of the photographic art direction.



Brand overview

INFINITY LOGO

PRODUCT LOGOS (VERTICAL LOCKUPS)

WORLD TOUR

W SERIES

3x3 CHALLENGER

PRODUCT LOGOS (VERTICAL LOCKUPS)

WORLD TOUR

W SERIES

3x3 CHALLENGER

EVENT IDENTIFIERS

WORLD TOUR [LOCATION AND YEAR]

W SERIES [LOCATION AND YEAR]

3x3 CHALLENGER [LOCATION AND YEAR]

COLOURS

HERO TYPOGRAPHY

SLAM DUNK!

ACCENT TYPOGRAPHY

TOKYO PARIS

ULAANBAATAR

AUSANNE

TOKYO PARIS

DYNAMIC GRAPHIC

PHOTOGRAPHY





SECTION 01

OUR LOGOS

INFINITY LOGO

FIBA 3x3 is most thrilling urban sport (pronounced “three ex three”); whereas the “x” is always written in lowercase, also when used in a text written in uppercase, e.g. “FIBA 3x3 IS A SPORT DISCIPLINE”

The FIBA 3x3 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... Basketball without limits.

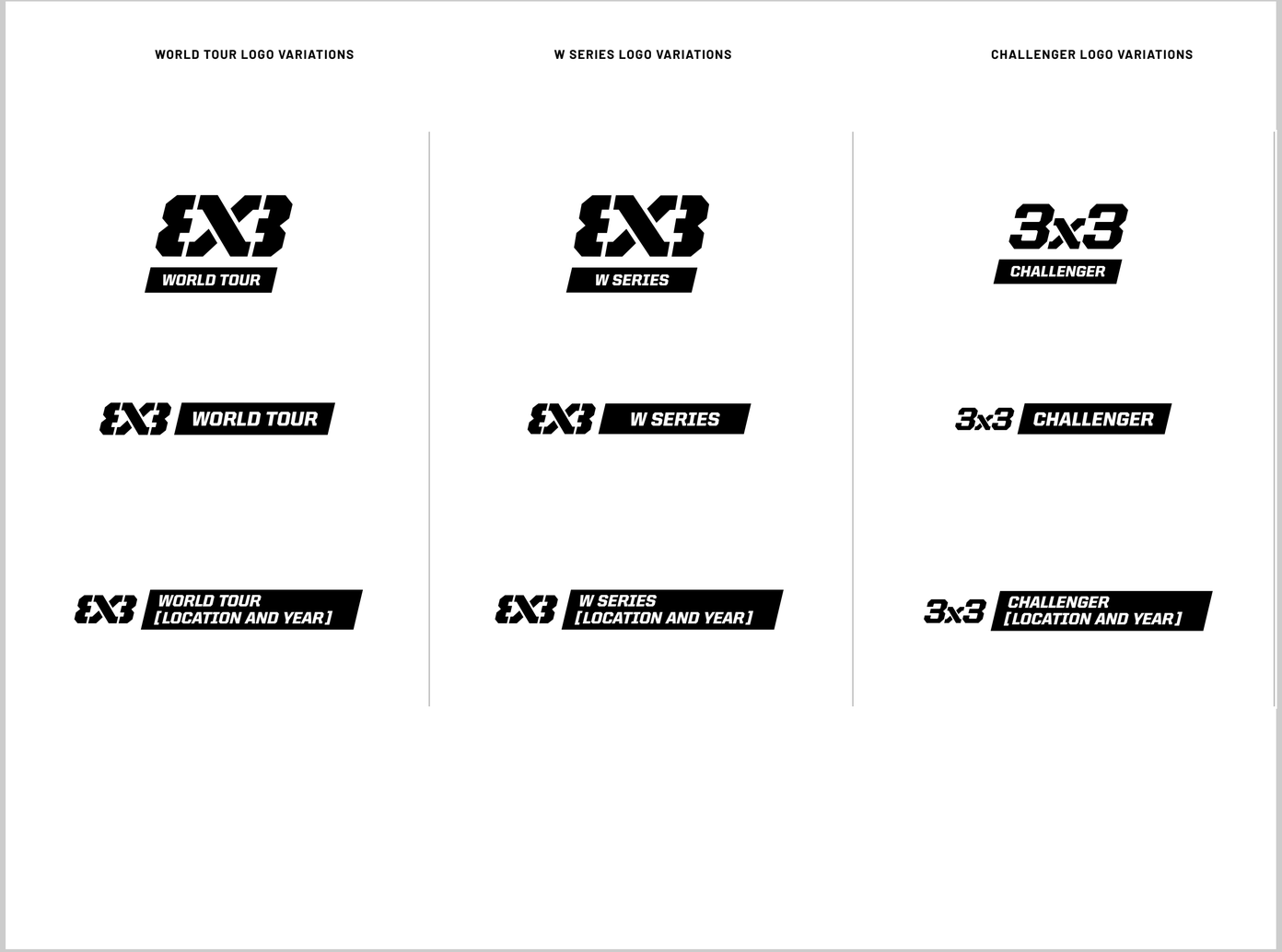
The style has been inspired by the typography used traditionally basketball jerseys and street symbols. It represents the blend of urban sport and urban art.

This logo can only be used by FIBA. No third parties are allowed to use it without prior approval.



LOGO SUMMARY

We have logos for each event type as shown to the right. More detail on how they are constructed, their clear space, and their minimum sizes are shown over the following pages.



EVENT LOGOS
WORLD TOUR

The FIBA 3x3 World Tour consists on series of tournaments played every year in different world cities leading to a final. The participating teams make it to the World Tour via Challengers, FIBA-recognized qualifiers or are invited based on ranking/performance, and usually represent a city.

VERTICAL LOCKUP, LIGHT BACKGROUND



VERTICAL LOCKUP, DARK BACKGROUND



HORIZONTAL LOCKUP, LIGHT BACKGROUND



VERTICAL LOCKUP, DARK BACKGROUND



EVENT LOGOS
WOMEN'S SERIES

The Women's Series Logo is constructed as shown, using the 10 degree angle of the infinity mark and regular spacing.

The Women's Series logo is a fixed asset and should not be altered or distorted.

VERTICAL LOCKUP, LIGHT BACKGROUND



VERTICAL LOCKUP, DARK BACKGROUND



HORIZONTAL LOCKUP, LIGHT BACKGROUND



VERTICAL LOCKUP, DARK BACKGROUND



EVENT LOGOS
CHALLENGER

The Challenger Logo is constructed as shown, using the 10 degree angle of the infinity mark and regular spacing.

The Challenger logo is a fixed asset and should not be altered or distorted.

VERTICAL LOCKUP, LIGHT BACKGROUND



VERTICAL LOCKUP, DARK BACKGROUND



HORIZONTAL LOCKUP, LIGHT BACKGROUND



VERTICAL LOCKUP, DARK BACKGROUND



VERTICAL LOCKUPS VS HORIZONTAL LOCKUPS

The vertical lockup logo is used when the emphasis is on the event; for example the 'event posters'. (See Fig. 1).

Horizontal lockup is used when there is limited vertical space, (see Fig .2) or when the emphasis is on the messaging (see Fig. 3)

VERTICAL LOCKUPS



Fig. 1

HORIZONTAL LOCKUPS



Fig. 2



Fig. 3

CONSTRUCTION, CLEAR SPACE & MINIMUM SIZES
WORLD TOUR

The clear space of each logo is measured by the height of the parallelogram (x) as shown.

Vertical lockups should appear no smaller than 100px or 25mm in width (measured edge to edge) and horizontal lockups no smaller than 140px or 35mm.

CONSTRUCTION FOR VERTICAL LOCKUPS



CLEAR SPACE FOR VERTICAL LOCKUPS



MINIMUM SIZE FOR VERTICAL LOCKUPS



CONSTRUCTION FOR HORIZONTAL LOCKUPS



CLEAR SPACE FOR HORIZONTAL LOCKUPS



MINIMUM SIZE FOR HORIZONTAL LOCKUPS

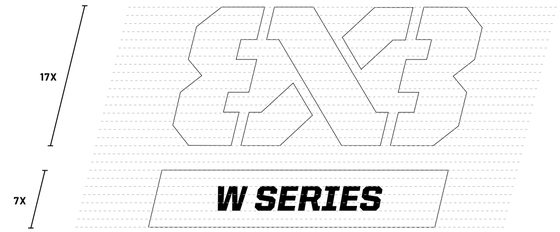


CONSTRUCTION, CLEAR SPACE & MINIMUM SIZES
WOMEN'S SERIES

The clear space of each logo is measured by the height of the parallelogram (x) as shown.

Vertical lockups should appear no smaller than 100px or 25mm in width (measured edge to edge) and horizontal lockups no smaller than 140px or 35mm.

CONSTRUCTION FOR VERTICAL LOCKUPS



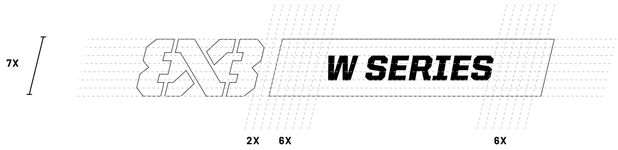
CLEAR SPACE FOR VERTICAL LOCKUPS



MINIMUM SIZE FOR VERTICAL LOCKUPS



CONSTRUCTION FOR HORIZONTAL LOCKUPS



CLEAR SPACE FOR HORIZONTAL LOCKUPS



MINIMUM SIZE FOR HORIZONTAL LOCKUPS



CONSTRUCTION, CLEAR SPACE & MINIMUM SIZES
CHALLENGER

The clear space of each logo is measured by the height of the parallelogram (x) as shown.

Vertical lockups should appear no smaller than 100px or 25mm in width (measured edge to edge) and horizontal lockups no smaller than 140px or 35mm.

CONSTRUCTION FOR VERTICAL LOCKUPS



CLEAR SPACE FOR VERTICAL LOCKUPS



MINIMUM SIZE FOR VERTICAL LOCKUPS



CONSTRUCTION FOR HORIZONTAL LOCKUPS



CLEAR SPACE FOR HORIZONTAL LOCKUPS



MINIMUM SIZE FOR HORIZONTAL LOCKUPS



LOGO DON'TS

Our logos are our main brand asset and must always be protected. Ensure you always use the original artworked files and do not modify them. Some main 'watch-outs' are outlined to the right.



Don't use the logos in any other colour apart from black or white



Don't use a drop shadow behind the logos



Don't add words to the product names



Don't change the proportions of any of the elements of the logos



Don' t use the 'Challenger' 3x3 mark for other products



Don' t ever use the Infinity logo in the 'Challenger' logo

EVENT IDENTIFIERS

These comprise the Infinity logo and a parallelogram that holds the event type (ie. World Tour, Women's Series, Challenger) as well as the location and year of the event.

The event type is fixed, and the location and year is editable text.

For longer location names, the paralellogram will need to be adjusted depending on the length of the name. See the following page for more guideance on how to edit the paralellogram width.

EVENT IDENTIFIER ON LIGHT BACKGROUND



EVENT IDENTIFIER ON DARK BACKGROUND



EVENT IDENTIFIERS
PARALLELOGRAM WIDTH

The standard parallelogram width is set in the artwork files. Most location names will fit within this - (see the diagram on the top right).

In instances where the location is too long to fit comfortably within the standard parallelogram width, it can be increased, ensuring there is a clear space of 'x' between the text and the edge of the paralellogram - (see the diagram to the bottom right.)

STANDARD PARALLELOGRAM LENGTH





LONG PARALLELOGRAM LENGTH





EVENT IDENTIFIERS
EXAMPLES

Some examples of event type using different product names and location names.

EXAMPLES ON LIGHT BACKGROUND







EXAMPLES ON DARK BACKGROUND







EVENT IDENTIFIERS
CONSTRUCTION, CLEAR SPACE AND MINIMUM SIZES

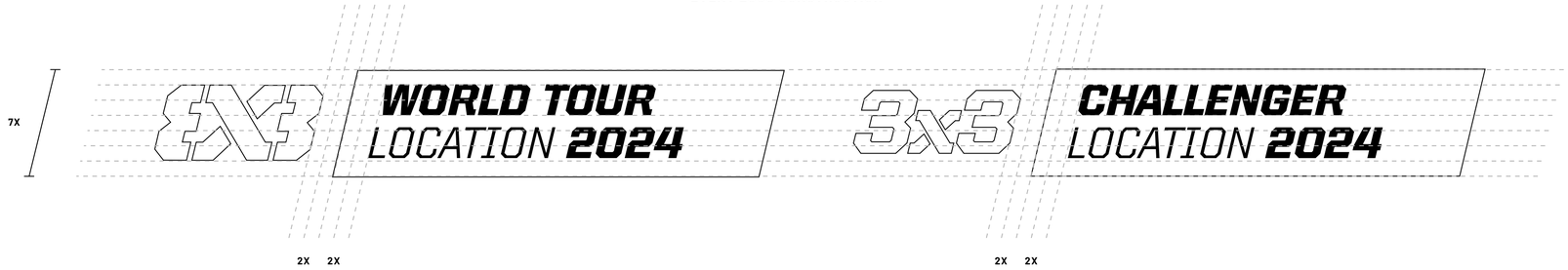
Event logos use a larger parallelogram to accommodate two lines of text, as shown. The parallelogram should be the same size and proportions for all event types.

The first line features the event type and the second line features the location and year. Type can be edited for new events, but must retain the correct 10 degree angle (see p19).

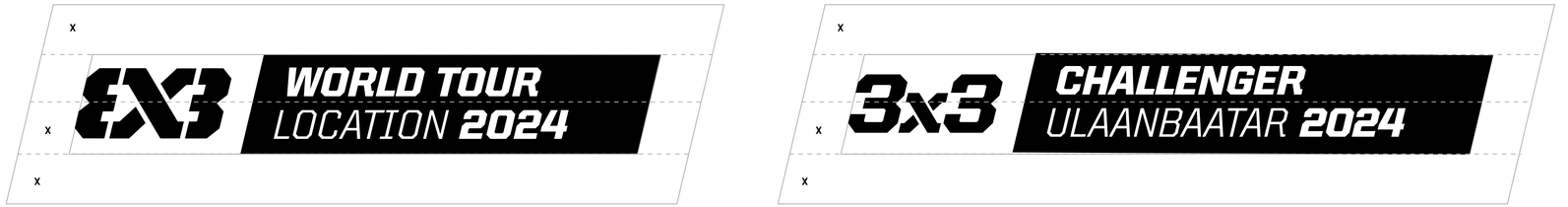
The clear space of each event logo is measured by half the height of the parallelogram as shown.

Event logo lockups should appear no smaller than 26px in height (measured from the top of the parallelogram to the bottom).

EVENT LOGO CONSTRUCTION



EVENT LOGO CLEAR SPACE



EVENT LOGO MINIMUM SIZES



EVENT IDENTIFIERS
TYPOGRAPHY

The typeface used for all our logos is United Sans Black. When creating a new event logo, this typeface must always be used, at the sizes and spacing provided / specified, in order to retain consistency.

The logo typeface **must** sit at a 10 degree angle to match the 10 degree of the Infinity mark and parallelogram, as shown.

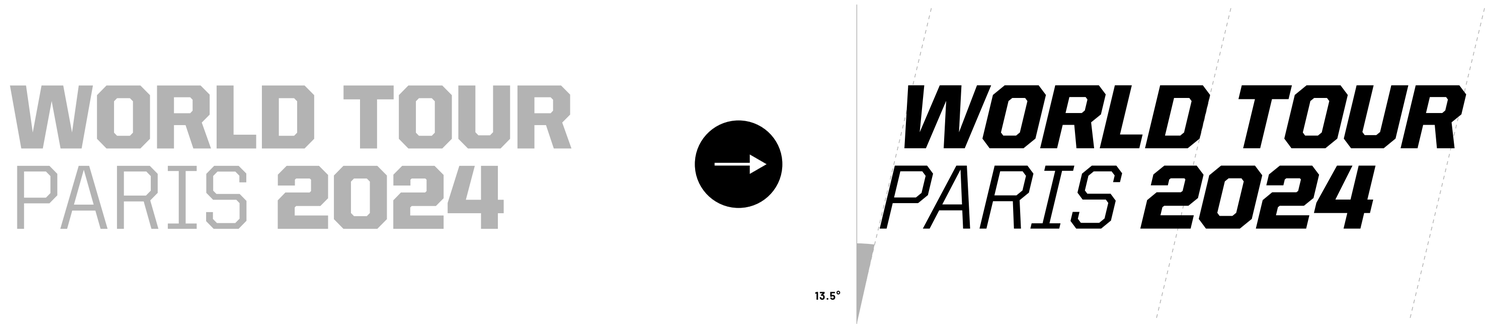
The type must be sheared 10 degrees to the right, without being stretched or distorted.

STEP 1

Type location name and year
Typeface 1: United Sans Black (Competition and year)
Typeface 2: United Sans Medium (City)
Kerning: Optical
Tracking: 0

STEP 2

'Shear' type by 10 degrees to match the angle of the Infinity logo and the paralellogram.





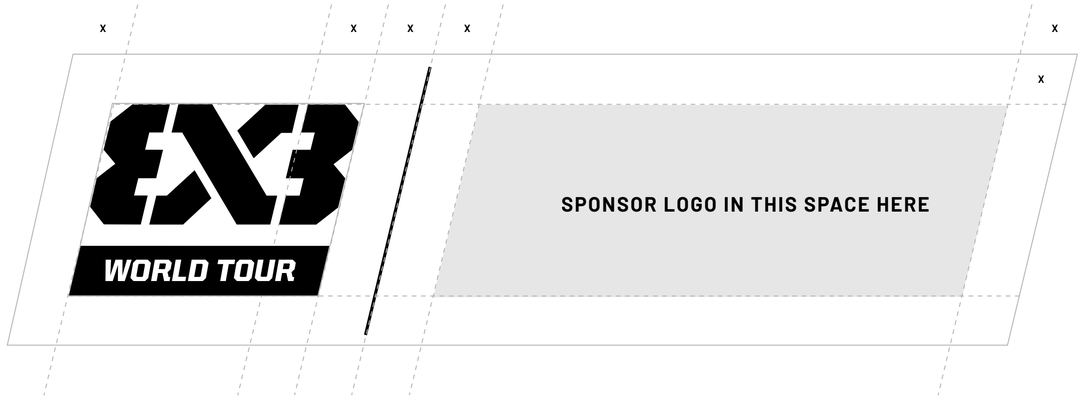
SPONSORSHIP LOGOS

There are times where our logos will appear in partnership with a third party brand. In these instances, the logos should be locked up with a 10 degree keyline, as shown.

The keyline appears to the right of our logo, using the right portion of the infinity symbol as a guiding measure (x). The third party logo should be placed the same distance away from the keyline on the opposite side.

The third party logo should be sized to feel proportional to and not exceeding the height of our own logo.

Clear space for the entire lockup can be calculated using the saeasurement of x.







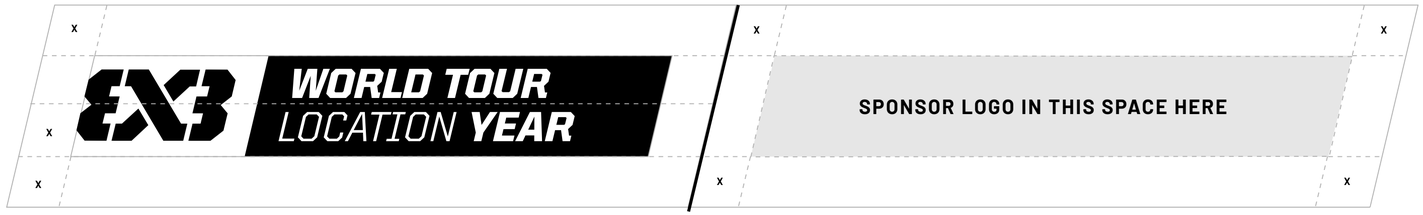
SPONSORSHIP LOGOS WIHT EVENT IDENTIFIERS

There are times where our event identifier logos will appear in partnership with a third party brand. In these instances, the logos should be locked up with a 10 degree keyline, as shown.

The keyline appears to the right of ourevent identifier logo, using height of half of the logo as a guiding measure (x). The third party logo should be placed the same distance away from the keyline on the opposite side.

The third party logo should be sized to feel proportional to and not exceeding the height of our own event identifier logo and it can be in colour.

Clear space for the entire lockup can be calculated using the same measurement of x.





SECTION 02

COLOURS



WE ARE A BLACK AND WHITE BRAND

BRAND COLOURS

Our core brand colours are black and white, but we use a supporting palette to help navigate our different products and events.

BLACK

#000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
PANTONE: BLACK 6

WHITE

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PANTONE: N/A

OPENER PINK

#FF80B3
RGB: 255, 128, 179
CMYK: 0, 63, 3, 0
PANTONE: 204

MASTERS RED

#FF5252
RGB: 255, 82, 82
CMYK: 0, 83, 64, 0
PANTONE: 1787

FINAL GOLD

#D8B832
RGB: 216, 184, 50
CMYK: 17, 24, 96, 0
PANTONE: 143

CHALLENGER GREY

#C4C4C4
RGB: 196, 196, 196
CMYK: 23, 18, 18, 0
PANTONE: Cool Gray 3

W SERIES PURPLE

#7D38E8
RGB: 139, 38,243
CMYK: 64, 79, 0, 0
PANTONE: 2665

BRAND COLOURS
PROPORTIONS

The palette for each product/event is shown here. In each instance, black and white are the core base. Each event uses a single accent colour to help navigation. Only use the accent colours as assigned to each product/event - they should never appear together.

Our logos, backgrounds and copy should always appear in black / white. The accent colours are appear within the pattern and accent typeface only.

WORLD TOUR, 'OPENER' COLOUR PALETTE



WORLD TOUR, 'MASTERS' COLOUR PALETTE



WORLD TOUR, 'FINAL' COLOUR PALETTE



WORLD TOUR, 'CHALLENGER' COLOUR PALETTE



W SERIES COLOUR PALETTE



SECTION 03

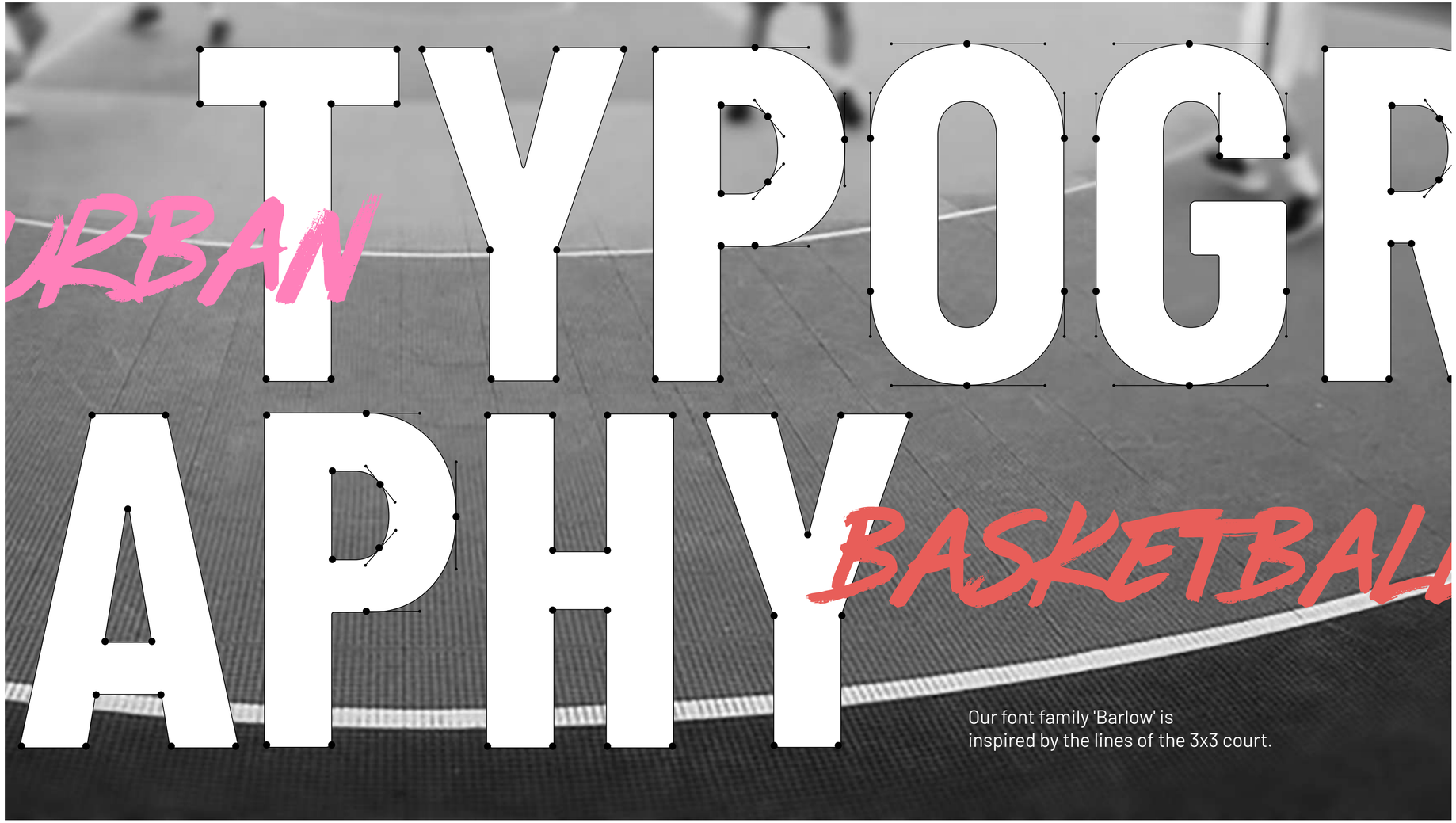
TYPOGRAPHY

OVERVIEW

Typography is a key element of our brand. It works to maintain consistency, create clarity and provide impact for all of our communications.

'Barlow' is a versatile family of condensed and regular typefaces that brings a consistent visual tone to 3x3 materials. Barlow Condensed Bold for short, punchy headlines, and Barlow for long titles and body copy.

'Have Heart' is our 'accent' font that can be used a little urban flavour to our communications where necessary.



TYPE DETAIL

Our brand typefaces are detailed on the right and an explanation of their usage is on the following pages.

HERO TYPEFACE

BARLOW CONDENSED BOLD 700

ABCDEFGHIJK
LMNOPQRDST
UVWXYZ

0123456789

!£$&*()?#/

BODY

BARLOW BOLD

Abcdefghijklmopqrstuvwxyz
0123456789 !£$&*()?#/

Abcdefghijklmopqrstuvwxyz
0123456789 !£$&*()?#/

BARLOW REGULAR

Abcdefghijklmopqrstuvwxyz
0123456789 !£$&*()?#/

Abcdefghijklmopqrstuvwxyz
0123456789 !£$&()?#/*

BARLOW LIGHT

Abcdefghijklmopqrstuvwxyz
0123456789 !£$&*()?#/

Abcdefghijklmopqrstuvwxyz
0123456789 !£$&()?#/*

ACCENT

HAVE HEART

ABCDEFGHIJK
LMNOPQRDST
UVWXYZ

0123456789

TYPE USAGE

Hero typeface - reduce the leading so that it is tight (but ensuring the characters are never touching)

Funtional typeface - default leading.

Accent typeface - shear it 10 degrees and then overlap it slightly with the hero type.

HERO TYPEFACE
BARLOW CONDENSED BOLD, (TRACKING: 0)

SHORT, SNAPPY HEADLINE

Tight leading

FUNCTIONAL TYPEFACE
BARLOW BOLD, BARLOW REGULAR, (TRACKING: 0)

This is an example of a subheading

This is an example of body copy. Moluptat urehenis eniscit aceatem et am, torepro que dolo et unt, quaes ullatat empora dolut landae non re endae ilitatur, ommolec ulparchiliam.

Default leading

ACCENT TYPEFACE
HAVE HEART, (TRACKING: 0)

OPENER
15 MAY
LAUSANNE

SWEDEN *VS* FRANCE

Overlap with Hero typeface

Overlap with Hero typeface

HERO TYPEFACE

Barlow Condensed Bold 700
It is athletic and proud, with the curves and straights of its characters taking inspiration from the curves and straights on the painted lines the 3x3 court. It is used for hero text; short snappy headlines and key information.

Its condensed nature allows for long names and numbers to sit comfortably within communications.

Barlow condensed is always used in uppercase for maxmim impact.

Barlow Condensed Bold is free to use commercially and can be downloaded here:
https://fonts.google.com/specimen/Barlow+Condensed?

BARLOW CONDENSED BOLD 700

LAUSANNE
CHN [8], FRA [12]
REVERSE DUNK
Nº.1 PLAYER!
#3X3WS



FUNCTIONAL COPY

Barlow
Barlow is our workhorse typeface. It works in harmony with our Hero typeface, Barlow Condensed Bold. It is highly legible and comes in several weights, making it a versatile and easy to use typeface across both print and digital communications.

Barlow is free to use commercially and can be downloaded here:
https://fonts.google.com/specimen/Barlow

BARLOW BOLD, REGULAR, ITALIC

Zisis gives back to basketball after legendary career

In 1987, Greece hosted the *FIBA EuroBasket* and won it for the first time, beating the Soviet Union in a thrilling Final, 103-101.

Event (UTC +8) Event (UTC +8)

PARTNERS:

@fiba3x3

Share now

ACCENT FONT

Have Heart

Our accent typeface is a 'brush' font called 'Have Heart'. Its rough and hand drawn aesthetic is a nod to street art and the urban nature of the 3x3 game.

It is used to pull out key information such as tournament stages, or locations. It should be used sparingly (one or two words maximum within an application) and should never dominate our hero headings or key information.

This typeface should be used in our accent colours where appropriate, and always appear in uppercase.

For examples of suitable usage, see the application section.



ACCENT FONT STYLISTIC TREATMENT

Accent type should be angled, to create a sense of motion. Please follow the guidance to the right.

STEP ONE

Type out word
Case: Uppercase
Tracking: 0

STEP TWO

Shear characters by 10 degrees

STEP THREE

Rotate text box by 10 degrees



HERO TYPOGRAPHY DO'S AND DON'TS



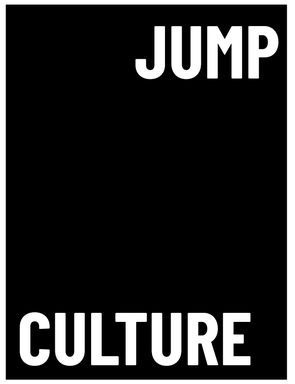
Apply tight leading to Hero typography



Ensure the tracking is set to 0.



You can stagger text to create dynamic layouts



Ensure Hero typography is always used in uppercase.



Don't use the default leading for Hero typography - it's too loose



Don't track the letters out



Don't angle typography



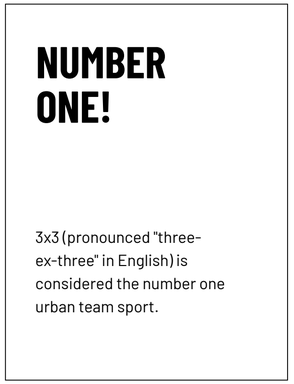
Don't use sentence case or lowercase when using Hero typography.

TYPOGRAPHY COLOUR DO'S AND DON'TS

We are a black and white brand, so all of our Hero and Body typography should be set in black or white. Colour can be injected by using photography, our graphic pattern, or our accent typography.



Headline and Body text should be black or white



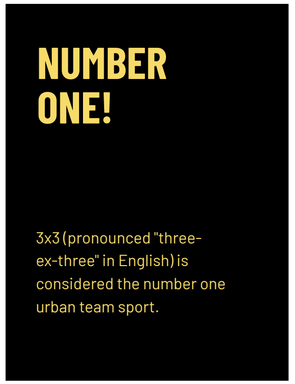
Headline and Body text should be black or white



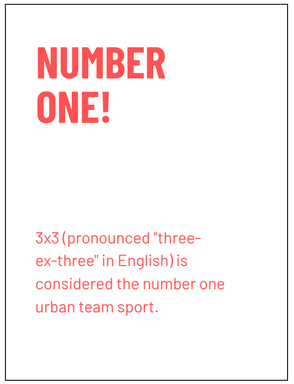
Headline and Body text colour should always have enough contrast with the background



Headline and Body text colour should always have enough contrast with the background



Headline and Body text should never be in colour



Headline and Body text should never be in colour



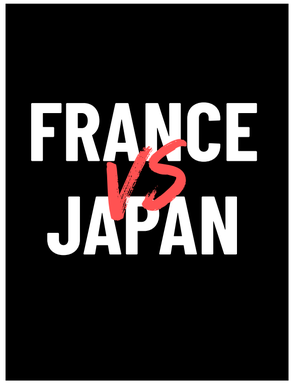
More contrast is needed between the text and the background



More contrast is needed between the text and the background

ACCENT TYPOGRAPHY DO'S AND DON'TS

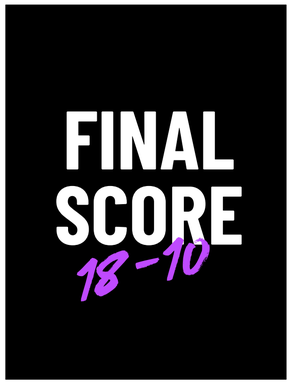
Accent typgraphy must be applied with utmost care to avoid it dominating our hero typography.



Accent typography should always be in a secondary colour



Accent typography should be a maximum of two words



Headline and Body text colour should always have enough contrast with the background



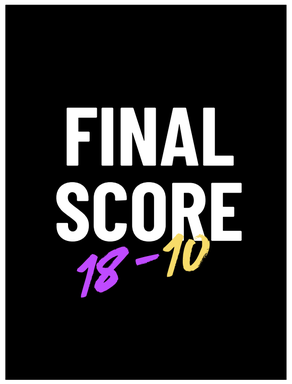
Modify the type so it sits at 13.5 degree angle and is sheared 13.5 degrees (see p.xx)



Accent typography should never be in white (or black)



Accent typography should never be applied to more than two words



More contrast is needed between the text and the background



Avoid setting the type straight

SECTION 04

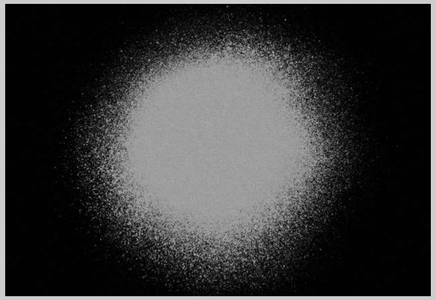
PHOTOGRAPHY

BRANDED PHOTOGRAPHY

Our branded photography is a nod to the urban street sport and has a graffiti aesthitic. We use the texture of grafitti to shine a spotlight on the game.

This type photography is a useful graphic asset as it is not player or event specific and can be used across all communications.

Some examples of branded photography and how we use it are shown on the right.



Graffiti is the inspiration for our brand photography.









GENERAL PHOTOGRAPHY: OVERVIEW

3x3 is more than just a sport - it's about real street attitude. We need to embrace the people and the spirit of the whole event.

Our event photography must capture all the aspects of the game as detailed on the right.

More details on the art direction for each catergory are shown on the following pages.



THE SLAM AND THE DUNKERS

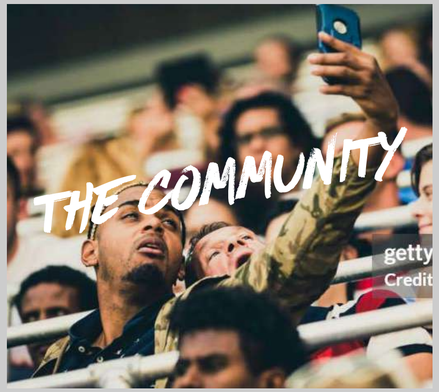
The Slam and the Dunkers aptures the game and the players and The Dunkers captures the Dunk contest that the Fiba 3x3 World Tour events are famous for. Both are fast and non-stop. The camera is in the action, capturing unique angles.



THE FESTIVAL

The Festival is an empowering celebration of street entertainment and local place.

The activities, the DJs, the music, the lights and the energy of the festival must be captured.



THE COMMUNITY

The Community shows our welcoming side. We show the fans and the Grassroots talent, capturing the unique personalities within it.



THE LOCATIONS

It is important to showcase that the 3x3 game is played all over the world in exciting locations.

Art Direction

WIDE ANGLE ACTION See page 44 **or** **INTIMATE CLOSE UPS** See page 45

STYLING: DRAMATIC LIGHTS AND DARKS

Note: The photos on the following purposes are for indicative and styling purposes only.The 3x3 ball is one of our most distinctive assets, along with the 3x3 uniform, as shown to the right. So, where possible try and get the logos in shot.





WIDE ANGLE ACTION

Across the four categories, the camera is in, above or below the action, capturing unique angles and the energy of the festival atmosphere.

TIPS

- shoot from below
- shoot from above
- shot from 'point of view angle'
- shoot through legs
- use foreshortening of a subject
- never shoot from straight on

THE SLAM AND THE DUNKERS







Unique and dynamic angles to convey the speed of the sport.

THE FESTIVAL







Shots of the activities that make you feel you are part of the action.

THE COMMUNITY







'Point of view' photography that capture a moment in time.

LOCATIONS







Aerial views of the cities, taken with a wide angle and sense of depth and perspective.

INTIMATE CLOSE UPS

Occasionally we can crop into subjects, to create a sense of intimacy and show the emotions of the game and the festival.

TIPS

- shoot from interesting angles; try not to shoot straight on
- capture player's emotions; from expressions of victory and excitement, to anger and defeat
- capture personal details of the players
- capture the energy of the festival; from a DJ playing to the crowd, to punters enjoying the music
- capture the punter's emotions, from enjoyment to the thrill of the festival

THE GAME AND THE DUNKERS





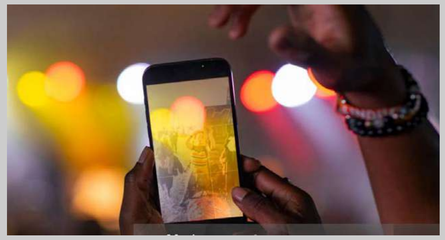


A focus on the idiosyncrasies of the players and the uniqueness of their personalities and physiques.

THE FESTIVAL







Capture the moments that people want to be part of.

THE COMMUNITY







The emotions of the people of the festival.

LOCATIONS







Player profiles shot against the backdrop of the city in which they are playing.

STYLING: DRAMATIC LIGHTS AND DARKS

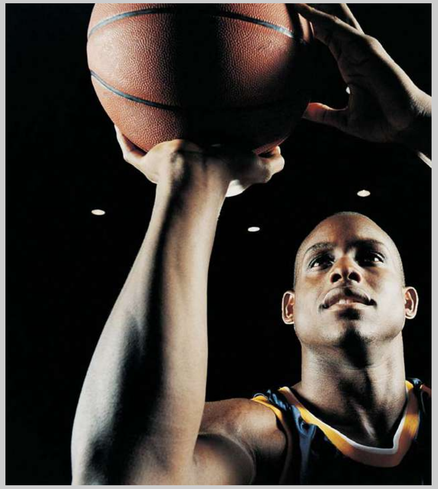
To create a consistent style across all of our photography, we ensure there is a strong use of light and dark. Our night-time shots are also a perfect opportunity to capture the lasers and the light shows.



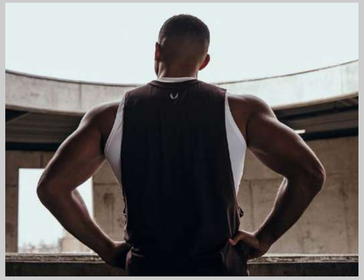








PHOTOGRAPHY FOR EVENT POSTERS

All player shots should be 'full body' so that all sponsorsip logos are in visible.

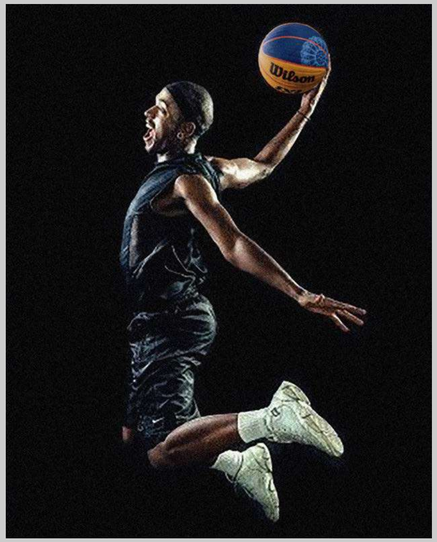
The players should be captured 'in motion'; never standing still.

Where possible, a sense of depth and forshoretening should be created.

Dramatic use of light and shade is important to create drama, and to sit naturally on a black background.

We recommend these being shot in a studio where possible.





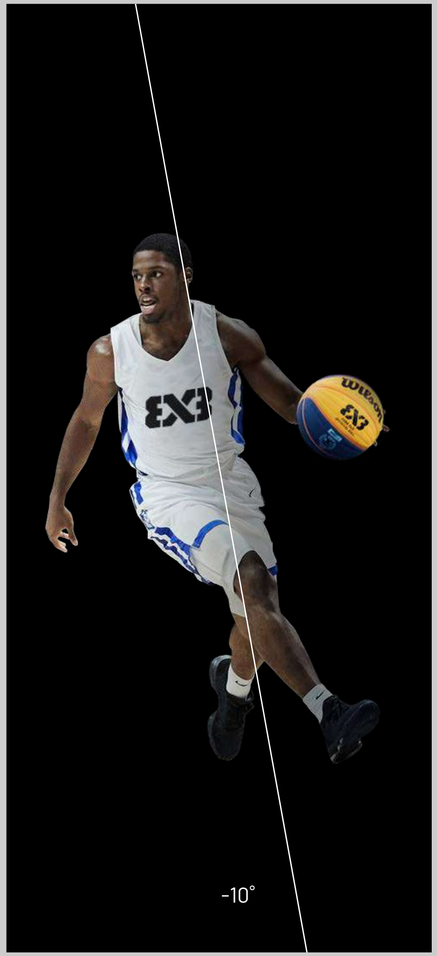


EVENT POSTERS PHOTOGRAPHY

Even posters should showcase a composition of 3 players where possible.

The composition should be constructed as shown on the right, with the angles of the players conforming to the 10 degree angle that runs through the brand.

PLAYER 1: ANGLED TO APPROX -10˚



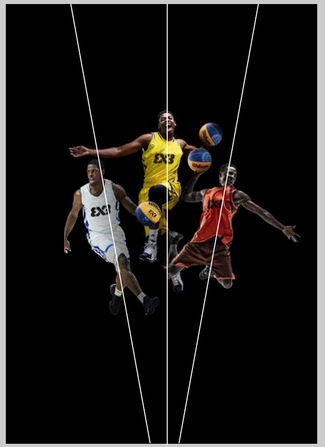
PLAYER 2: ANGLED TO APPROX 0˚



PLAYER 2: ANGLED TO APPROX 10˚



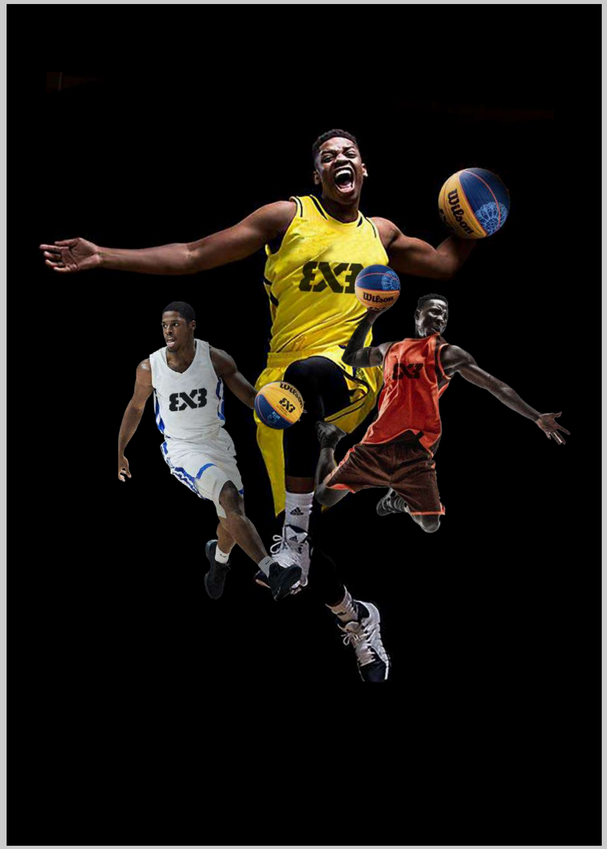
3 PLAYER COMPOSITION ON EVENT POSTER



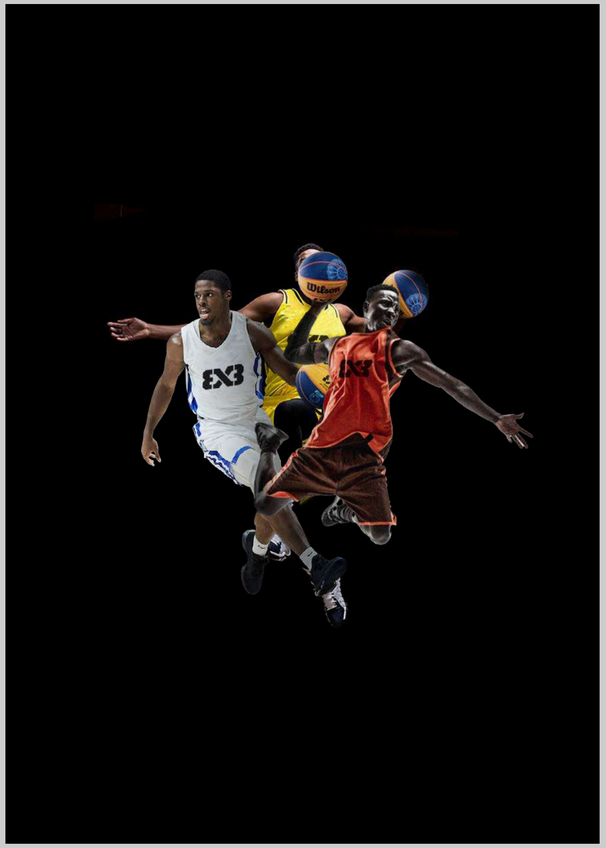


EVENT POSTERS PHOTOGRAPHY DON'TS

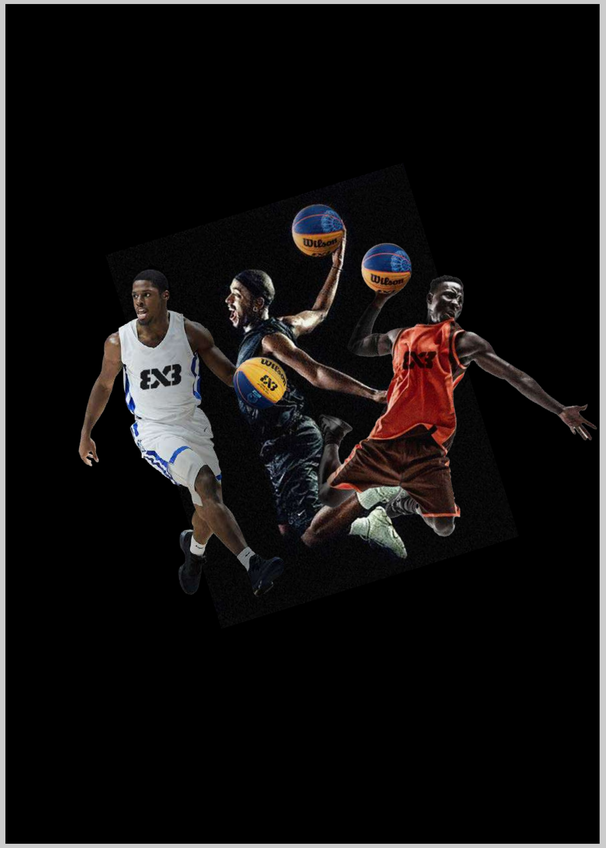
Care must be taken to keep photography consistent.



Ensure all of the players are placed at the same scale.



Don't overlap the players so that they become obstructed.



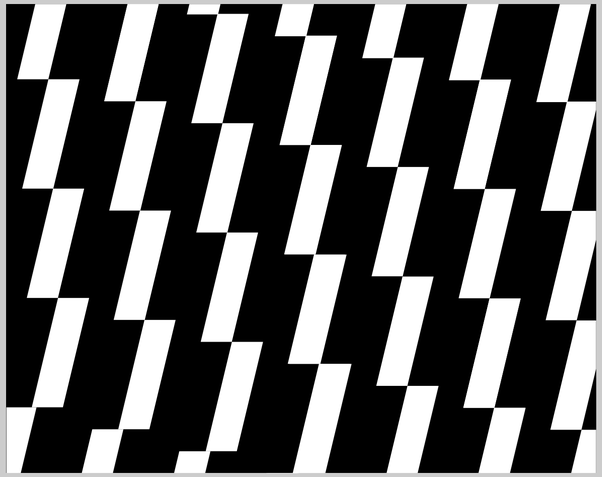
Ensure the angles used for each player are -10, 0, and 10 respectively. Otherwise it looks off-balance.

SECTION 05

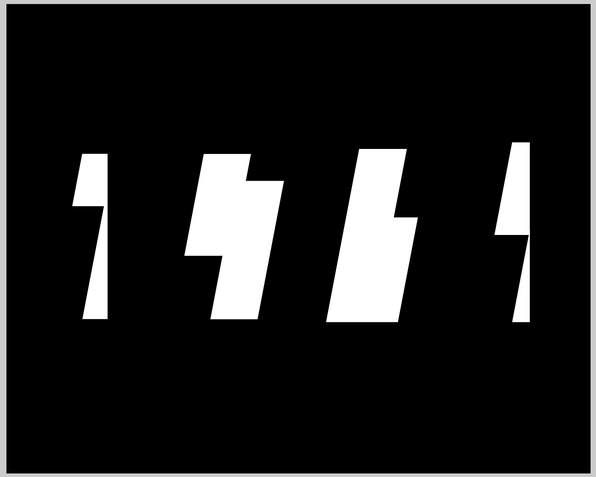
DESIGN SYSTEM

DESIGN SYSTEM GRAPHICS

These are supporting graphics that add energy and momentum to everything in our brand.



Dynamic graphic: 10˚



Individual shapes: 10˚



Information dividers: 10˚

DYNAMIC GRAPHIC

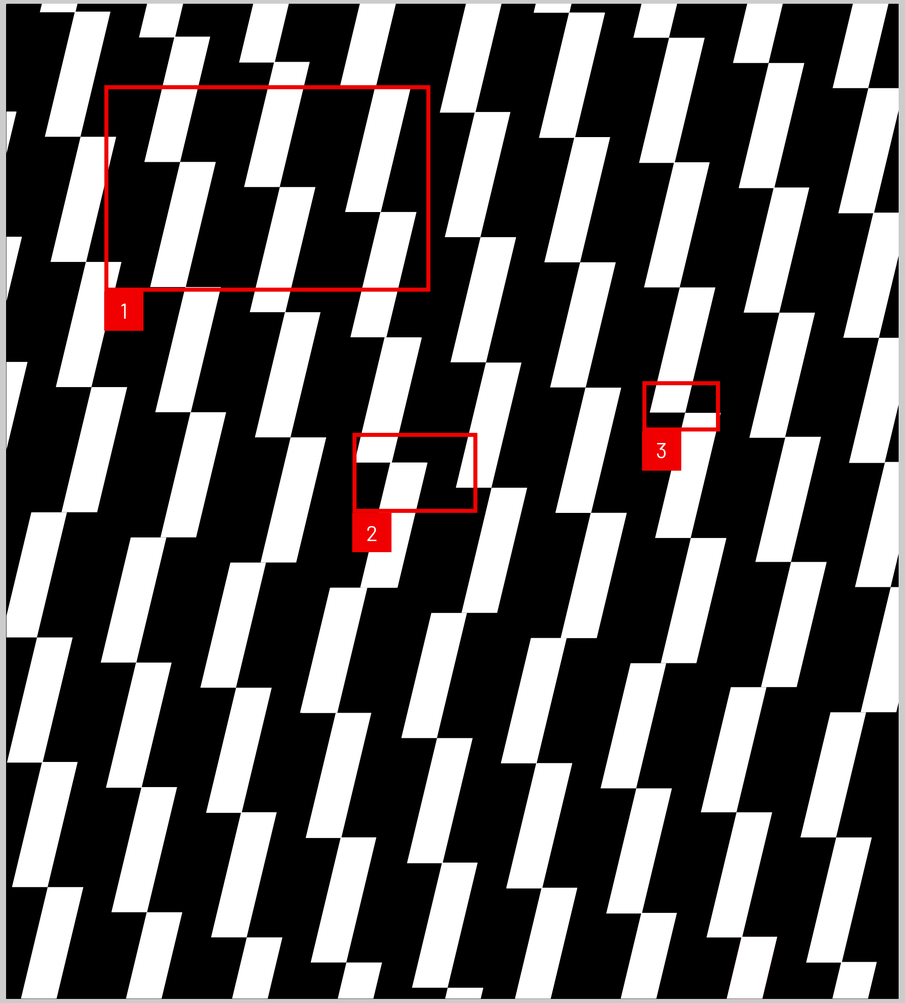
Our design toolkit includes a dynamic graphic based on the 10˚ angle of our infinity logo.

The pattern is supplied as a master asset and can be applied in a few different ways:

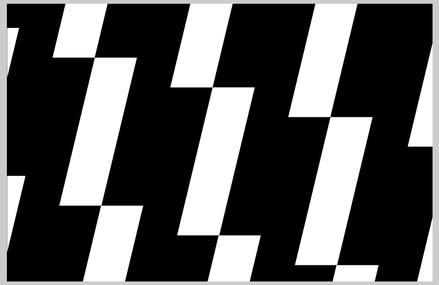
- 1. Small crop
- 2. Medium crop
- 3. Large crop

Experienced designers are permitted to make bespoke patterns, inspired by the master pattern provided the only shape used is the parallelogram, and the angle it sits at is always 10 degrees.

MASTER PATTERN



1. SMALL CROP



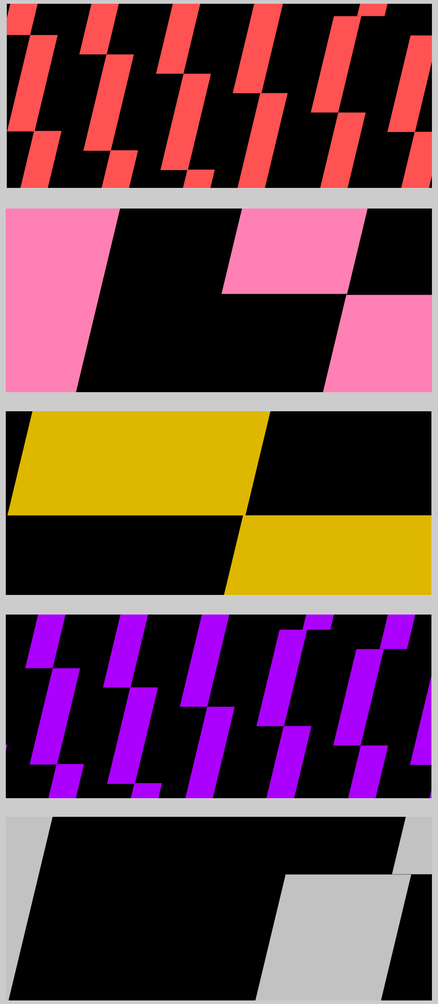
2. MEDIUM CROP



3. LARGE CROP



PERMITTED ALTERNATIVE COLOUR COMBINATIONS



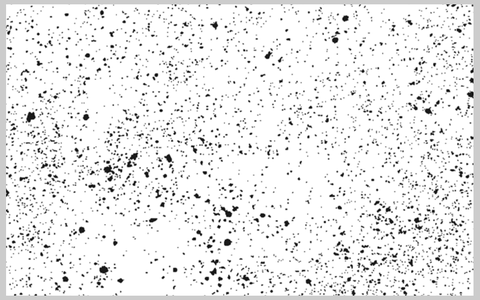
DYNAMIC GRAPHIC + URBAN TEXTURES

Where desired, our 'urban texture' can be overlaid onto our dynamic graphic. The texture is inspired by street art, a nod to the urban street sport and the festival atmosphere of the 3x3 events.

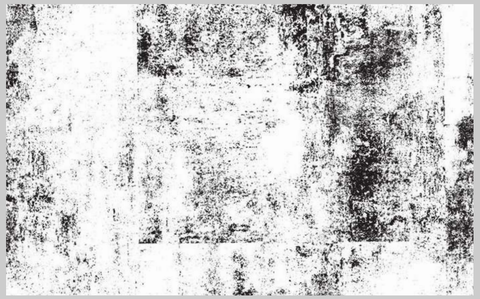
Street



Graffiti

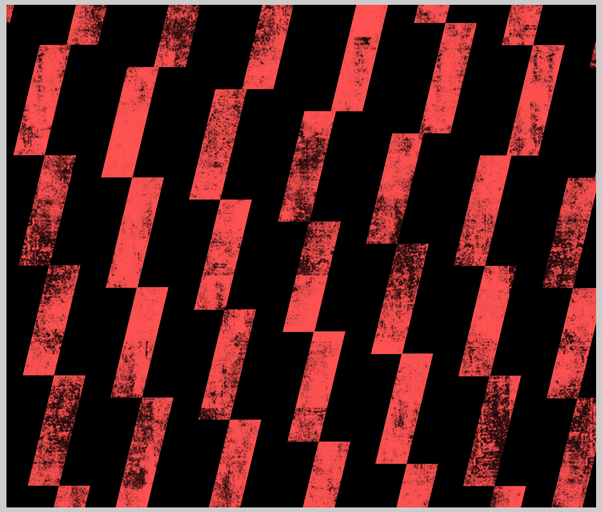


Paint brush





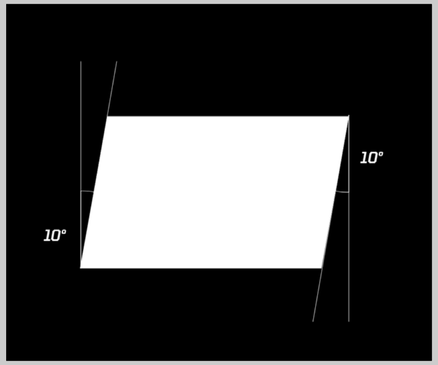


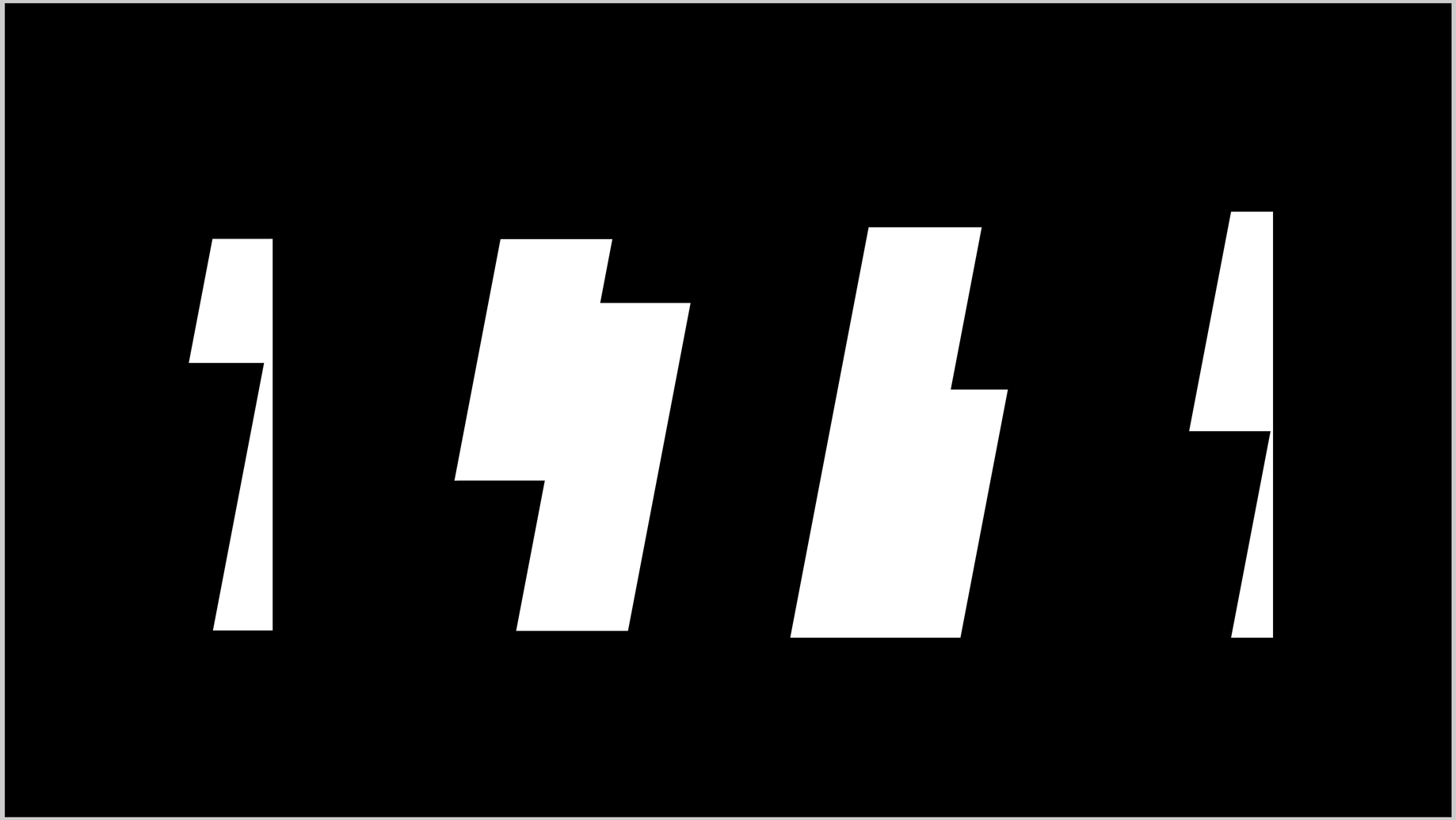




DYNAMIC SHAPES

In addition to our dynamic graphic, we have our 'dynamic shapes'. These are particularly useful for using as backgrounds on social media posts.





DYNAMIC SHAPES

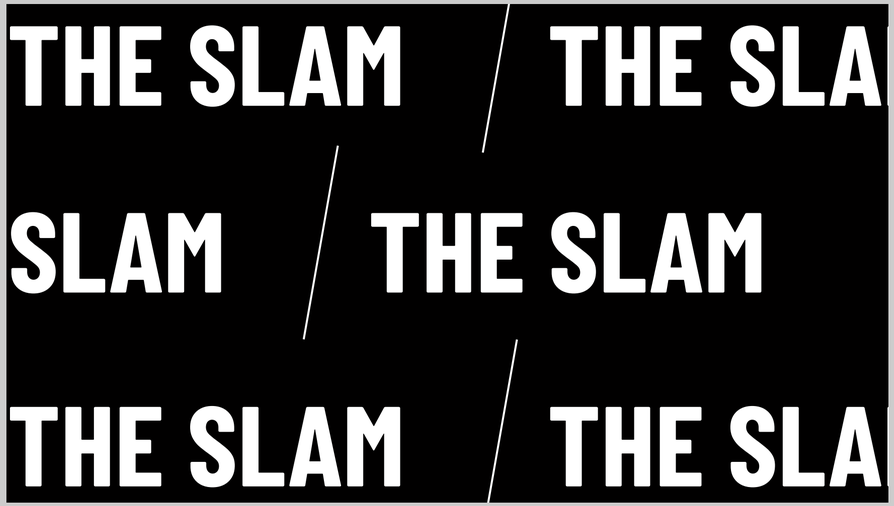
In addition to our dynamic graphic, we have our 'dynamic shapes'. These are particualrly useful for using as backgrounds on social media posts.



INFORMATION DIVIDERS

Our information dividers can be used to separate information such as sponsorship logos. Like the dynamic pattern they must always be used at 10 degrees. They can also be integrated into typographic layouts as shown on the right.



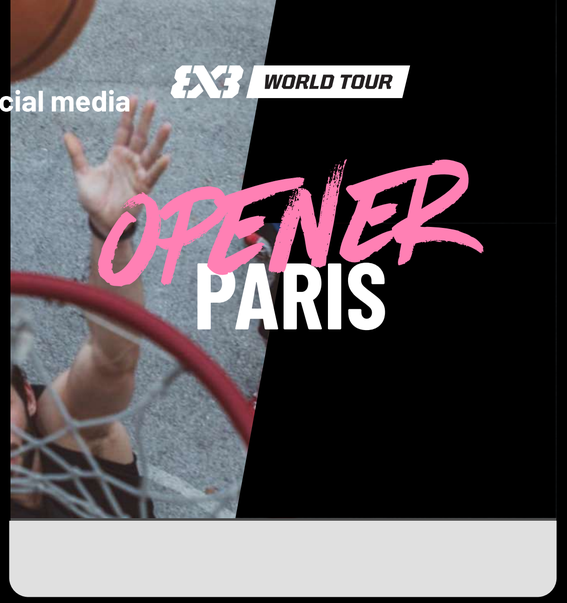




SECTION 06

IN ACTION

Social media





FIBA 3x3

TOP SCORER





FIBA 3x3

3X3 WORLD TOUR

SWEDEN VS FRANCE

FIBA 3x3



DIgital




WORLD TOUR
You Tube


PARIS
OPENER
You Tube

Combined event flags



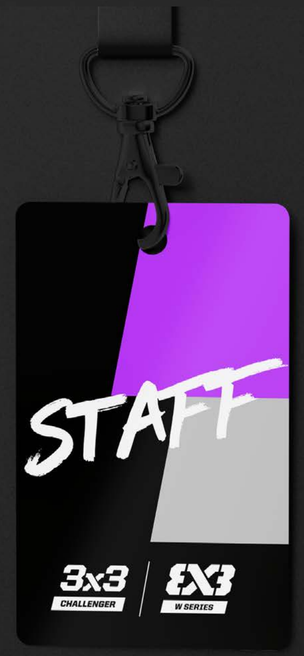
Wristbands (expressive alternatives)



Accreditations and lanyards







Combined event venue inspiration






3x3
CHALLENGER


3x3
WORLD TOUR

Event posters

Note: The photos in these posters are for indicative and styling purposes only.The 3x3 ball is one of our most distinctive assets, along with the 3x3 uniform, as shown to the right. So, where possible try and get the logos in shot.







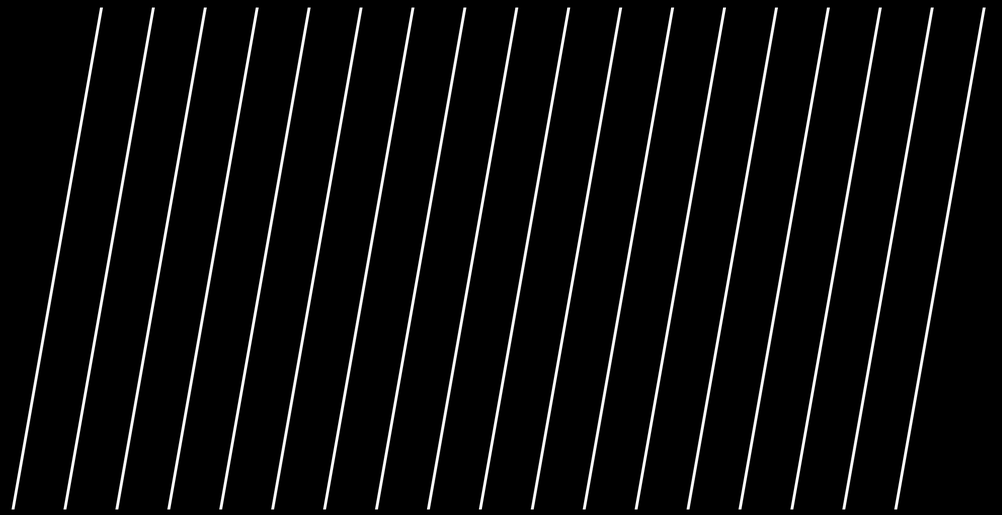








VIP inspiration



VIP interiors





VIP collateral



For all queries, information regarding these brandbook please contact:

FIBA – International Basketball Federation
Route Suisse 5 – P.O Box 29 1295 Mies – Switzerland

E-mail: branding@3x3events.com

THANK YOU.