



FIBA 3x3 BRANDING GUIDELINES
JANUARY 2022



www.FIBA3x3.basketball

FIBA 3x3 BRANDING GUIDELINES

TABLE OF CONTENTS

>> CORPORATE

FIBA 3x3 CORPORATE IMAGE

Overview	04
Logo colors	05
Symbol design	06
Common things to avoid	07
Use of typefaces	08
Applications	
Court	10
Ball	11
Backstop unit	12
Apparel	13
Apparel - Uniform shorts	14
Apparel - Accesories	15

>> OFFICIAL EVENTS

WORLD TOUR LOGO

Overview	16
----------	----

WOMEN'S SERIES LOGO

Overview	17
----------	----

WORLD / ZONE CUP, & NATIONS LEAGUE LOGOS

Overview	18
----------	----

>> ENDORSED EVENTS

FIBA 3x3 ENDORSED STAMP

Overview	19
Stamp colors	20
Common things to avoid	21

FIBA 3x3 BRANDING GUIDELINES

SUB-BRAND STRUCTURE

>> FIBA 3x3 CORPORATE LOGO



>> FIBA 3x3 OFFICIAL EVENTS



>> FIBA 3x3 ENDORSED EVENTS

play.fiba3x3

NOTE: FIBA 3x3 LOGOS AND STAMPS CAN ONLY BE USED AS DESCRIBED HEREIN AND CANNOT BE COMBINED IN COMPOSITE LOGOS OF OTHERS.

COPYRIGHT FIBA. ALL RIGHTS RESERVED. THE 3x3 MARKS (INCLUDING BUT NOT LIMITED TO THE FIBA 3x3 ENDORSEMENT STAMP, THE FIBA 3x3 CORPORATE LOGO AND THE 3x3 WORD MARK) ARE FIBA INTELLECTUAL PROPERTY, PROTECTED BY TRADE MARK AND/OR COPYRIGHT LAWS AROUND THE WORLD. ALL USE OF THE 3x3 MARKS MUST BE WITH FIBA'S CONSENT AND UNDER FIBA'S CONTROL.

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 CORPORATE IMAGE

>> OVERVIEW

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. “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 on traditional basketball jerseys and street sign symbols. It represents the union of urban sport and urban art.



>> FIBA3x3_corporate.ai

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

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 CORPORATE IMAGE

>> LOGO COLORS

The mark only exists in black and white.

No other colors can be used.

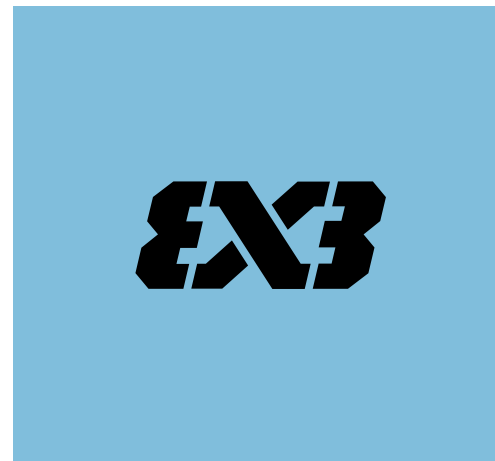
To be used only when the background is a solid color, no borders highlighting.

Black version on light color backgrounds.

White version on dark color backgrounds.

Whilst the FIBA 3x3 corporate logo shall be only used in black or white on contrasting and solid background, FIBA reserves the right to consider exceptions on a case-by-case basis, e.g. orange logo for referee shirts or a specific color in a given year.

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



>> FIBA3x3_corporate.ai

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 CORPORATE IMAGE

>> SYMBOL DESIGN

FIBA 3x3 Corporate logo must be regarded as a respected element. It should never be used as background or a general design feature.

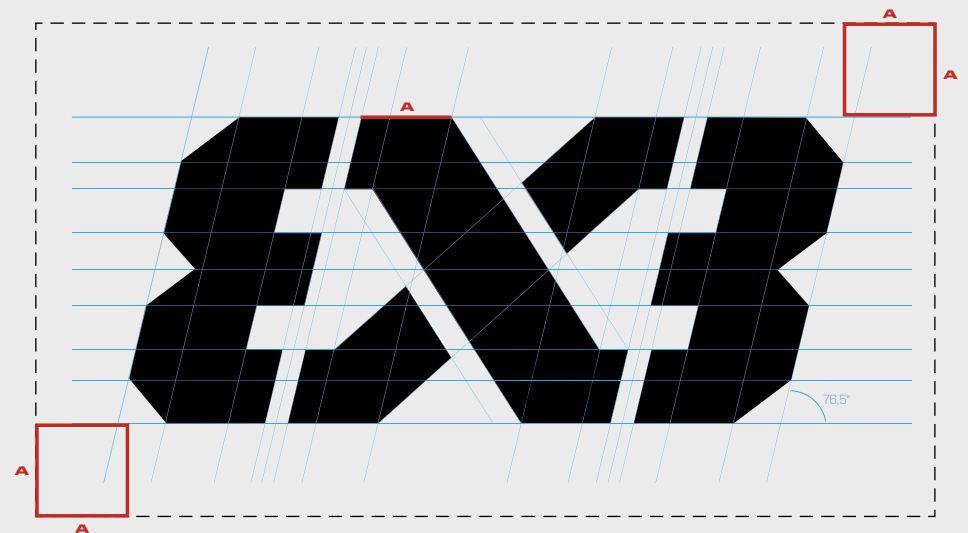
In order to make sure the integrity of the Corporate logo is maintained, the following guidelines must be respected:

Clear space is defined by A = width of “X” letter top arm.

A designated amount of clear space, determined by an AxA box in the applied logo signature, consistently surrounds the whole Corporate logo.

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

The minimum recommended width for the FIBA 3x3 Corporate logo is 20mm



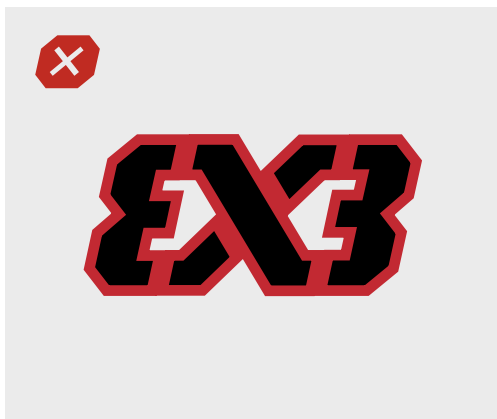
>> FIBA3x3_corporate.ai

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

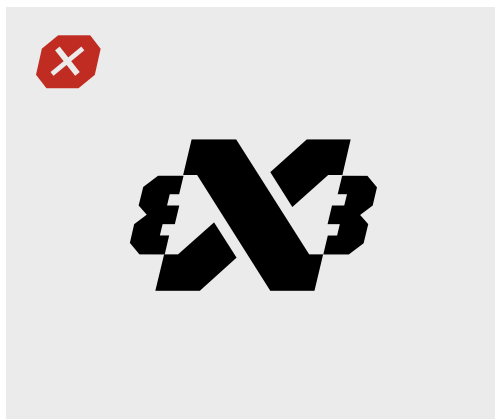
FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 CORPORATE IMAGE

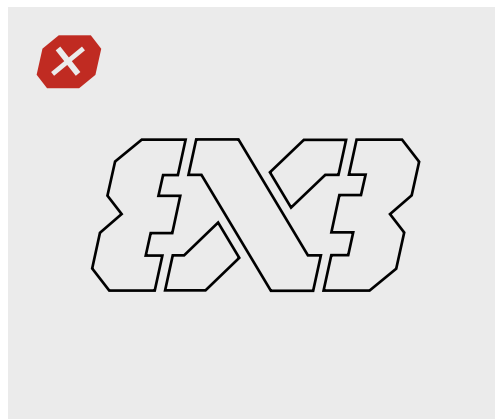
>> COMMON THINGS TO AVOID



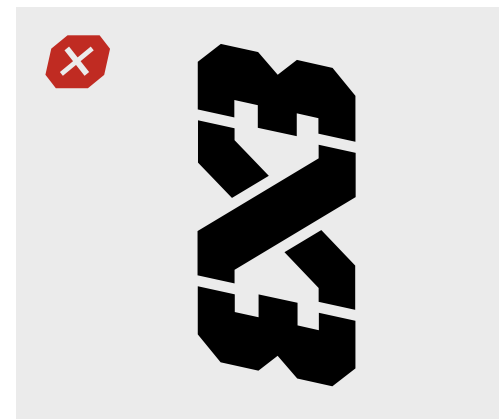
>> Do not use strokes around the logo.



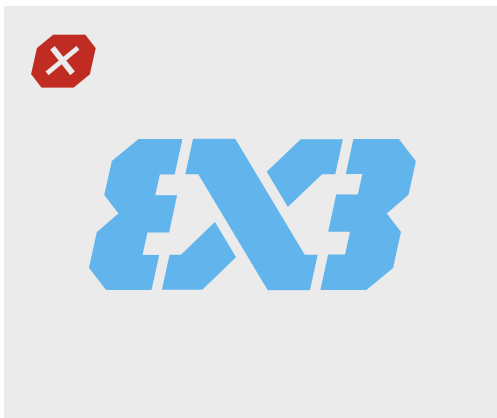
>> Do not change proportions.



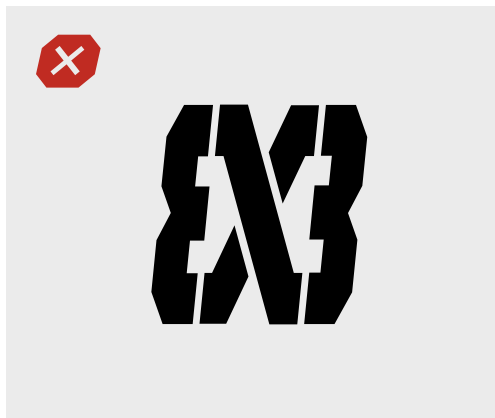
>> Do not use stroke versions. Always use the filled version.



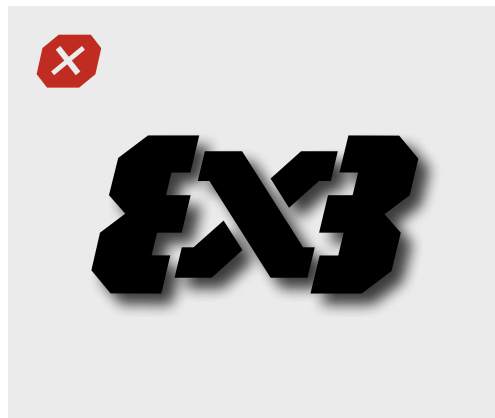
>> Do not rotate the logo.



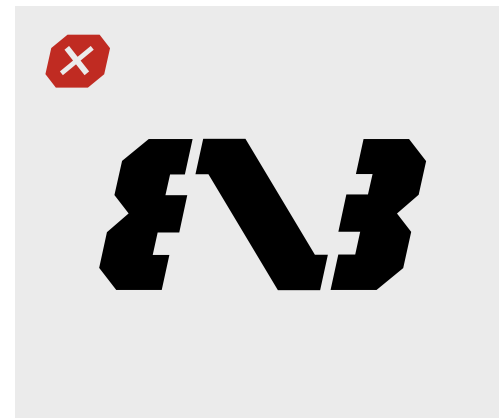
>> Do not use colors other than black and white.



>> Do not distort the logo.



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



>> Do not delete logo parts.

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 CORPORATE IMAGE

>> USE OF TYPEFACES

The FIBA 3x3 primary typeface is the UNITED SANS family that creates a connection between the elements of the sport and the symbol. They acknowledge the traditional basketball jerseys and street sign symbols, expressing the union of urban sport and urban art.

The secondary typeface is the ROBOTO family, when required by readability.

The UNITED Sans and Italic font are not supported by every computer or laptop and will be transformed to a default font when the document is opened! In order to protect the correct font when sending documents electronically, please always use PDF files.

The FIBA 3x3 typeface is the UNITED SANS family. On websites, it is used in headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The UNITED ITALIC font is exclusively used in FIBA 3x3 Competition logos and signage at events.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

>> FIBA3x3_fonts.zip

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 CORPORATE IMAGE

>> USE OF TYPEFACES

The ROBOTO font has to be used in subtitles (bold) and in body copy (medium) of the websites.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The ROBOTO CONDENSED regular is exclusively used in TV graphics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

The UNITED SANS CONDENSED heavy font is used in the jerseys.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

>> FIBA3x3_fonts.zip

FIBA 3x3 BRANDING GUIDELINES

APPLICATIONS

>> COURT

The white version of the FIBA 3x3 Corporate logo will be placed on the court, centred with regard to the backboard area and with the following measurements:

Logo measurements: **0.90x2.40m**

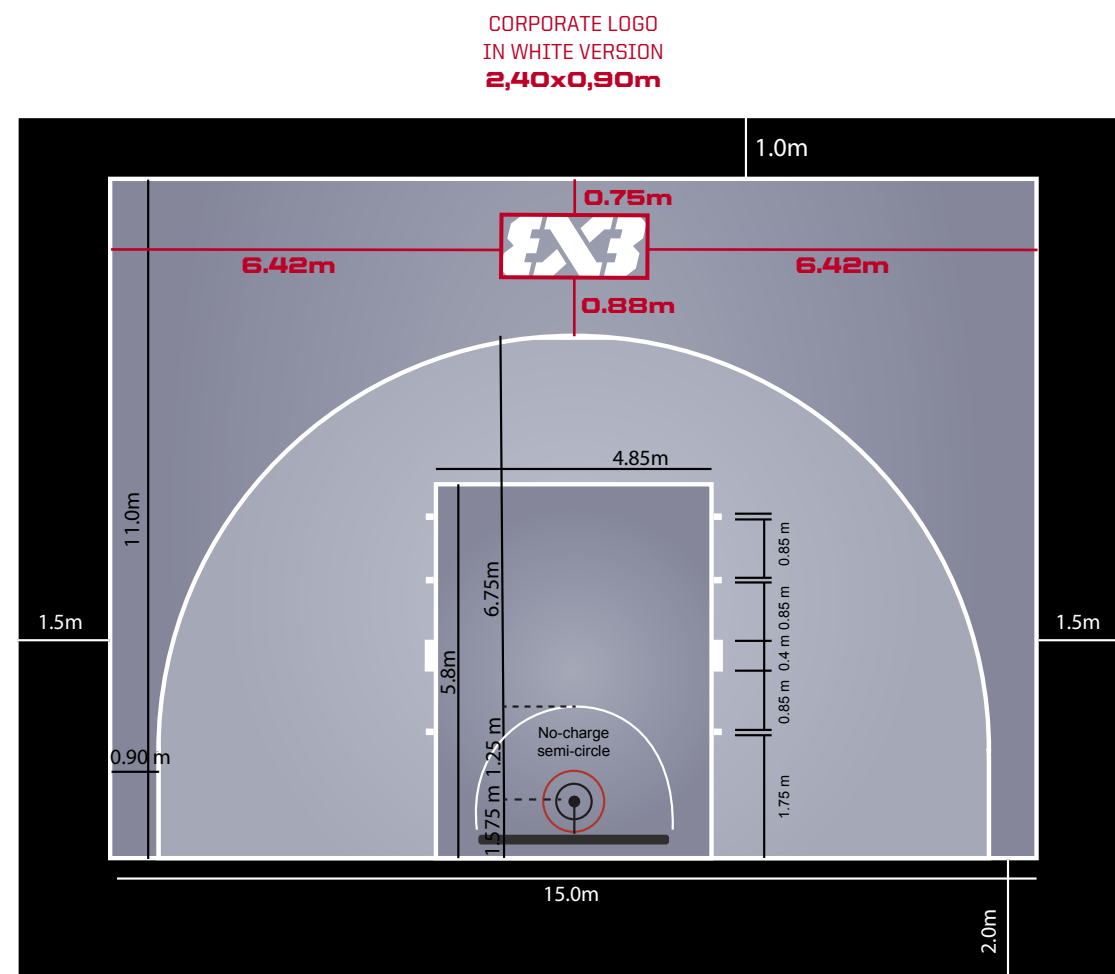
Distance to the outside of the arc and the base line: **0.88m**

Distance to the sidelines: **6.42m**

The playing area shall be marked in 3 colors (see graphic): restricted area and 2-point area in one color (pantone 11C), the remaining playing area in another color (pantone 8C) and the out-of-bound in black (pantone 419C)

The FIBA 3x3 Corporate logo can only be applied on courts provided by the FIBA 3x3 Official Supplier.

More on the official court: fiba3x3.basketball/suppliers



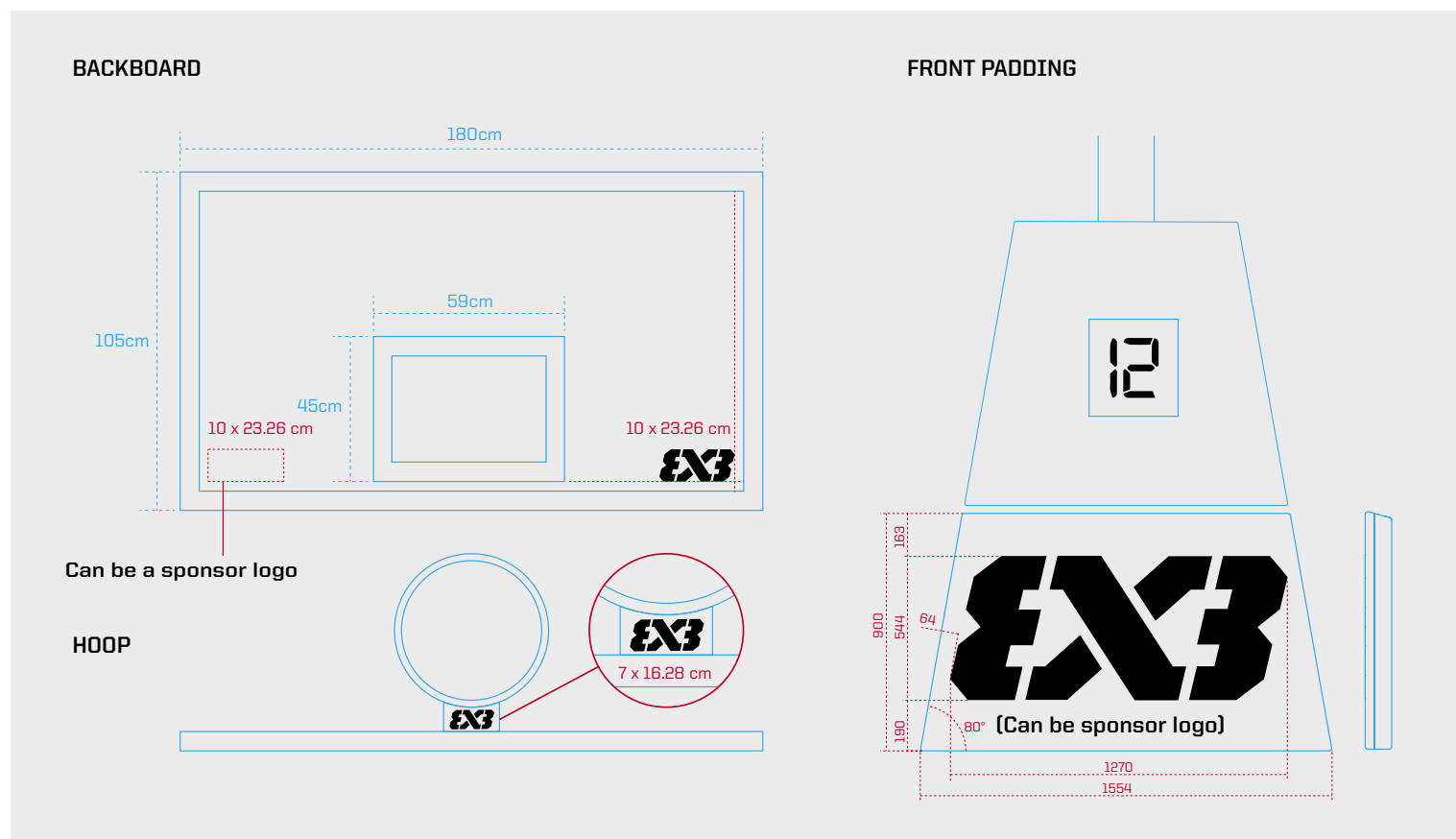
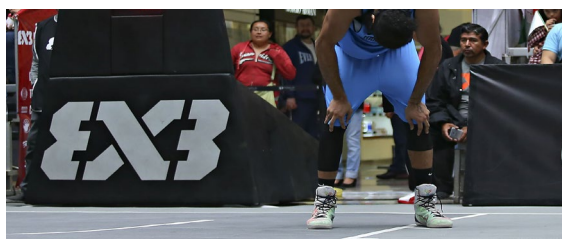
FIBA 3x3 BRANDING GUIDELINES

APPLICATIONS

>> BACKSTOP UNIT

The version of the FIBA 3x3 Corporate logo without background will be used. This will be placed in the areas indicated in the illustration in the marked size.

Backstops must be black and must have embedded shot-clock.



The FIBA 3x3 Corporate logo can only be applied on baskets provided by the FIBA 3x3 Official Supplier.
More on the official backstop: fiba3x3.basketball/suppliers

FIBA 3x3 BRANDING GUIDELINES

APPLICATIONS

>> 3x3 BALL

The FIBA 3x3 Corporate logo will be used only on official partner's balls and placed below the manufacturer's logo.

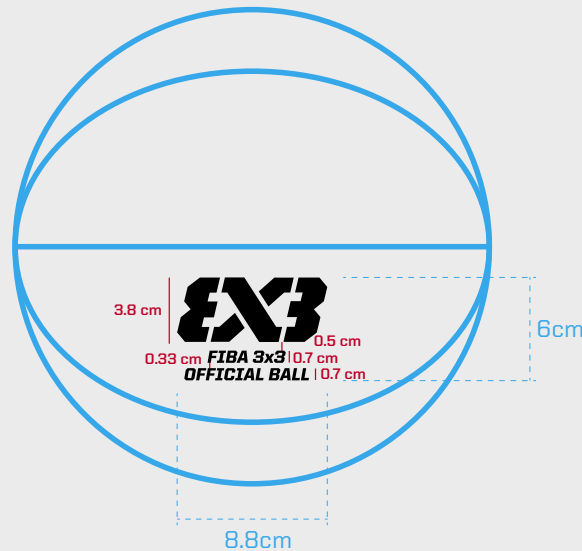
> FIBA 3x3 Official Ball mark measurements (including text):
8.8x6cm

> FIBA 3x3 Approved Ball mark measurements:
9.03x2.61cm

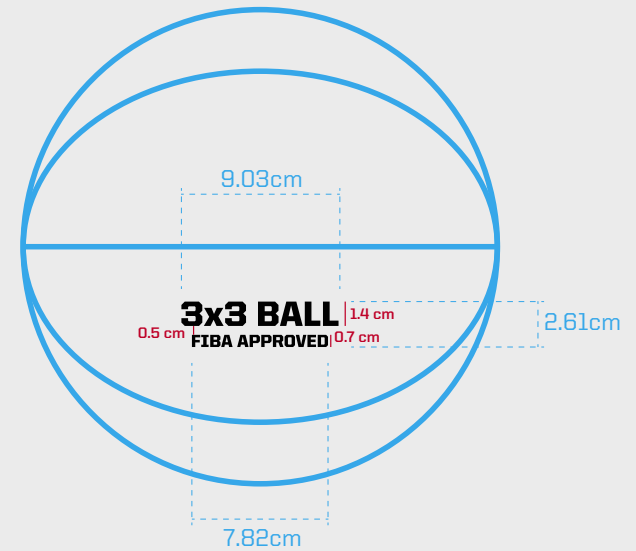
All additional information and requirements, specific to the 3x3 ball approval process, can be found at fiba3x3.com/organizers

The logo version with base line, "FIBA 3x3 OFFICIAL BALL", will be exclusively used by the FIBA 3x3 Official Suppliers. More on the official ball: fiba3x3.com/ball

OFFICIAL BALL



APPROVED BALL



FIBA 3x3 BRANDING GUIDELINES

APPLICATIONS

>> APPAREL

FIBA 3x3 Corporate logo can **only** be applied on **Wilson products, the official apparel partner**, with FIBA prior approval.

Other opportunities should be discussed with FIBA in advance.



FIBA 3x3 BRANDING GUIDELINES

APPLICATIONS

>> APPAREL - UNIFORM SHORTS

Only applicable to World Tour.

Teams are allowed to place sponsor's marks on the **right-leg's black strip** of their uniform shorts.

The marks require FIBA's prior approval and are subject to certain restrictions such as:

- > One mark only
- > White Color
- > All players same identical marks
- > Same position on the black strip
- > Follow FIBA's regulations
- > Certain categories are not allowed (e.g. apparel, footwear, basketballs and other restricted categories).

Non-approved shorts will be replaced and a replacement cost will be raised. Sponsors marks are strictly forbidden on replacement shorts.

Event's host country regulations have to be followed.



The sponsor logo can be maximum 11 cm high (4.3 in) with at least 1 cm from the top and 1 cm from the sewing line.

FIBA 3x3 BRANDING GUIDELINES

APPLICATIONS

>> APPAREL - ACCESSORIES

The FIBA 3x3 World Tour and Challengers have a strict **black is black policy** for accessories other than the uniform: undergarment, knee-pads, arm-sleeves, armbands, headbands, pads & bands of any kind, etc., have to be black.

Otherwise, the player wearing non-black accessories will not be allowed to enter the court and will be barred from playing.



FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 OFFICIAL EVENT LOGOS

FIBA 3x3 WORLD TOUR LOGO

>> OVERVIEW

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

A detailed section on World Tour branding is developed on a dedicated annex that will be shared when appropriate.

This logo can only be used by FIBA and FIBA designated World Tour local organizers. No other party is allowed to use this logo without prior approval.



>> FIBA3x3_WorldTour.ai

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 OFFICIAL EVENT LOGOS

FIBA 3x3 WOMEN'S SERIES LOGO

>> OVERVIEW

The FIBA 3x3 Womens' Series consists of a series of WS stops played every year in different world cities leading to a WS final. The participating teams make it to the WS stops via FIBA-recognized qualifiers or are invited based on ranking. They represent a National Federation or a Commercial Team.

A detailed section on Womens' Series branding is developed on a dedicated annex that will be shared when appropriate.

This logo can only be used by FIBA and FIBA designated Womens' Series organizers. No other party is allowed to use this logo without prior approval.



>> FIBA3x3_WomensSeries.ai

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 OFFICIAL EVENT LOGOS

FIBA 3x3 WORLD / ZONE CUP & NATIONS LEAGUE

>> OVERVIEW

FIBA 3x3 World / Zone Cup & Nations League consist of the following module elements:

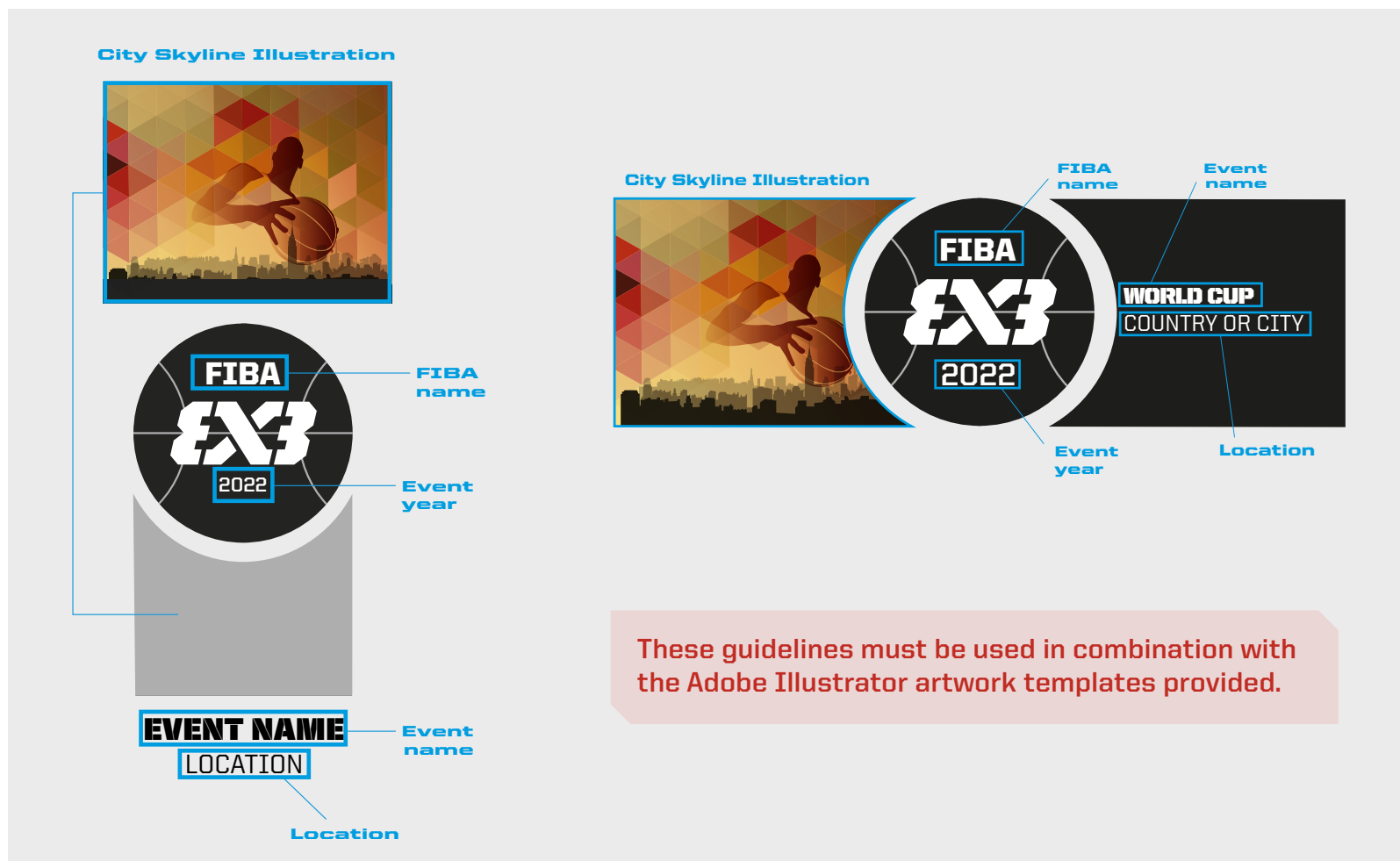
Module 1 (info container)

Basketball specific element and iconic landmark or local skyline illustration to provide event with local flavour.

The text will be placed under the illustration. In this module we find the name of the event and the host country or city. The position of these texts cannot be modified.

Module 2 (ball)

This mark, common in all versions, shows the FIBA 3x3 Corporate logo over the year of the competition. All this is contained inside a ball.



>> FIBA3x3_WCup.ai / FIBA3x3_ZCup.ai

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

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 ENDORSED EVENTS

FIBA 3x3 ENDORSED STAMP

>> OVERVIEW

FIBA 3x3 endorsement grants organizers access to the FIBA 3x3 Event Maker (competition management freeware) and ensures them worldwide exposure and secures the right to use the official FIBA 3x3 Endorsed Stamp. To receive the endorsement, a tournament must meet the following requirements:

- > Communicate all event results to FIBA by using 3x3 event maker. More info on em.fiba3x3.com
- > Play according to the 3x3 Rules of the Game available at www.FIBA3x3.basketball

Organizers of FIBA 3x3 Endorsed Events **(including Challengers and Super Quests)** are allowed to use the FIBA 3x3 Endorsed Stamp on:

- > Apparel
- > Field of play
- > Backstop
- > Website
- > Signage (A-boards, backdrop, prize money cheque...)
- > Event logo

The logo for the FIBA 3x3 Endorsed Stamp, featuring the text "play.fiba3x3" in a bold, italicized, black sans-serif font. The text is centered within a light gray rectangular background.

>> FIBA3x3_EndorsedStamp.ai

Please note that the FIBA 3x3 Endorsed Stamp has been updated and the prior version can no longer be used.

FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 ENDORSED EVENTS

FIBA 3x3 ENDORSED STAMP

>> STAMP COLORS

The mark only exists in solid colors.

The recommended colors for the mark are black or white.

Black version on light color backgrounds.

White version on dark color backgrounds.



>> FIBA3x3_EndorsedStamp.ai

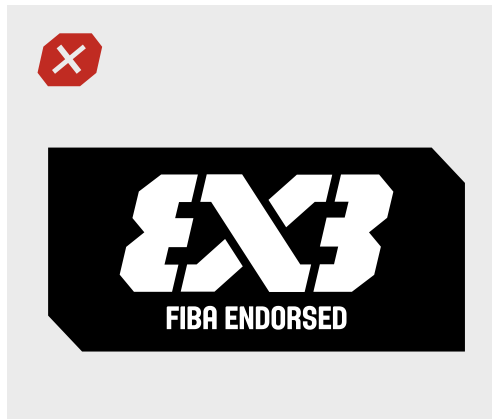
FIBA 3x3 BRANDING GUIDELINES

FIBA 3x3 ENDORSED EVENTS

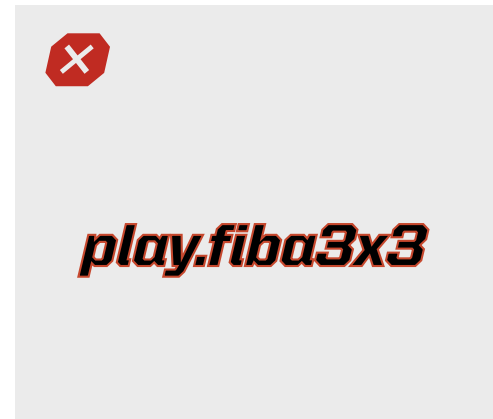
FIBA 3x3 ENDORSED STAMP

>> COMMON THINGS TO AVOID

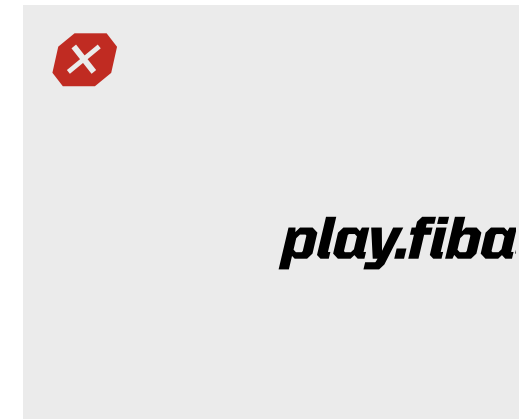
FIBA reserves the right to de-endorse events violating these branding guidelines including the wrong use of the FIBA 3x3 Endorsed Stamp.



>> Do not use the old stamp with the Corporate logo.



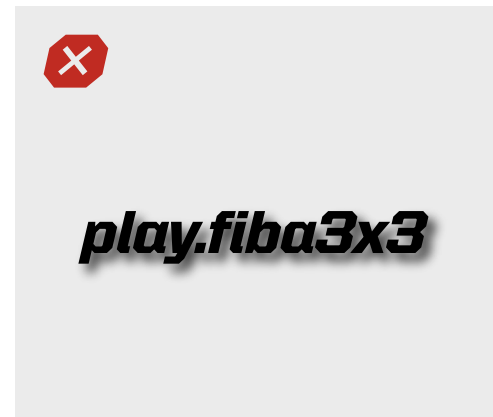
>> Do not highlight the borders of the stamp.



>> Do not cut off the stamp.



>> Do not change font, nor its size nor the proportions of the stamp.



>> Do not use the stamp with a shadow or 3D effects.



>> Do not use the stamp with a blurred box on a busy background.

CONTACT INFORMATION

For all queries, information and approvals regarding these FIBA 3x3 branding guidelines, please contact:

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

E-mail: 3x3@fiba.basketball



www.FIBA3x3.basketball