2021 BRAND GUIDELINES

WITH THANKS TO

TOYOTA

LIÈGE CLUB INTERNATIONAL FOUNDATION

FACE OF BASKETBALL
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Faces of Basketball Logo
LOGO IN A WHITE CAPSULE

FACES OF BASKETBALL
CLEAR SPACE
MINIMUM PRINT SIZE

24mm

MINIMUM SCREEN SIZE

120px
LOGO MISUSAGE

Do not rotate the logo

Photographic background should use the white container version

Do not alter or distort the logo

Do not alter the colour of the logo

Color background should use the white container version

Never place the logo in a busy background
European Basketball Week
Logo Lock-up
EUROPEAN BASKETBALL WEEK
LOGO LOCK-UP
LOGO IN A WHITE CAPSULE
CLEAR SPACE

Special Olympics
EUROPEAN BASKETBALL WEEK

SPECIAL OLYMPICS | FACES OF BASKETBALL 2021
BRAND GUIDELINES
Horizontal logo full colour
This lock-up can be used on formats with a strong horizontal bias.
The spacing and security areas are created using the size of the letter E.
MINIMUM PRINT SIZE

68mm

MINIMUM SCREEN SIZE

340px
Colour
BRAND COLOUR PALETTE

<table>
<thead>
<tr>
<th>Brand Colour</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>5% 70% 100% 0%</td>
<td>232 110 37</td>
<td>#E86E25</td>
</tr>
<tr>
<td>Blue</td>
<td>85% 50% 0% 0%</td>
<td>0 118 191</td>
<td>#0076BF</td>
</tr>
<tr>
<td>Black</td>
<td>90%</td>
<td>65 65 65</td>
<td>#414042</td>
</tr>
</tbody>
</table>
Gradient combinations from the brand colour palette can be applied.
Typography
Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics.
Implementation
SOCIAL MEDIA SQUARE POSTS
COVER PHOTO

Special Olympics
@SpecialOlympics - Non-profit organisation

#FacesofBasketball is here!
PULLUPS BANNERS
COURT
OUTDOOR
POST FLAG
T-SHIRT DESIGN

FRONT

BACK

FACESOFBASKETBALL.COM
ALTERNATIVE T-SHIRT DESIGN

FRONT

BACK

FACESOFBASKETBALL.COM
ICON SET