



OFFICIAL LOGO GUIDELINES

BRAND VALUES



BASKETBALL™
CHAMPIONS
LEAGUE

Basketball's New Horizon

The unique yet simplistic brand encompasses the concept of new horizons and forward thinking, reflective of the ambitions of stakeholders and governance.

The identifiable icon instinctively says Basketball and resonates club triumph though its aptly named 'Basketball Champions League' title.

The quality of this logo is power of recognition, deliverability in the new digital world and longevity though classic considered simplicity. It has a youthful edge and nods to basketballs urban routes, whilst holding relevance to the format of the competition.

MASTER LOGOS

The Basketball Champions League Official Logo is available in a variety of colour formats. This page shows the main colour formats. It is important that the Official Logo is reproduced in full, and exactly as shown, with no colour variations, reversals, crops or distortions.



Preferred formats

CMYK // BCL_Logo_2Col_CMYK_Large_DarkBG

PANTONE [PMS] // BCL_Logo_2Col_PMS_Large_DarkBG



CMYK // BCL_Logo_2Col_CMYK_Large_LightBG

PMS // BCL_Logo_2Col_PMS_Large_LightBG



CMYK // BCL_Logo_2Col_CMYK_Large_WhiteBG

PMS // BCL_Logo_2Col_PMS_Large_WhiteBG

The colour formats shown apply to both large and small versions of the Official Logo.

'Basketball's New Horizon'

OTHER COLOUR FORMATS

Other colour formats are also available to ensure that the brand is delivered in a consistent manner, please ensure that the correct artwork is used for the appropriate application.



CMYK // BCL_Logo_1Col_Black_Large



CMYK // BCL_Logo_1Col_CMYK_Navy_Large

PMS // BCL_Logo_1Col_PMS_Navy_Large



CMYK // BCL_Logo_1Col_CMYK_Teal_Large

PMS // BCL_Logo_1Col_PMS_Teal_Large



CMYK // BCL_Logo_1Col_White_Large

The colour formats shown apply to both large and small versions of the Official Logo.

'Basketball's New Horizon'

COLOUR VALUES

It is important that the Official Logo is always reproduced in the correct colours. Please use the specific breakdowns provided to get the best possible colour matches.

CMYK and RGB values have been adjusted from those in Pantone® books. To ensure accurate colour matching across all platforms, these adjusted values must be used at all times.

	PRIMARY			SECONDARY						
	TEAL	NAVY	GREY	TEAL 2	TEAL 3	TEAL 4	TEAL 5	NAVY 2	NAVY 3	NAVY 4
CMYK	84.0.38.0	100.83.00.80	00.00.00.20	72.10.38.00	58.10.33.00	43.10.27.00	29.10.22.00	96.65.11.60	94.46.22.40	90.28.33.20
RGB	0.178.169	00.00.55	00.00.00.20	56.172.168	108.182.177	147.193.188	182.204.197	00.43.83	00.79.111	00.119.136
PANTONE	326 C	2768 C	427 C	NA						

All Artwork files are available using the correct colours and Gradients, and are not to be altered in any circumstance.

SIZE FORMATS

The Basketball Champions League Official Logo is available in two size formats; Large & Small. The size is measured in total height of the icon. The small size artwork excludes the trademark symbol. Where possible, reproduce the Official Logo at a size larger than the minimum. Take care to use the size and format that will best reproduce on your item.

Print - Large Format



CMYK // BCL_Logo_2Col_CMYK_Large_DarkBG

Print - Small Format. The TM (Trademark) is excluded.



CMYK // BCL_Logo_2Col_CMYK_Small_DarkBG

Digital - Large Format



CMYK // BCL_Logo_2Col_RGB_Large_LightBG

Digital - Small Format. The TM (Trademark) is excluded.



CMYK // BCL_Logo_2Col_RGB_Small_LightBG

*When reproduced on retina displays the minimum size is reduced to 40 px.

The size formats shown apply to all colour formats of the Official Logo.

EXCLUSION ZONES

To ensure prominence and legibility, the Official Logo is always surrounded by an Exclusion Zone which should remain clear of any prominent graphics, ie. text, other logos, graphic elements, photography etc.

The free space shown here is the minimum to be used and should be whenever possible.



The applicable amount of free space is based on the width of the letter 'M' of the Logotype.

The exclusion zone shown apply to both size formats.

GETTING IT RIGHT

It is essential to avoid incorrect use of the Official Logo. Such incorrect use can weaken and damage the integrity and consistency of the Basketball Champions League Brand.

Please consider the examples demonstrated here.



X Do not distort the icon or its elements



X Do not alter or substitute the font



X Do not move or adjust any of the logos elements



X Do not use inappropriate colours or pattern



X Do not rearrange the format of the logo