



BRAND BOOK

CONTENT

Logo	2
Logo B & W	3
Logo with title inside	4
Logo with title outside	5
Logo clours	6
Clear space guidelines	7
Flag vertical	8
Flag horizontal	9
Business cards	10
A4 blank	11
Envelope	12
Competition sponsor wall	13
Participant card	14
Competition promo vertical	15
Competition promo horizontal	16
Competition promo round	17
Medal	18
ESBA logo place on T-hirt for competition	19

Positive:



Negative:



Minimum recommended height 10 mm:



Extreme height 6 mm:



100% black



100% black



70% black



70% black



Positive:



Negative:



Minimum recommended height 35 mm:



Positive:



Negative:



Minimum recommended height 10 mm:



Extreme height 6 mm:





CMYK 90 / 30 / 100 / 20
PANTONE 356 C (100% coated)
RGB 22 / 107 / 57
HTML 166B39



CMYK 0 / 60 / 100 / 0
PANTONE 152 C (100% coated)
RGB 225 / 112 / 0
HTML E17000

FONTS

Logo title font:

Impact regular – EUROPEAN SENIOR BASKETBALL ASSOCIATION

Other fonts (web, print):

Roboto Condensed Light

Roboto Condensed Light Italic

Roboto Condensed Regular

Roboto Condensed Italic

Roboto Condensed Bold

Roboto Condensed Bold Italic

A option - recommended space for independed logo & object near by:



B / C options - recommended min space for logo incorporated:





1:10



1:10

A side:



B side:



Inese Miķelsone / Director
European Seniors Basketball Association
Ungurių str. 24, Vilnius, Lithuania, LT-04124
+370 657 70618 / inese@esba-basket.com
www.esba-basket.com

One side:



Inese Miķelsone / Director
European Seniors Basketball Association
Ungurių str. 24, Vilnius, LT-04124, Lithuania
+370 657 70618 / inese@esba-basket.com
www.esba-basket.com



Title title,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desk

Lorem Ipsum is simply dummy text of the printing and ... of Lorem Ipsum. top publishing software like Aldus PageMaker including versions of Lorem Ipsum.

European Seniors Basketball Association

Ungurių str. 24, Vilnius, Lithuania, LT-04124 / +370 657 70618 / inese@esba-basket.com

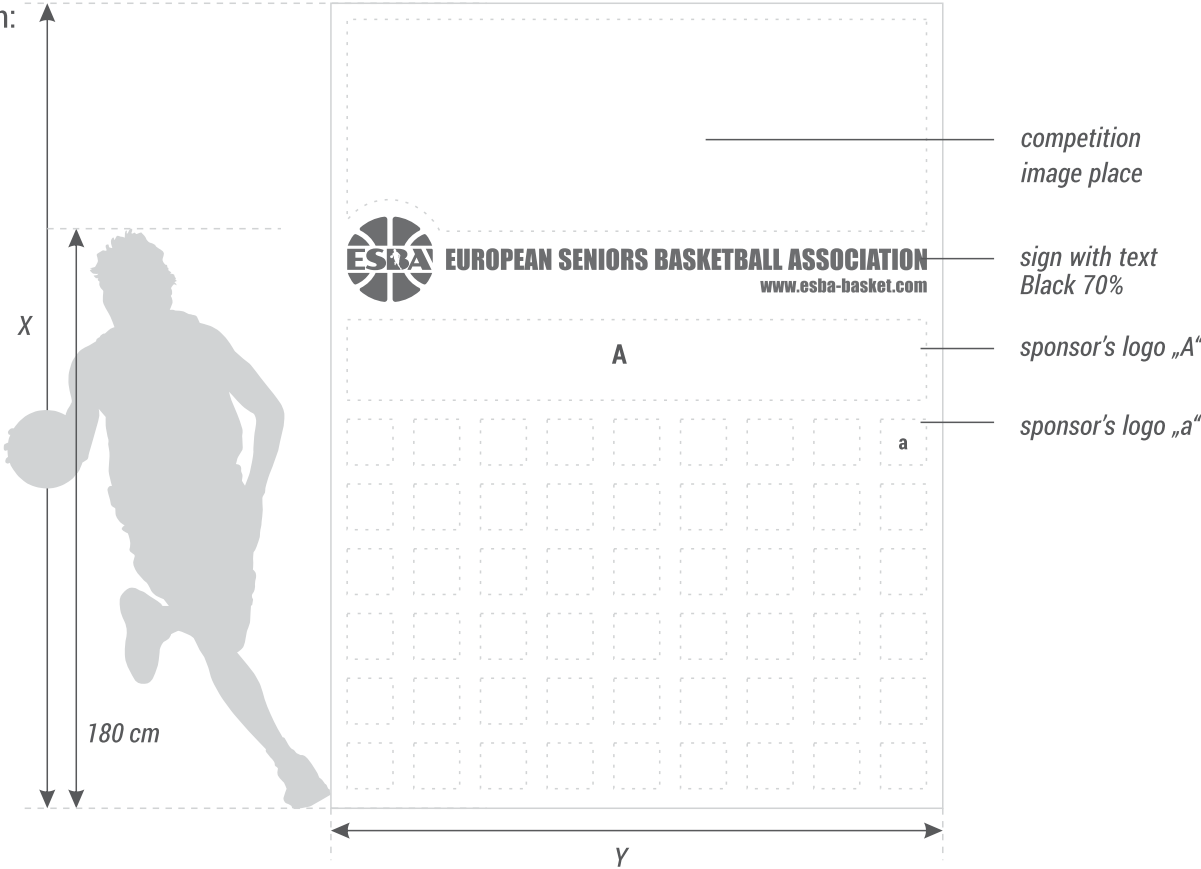
Company code: 303054974 / Account No: LT11 4010 0510 0178 4319 / IBAN: LT11 4010 0510 0178 4319 / Bank: AB DNB bankas / SWIFT: AGBLLT2X

www.esba-basket.com

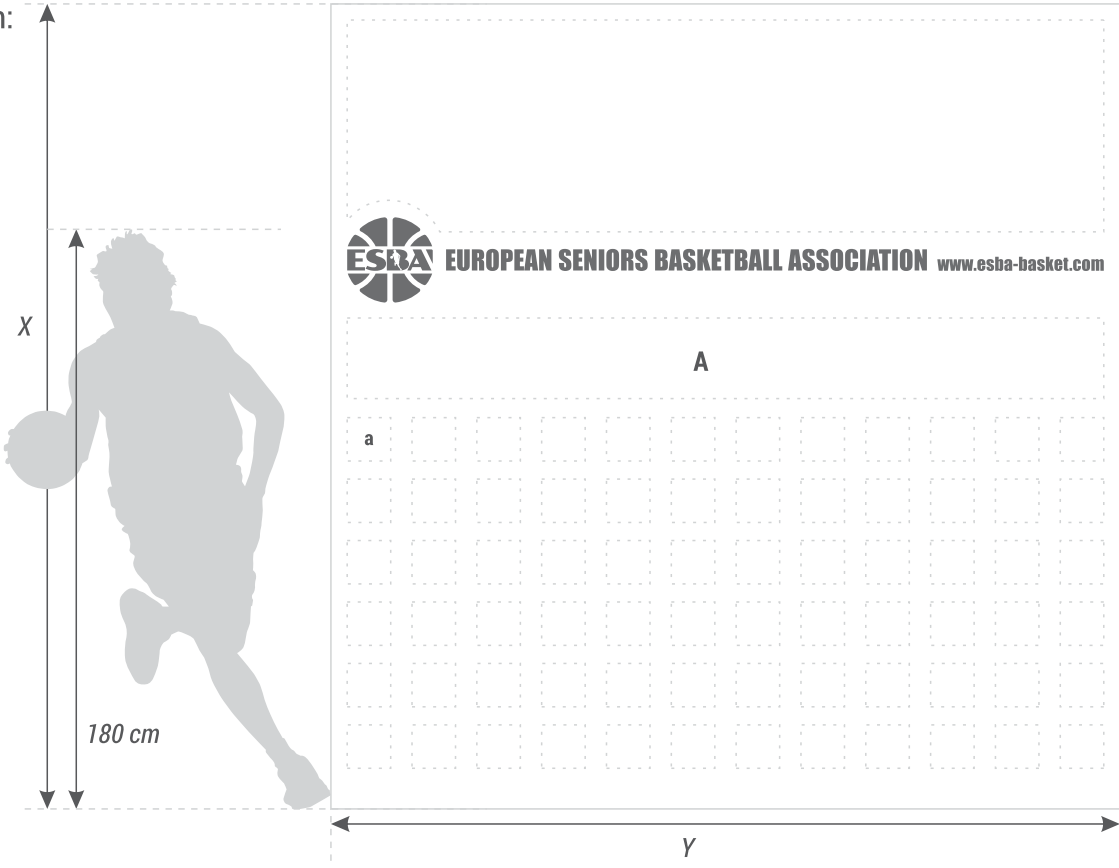


European Seniors Basketball Association
Ungurių str. 24, Vilnius, LT-04124, Lithuania
www.esba-basket.com

A option:



B option:



A side:

*competition
image place*

sign Black 70%

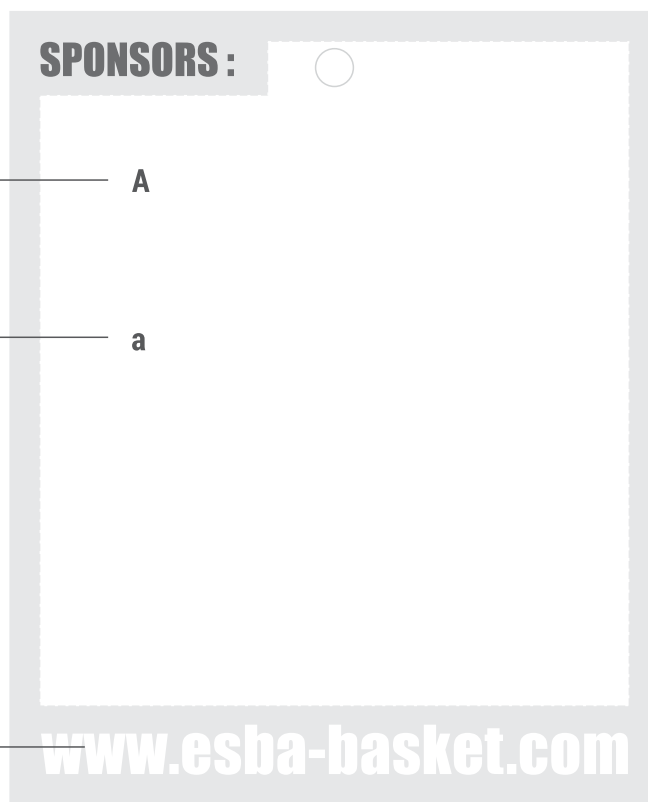


B side:

sponsor's logo „A“

sponsor's logo „a“

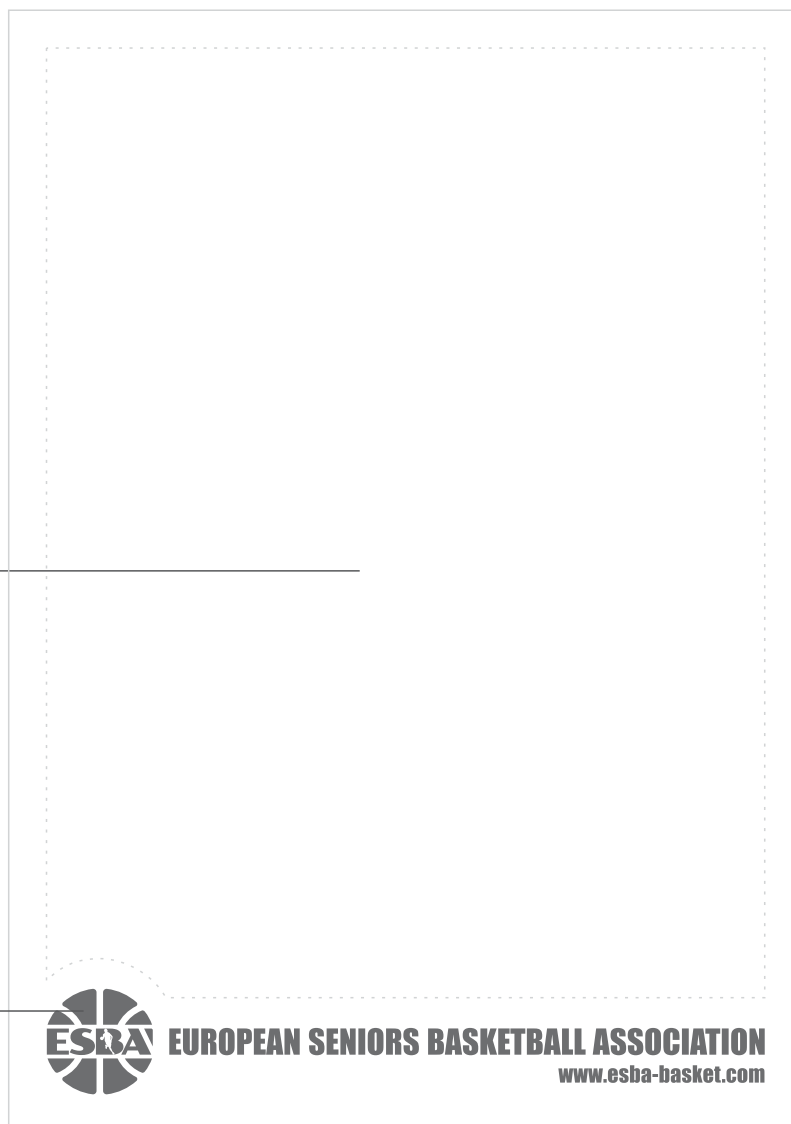
web White



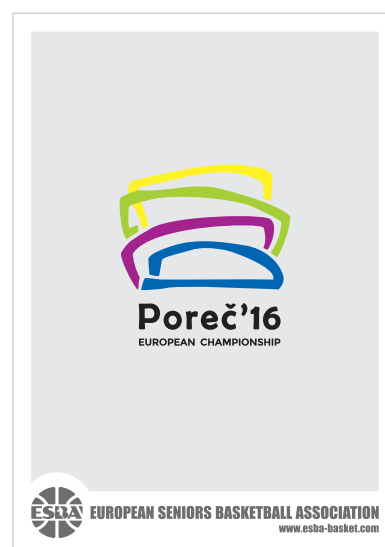
Maximum field for image:

competition image
place

sign Black 70%



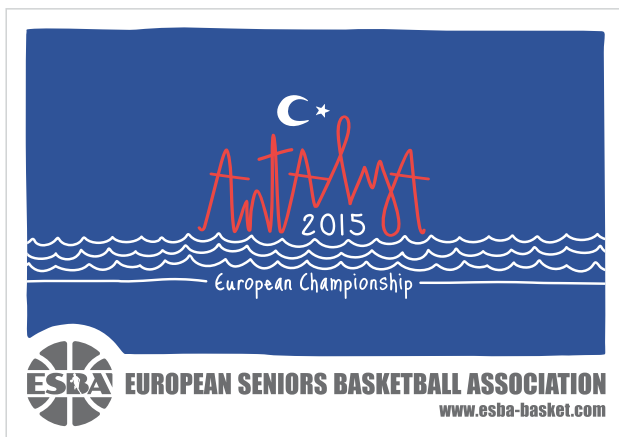
Examples:



Maximum field for image:



Examples:



Maximum field for image:



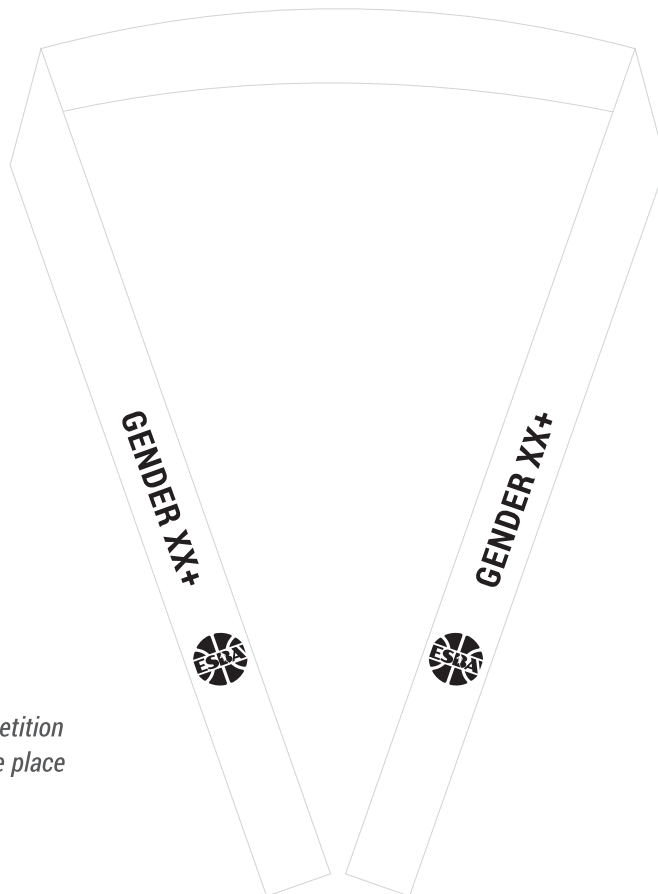
Examples:



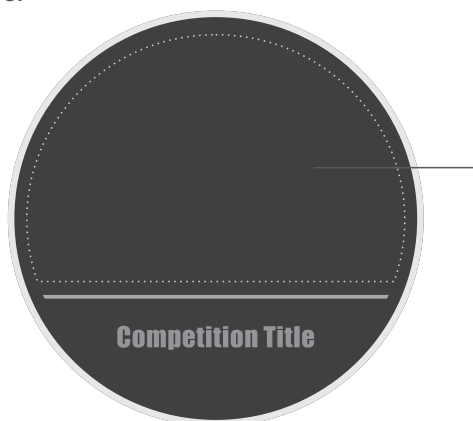
A side:



Type:



B side:



competition image place

Levels:



highest level



middle level



lower level

Place / print colour:



I place



II place



III place



CMYK
0 / 20 / 60 / 20

PANTONE
100% coated
7510 PC



CMYK
0 / 0 / 10 / 0

PANTONE
100% coated
Cool Gray 1 PC



CMYK
20 / 40 / 100 / 50

PANTONE
100% coated
140 PC

A side:

B side:



ESBA logo options:

