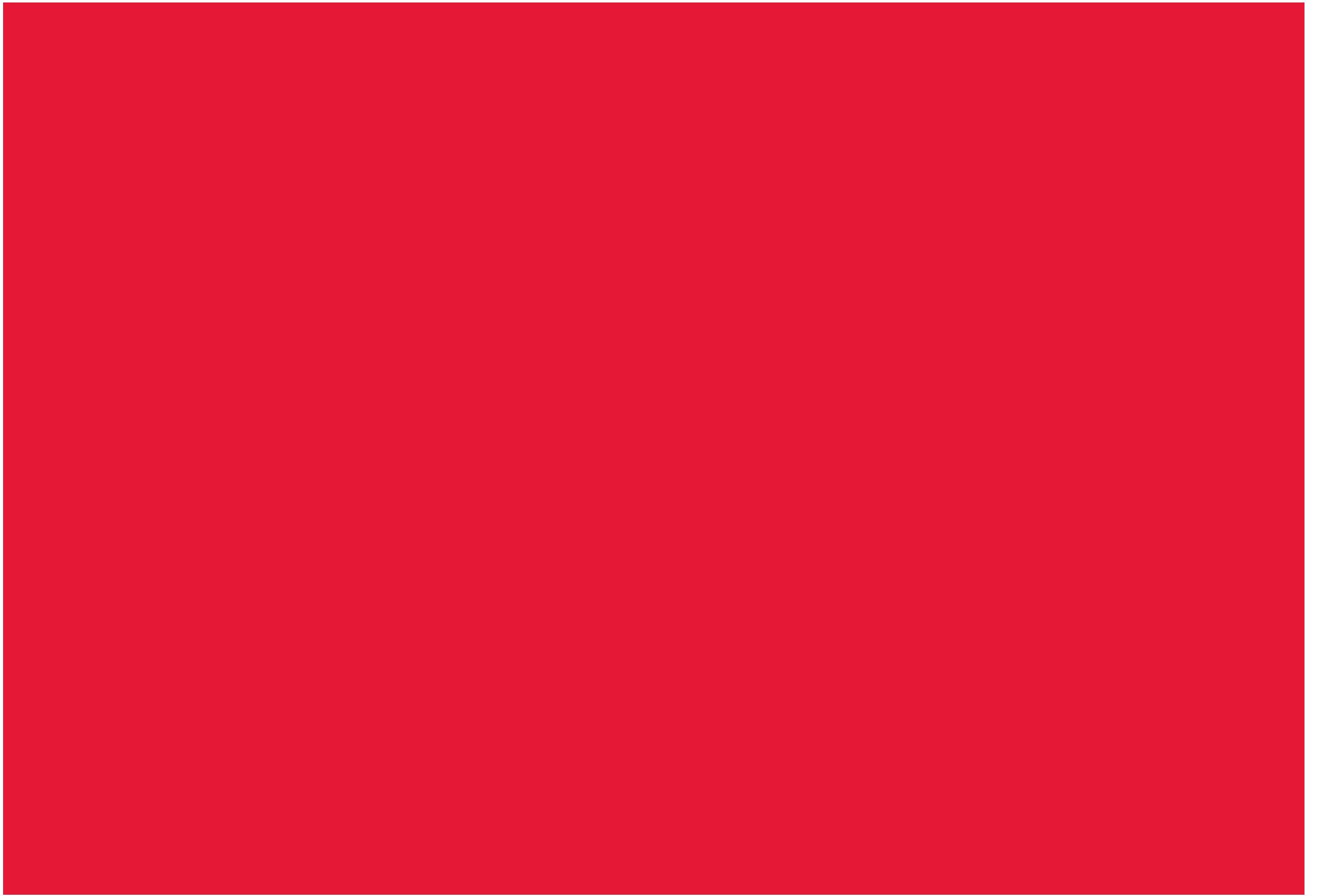




Brand Guidelines



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A POWERHOUSE IN BASKETBALL

Our vision is to become the number one basketball nation in the world and the best sports federation in terms of international sports success, grassroots development, event hosting and governance.

To become a powerhouse in basketball we must excel at every level and carefully manage the way we and Turkish basketball are perceived and experienced by players, fans, media, partners and our colleagues abroad.

Our new logo and brand identity is the unique mark that represents Turkish basketball and distinguishes us from other sports federations. Our new brand identity is the visualisation of our values, it is our stamp of approval and the guarantee that you will be treated with respect and that you will have a great basketball experience.

This document lays out the guidelines and rules necessary to establish a powerful and respected brand. Our brand guidelines are directed at anyone who represents Turkish basketball and works with Turkish basketball. We ask you to carefully follow the guidelines to ensure that the value of our organisation will grow so that we can achieve our vision.



Our vision is to become the number one basketball nation in the world and the best sports federation in terms of international sports success, grassroots development, event hosting and governance



OUR VALUES

- **Visionary** – we always think long term and dream big.
- **Pioneers** – we are always ready to take the first step and lead the way.
- **Hard working** – there is no substitute for hard work.
- **Respectful** – respect for others is at the core of our behaviour.
- **Creative** – we always think of creating new ways for our sport to grow and our federation to develop.
- **Passionate** – we are passionate about Basketball, our nation and our community.
- **Experience** – we value and use the experience generated in our organisation to the benefit of the new generation.
- **Fair** – we govern according to clear objective principles and rules that are based on the best interest of Basketball.
- **Winners** – we instil and promote a winning mentality in our players, officials, staff and partners.

The story of basketball in Turkey

The Turkish Basketball Federation has been the governing body of basketball in Turkey since 1959. The federation has been run with passion and determination since the beginning which laid the foundation for the impressive growth TBF has experienced in the past 20 years. Our formula for success has been a long term strategic approach to growing basketball. Our dream was to establish Turkey as a major powerhouse within basketball. Our focus was raising talents to ensure success on the court and hosting major sport events to provide a platform for promoting our nation. The results speak for themselves.


Today, Turkey is one of the leading basketball nations in the world.

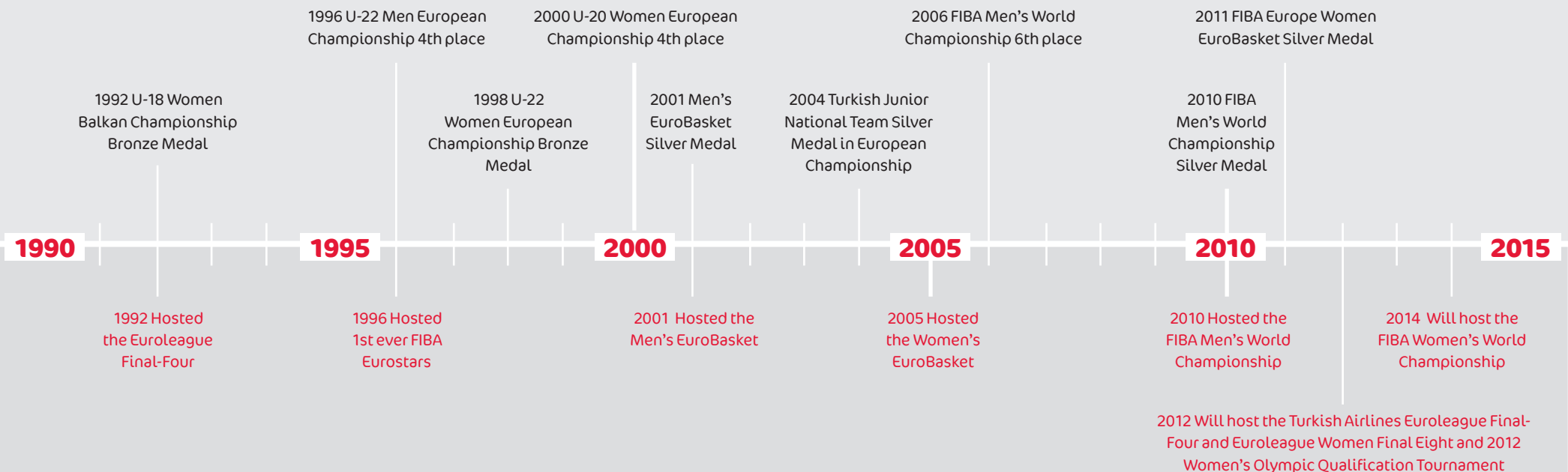
Turkish Basketball Federation are currently silver medallists in the Men's World Championship and the Women's EuroBasket. We have hosted the Men's and Women's EuroBasket and the 2010 Men's World Championship. In 2012 we will host the Men's and Women's Euroleague finals and in 2014 the Women's World Championship will take place in Istanbul.

We have reached far but we are not done.

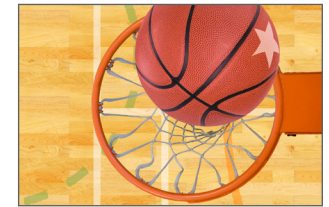
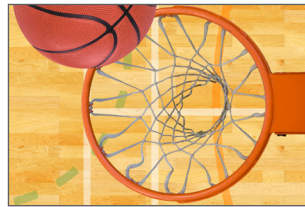
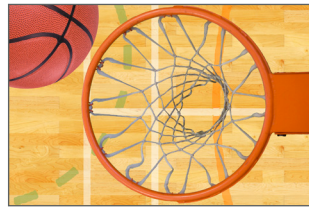
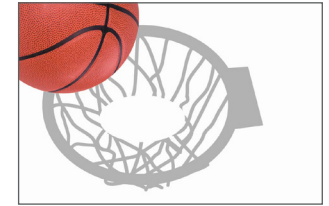
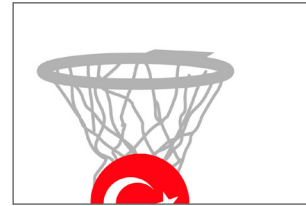
This was just the first step. Much more is coming.

 **EVENTS
HOSTED**

 **RESULTS**



THE STORY OF OUR LOGO



Our aspirations remain the same as they have always been - to reflect the passion for basketball that Turkey possesses.

Everything the federation does revolves around the development of basketball, ensuring a legacy of opportunity for future sports men and women.

Our identity is not about representing the individuals at TBF, it is a universal statement that speaks for our values.

The elements it contains are simple: the hoop and the basketball. They are positioned so that together they create our national emblem - the crescent and star.

It is simple - wherever there is basketball, Turkey is at the heart.



INTRODUCTION

The logo is flexible and can be used alone or with versions that include text.

1 & 3- The full text version should be used mainly where possible. The most appropriate language version is left to discretion.

2 & 4 - The acronym/initials versions (TBF) are easier to use where the TBF brand is already well known and/or there is limited space.

5 - The graphic part of the logo is strong enough to be used alone. However, the most likely application would be on internal collateral where the audience is already familiar with the brand.

NB. Shown is the red & white version
There are more options shown later in the guidelines

VERTICAL APPLICATIONS

1.



**TURKISH
BASKETBALL
FEDERATION**

2.



TBF

HORIZONTAL APPLICATIONS

3.



4.



NO TEXT APPLICATION

5.



CLEAR SPACE

Our identity should be allowed space to breathe.

We suggest a minimum area should be left around its shape to avoid altering the context of the logo.

This applies when using both the stand alone graphic and versions with text.

Good judgement should be applied when using the logo on busy backgrounds: a small version may not always be clear.

Also, the text may not be sized independently of the graphic - they must remain proportionate to each other.

FULL LOGO

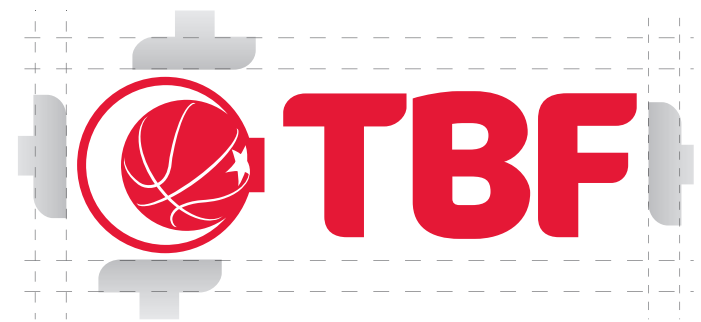
When using the full logo version (with text) you can use part of the type to measure the distance of safe space.

The top of the letter 'T' is exactly the right amount and will always give distance provided the text has not been scaled independently of the graphic.



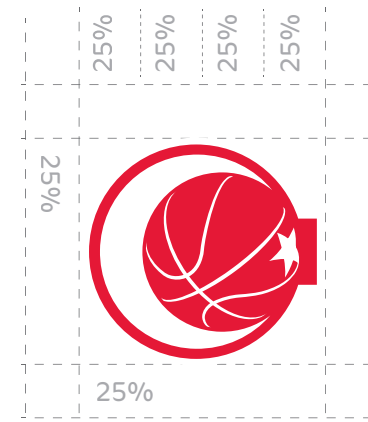
ABBREVIATED LOGO

The same principle applies to the abbreviated logo version (both versions).

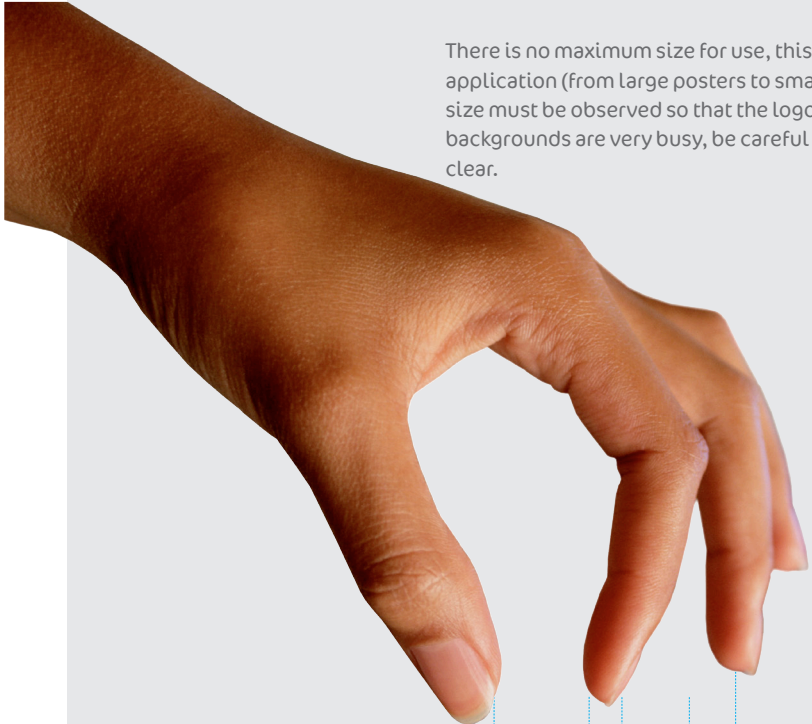


LOGO WITH NO TEXT

An easy way to ensure there is enough space around the graphic is to divide the circle into 4 parts - this creates a quarter of the space (25%) in each section. Use one 25% section to measure a distance all around the graphic.



There is no maximum size for use, this will largely depend upon the application (from large posters to small badges) but a minimum size must be observed so that the logo is always legible. When backgrounds are very busy, be careful to make sure the logo is still clear.



Print:	6mm	5mm	12mm	9mm	24mm	18mm
Digital:	(70px)	(90px)	(290px)			
	X	✓	✓			



TBFF

100mm



Our values also shape the way we speak. The way we sound is:

PASSIONATE - Everyone at the Turkish Basketball Federation has an enthusiasm for basketball that is more than just a place to work. We are here because we share a passion - our sport. Therefore, we always speak positively and enthusiastically about our sport. We focus on how basketball can make an impact and change people's lives. We use pictures and develop content that portrays excitement and passion.

KNOWLEDGEABLE - We know our sport and we are always ready to share our knowledge. Therefore, we always use every possibility to educate our stakeholders about our sport. We are the knowledge base for basketball in our country and provide insight to those who seek help. We transfer our experience and are always open to new ideas.

STRAIGHT FORWARD - We work for basketball. The development and growth of our sport is our main concern. Our operation is transparent and our mission clear. Therefore, we always assess situations objectively and say it as it is. We face reality and deal with it. We are never afraid to state our wrongdoings.

RESPECTFUL - We stand for fair play and respect for everyone. We remain impartial and even handed even in the most heated situations. We are trusted to make decisions entirely for the betterment of Turkish basketball. Therefore, we always approach our stakeholders with respect. We treat everyone equally and always promote respectful behaviour.

INTERNATIONAL - We operate on an international stage, representing Turkey at the highest level. We are ambassadors for our sport and country and support Turkey's ambition of world class status. We communicate to a global audience. Therefore, we always consider the international angle and aspects of our sport. We benchmark ourselves with the international sports community and abide by the highest international standards in sports.

INTRODUCTION TO FONTS

For design & print: Cocon Pro

We have chosen 2 weights of the font Cocon to represent our written word. It is a rounded yet rather asymmetrical form with details reminiscent of brush-strokes.

The typeface is contemporary and is available with all Turkish variations.

Bold

Cocon bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	1234567890£\$@
------------	--	-----------------------

Cocon bold italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>	<i>1234567890£\$@</i>
-------------------	---	------------------------------

Light

Cocon light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	1234567890£\$@
-------------	--	----------------

Cocon light italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>	<i>1234567890£\$@</i>
--------------------	--	-----------------------

For web, email & internal documents: Arial

We have chosen Arial as it is the cleanest, most readily available system font.

Arial Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	1234567890£\$@
---------------	--	----------------

Arial Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	1234567890£\$@
-------------------	--	-----------------------

MAKING THE FONT OUR OWN

All typefaces come with default settings, regarding the spacing between individual characters.

At TBF we don't like to use the default. We make it personal to us.

We have used tracking to eliminate unwanted space between individual letters. This is particularly helpful when using the typeface in a large size, such as headlines or banners.

We suggest a tracking value of -25 but this can be altered depending on the visual impact of varying sizes.

When using large amounts of body copy at a small point size, the default (zero) setting is adequate.

Where Arial is required, use 0 tracking.

Cocon with 0 tracking

Turkish Basketball



Cocon with -25 tracking

Turkish Basketball



Cocon bold with 0 tracking

Turkish Basketball



Cocon bold with -25 tracking

Turkish Basketball



Arial with 0 tracking

Turkish Basketball



Our logo uses elements of our countries flag and so careful attention should be paid to its position.

The logo should not be rotated in any direction as this would mean our National Identity would be misrepresented because it contains the crescent and star elements.

The right hand "bracket" element of the logo must remain vertical in all applications as this is where the text is aligned for versions which include "TBF" and "Turkish Basketball Federation".

The logo cannot be any other shape, therefore do not squash or elongate it out of proportion.



This is the default position for the logo.



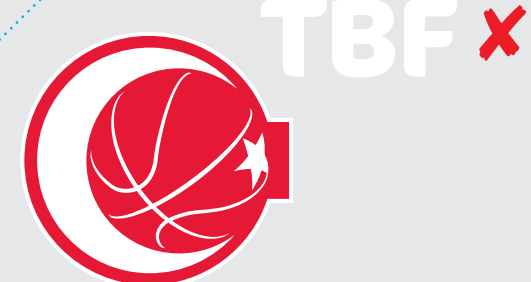
Don't elongate vertically.



Don't squash our logo horizontally.



Don't rotate.



Don't resize or place the text anywhere other than as it appears adjacent to the graphic in these guidelines.

FULL COLOUR



Pantone 186

TBF Red (RGB)*

R: 227

G: 24

B: 55

* For use in Word documents

TBF Red (CMYK)

C: 0

M: 100

Y: 81

K: 4

GREYSCALE/MONO



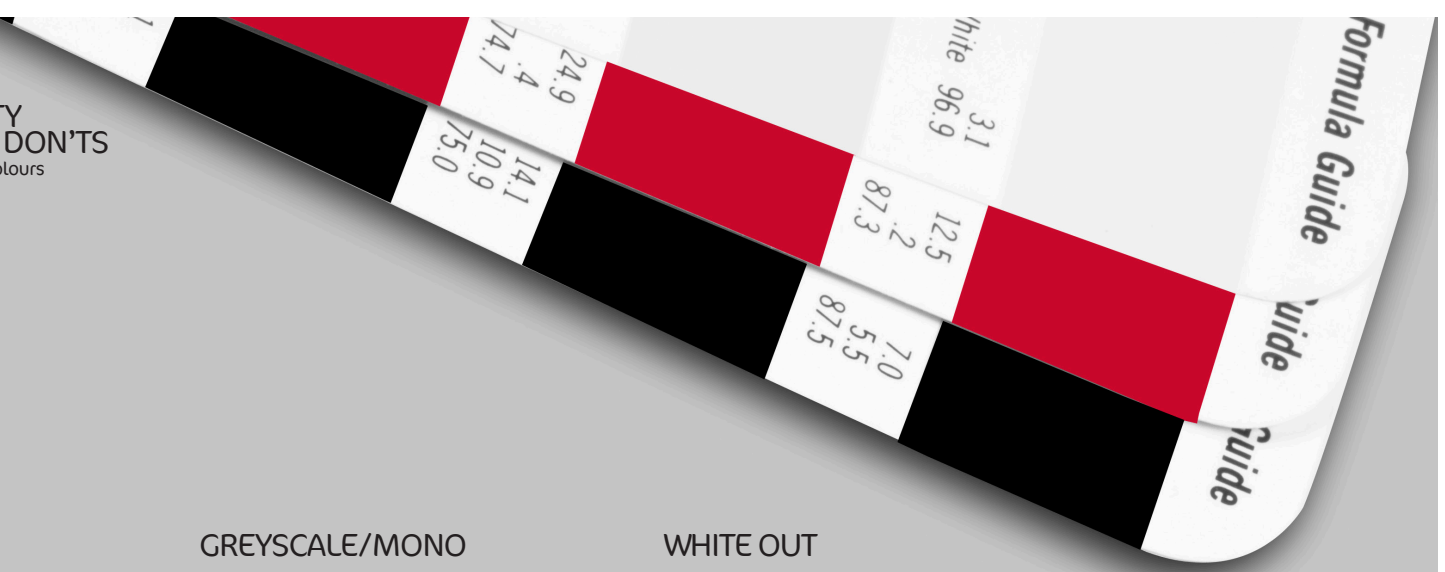
There is a mono version of the logo, only to be used where the print spec does not allow for the correct red - for example a fax sheet.

: 100

WHITE OUT



The white version has some transparent elements so colours and backgrounds can be visible.





When backgrounds are patterned or multi-coloured, we recommend using the white version which has transparent areas in the logo, so that the background can be seen through parts of the logo.

Use this version when it is necessary to retain as much of the background image as possible.

Don't use other colours in place of the red

STRONGEST COMPLEMENTARY COLOURS

The red in our logo represents our national identity so the logo should appear on red wherever possible.

White, grey and black versions exist in order to allow flexibility for use on backgrounds where the red version would not stand out or the material it is applied to will not allow colour.

RED

C00 M100 Y81 K4
R227 G24 B55
PMS 186 C

WHITE

C00 M00 Y00 K00
R255 G255 B255

GREY

C00 M00 Y00 K10
R230 G230 B230
PMS Cool Grey 2 C

BLACK

C00 M00 Y00 K100
R0 G0 B0
PMS Process Black C



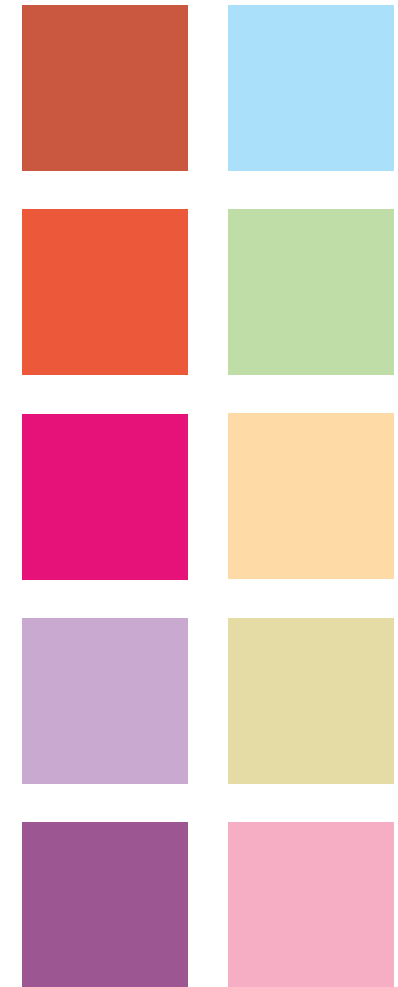
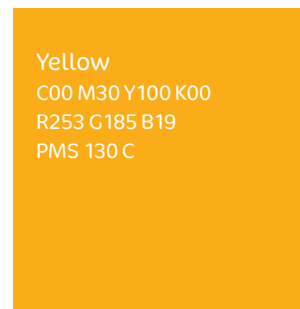
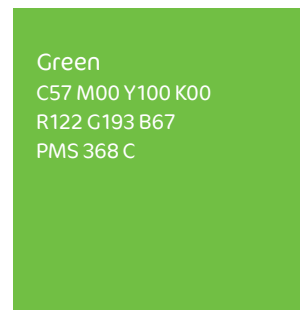
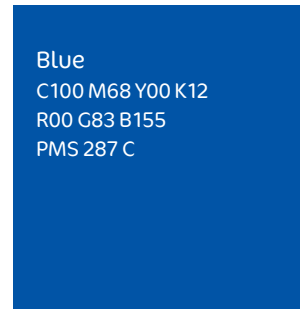
Light Blue
C100 M10 Y00 K10
R00 G147 B208
PMS Process Blue C

SECONDARY COMPLEMENTARY COLOURS

Red is a very dominant colour and caution should be exercised when using in conjunction with other shades. A colour palette on this page shows options which work well with red and examples of those which do not.

These guidelines do not list every colour which should/should not be used but as a general rule, when using the logo it will be most effective where the background colour is a strong, prime colour.

Avoid tints and colours in the same tonal group i.e: pink, maroon, purple, orange - those shades which include red in their make up but are not, themselves, red.



The logo could be reproduced on different materials with several printing techniques. The following table summarises these. Engraving & embossing applications would require the provision of a black & white logo.

	Full Colour	Grey Scale	Black and White
Paper	✓	✓	✓
Textile	✓	✗	✓
Ceramic	✓	✗	✓
Plastic, Rubber & Vinyl	✓	✓	✓
Glass & Crystal	✗	✓	✓
Metal	✓	✓	✓
Wood	✗	✓	✓

✓ Yes ✗ No

The logo text should not be altered from the original versions.

No shadows



X



Don't mix colours

Don't substitute
the font



X



No backgrounds

No outlines



X



No tints

NB: In each example shown on this page - where the text 'TBF' is shown, it also applies to the full text versions.

Don't stretch



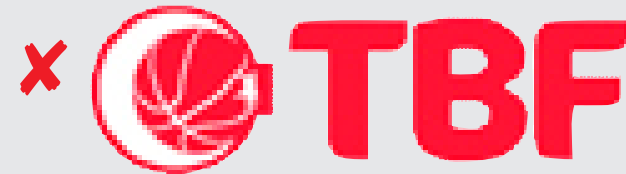
Don't resize part
of the logo

Don't separate
elements



Don't use
unspecified
colours

No coloured
containment
boxes



Don't use low
resolution
versions

Don't place the logo on backgrounds where it will blend in.



Application

Our logo will be used in many ways, but these guidelines will help to maintain consistency across applications.

Of course we wish the logo to be used creatively but without altering what the brand stands for. Unrestricted use would inevitably lead to a dilution of our values, and they must be upheld at all times.

The following pages are examples of how the logo might be applied. It is not an exhaustive list so, if you come across an unusual application, refer to these rules for guidance.

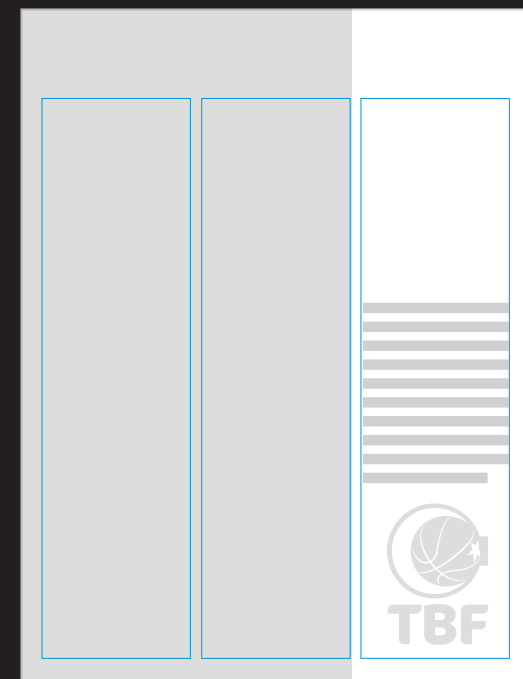
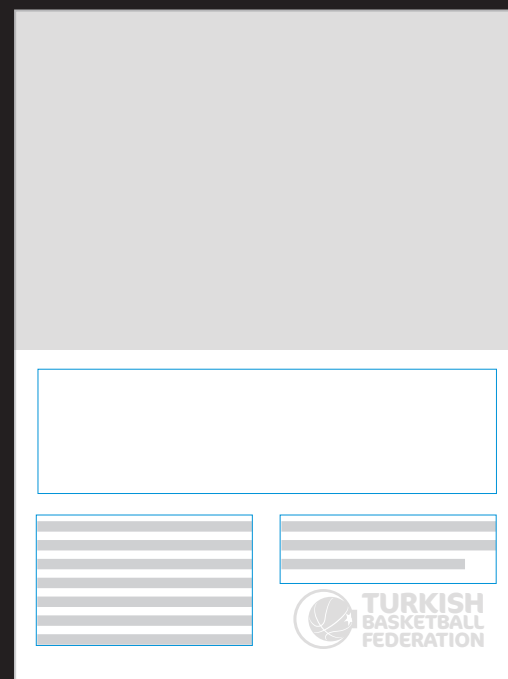
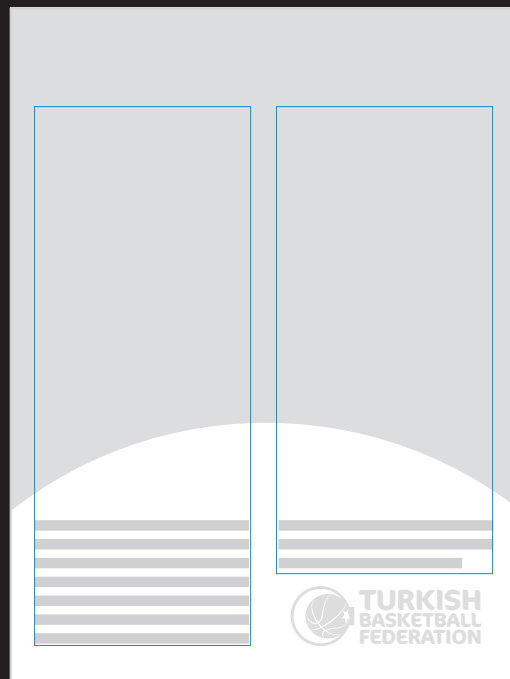
If in any doubt, contact TBF for advice.



Column grids

Text on a page will invariably be placed according to the design and content.

A helpful rule for creating column widths is to use the size of the logo to help determine the page column width. Of course, you can use more than one width on a single page - this helps the reader to process information, but including a column sized to the logo will place emphasis on the brand.



STATIONERY

Using the logo graphic element alone is suitable for when the audience is familiar with the organisation. The logo can be used as a water mark or can be incorporated in the physical shape of the document - the curve of the circle is a useful template for a die cut.



Imagery

The type of images the logo will appear on will mostly depend on the application, the audience and availability of pictures.

Pictures should reflect the values of TBF:

- Visionary**
- Pioneers**
- Hard working**
- Respectful**
- Creative**
- Passionate**
- Experience**
- Fair**
- Winners**







Alongside partners

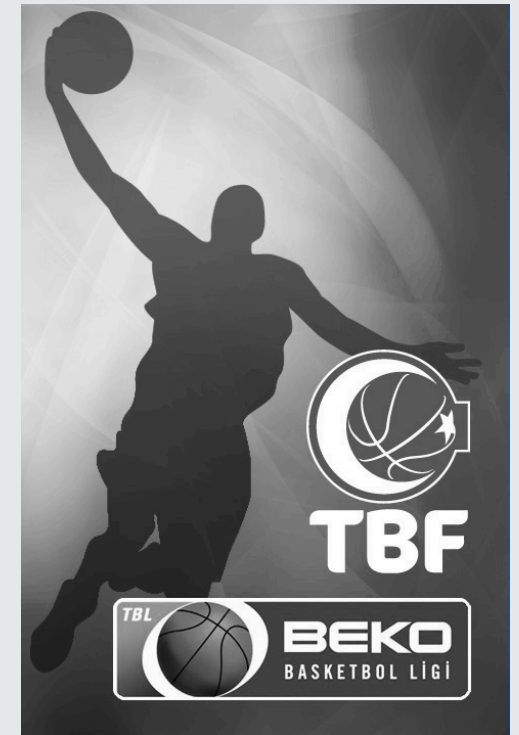
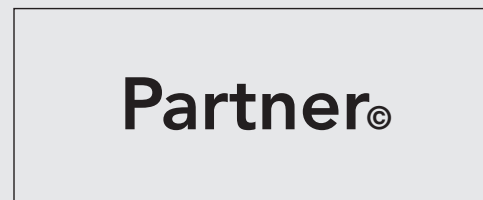
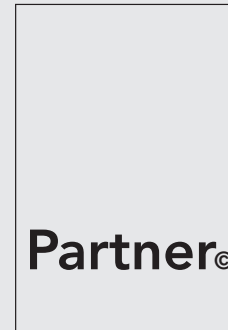
In some instances there will be a need to share space with another organisation or company.

The way that this is applied will also have to fit in with the partner's specifications.

This should cause no problems, using the versions of the brand created and the rules elsewhere in this book. First consider the space around TBF logo, then apply where instructed by the partner guidelines.

Wherever possible, harmony between logos should be maintained, so that no brand dominates over the other.

However, consideration should be given to the organisation who 'owns' the event or space.



These guidelines are designed to help keep the essence of TBF values intact, please use them when making reference to TBF. More information and electronic versions of our logo can be obtained from our media department. Please contact:

medya@tbf.org.tr

www.tbf.org.tr



**TURKISH
BASKETBALL
FEDERATION**

CORPORATE IDENTITY INFORMATION

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www.tbf.org.tr