

# MASCOT “FEEBY”

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# PERSONALITY

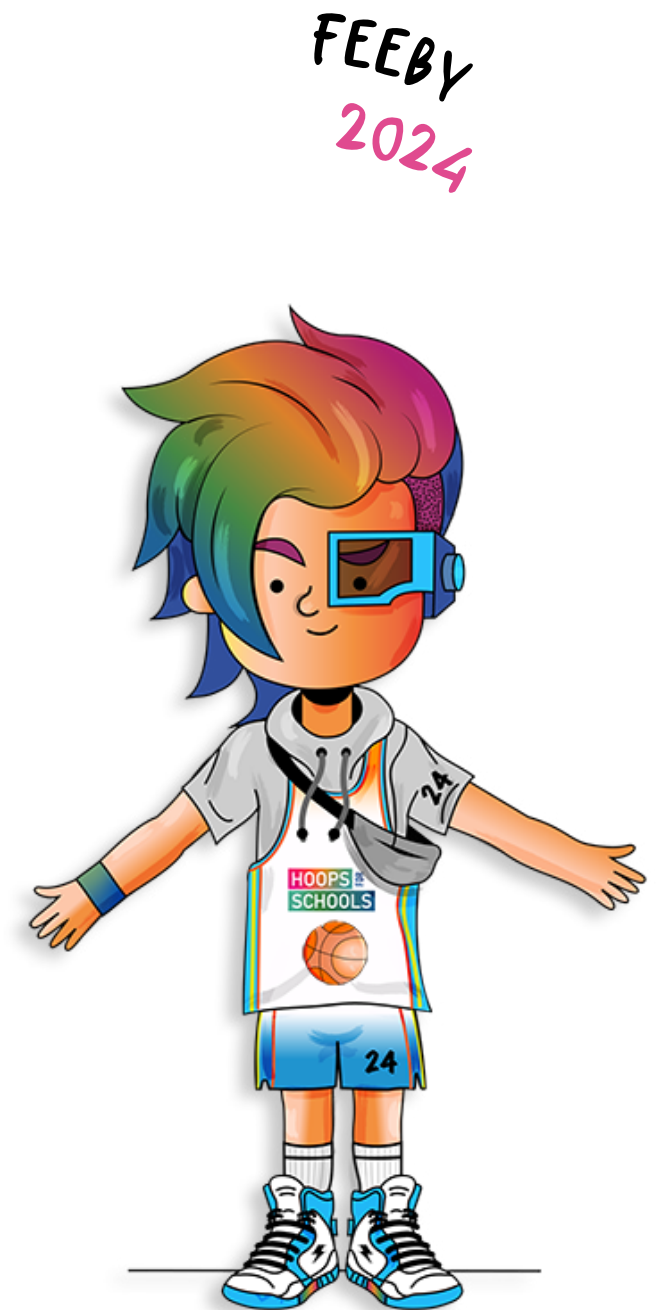
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**Feeby** is a fun and very sociable mascot, based on the values of friendship and generosity. We personify in it that classmate or teammate we look up to because they're ahead of things to come. It fights for its dreams with passion because it knows that everything can come true if you work hard. It loves basketball because it feels it's the sport through which it can genuinely express its personality.

To always stay true to its principles, it has three distinctive elements. On one hand, its **monocle** gives it the precision it needs for any shot at the basket, but it also provides a privileged view of the fair game. On the other hand, it has a **gauntlet** that it never hesitates to raise whenever it feels its voice should be heard in the face of injustice, motivating others to follow its example, as well as encouraging and entertaining them. And finally, it has **lights on its sneakers** that, in addition to giving it a modern touch, allow it to grab attention and enjoy its passion, both day and night.

## NAME

"**Feeby**" has a softer, more gentle sound; it evokes feelings of warmth, friendliness, or perhaps even a sense of whimsy. The repetition of the "ee" sound suggests a sense of playfulness or light-heartedness. Feeby doesn't appear to be a widely recognized term or acronym either.



## DISCOVER BASKETBALL



## BASKETBALL FOR GOOD



**ACCESORIES/** Gift- Merchandising elements

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# HOOPS FOR SCHOOLS



RAISE YOUR HAND  
& PLAY



BE PART OF  
THE CHANGE