CORPORATE IDENTITY MANUAL

Hoops for Schools +
“Raise your Hand & Play” Campaign

January 2024

HOOPS FOR SCHOOLS

1. LOGO

Hoops for Schools (H4S)

H4S LOGO SYMBOL

HOOPS FOR SCHOOLS

The Logotype of **“HOOPS FOR SCHOOLS”** is simple and strong,
which was based on the colours of the **“YOUTH DEVELOPMENT FUND”** brand and FIBA Font.

H4S LOGO + FIBA LOGO

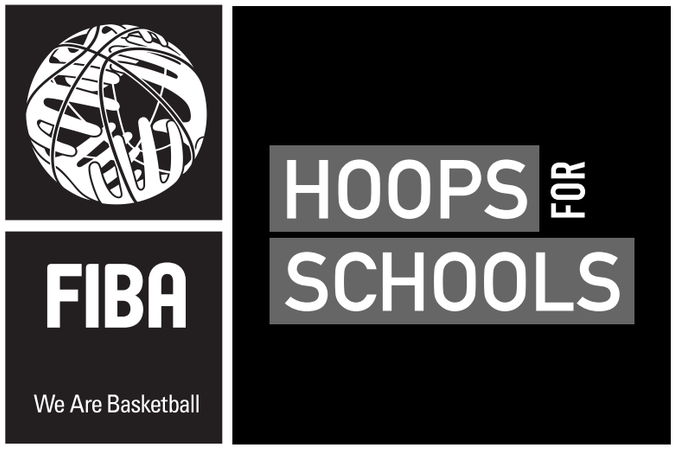
The Logotype of **“HOOPS FOR SCHOOLS”**can be use over black and Light Gray.

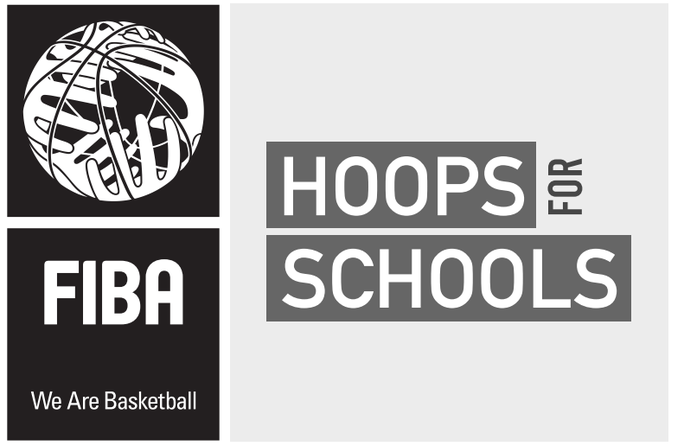
H4S LOGO - MINIMUM SIZE

PRINT

DISPLAY

H4S LOGO/ MONOCHROMATIC VERSION





CMYK
40 0 0 100

RGB
0 0 0

PANTONE
433 C

H4S LOGO/ USAGE ON DIFFERENT BACKGROUNDS

H4S LOGO/ MIXED WITH FIBA LOGO APLICATION

black background

white background

When the logos are over a black background, you should use the black version with white strokes.
When the logos are over a white background should be used in the Light Gray background version of the Logo.

H4S LOGO/ NOT ALLOWED USAGE

Do not invert modules (FIBA Europe logo).

Do not invert modules.

Do not use shadows.

Do not invert modules (FIBA Europe logo).

Do not distort logo to
accommodate layout requirements.

Do not separate modules.

H4S LOGO/ COLOURS

SYMBOL COLOURS

CMYK	0 0 0 50	5 25 100 0	5 50 95 0	0 100 5 0	25 100 30 0	65 0 45 0	80 5 75 0	55 0 100 0	75 15 100 5	70 15 15 0	95 75 0 0
RGB	153 153 153	242 190 26	235 145 44	236 0 133	191 32 112	79 191 165	6 171 113	128 195 66	70 153 68	0 174 239	25 85 166
PANTONE	424 C	7408 C	716 C	226 C	241 C	3395 C	7482 C	368 C	362 C	631 C	2728 C

The Logotype of **“HOOPS FOR SCHOOLS”** is based on the colours of the **“YOUTH DEVELOPMENT FUND”** brand.

2. CAMPAIGN LOGO

RAISE YOUR HAND & PLAY

RAISE YOUR HAND & PLAY/ CONCEPT

Raise your hand & play

Be part of the change

At a very early age, children begin to form their personalities, to give their opinions and make their own “decisions”. Inspired by the logo,we have found a universal insight to explore what comes from a very simple action that they have learnt very early. We raise our hand to give our opinion, to be part of a group, to celebrate any achievement in a sport, to get attention, to dance,to give somebody five, and even when we take a big leap to advance.

There is also something very beautiful in the action of raising your hand, which speaks of not being afraid, of standing with attitude and conviction to face something. The importance of not staying silent, of volunteering to learn and defend something you believe in.
For this, tools are needed and the “Hoops for School” program will be a learning bridge with different pillars such as diversity & inclusion, sustainability, healthy life, team values, etc.

RAISE YOUR HAND & PLAY/ DESIGN

CAMPAIGN LOGO/ VARIABLES

Over Black background.

Over gradient background.

Over white background.

CAMPAIGN LOGO/ VARIABLES - without claim “Be part of the change”

Over Black background.

Over gradient background.

Over white background.

The Logotype of **Raise your Hand & Play** could be use with claim and without it.

BRANDING EXAMPLES

RAISE YOUR HAND & PLAY

CAMPAIGN LOGO/ WORD TEMPLATES in black

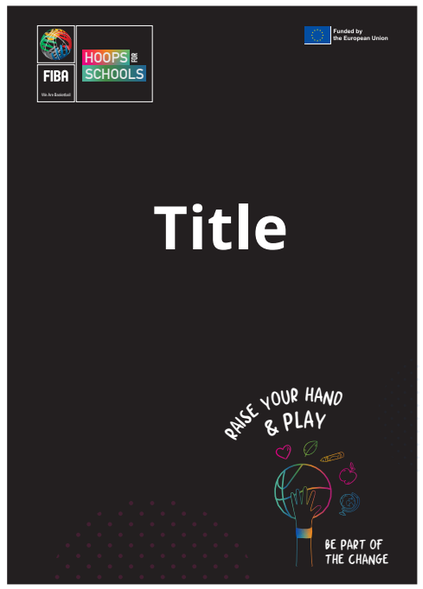
1.

Cover (with Claim)

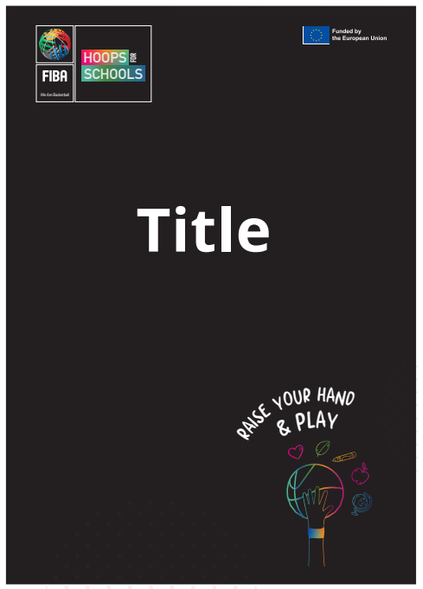
Cover (without Claim)

1. **Cover** (Should be use as 1st. page to present the Program)
2. **Sub-Cover** (to use for the title of the PPT, in this cover, the most important is the Title, the Logo is a secondary element.)
3. **Letter-Head** (letter content)

2.



Sub-Cover (with Claim)



Sub-Cover (without Claim)

3.

Letter-content text

CAMPAIGN LOGO/ WORD TEMPLATES In Colour

Cover (with Claim)

Cover (without Claim)

Cover (Op.B)

Sub-Cover (with Claim)

Sub-Cover (without Claim)

Letter-content text

TYPOGRAPHIES

RAISE YOUR HAND & PLAY

RAISE YOUR HAND & PLAY/ TYPOGRAPHIES

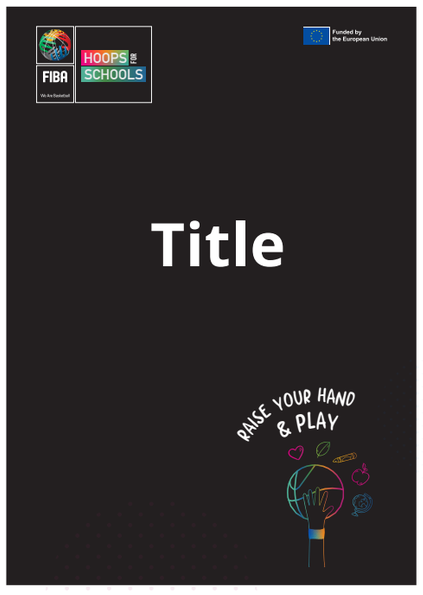
CHICKEN SOUP

ABCDEFGHIJKLMNOPQRSTUVWWXYZ / abcdefghijklmnopqrstuvwxyz / 1234567890

The **Chicken Soup** Font is only to use for the phrases: **"Raise your hand & Play"** and **"Be part of the change".**

For titles and subtitles and content text should be use:

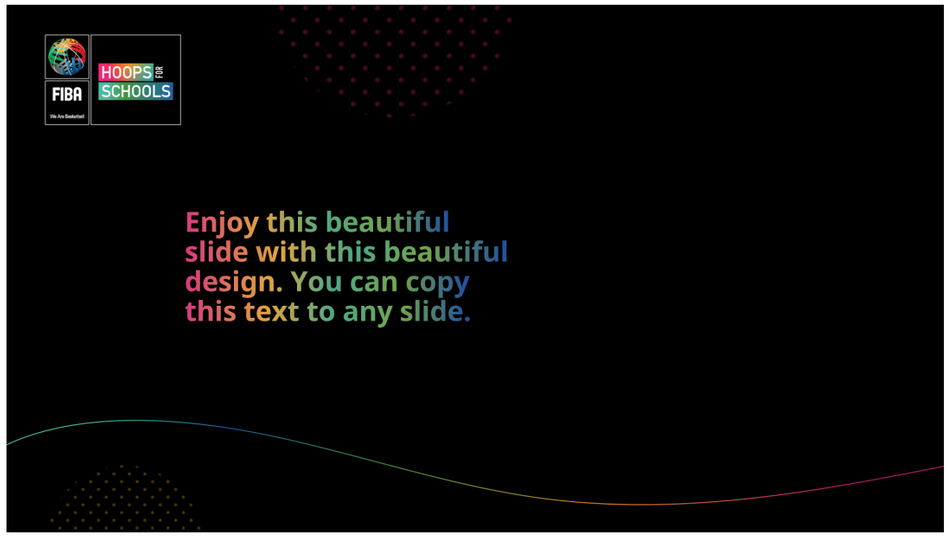
Noto Sans Condensed Bold.



Sub-Cover (without Claim)

Letter-content text

RAISE YOUR HAND & PLAY/ TITLES



TITLES

It is advisable to use gradient titles over a **black background** when there are not several coloured elements around.
It is also possible over a **white background**.

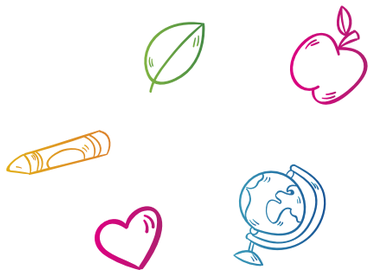
In cases where there are elements with the brand colours, we recommend using white titles.

SECONDARY ELEMENTS

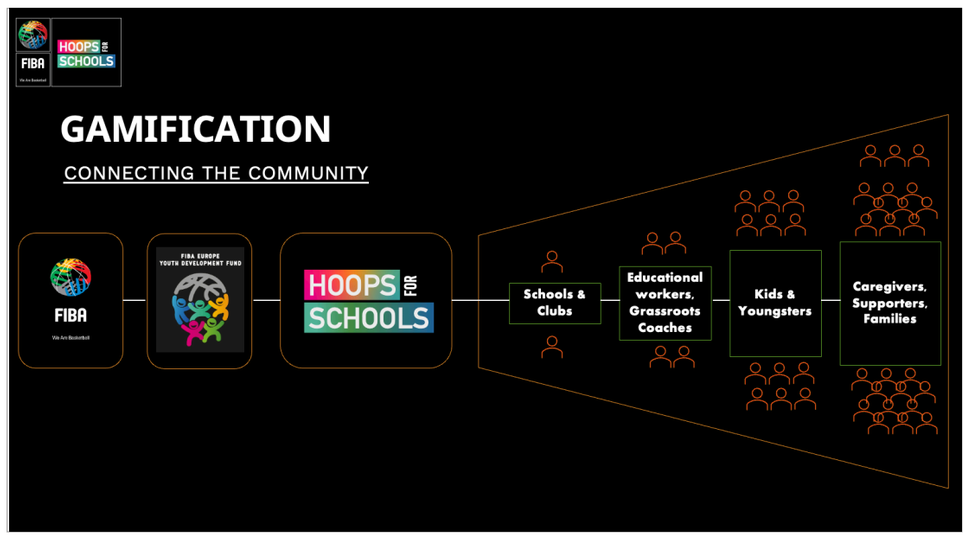
RAISE YOUR HAND & PLAY

RAISE YOUR HAND & PLAY/ SECONDARY ELEMENTS

The **elements of the Logotype** can be used separately.



RAISE YOUR HAND & PLAY/ SECONDARY ELEMENTS/ EXAMPLES



T-SHIRT

H4S & RAISE YOUR HAND & PLAY

T-SHIRT KIDS/ SLEEVES, Logo with icons

Front

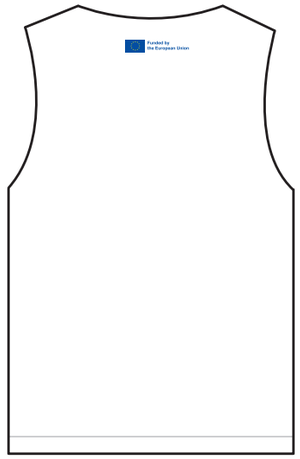
Back

Front

Back

T-SHIRT KIDS/ WITHOUT SLEEVES WITH & Logo without icons

Front

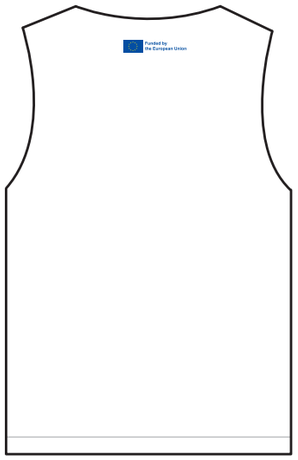


Back

Front

Back

Front

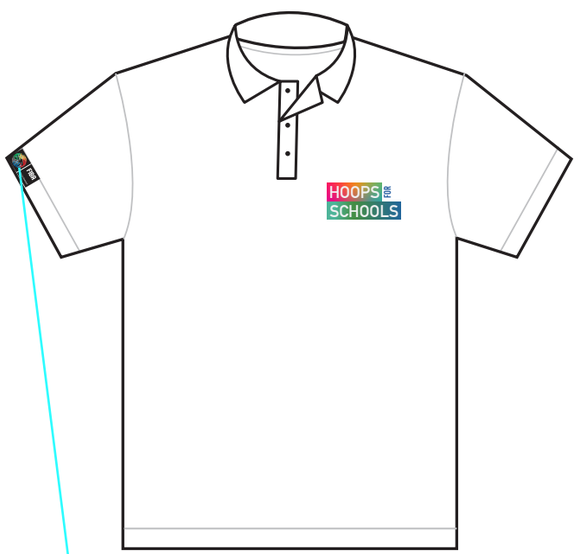


Back

Front

Back

T-SHIRT ADULTS/ COACHES TEACHERS



Front

Back

FIBA logos
in Sleeve

Front

Back