



LOGO LAUNCH / PRESS KIT



DIGITAL TRANSMISSION

No limits, no boundaries.

European basketball played out on a global stage. Basketball connecting fans across the world, driven by drama, excitement and anticipation. Every shot, block and basket; every assist, steal and foul amplified and united – European basketball is making the connection.

TRANSMISSION CONCEPT

The graphic captures the exciting buzz of conversation that FIBA EuroBasket 2021 will generate. Concentric pulses of conversation match the concept of the logo.

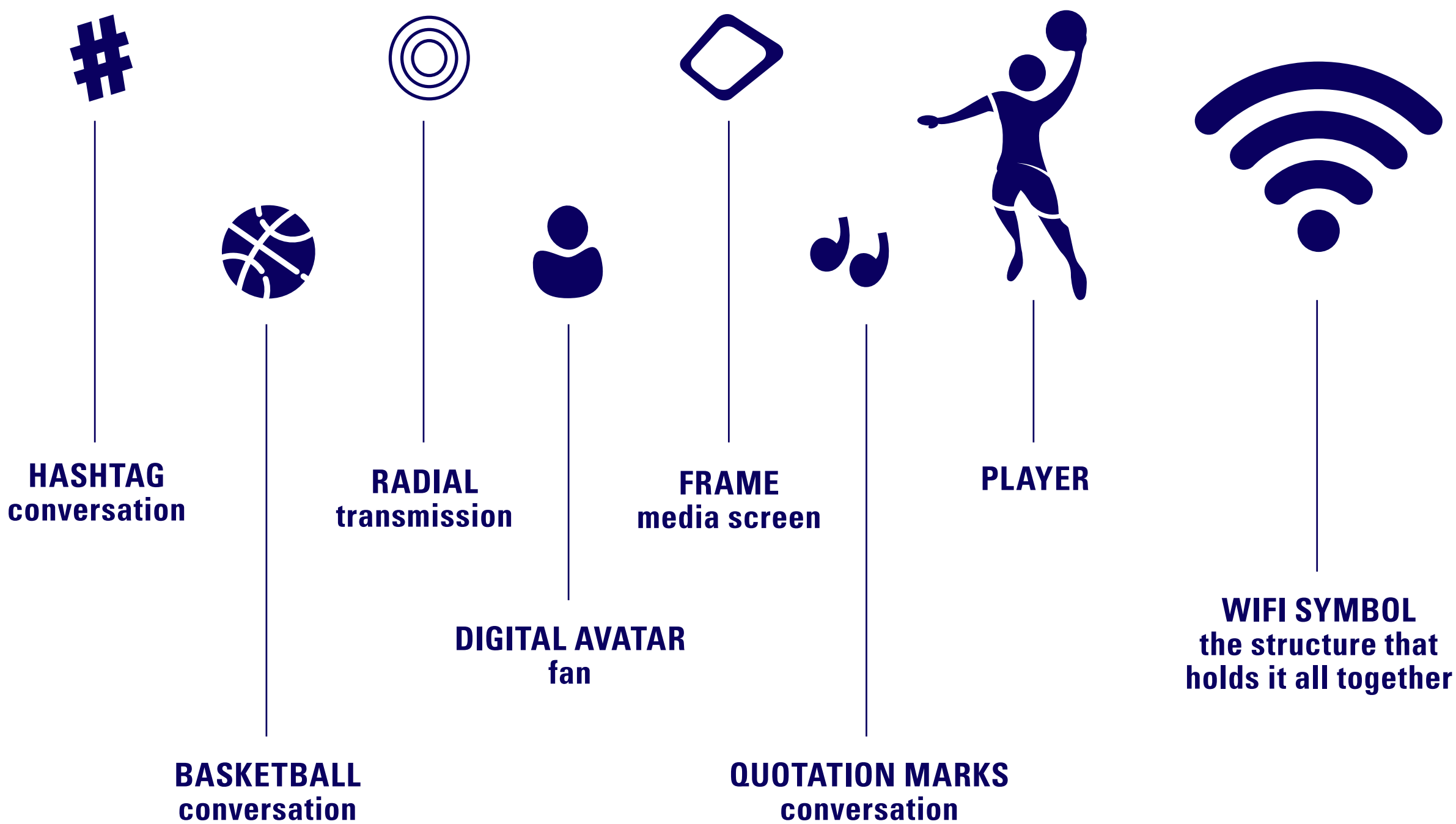
THE STORY

The visual language of data transmission. The creative concept is inspired by conversation.



WIRELESS • CONNECTION • DIGITAL • GLOBAL

The elements represent a digital basketball conversation.



Download the logo here:
<http://www.fiba.basketball/eurobasket/2021/Logo2021.zip>



PORTRAIT



LANDSCAPE

FIBA EUROPE'S FLAGSHIP EVENT



The 2021 event will be the 41st edition of the championship and the first one to be held after shifting to a four-year-cycle following the 2017 tournament.



HOST COUNTRIES

FIBA EuroBasket 2021 will be hosted by Czech Republic, Georgia, Italy and Germany with the latter also hosting the Final Phase.

The event is scheduled for **September 2-19, 2021.**

This is the third time that FIBA EuroBasket is organized in four countries. The multi-hosting format has proved a major success after it was introduced for the 2015 edition of the event and repeated in 2017.



THE EVENT

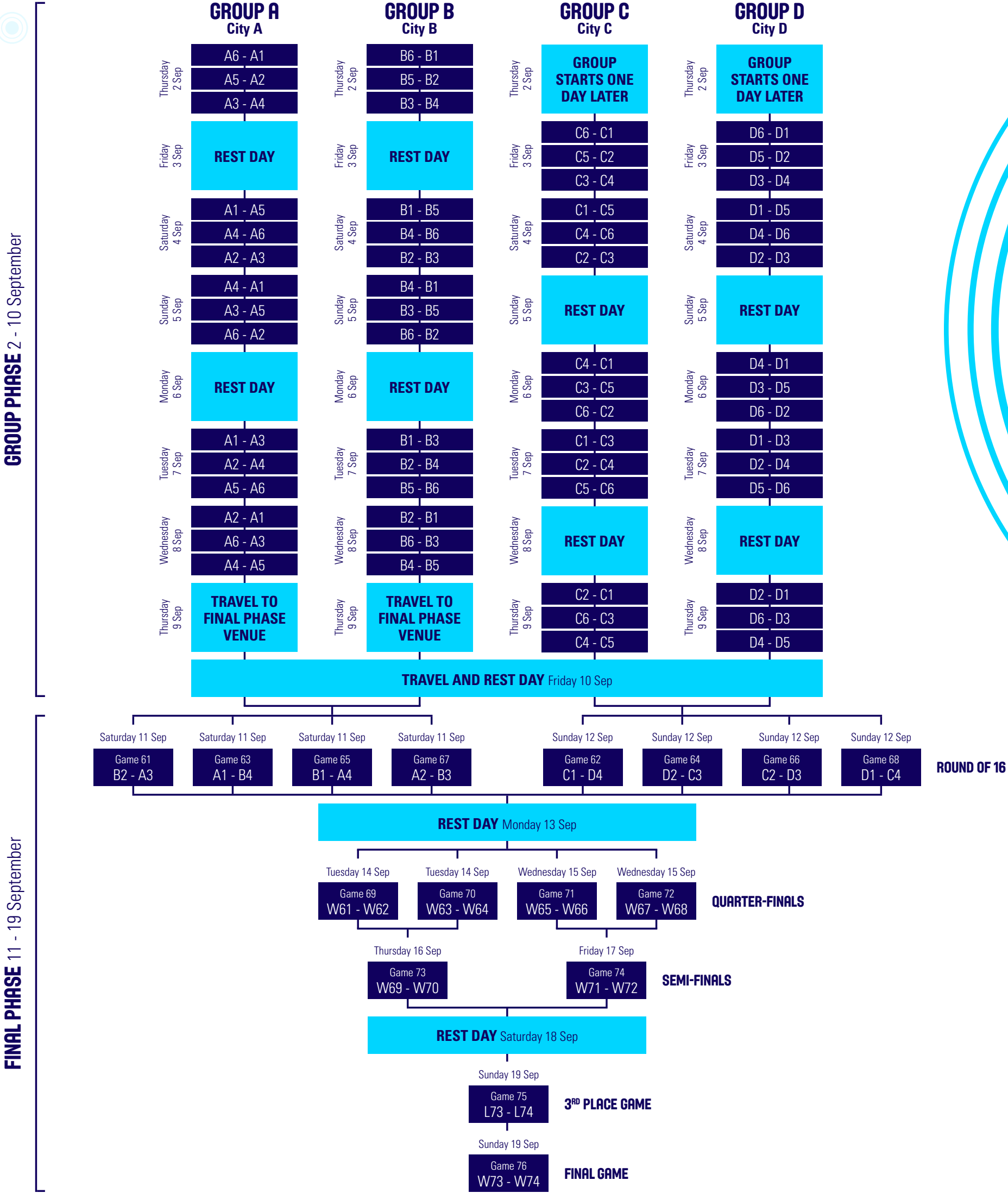
The Group Phase will be played in:

- Cologne (Germany);
- Milan (Italy);
- Prague (Czech Republic);
- Tbilisi (Georgia)

24 teams will be divided in four groups of six teams each, playing against each other once. The top four teams in each group will advance to the Final Phase.

The Final Phase will be played in:

- Berlin (Germany)



QUALIFIERS

Qualification for FIBA EuroBasket 2021 tips off in 2020 with two gamedays to be played on February 20-21 and 23-24.

Divided into eight groups of four teams, the 32 participating teams will play their group rivals in a home and away format across three windows in February, November 2020 and February 2021.

The top three teams in each group (24 in total) will qualify for FIBA EuroBasket 2021, with all four hosts qualified for the Final Round automatically.

In the groups containing the hosts, the host and the two other best placed teams will earn a ticket to the event.

Schedule and more information about the Qualifiers can be found on the official website:

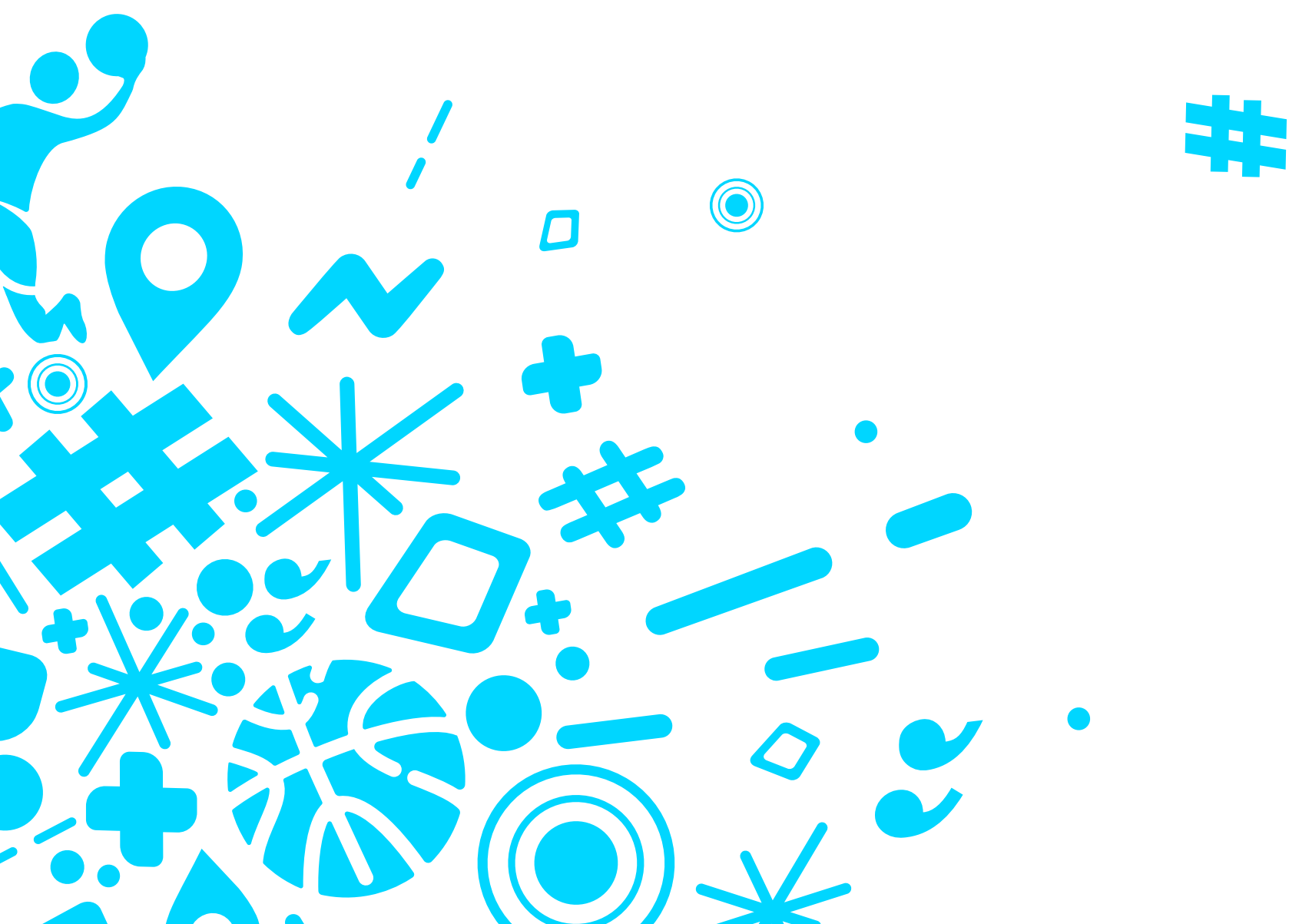
<http://EuroBasket.basketball/Qualifiers>



QUALIFIERS LOGO AND ELEMENTS


The official versions of the logo for the
Qualifiers can be downloaded here:

[http://www.fiba.basketball/eurobasket/2021/
Logo2021Qualifiers.zip](http://www.fiba.basketball/eurobasket/2021/Logo2021Qualifiers.zip)



FIBA EUROBASKET 2021 DRAW CEREMONY



 The draw for the event will take place in March 2021 in a location and date to be determined at a later stage.



The background features a series of concentric blue circles that create a sense of motion and depth. A faint silhouette of a basketball is visible in the upper right quadrant, partially overlapping the circles.

TRANSMITTING BASKETBALL TO THE WORLD