

bein  
SPORTS

LOGO GUIDELINE | 2014  
MEDIA OFFICE | VERSION 2.0



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beIN SPORTS brand

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Channels (CONNECT)

beIN SPORTS is a new global premium brand in the world of television and sport. The channel is driven by a mission to forge an emotional bond between sport and fans, by constantly breaking new ground to give viewers an immersive and interactive experience. Featuring a generous and creative edge, coupled with enthusiasm and drive. Above all, the brand is passionate, sleek, talented and people-oriented. beIN SPORTS offers a new and unique experience of watching sports on television.





## 2.2 Colour Rendering

Correct use of the logo as follows:

In colour on a white background

In white on a corporate gradient background

If the logo is to be used over an image, colour background or any other graphical background, a white logo must be used. Simply ensure that the space around the logo is sufficiently neutral to guarantee optimal legibility.

Black and white versions have been designed to meet specific printing constraints.



Colour version on a white background



White version on a corporate gradient background



Black version on a white background



White version on a black background

Allow for a maximum clear space around the logo, it should be equal to the height of the letter "O" in SPORTS as shown below:



The minimum clear space around the logo corresponds to the height of the "O" in SPORTS

Preferably allow for maximum clear space around the logo. A clear space at least equal to the height of the "O" in SPORTS must be used around the logo. Preferably allow for maximum clear space around the logo. A clear space at least equal to the height of the "O" in SPORTS must be used around the logo. A clear space at least equal to the height of the "O" in SPORTS must be used around the logo. Preferably allow for maximum clear space around the logo. A clear space at least equal to the height of the "O" in SPORTS must be used around the logo. Preferably allow for maximum clear space around the logo. A clear space at least equal to the height of the "O" in SPORTS must be used around the logo.



Illustration of the logo with a clear space



## 2.4 Minimum Reproduction Size

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A minimum reproduction size for the logo has been defined to ensure the logo's integrity and legibility.



The corporate colour for beIN SPORTS is violet. The combination of violet with black and white creates the foundation for beIN SPORTS's colour identity.

### Colours



PANTONE 267 C  
C=80 M=100 Y=0 K=0  
PANTONE 526 EC  
R=92 G=45 B=145



PANTONE Black Process C  
C=40 M=40 Y=40 K=100  
R=0 G=0 B=0



C=0 M=0 Y=0 K=0  
R=255 G=255 B=255

### CMYK gradient



Layer 1:  
violet 267 C monochrome logo



Layer 2:  
logo with a black gradient from 100% > 0% opacity with the multiply blend mode

### RGB gradient



R=0 G=0 B=0



R=90 G=0 B=100



Position: 60%  
Angle: 30%  
Horizontal linear gradient



Shown below the usage of "beIN SPORTS" typefaces. This requirement is essential for the respect and integrity of the brand.

The diagram shows the text "beIN SPORTS" in a purple font. Below the text, there are three horizontal lines with vertical end caps. The first line is under "be" and labeled "lower case". The second line is under "IN" and labeled "upper case". The third line is under "SPORTS" and labeled "upper case". A vertical line is positioned between "IN" and "SPORTS", with the word "space" written below it.

The text version of the brand is written: beIN SPORTS

"be" in lower case, followed without a space by "IN" in upper case, and followed by a space with "SPORTS" in upper case.

Compliance with the rules and the guidelines of the logo usage is essential for the brand.

### Incorrect Usage



Do not change the logo colour



Do not reconstruct the components of the logo



Do not add a shadow effect to colour logos



Do not resize the components of the logo



Do not use a colour logo on a dark image



Do not add a contour to the logo

### Incorrect Usage of the Brand Name



Do not forget the uppercase 'S' in SPORTS



Do not write the letter "B" in uppercase.



Do not write "Sports" in lowercase.



Do not write "in sports" in lowercase.

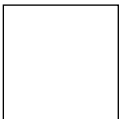


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R=92 G=45 B=145



PANTONE Black Process C  
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R=0 G=0 B=0



C=0 M=0 Y=0 K=0  
R=255 G=255 B=255



beIN  
SPORTS

beIN 1HD  
SPORTS

beIN 7HD  
SPORTS

beIN 13HD  
SPORTS FR

beIN 2HD  
SPORTS

beIN 8HD  
SPORTS

beIN 14HD  
SPORTS FR

beIN 3HD  
SPORTS

beIN 9HD  
SPORTS

beIN 15HD  
SPORTS ES

beIN 4HD  
SPORTS

beIN 10HD  
SPORTS

beIN 5HD  
SPORTS

beIN 11HD  
SPORTS EN

beIN 6HD  
SPORTS

beIN 12HD  
SPORTS EN

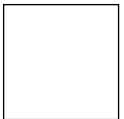


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R=255 G=255 B=255



الإخبارية

beIN  
SPORTS



## 3.4 beIN SPORTS Online Channels (CONNECT)

