



Asian Football Confederation

Brand Identity Guidelines | 2019 V2.0





WELCOME

BRAND IDENTITY GUIDELINES

The Asian Football Confederation Logo represents its vision – making football the number one sport in the continent. We hope to create a cohesive visual identity that will make the AFC instantly and unmistakably recognisable for this purpose.

These guidelines are designed to clarify the use of the Asian Football Confederation Logo. It is imperative that the logo be used in the correct manner; the user should experience the Logo (and therefore, the organisation) in a consistent manner across all mediums. The Logo is copyrighted, and under no circumstances may it be modified.

Kindly allow for the correct amount of free space around the logo as this makes for clear identification. We ask that you use our logo with mindfulness. If a use arises which is not covered in these guidelines, please email the AFC Corporate Branding Department (corporatebranding@the-afc.com).

The Asian Football Confederation (AFC) is the governing body of “The Beautiful Game” in Asia, and the largest of FIFA’s six Confederations. It represents over half of the world’s football fans, and is home to a population of 3.7 billion people within its 47 Member Associations.

When the AFC celebrated its 60th Anniversary in 2014, the extravaganza in Manila further underlined the unifying force of football across the diverse continent. The AFC’s tireless efforts have ensured that Asia’s football talents are now showcased regularly in top-flight competitions such as the AFC Asian Cup and the AFC Champions League. Asian football is also a growing force on the world stage.

With more pan-Asian and global exposure than ever before, as well as Asian players plying their trade overseas, the staging of the hugely successful 2002 FIFA World Cup and the awarding to Qatar of the 2022 FIFA World Cup, Asia’s contribution to the world’s most popular sport is increasingly pervasive and impressive.

Who We Are

The AFC has signalled its intent to become the world’s leading football Confederation with the launch of its Vision and Mission. The new vision will see the AFC focus on the success of Asian teams on the world’s biggest stages and strengthen the level of fan engagement to ensure football is the number one sport throughout the continent.

In line with efforts to fully realise this vision, the AFC has set out its mission, centred around seven key pillars: to provide dedicated services for Member Associations to realise their full potential, to enable the success of Asian teams at the pinnacle of world football, to raise the standard of Asian competitions, to produce commercially attractive content for stakeholders and increase fan engagement, to implement good governance and professional administrative standards, to ensure the utmost integrity at all levels and to leverage on football as a force for social good.

The AFC Logo is a professional logotype, with a stylised football globe depicting Asia in a series of hexagonal shapes, with the Eastern rising sun - an internationally recognised symbol of the region - behind the ball.

Master Identity

The AFC Official Master Identity shown here is the version that should be used at all times wherever applicable.

The Reversed Logo may be used when it offers greater clarity and impact in its application.

Secondary Identity

The Secondary Identity Format represents the alternative formats of the AFC Official Identity.

These formats should be used when it offers greater clarity and impact in its application.

Primary Logo with Gradient



Primary Logo



Reversed Logo



Secondary Logo with Gradient



Secondary Logo



Reversed Logo



Logo Elements

The AFC Logo visual identity is made up of the following elements:

1. AFC Logo: AFC Typographic Symbol
2. Legal Notice: The legal marking copyright - AFC 2001
3. AFC logotype: Asian Football Confederation

Together they form the AFC Official Master Identity elements of the AFC brand identity.

The three parts can be unlocked, but the AFC Logo graphics must always appear together. The Master Identity must be used wherever applicable.

Please use only the original artwork provided.



The AFC Logo



The AFC logo with Asian Football Confederation logotype



Colour Palettes

The AFC Logo colour palette consists of three colours: AFC Grey, Blue and Yellow. Reproduction of the Logo must only be complimented with the colours specified above.

These colours should be produced as CMYK or RGB colours at all times.

For printing purposes, kindly refer to the colour codes provided for the best assessment of colours to be used for the AFC Logo.

For printing purposes, do request a colour swatch from the AFC Corporate Branding Department.

Take note the Pantone Cool Gray 11C, Reflex Blue and 123C are Pantone Basic Colours.



1

Pantone: -
 RGB: 255, 255, 255
 CMYK: 0, 0, 0, 0

6

Pantone: -
 RGB: 241, 228, 130
 CMYK: 7, 5, 61, 0

2

Pantone: 7541 C
 RGB: 239, 241, 242
 CMYK: 5, 2.5, 2.5, 0

7

Pantone: -
 RGB: 241, 200, 113
 CMYK: 5, 21, 66, 0

3

Pantone: -
 RGB: 192, 193, 195
 CMYK: 15, 11, 11, 11

8

Pantone: -
 RGB: 200, 156, 75
 CMYK: 22, 37, 83, 1

4

Pantone: -
 RGB: 171, 172, 173
 CMYK: 35, 27, 27, 0

9

Pantone: -
 RGB: 151, 100, 51
 CMYK: 34, 54, 91, 18

5

Pantone: -
 RGB: 125, 128, 129
 CMYK: 35, 27, 27, 32

AFC Grey	AFC Blue	AFC Yellow
CMYK 0C 0M 0Y 70K RGB 109R 110G 113B PANTONE Cool Gray 11 C	CMYK 100C 90M 8Y 5K RGB 55R 44G 118B PANTONE Reflex Blue	CMYK 0C 30M 94Y 0K RGB 250R 192G 24B PANTONE 123C

Colour Variations

The AFC Logo has several colour variations. The versions shown here are the versions that should primarily be used.

The Choice of the Positive or negative visual identity must have sufficient clarity and impact in its application.

The Positive version is the primary logo and should be used at all times wherever applicable.

Positive Version



Negative Version



Colour Variants

Shown here are additional colour variations which may be used when there are production limitations or if it offers greater clarity and impact in its applications.

Dark background



White background



Formats and Grid

The grid pattern serves as an aid in the execution, enlargement or diminution of the logo as required, if it is situated according to the dimensions shown within the graph lines and the surrounding space.



Clearance Space

There should be sufficient space surrounding the Logo to optimise its visual clarity.

Use the cap height of the AFC Logo Graphic. Half of this height is the unit 'X' to create the correct minimum clearance area for the AFC Logo Identity.

Note that this is the minimum area which should be used, but this may be increased if necessary.



Size Tolerants

In order to ensure visual clarity, the Master Identity **MUST NOT** be reproduced smaller than a size of 7.5mm.

All reproduction materials are saved at the minimum size of use and may be scaled up to a bigger size as needed. Kindly only adapt the size of the reproduction materials within the correct reproduction range as specified and illustrated here.



Large
For reproduction at 75mm and above. Minimum reproduction 75mm



Small
For reproduction between 74mm and 16mm. Minimum size 16mm



Extra Small
For reproduction 15mm and 7.5mm

Typeface

The Primary Typeface is *Avenir*. This typeface should be used in official correspondences.

The Supporting Typeface is *Arial* and should be used to support the Identity. It can also be used as a secondary option to the primary typeface.

Avenir

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

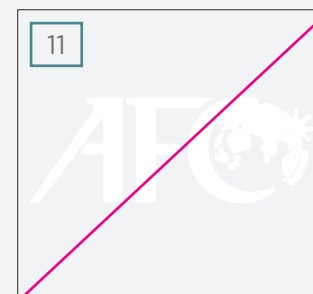
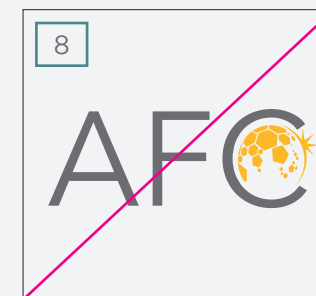
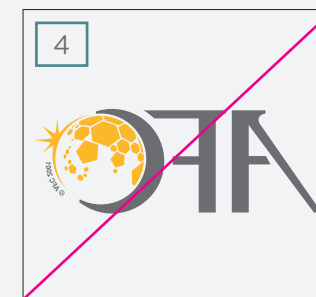
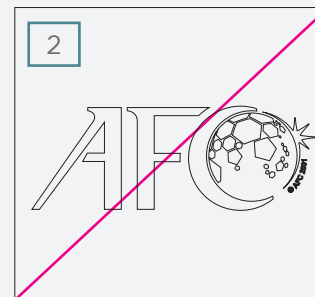
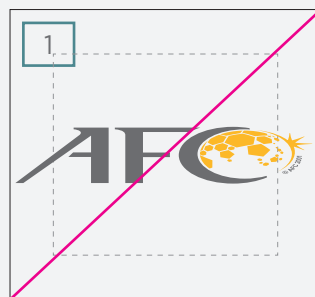
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Unacceptable Identity usage

Please take care not to use the Logo incorrectly. Incorrect use can weaken and damage the integrity and impact of the brand. Take care not to do any of the following:

- 1 Vertical or Horizontal scaling
- 2 Keyline
- 3 Text colours altered
- 4 Symbol flipped or rotated
- 5 Symbol gradient or colours altered
- 6 Reassembly of Logo elements
- 7 Logo on noisy/complex background
- 8 Alterations of Logo-type
- 9 Rotating Logo
- 10 Cropping Logo
- 11 Low contrast background
- 12 Altering proportions



Please remember that all applications of the Logo must be approved in writing prior to release and/or distribution.