Brand Guide

ASIAN FOOTBALL CONFEDERATION

January 2025 v1.0

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Welcome to the AFC Corporate brand guide

This document has been created to celebrate the Asian Football Confederation's (AFC) reimagined corporate identity, marking the beginning of a new transformative era in Asian football. This document also serves as a guide for the use of the new brand and brand elements.

In the following pages, you will be provided with guidance on the core elements of the AFC corporate brand, such as logo, colours, graphics, typography, applications and how to use them; as well as some do's and don'ts.

In addition to this guidance, you will find inspiration for best practice applications which demonstrate how adaptable our brand can be. These guidelines are designed to ensure that the new AFC Corporate brand remains cohesive, adaptable, and instantly recognisable in all applications.

We encourage the use of this brand guide as a daily reference for brand implementation that will define this transformative era. Together, we celebrate the AFC's legacy, its bold ambitions, and its enduring commitment to shaping the future of football in Asia.

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The Asian Football Confederation (AFC) is the governing body of Asian football and one of the six Confederations making up FIFA.

Formed in 1954 in Manila on the sidelines of the second Asian Games, today the AFC has 47 members and oversees football, beach soccer and futsal in most countries and territories in Asia.

Afghanistan Australia Bahrain Bangladesh Bhutan Brunei
Cambodia China Chinese Taipei East Timor Guam Hong Kong
India Indonesia Iran Iraq Japan Jordan Kuwait Kyrgyzstan
Laos Lebanon Macau Malaysia Maldives Mongolia Myanmar
Nepal North Korea Northern Mariana Islands Oman Pakistan
Palestine Philippines Qatar Saudi Arabia Singapore
South Korea Sri Lanka Syria Tajikistan Thailand Turkmenistan
United Arab Emirates Uzbekistan Vietnam Yemen

Our history is the platform for our future.



Asian Football Confederation



As the AFC embarks on a new era, their unwavering commitment to excellence and progress solidifies their role as a leader in world football and as a unifying force across the continent.

The Asian Football Confederation (AFC) has been the cornerstone of football in Asia since its founding in Manila, Philippines, on May 8, 1954. Starting with just 12 founding Member Associations, the AFC has grown to unite 47 nations across a continent renowned for its diversity, vibrancy, and passion for the beautiful game. As the governing body of association football, beach soccer, and futsal in Asia, the AFC serves as a powerful connector, bringing together cultures and communities through a shared love of the sport.

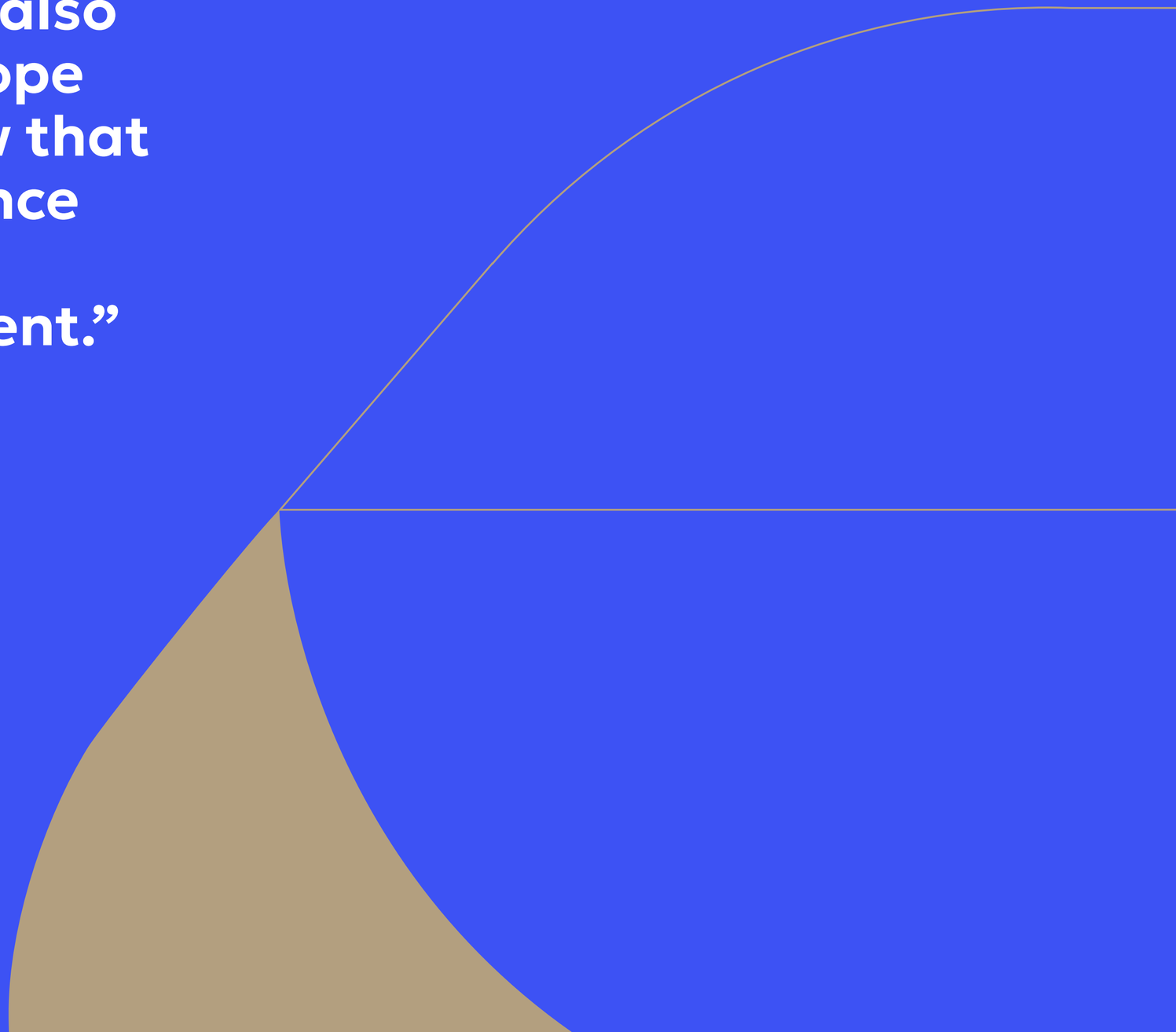
From its early days, the AFC set its sights on fostering football excellence, beginning with the launch of the AFC Asian Cup™ in 1956—a competition that has since become one of the world's most prestigious showcases of talent and unity. The AFC has consistently organised elite tournaments, including the AFC Asian Cup™, the AFC Champions League™, the AFC Futsal Asian Cup™, AFC Women's Champions League™ and others that celebrate the indomitable spirit of Asian football. These competitions not only elevate the sport on the global stage but also highlight the continent's rich footballing heritage and promising future.

Throughout its history, the AFC has remained committed to advancing football across all levels, from grassroots initiatives to professional leagues. Its journey has been marked by milestones, such as relocating its headquarters to Kuala Lumpur, Malaysia, in 1965, where it continues to chart the future of the sport in Asia. Guided by its mission to elevate standards, nurture talent, and inspire unity, the AFC believes in the power of football to transcend cultural barriers and spark positive change.

With a bold, forward-looking vision to establish football as Asia’s number one sport, the AFC aims to empower its Member Associations and ensure its teams excel globally. Through innovation, modernisation and inclusivity, the AFC is driving the growth of Asian football and inspiring the next generation of players and fans.

“The AFC believes that football can not only be a sport, but also a force to bring good and hope to so many people. We know that football can make a difference and bring a positive change to people across the Continent.”

AFC President Shaikh Salman bin Ebrahim Al Khalifa



1. Our Brand Strategy

The Asian Football Confederation (AFC) is embarking on a bold new chapter with its reimagined corporate brand identity, marking a pivotal moment in its illustrious history.

For the first time in over 23 years, and only the second time since its founding in 1954, the AFC's brand has undergone a significant redevelopment. This refreshed identity represents a commitment to connecting Asia through the power of football, uniting the continent's diverse nations, cultures and communities under one shared vision.

This rebrand stands as a powerful testament to the AFC's vision—it is a bold statement of the AFC's dedication to driving progress, inspiring future generations, and fostering excellence across the largest and most diverse continent in the world.

Designed with adaptability and impact in mind, the new brand identity seamlessly connects the AFC's rich legacy with its modern aspirations, delivering a cohesive and dynamic visual language.



The AFC has continued to harness the power of football to create more meaningful and positive change across Asia.

The Inspiration:
The New Silk Road

The AFC is the unifying force that connects the diverse cultures and communities of Asia through football. Inspired by the historic Silk Road, a vast network that linked East and West for over 1,500 years, the AFC serves as the modern pathway weaving Asia's footballing ecosystem together. Just as the Silk Road fostered trade, cultural exchange and unity, the AFC creates a dynamic football network that transcends borders, bringing nations and people together through the universal language of the sport.

The Brand Idea:
Connecting Asia Through the Power of Football

Football is more than just a game, it is a powerful force that brings people, nations and cultures together. The AFC plays a vital role in strengthening these connections, linking Member Associations, players and fans across the continent. The AFC acts as the connective thread that runs across and through this incredibly rich, diverse and vibrant tapestry of Asian football. It is the heartbeat of this living, breathing network, the thread that binds Asian Football together and drives it forward. Through premier competitions, development programs and grassroots initiatives, the AFC nurtures talent, drives innovation and enhances football's presence in Asia.

The Output:
AFC as the Connector Across Asia

The AFC's rebrand embodies its role as the central connector of Asian football. Its new logo features a dynamic ribbon forming the letters 'AFC,' symbolising movement, unity and progress. The refined color palette of rich Dark Blue, premium Gold, Linen, light Blue and White creates a sophisticated and versatile identity that reflects strength and modernity.

This evolution marks a bold step forward, reinforcing the AFC's commitment to uniting Asia through football. With its focus on unity, growth and excellence, the AFC is poised to lead Asia into a new era of football, inspiring millions across the continent and around the world while celebrating the unifying power of the beautiful game for generations to come.

2. Our Brand

Our Brand Toolkit

The AFC Corporate brand embodies sophistication, refinement and steadfastness. It is built around core brand elements, including the logo, colours, imagery, typography and graphic elements, which are summarised on this page.

The brand operates within a ‘fixed and flexible system,’ providing a core set of assets that can be consistently applied while allowing flexibility for adaptation. This creates a versatile and dynamic identity system designed to endure for years to come.

The following pages outline the brand toolkit, showcasing assets, use cases, best practices, dos and don’ts, construction methods and applications.

We invite you to follow this guidance and enjoy bringing the AFC Corporate Brand to life.

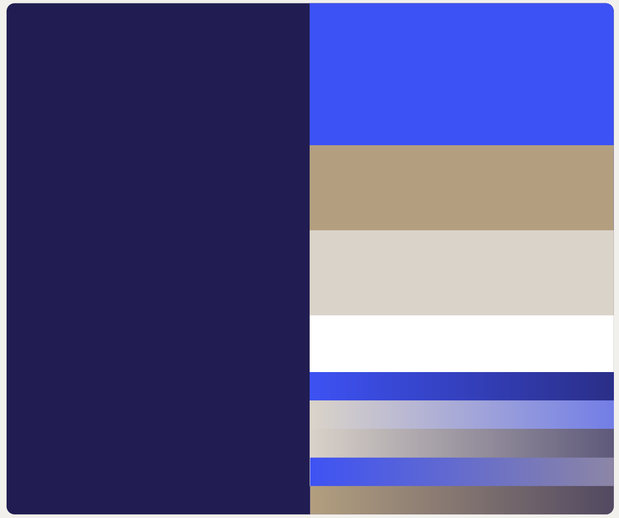
Navigating our Brand Guide

Below is a key to indicate how to use the key features of this document.

- Dos
- Don'ts
- Useful Information
- Download



Logo



Colour



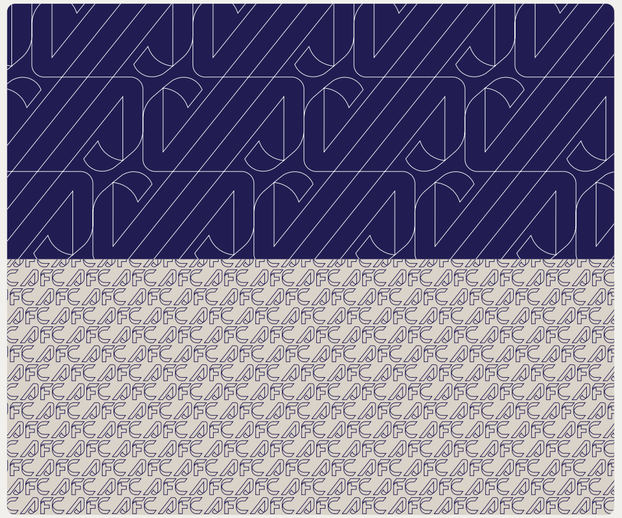
Typography



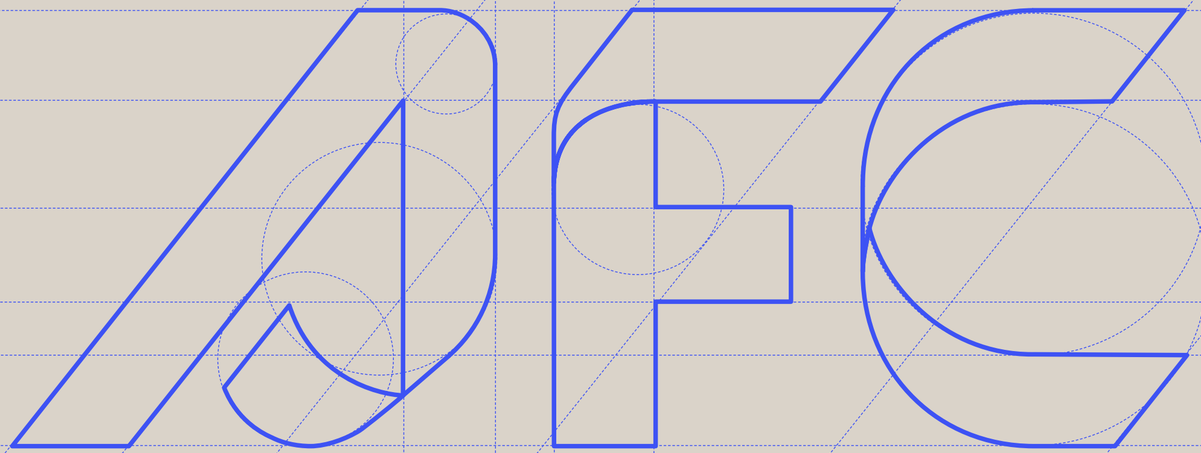
Imagery



Super Graphic



Patterns


AFC


AFC
ASIAN FOOTBALL CONFEDERATION

Master Logo

The AFC Corporate logo is a confident and striking representation of the AFC Corporate brand. Our master logo version in full gradient, as shown on this page, is the preferred logo option for application.



Icon

ASIAN FOOTBALL CONFEDERATION

Wordmark

Master Logo
Logo Versions

The AFC Corporate logo is a confident and striking representation of the AFC Corporate brand. Our master logo version in full gradient, as shown on this page, is the preferred logo option for application.

The logo is also offered in a range of additional treatments, orientations and lockups (**gradient full colour**, **flat two colour** and **flat one colour**) to allow for maximum flexibility in application across the wide range of required touchpoints.

ⓘ Between the full colour and flat versions of the logo, there should always be a suitable, legible and impactful version to use.

Gradient Full Colour Version: Dark Blue/Gold



Flat Two Colour Version: Dark Blue/Gold



Flat One Colour Version: Dark Blue



Gradient Full Colour Version: White/Gold



Flat Two Colour Version: White/Gold



Flat One Colour Version: White



Gradient Full Colour Version: Dark Blue/Gold Lockups

This page showcases the gradient dark blue and gold variant of our master logo, best used on light backgrounds.

Our logo is provided in a range of lockups which allow for maximum legibility and flexibility in application.

When implementing the brand, please select the logo lockup which best suits the layout of the required application/ touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.

Master Logo



Horizontal Logo 1 Line



Horizontal Logo 2 Lines



Horizontal Logo 3 Lines



Gradient Full Colour Version: White/Gold Lockups

This page showcases the gradient white and gold variant of our master logo, best used on dark backgrounds.

Our logo is provided in a range of lockups which allow for maximum legibility and flexibility in application.

When implementing the brand, please select the logo lockup which best suits the layout of the required application/ touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.

Master Logo



Horizontal Logo 1 Line



Horizontal Logo 2 Lines



Horizontal Logo 3 Lines



Gradient Full Colour Version Dark Blue/Gold



Gradient Full Colour Version White/Gold



Flat Two Colour Version: Dark Blue/Gold Lockups

This page showcases the flat two colour dark blue and gold variant of our master logo, best used on light backgrounds.

Our logo is provided in a range of lockups which allow for maximum legibility and flexibility in application.

When implementing the brand, please select the logo lockup which best suits the layout of the required application/ touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.

Master Logo



Horizontal Logo 1 Line



Horizontal Logo 2 Lines



Horizontal Logo 3 Lines



Flat Two Colour Version: White/Gold Lockups

This page showcases the flat two colour white and gold variant of our master logo, best used on dark backgrounds.

Our logo is provided in a range of lockups which allow for maximum legibility and flexibility in application.

When implementing the brand, please select the logo lockup which best suits the layout of the required application/ touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.

Master Logo



Horizontal Logo 1 Line



Horizontal Logo 2 Lines



Horizontal Logo 3 Lines



Flat Two Colour Version Dark Blue/Gold



Flat Two Colour Version White/Gold



Flat One Colour Version: Dark Blue Lockups

This page showcases the flat one colour dark blue variant of our master logo, best used on light backgrounds and where simple, specialist or cost-effective printing is required.

Our logo is provided in a range of lockups which allow for maximum legibility and flexibility in application.

When implementing the brand, please select the logo lockup which best suits the layout of the required application/ touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.

Master Logo



Horizontal Logo 1 Line



Horizontal Logo 2 Lines



Horizontal Logo 3 Lines



Flat One Colour Version: White Lockups

This page showcases the flat one colour white variant of our master logo, best used on dark backgrounds and where simple, specialist or cost-effective printing is required.

Our logo is provided in a range of lockups which allow for maximum legibility and flexibility in application.

ⓘ When implementing the brand, please select the logo lockup which best suits the layout of the required application/ touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.

Master Logo



Horizontal Logo 1 Line



Horizontal Logo 2 Lines



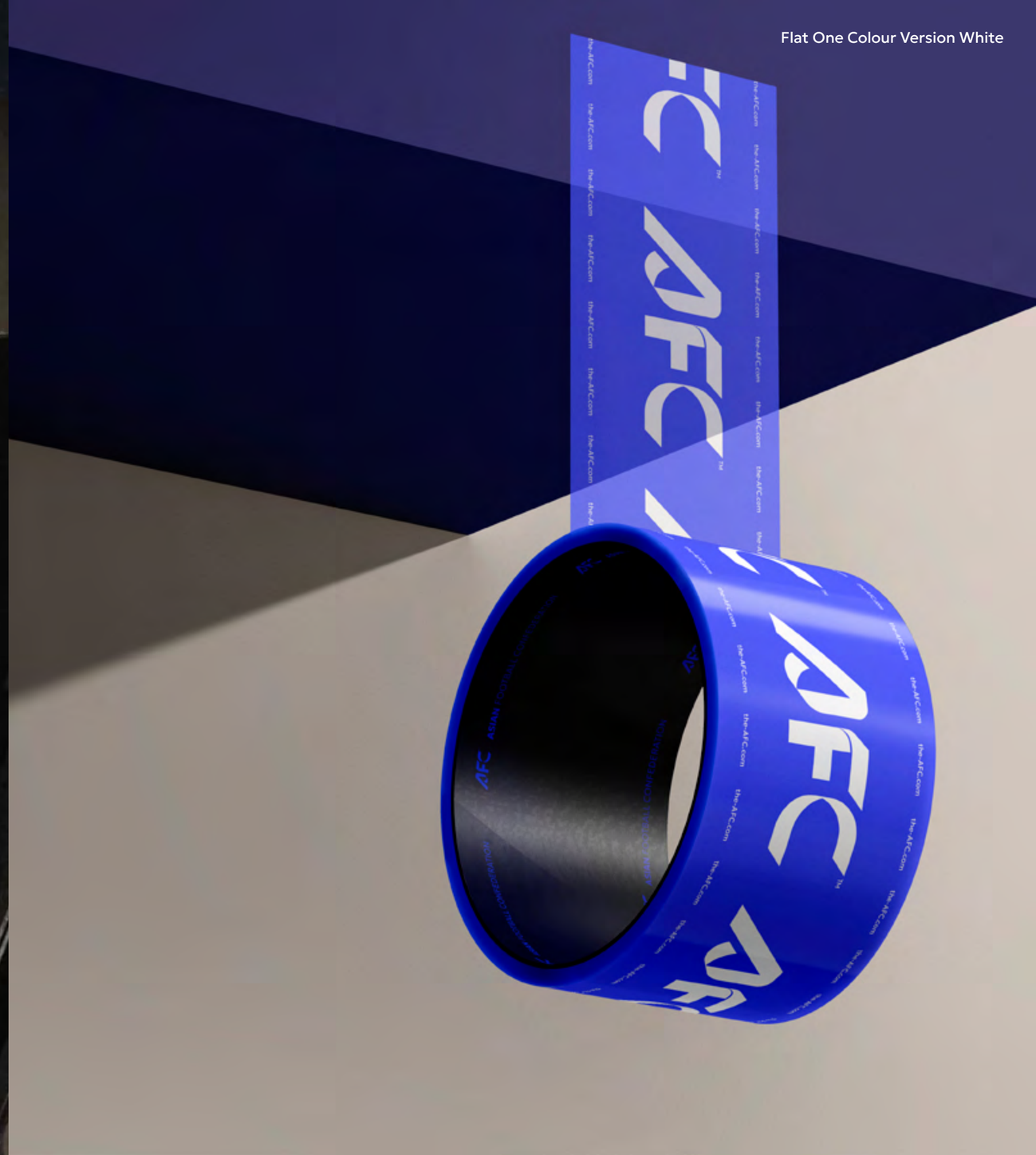
Horizontal Logo 3 Lines



Flat One Colour Version Dark Blue



Flat One Colour Version White



Colourways
Gradient Full Colour Versions

This page showcases the gradient full colour versions of our master logo and additional lockups and how they work alongside our core brand colours.

The gradient full colour versions of the logo are provided in a range of lockups which allow for maximum legibility and flexibility in application. When implementing the brand, please select the logo lockup and colour which best suits the layout of the required application/touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.

! When implementing the brand, please select the logo lockup and colour which best suits the layout of the required application/touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.



Colourways
Flat Two Colour Versions

This page showcases the flat two colour versions of our master logo and additional lockups and how they work alongside our core brand colours.

The flat two colour versions of the logo are provided in a range of lockups which allow for maximum legibility and flexibility in application. When implementing the brand, please select the logo lockup and colour which best suits the layout of the required application/touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo

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Colourways
Flat One Colour Versions

This page showcases the flat one colour version of our master logo and additional lockups and how they work alongside our core brand colours.

The flat one colour versions of the logo are provided in a range of lockups which allow for maximum legibility and flexibility in application. When implementing the brand, please select the logo lockup and colour which best suits the layout of the required application/touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo

! When implementing the brand, please select the logo lockup and colour which best suits the layout of the required application/touchpoint you are using. Always strive for maximum legibility and sufficient clearspace for the logo.



Sizing and Spacing

To maintain clarity and legibility, the logo must not be used below 65px in digital applications or 10mm in print. If the size falls below this threshold, the version without the wordmark must be used.

For consistency, always ensure clearspace around the logo.
No graphics or elements should enter this area, which should be at least twice the x-height of the "A" in the logo.

✕ When cobranding, never place the icon, logo or wordmark into other elements.

✕ Don't overlap, merge or attach text or other elements to the icon, logo or wordmark. The integrity of the icon, logo, and wordmark must always be preserved.

! If you need further clarification, please contact the AFC Brand Team.

Minimum Size

✓ For applications where the logo is displayed below 65px in digital formats or 10mm in print, the version without the wordmark must be used to maintain legibility.

65px / 10mm





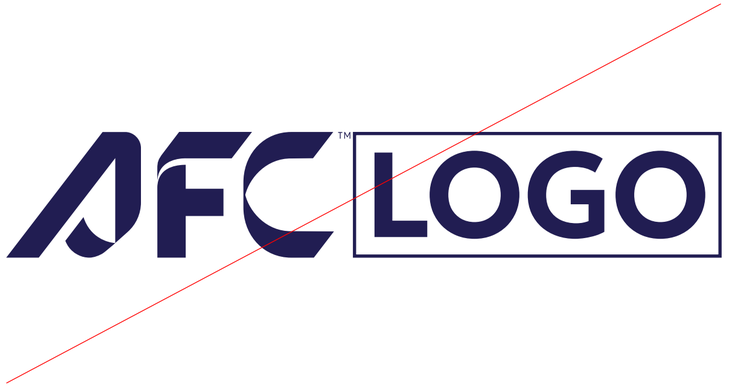
Clearspace

✓ Graphics and/or elements must not enter the clearspace area, which should be at least twice the x-height of the letter 'A'.



Co-Branding Space

✕ Don't overlap, merge or attach text or other elements to the icon or logo.



Wordmark Positioning

When separating the wordmark and logo, always ensure they are aligned and not placed randomly. It is important to avoid cropping or cutting off either the logo or the wordmark in any configuration.

The Master Logo can stand alone, but the wordmark must never appear by itself. The wordmark must always accompany the Master Logo, whereas the Master Logo does not need to be accompanied by the wordmark.

Various logo formats have been provided to offer flexibility across different applications. In situations where the logo and wordmark cannot be locked together, please adhere to the rules shown on this page to maintain brand consistency.

✕ Attaching any copy directly to the logo is not permitted.

! If you need further clarification, please contact the AFC Brand Team.

Spacing



Minimum Spacing



✓ Splitting the wordmark and the icon should only ever be done on the horizontal axis.

✕ When splitting the elements, do not place the wordmark above or below the icon





Logo Don’ts

Our logo is one of our brand’s most important assets. It is a shorthand for our brand and must be implemented and showcased correctly. Please always use official and approved logo files when implementing and never recreate the logo. This page outlines a range of things to avoid and never do with our logo.

ⓘ All don’ts guidance must be applied to all logo variants, colours and lockups.



✕ Don’t change the colour of the wordmark.



✕ Don’t change the size of any elements of logo.



✕ Don’t add additional copy to the logo.



✕ Don’t change the orientation of the logo elements.



✕ Don't use light images that render the logotype illegible



✕ Don't use dark images that render the logotype illegible.



✕ Don’t change the colour of the symbol elements.



✕ Don't add effects to the logo that cause legibility issues.



✕ Don’t change the proportions of the logo.



✕ Don’t place elements in the logo clearspace.



✕ Don’t use old brand colours.



✕ Don’t add old brand elements.

AFC DK Blue

AFC Blue

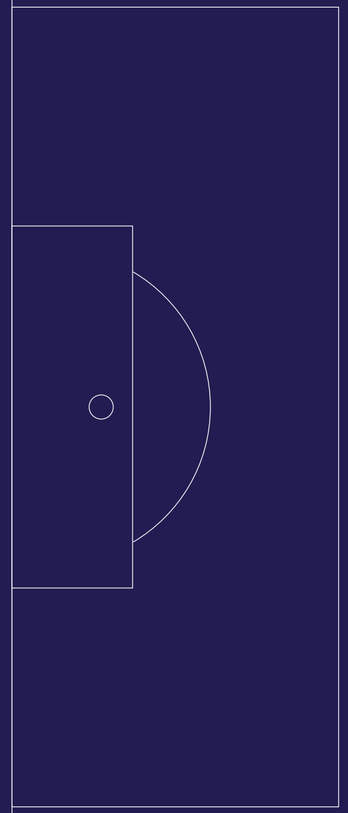
AFC Linen

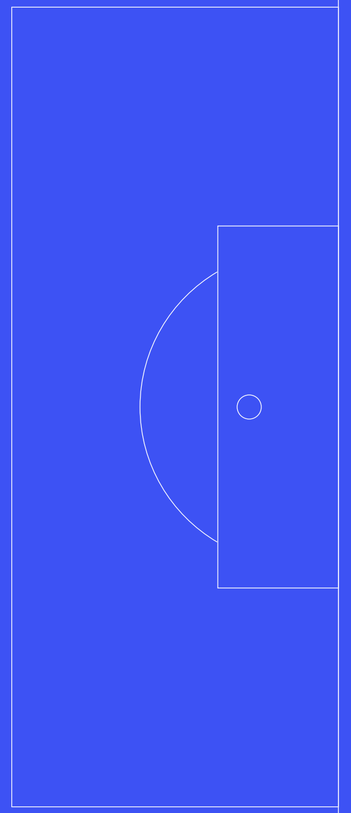
Let's

AFC Gold

Pure White

Play.





Colour

Our brand is made up of five key colours that forms the basis for an expansive range of colour application. Core shades of dark blue, blue and gold set a rich, premium tone befitting of the AFC Corporate Brand's integrity and history, balanced by linen and white. These core colours are brought to life through a range of treatments including flat colour and a spectrum of gradients.

AFC DK Blue

AFC Blue

AFC Gold

AFC Linen

Pure White

Colour Specifications

For consistency always use the colour specifications given here. Always visually match to a current Pantone® swatch book for accuracy.

Your print method, application and material will also affect reproduction quality. Wherever possible, conduct a print test prior to production.

AFC DK Blue

75% 50% 25% 10%

RGB 33 29 82 CMYK 100 100 35 31 PANTONE 273C HEX #211D52

AFC Blue

75% 50% 25% 10%

RGB 61 82 244 CMYK 80 68 0 0 PANTONE 2387C HEX #3D52F4

AFC Gold

75% 50% 25% 10%

RGB 178 159 127 CMYK 29 34 55 2 PANTONE 4251C, Metalic 871 HEX #B29F7F

AFC Linen

75% 50% 25% 10%

RGB 218 211 201 CMYK 13 14 19 0 PANTONE Warm Grey 2C HEX #DAD3C9

Pure White

RGB 255 255 255 CMYK 0 0 0 0 HEX #FFFFFF

Geologica is our primary typeface.

Noto Sans is the secondary typeface **only** for translations and non-Latin text.

The Asian Football Confederation (AFC) is the governing body of association football, beach soccer and futsal in most countries and territories in Asia.

As the governing body for football in Asia, the AFC continues to strive for excellence, unity and progress, whilst working to constantly bring Asian football to new heights.

Through innovation, modernisation and inclusivity, the AFC is driving the growth of Asian football and inspiring the next generation of players and fans.

Primary Typeface

Moving forward, previously used typefaces are are no longer allowed to be used in the AFC Corporate Brand.

As the primary typeface, **Geologica** is an important part of the AFC Corporate brand. Geologica can be used in a range of different weights and styles depending on the application. Clear guidance and how to use our font is contained throughout this guide.

Geologica is the primary typeface for all applications and should be used exclusively. However for alternate languages outside of English where Geologica does not have a character set, **Noto Sans** must be used, as Geologica does not support non-Latin scripts.

Download

Geologica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789

Goal! GOAL!

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789
Aa

Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789
Aa

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789
Aa

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789
Aa

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789
Aa

SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789
Aa

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789
Aa

ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789
Aa

Secondary Typeface

Historically, the AFC utilized a variety of fonts, including the likes of Agfa Rotis.

Moving forward, these fonts are no longer approved for use as the brand transitions to a unified approach for typography.

The designated font for all applications, materials, and templates is **Geologica**. It should be used exclusively across all brand assets.

Geologica does not support non-Latin characters. As the AFC operates in a wide range of countries that utilize different languages and scripts, in these instances, Noto Sans must be used for typography. **Noto Sans** supports the range of additional AFC-required languages and is the official AFC Competitions typeface and so aligns to the wider AFC brand world.

Please note that **Noto Sans** is only to be used for translations or non-Latin text; it should not be used otherwise.

If you have any questions or require further clarification, please reach out to the AFC Brand Team.

Download

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxy
0123456789

These are examples, but Noto Sans is not limited to only the languages on this page.

Arabic

نوتو هي مجموعة خطوط عالمية للكتابة بجميع اللغات الحديثة والقديمة. نوتو سانس هو تصميم غير مزخرف (“بدون سيريف”) للنصوص المكتوبة بالحروف اللاتينية والسيريلية واليونانية، وهو مناسب أيضًا كخيار مكمل لخطوط نوتو سانس المخصصة للغات الأخرى.

Devanagari

नोटो एक वैश्विक फ़ॉन्ट संग्रह है जो सभी आधुनिक और प्राचीन भाषाओं में लिखने के लिए बनाया गया है। नोटो सैंस एक बिना शिरोरेखा (“सैंस सेरिफ़”) डिज़ाइन है, जो लैटिन, सिरिलिक और ग्रीक लिपियों में पाठ के लिए उपयुक्त है, और अन्य लिपि-विशिष्ट नोटो सैंस फ़ॉन्ट के लिए एक पूरक विकल्प के रूप में भी उपयुक्त है।

Japanese

Notoは、現代および古代のすべての言語で書くためのグローバルなフォントコレクションです。Noto Sansは、ラテン文字、キリル文字、ギリシャ文字のテキスト向けにデザインされた、非修飾（「サンセリフ」）フォントであり、他のスクリプト固有のNoto Sansフォントの補完的な選択肢としても適しています。

Thai

Noto เป็นชุดฟอนต์ระดับโลกสำหรับการเขียนในทุกภาษาโบราณและภาษาใหม่ Noto Sans เป็นฟอนต์แบบไม่มีเชิง (“sans serif”) ที่ออกแบบมาสำหรับข้อความในตัวอักษรละติน ซีริลลิก และกรีก และยังเหมาะเป็นตัวเลือกเสริมสำหรับฟอนต์ Noto Sans เฉพาะภาษาสคริปต์อื่นๆ ด้วย

Typography Styles

Typography plays a vital role in shaping the AFC Corporate brand identity. Our typographic system for Geologica ensures clarity, consistency, and a modern visual appeal across all applications.

❗ Please follow the accompanying typography hierarchy to the right to maintain readability and impact when using. By adhering to these typography guidelines, we ensure a unified and recognizable visual language that reinforces the AFC brand's identity across all platforms.

Example

Title
Geologica SemiBold
At least 4x Body size
110% Leading
-50 Tracking

Connecting Asia through the Power of Football

Subheading
Geologica SemiBold
100% Body size
120% Leading
-10 Tracking

Welcome to the AFC Corporate brand guide

Body
Geologica ExtraLight
120% Leading
-10 Tracking

This document has been created to celebrate the Asian Football Confederation’s (AFC) reimagined corporate identity, marking the beginning of a new transformative era in Asian football. This document also serves as a guide for the use of the new brand and brand elements for the AFC Corporate brand identity.

Caption
Geologica ExtraLight
50% Body size
140% Leading
-10 Tracking

These guidelines are designed to ensure that the new AFC Corporate brand remains cohesive, adaptable, and instantly recognisable in all applications.

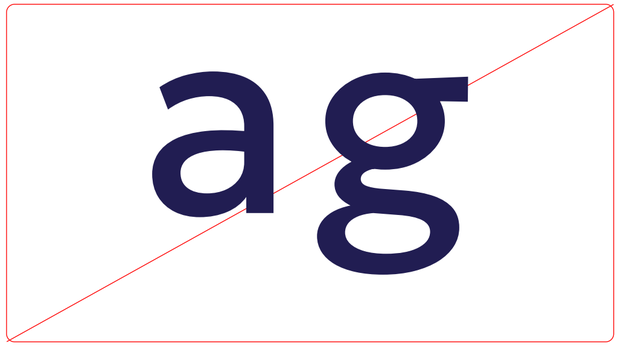
Typography Dos and Don'ts

Please do not use any font's that were used in previous iterations of the AFC brand. Fonts across all applications, unless approved by the AFC Brand Team, should be in Geologica. This enhances brand recognition, cohesiveness and alignment.

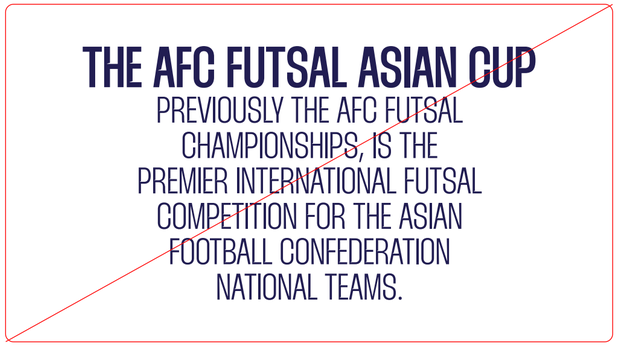
ℹ Please refer to the don'ts outlined in this page.



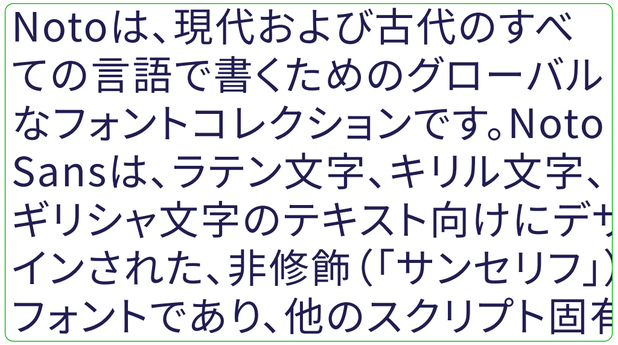
✅ Use Geologica's geometric ‘a’ and ‘g’, which are available when you enable Geologica Cursive.



❌ Don’t use Geologica's humanist ‘a’ or ‘g’.



❌ Don't use any typefaces outside of Geologica.



✅ Use Noto Sans only if it's a translation or non-Latin text.



❌ Don’t mix older typefaces with Geologica.

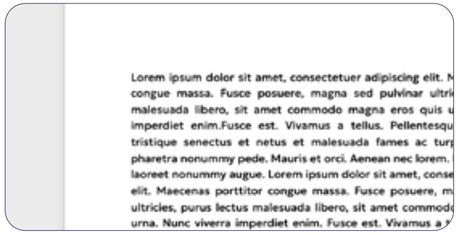


❌ Don’t use an inconsistent hierarchy of typography styles.

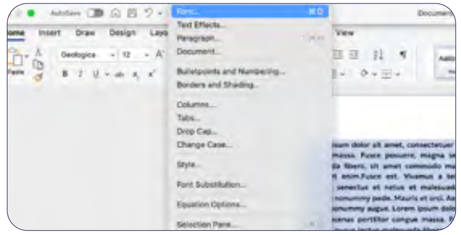
Typography Implementation

To maintain consistency with the new AFC Corporate rand, it's essential to use the **'Geologica Cursive'** font across all platforms. To the right are step-by-step instructions for enabling this font in **Microsoft Word**, **Adobe Illustrator**, and **Adobe InDesign**. By following these steps, you can seamlessly implement the 'Geologica Cursive' font across various applications, ensuring a consistent and professional appearance in line with the AFC Corporate Brand.

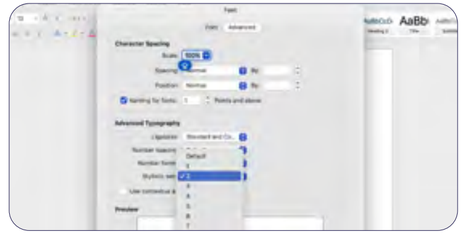
Microsoft Word



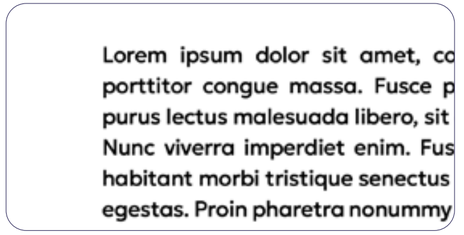
1. Select Text: Highlight the text you wish to format.



2. Access Font Settings: Go to Format > Font.

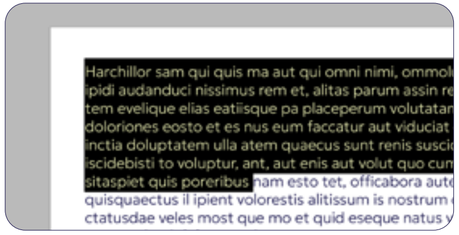


3. In the Font dialog box, select the Advanced tab. Under 'Advanced Typography', choose 'Stylistic Set 1' from the dropdown to apply the 'Cursive' style.

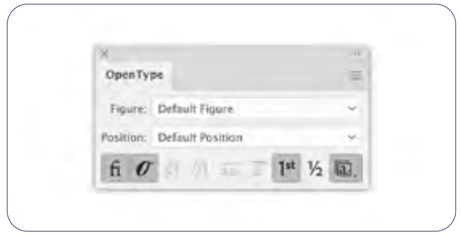


4. The text should now appear in the Geologica font, using the 'Cursive' style.

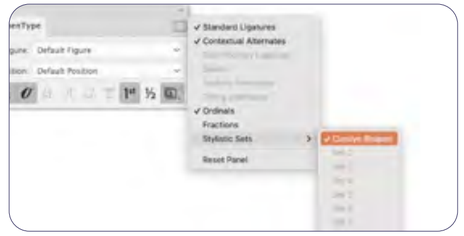
Adobe Illustrator



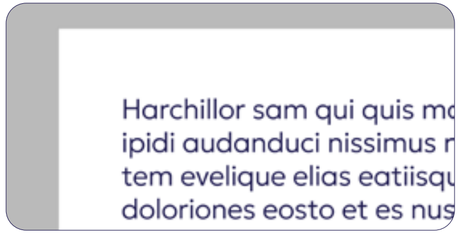
1. Select Text: Highlight the text you wish to format.



2. Open OpenType Panel:
Navigate to Window > Type > OpenType.
Mac: ⌥ + ⇧ + ⌘ + T
Windows: Alt + Shift + Ctrl + T

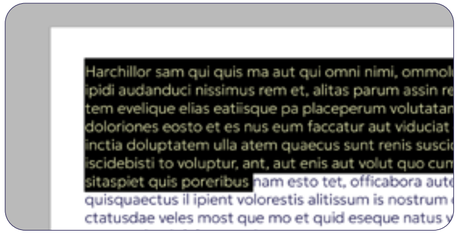


3. Access OpenType Features:
Click the menu button (☰) in the top right corner. Select OpenType from the dropdown. Ensure 'Stylistic Set 1' is activated to apply the 'Cursive' style.

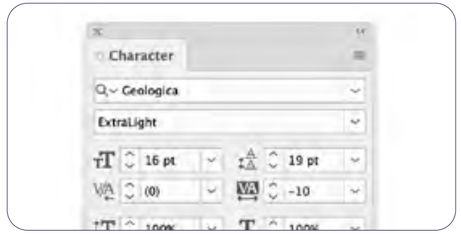


4. The text should now appear in the Geologica font, using the 'Cursive' style.

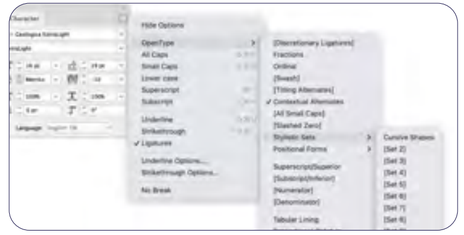
Adobe InDesign



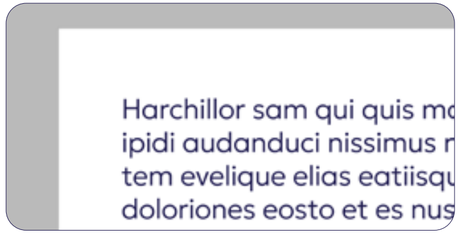
1. Select Text: Highlight the text you wish to format.



2. Open Character Panel: Navigate to Window > Type & Tables > Character.
Mac: ⌘ + T Windows: Ctrl + T



3. Access OpenType Features:
Click the menu button (☰) in the top right corner. Select OpenType from the dropdown. Ensure 'Stylistic Set 1' is activated to apply the 'Cursive' style.



4. The text should now appear in the Geologica font, using the 'Cursive' style.

3. Our Visual Identity

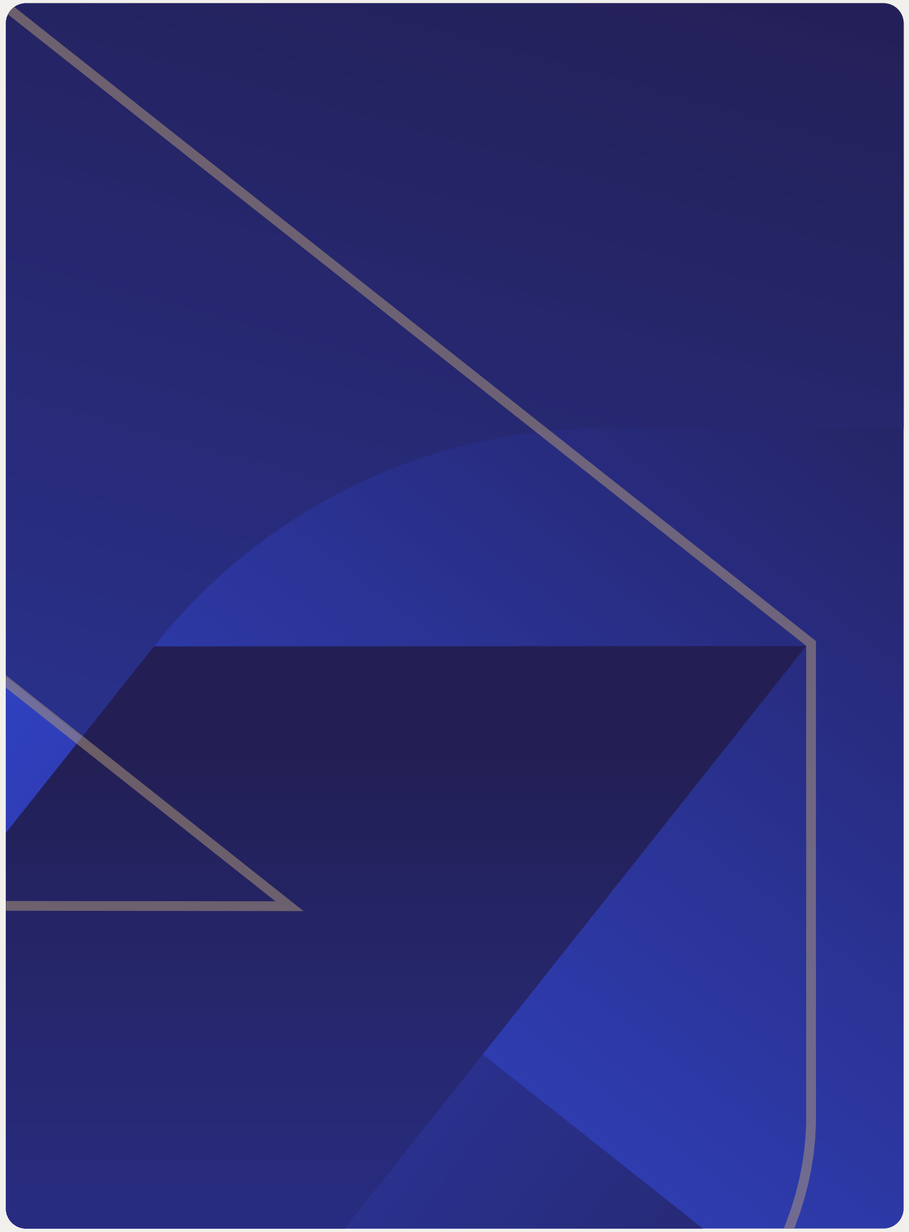
Graphic Elements

To complement and enhance the new AFC Corporate brand identity, we have developed a range of unique brand patterns, some based around the handcrafted typography in the "AFC" icon and some incorporating the AFC visual identity patterns. These patterns are designed to provide flexibility while maintaining visual consistency across all applications.

When incorporating brand patterns, it is important to select a design that aligns with your specific needs and ensures cohesion with the overall brand aesthetic. Patterns should be applied thoughtfully to support, not overpower, other elements such as the logo, wordmark and copy.

Patterns must always be used consistently, following the recommended sizing, spacing, and placement guidelines outlined in this brand guide. They should not be modified, distorted, or recoloured beyond the approved variations. Additionally, patterns must never obscure or compete with key messaging, logos or other essential elements.

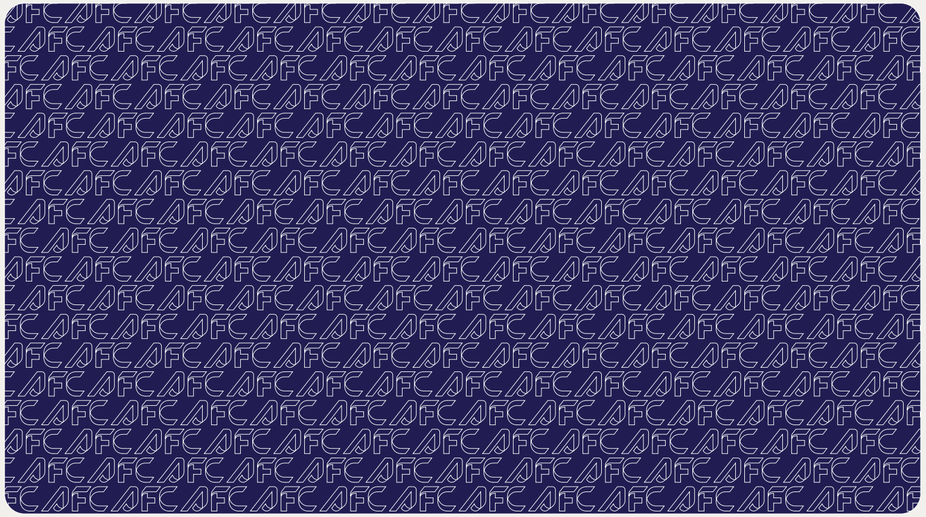
If you have any questions or require further clarification on how to apply brand patterns, please reach out to the AFC Brand Team.



Super Graphic



A Pattern



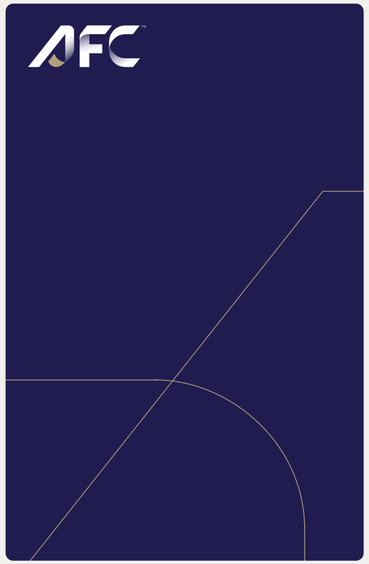
AFC Pattern

Super Graphic

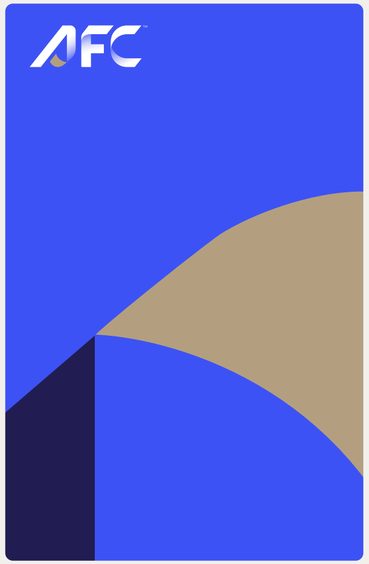
The AFC Corporate brand graphics can be applied in multiple ways which makes the system incredibly versatile. The graphic can be simply used as a line on a variety of backgrounds, for example on flat or gradient colour, or on a duotone. This use provides character while allowing other elements, typography for example, to be the focus in the application. The graphic can be used in full colour, flat or gradient. This creates more contrasting compositions, which can be visually stronger than the line only use.

Finally, for more expressive and multi-layered compositions, the graphic can be used as a combination of line, flat colour and gradient treatments, alongside imagery to give a dynamic and compelling look and feel to the brand.

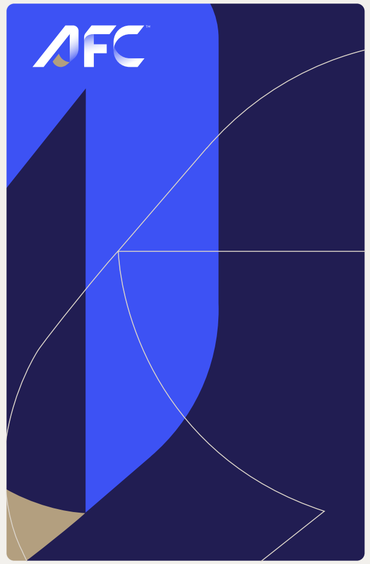
This composition provides additional flexibility and energy when required.



Line on flat colour



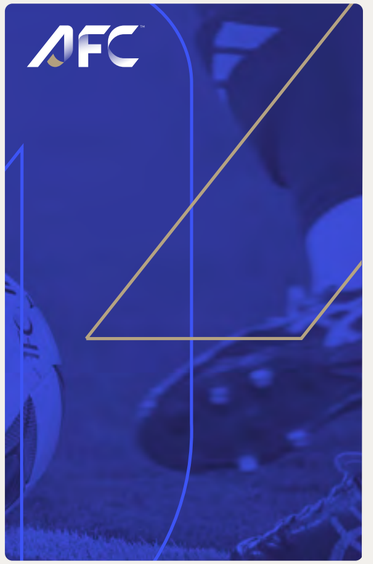
Flat colour on flat colour



Line + flat colour on flat colour



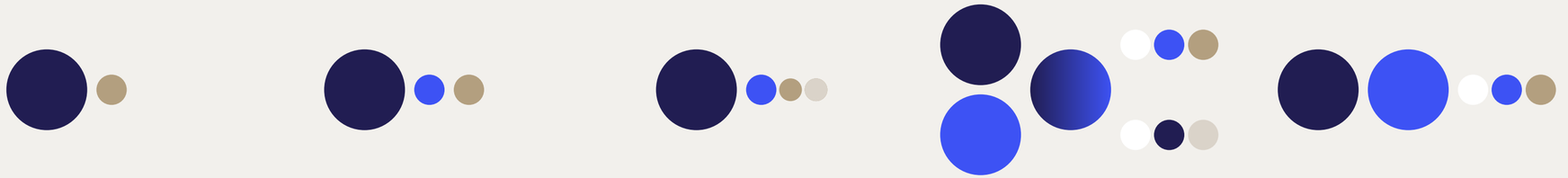
Flat colour + gradient colour + line



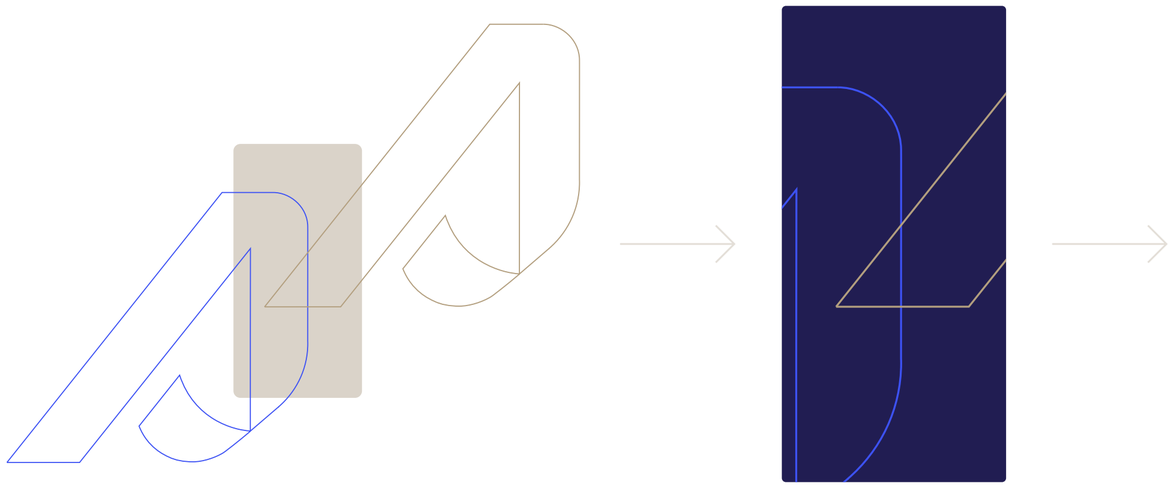
Flat colour + line + image

MINIMAL

EXPRESSIVE

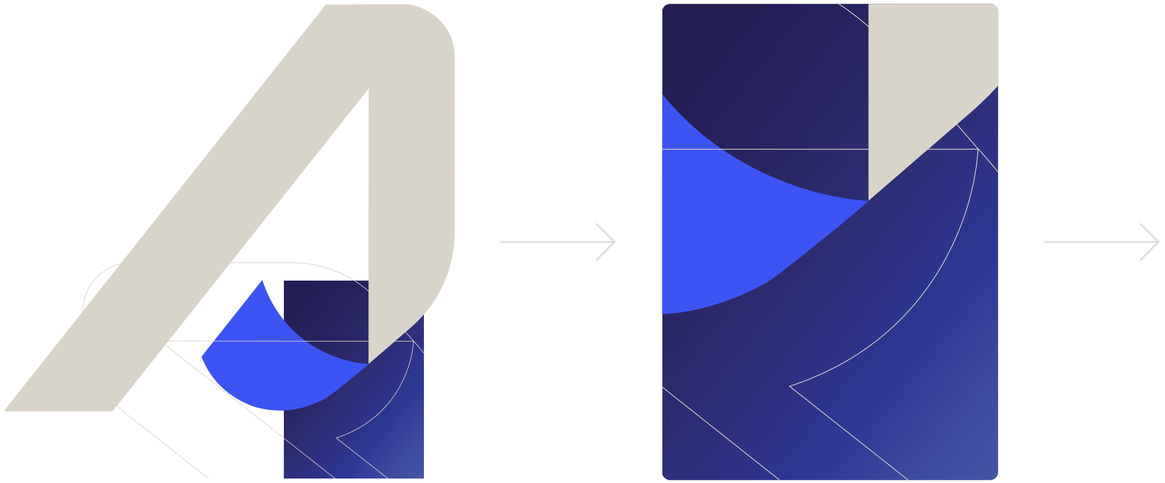


Composition: Graphics

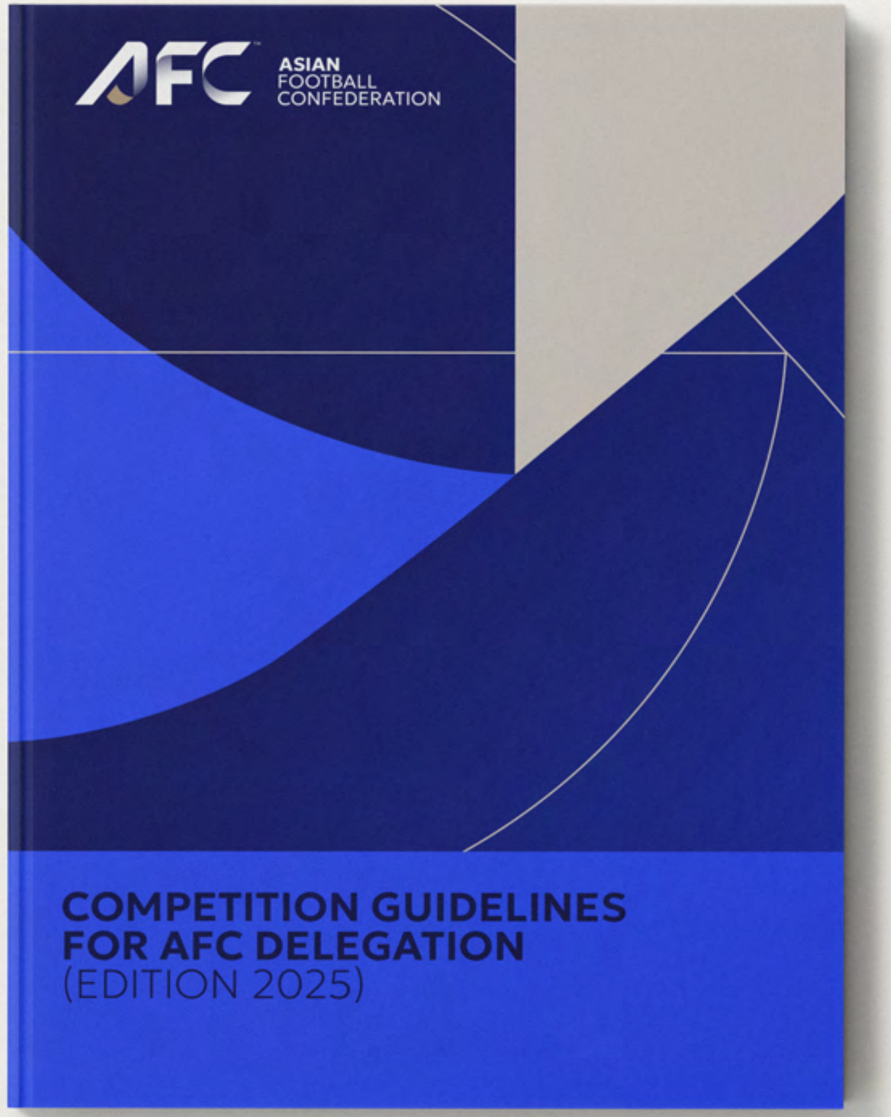


Crop and Overlay





Crop and Overlay










molten

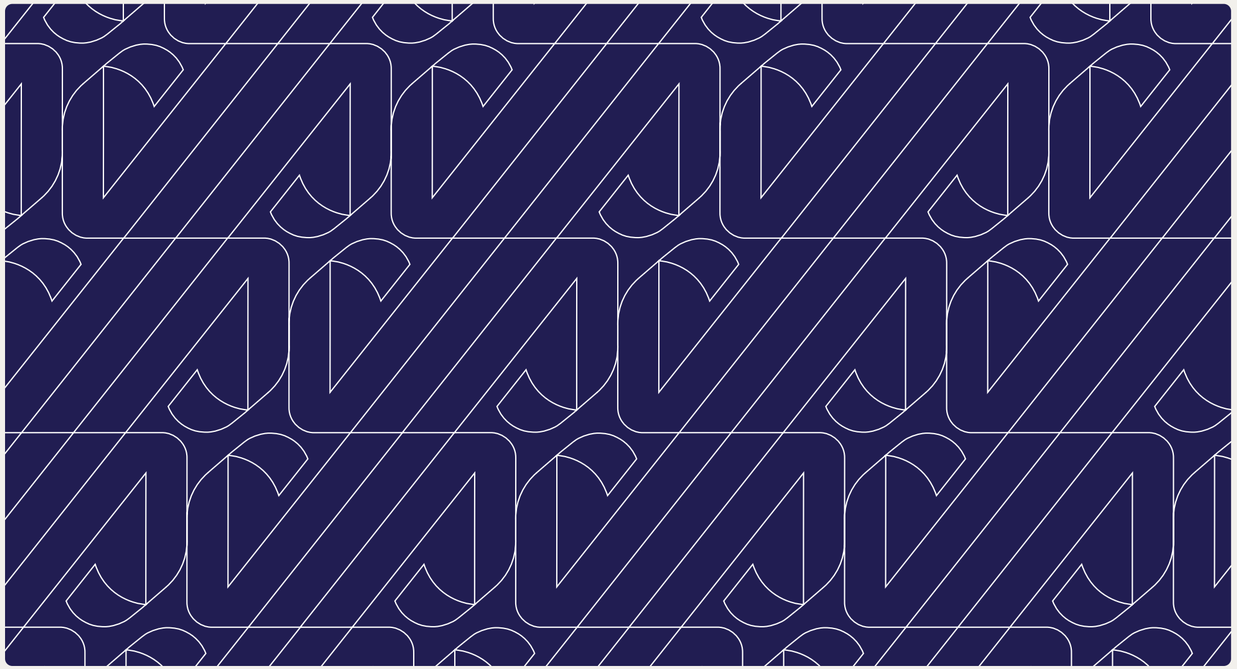
A Pattern

Our pattern system is distinctive and deeply connected to our Icon. The ‘A’ Pattern originates from the ‘A’ in our Icon, which is duplicated, flipped and positioned in close proximity to form a cohesive design. When repeated, this pattern created a dynamic, recognisable, and versatile visual element that enhances various applications with sophistication and consistency.

Download








AFC
ASIAN
FOOTBALL
CONFEDERATION
the-AFC.com

AFC Pattern

Our pattern system is distinctive and deeply connected to our Icon. The ‘Repeating AFC’ Pattern originates from the AFC icon, which is duplicated and aligned in a structured sequence to form a cohesive design.

When repeated, this pattern creates a dynamic, recognisable, and versatile visual element that enhances various applications with sophistication and consistency.

Download









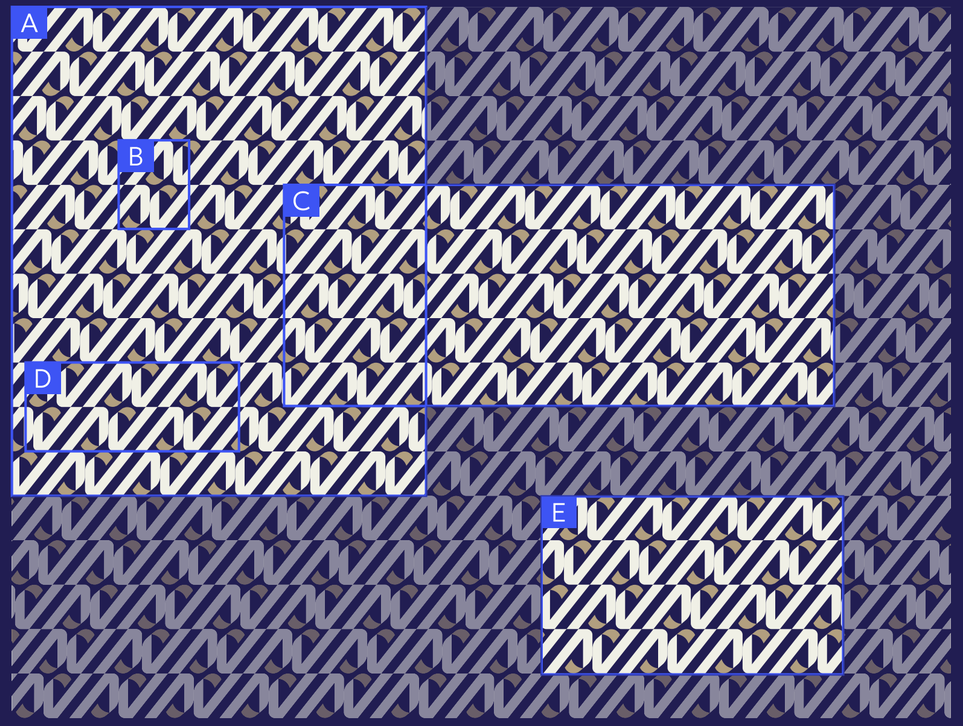


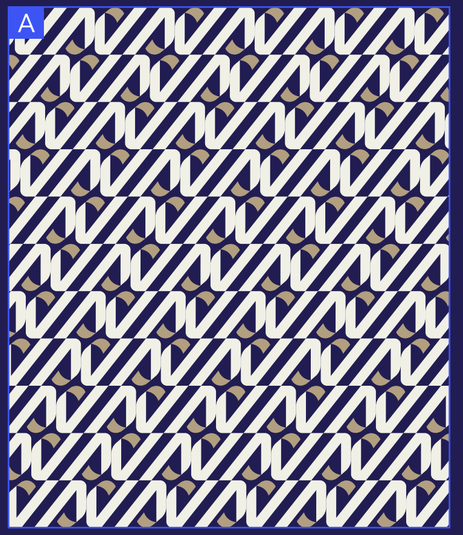
A Pattern Cropping

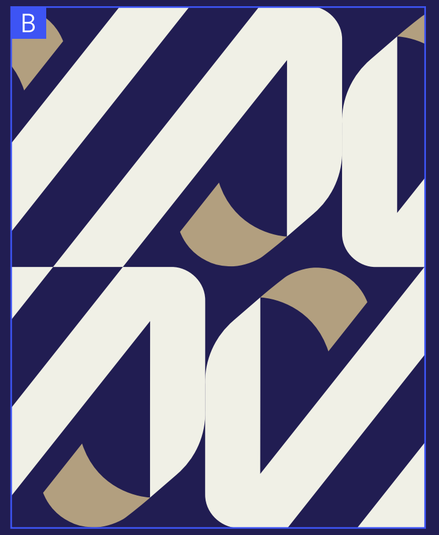
The AFC Corporate brand pattern Can also be cropped in a range of ways to create additional, dynamic look and feel options as outlined here.

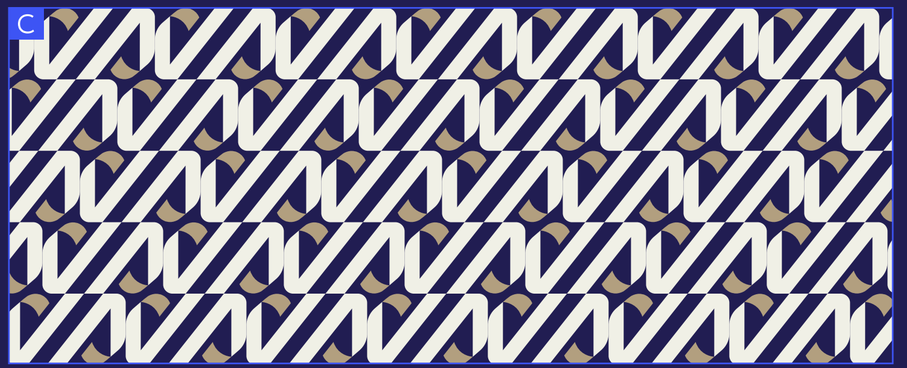
When cropping, ensure the design maintains the integrity of the brand by avoiding fully cutting off any letters.

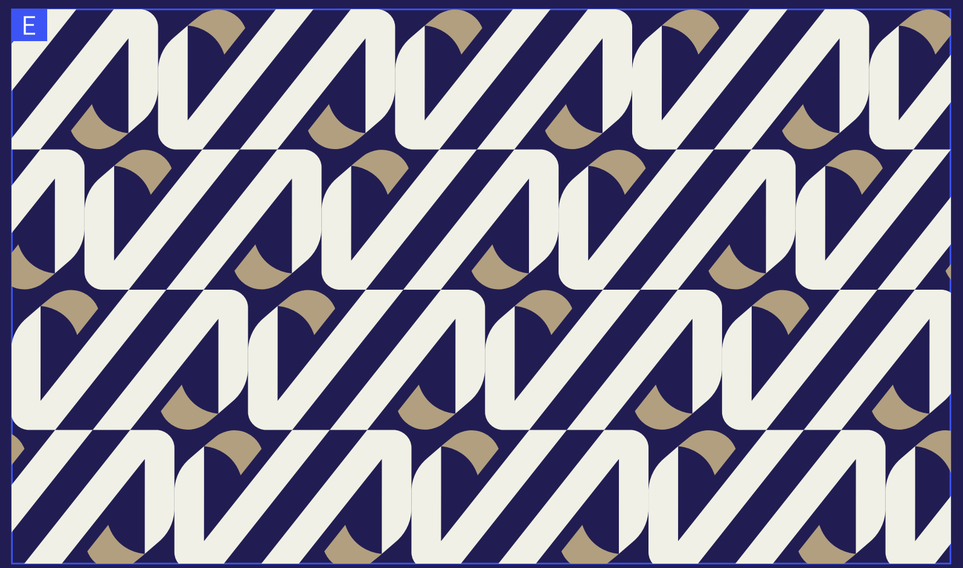
Download













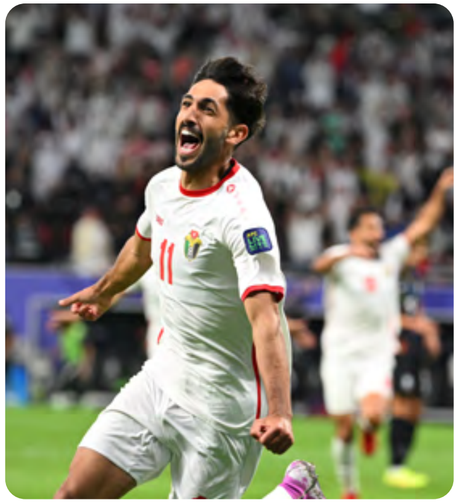
Imagery

The AFC brand can draw upon a wide range of images from players, to teams, fans and stadia. When using imagery, please ensure sufficient and balanced representation of AFC Member Associations and only used approved AFC Photo Gallery imagery.

If you have any questions or require further clarification, please reach out to the AFC Brand Team.

AFC Photo Gallery

Types



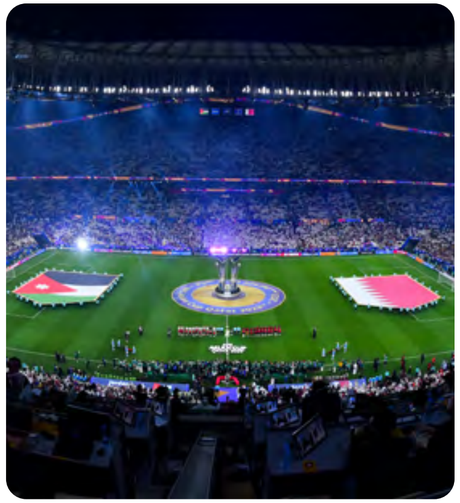
Players



Fans



Youth



Stadia

Treatments



Full Colour



Duotone

Imagery Treatment

The duotone images are created using the AFC's vibrant colour palette: rich Dark Blue, premium Gold, Linen, light Blue and White. These colours reflect the brand's refined and modern aesthetic, enhancing its dynamic and premium look. The following page provides guidance on achieving this effect.

Choosing Duotones

Select and experiment with the best colour combinations for your imagery. Depending on the original image, you may need to adapt your duotone choice to align with the AFC brand's premium and versatile aesthetic.

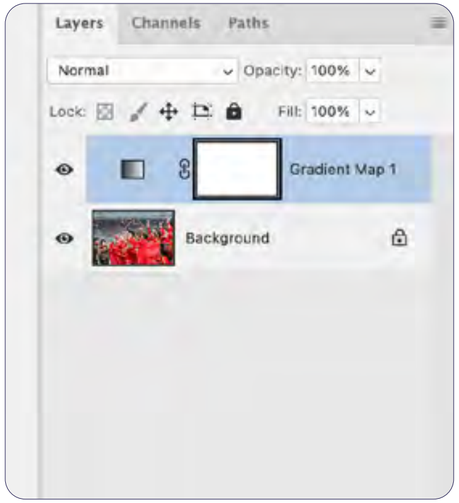
ⓘ Our suggested duotone combinations for our colour palette are:

- AFC DK Blue + AFC Blue
- AFC DK Blue + AFC Linen

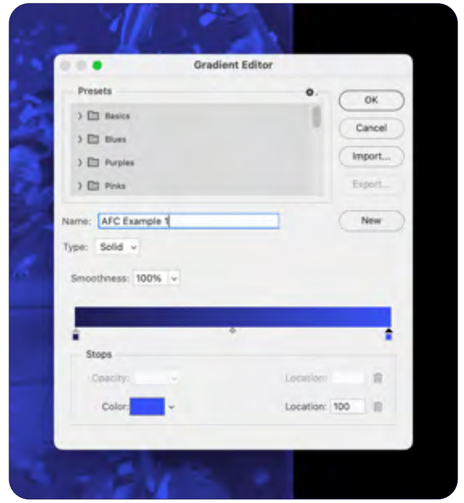
Example 1



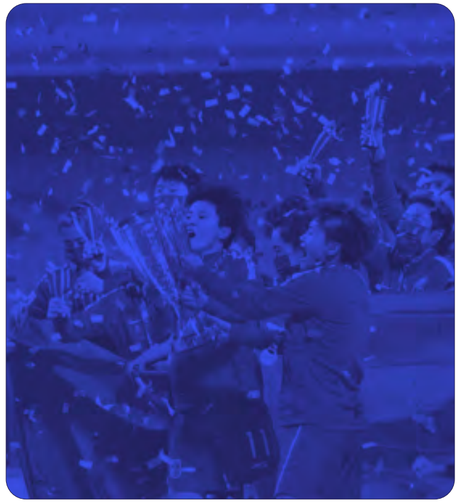
1. Select a starting image.



2. Create a gradient map layer.



3. Apply your colours: we're using AFC Dark Blue and AFC Blue in this example.

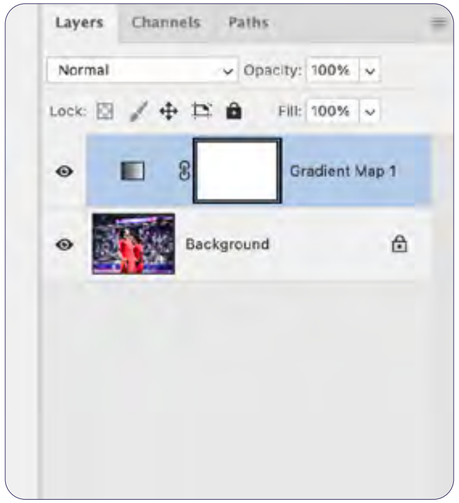


4. The resulting duotone effect image.

Example 2



1. Select a starting image.



2. Create a gradient map layer.



3. Apply your colours: we're using AFC Dark Blue and AFC Linen in this example.



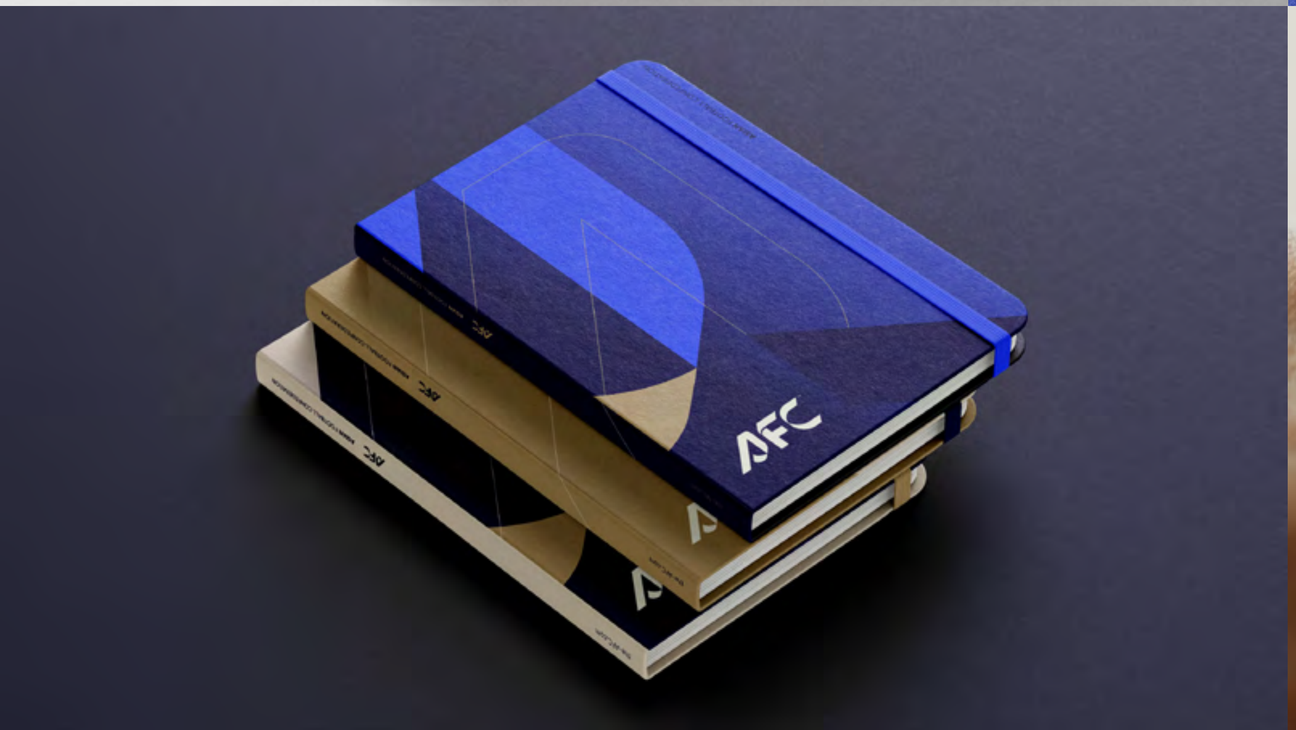
4. The resulting duotone effect image.

4. Our Brand Applied


AFC
TM
ASIAN FOOTBALL CONFEDERATION


AFC
ASIAN FOOTBALL CONFEDERATION
The Asian Football Confederation (AFC) is the governing body of association football, beach soccer, and futsal in most countries and territories in Asia.
The AFC was formed in 1954. It has 47 members.
the-AFC.com


AFC


AFC


AFC
ASIAN FOOTBALL CONFEDERATION

Stationery

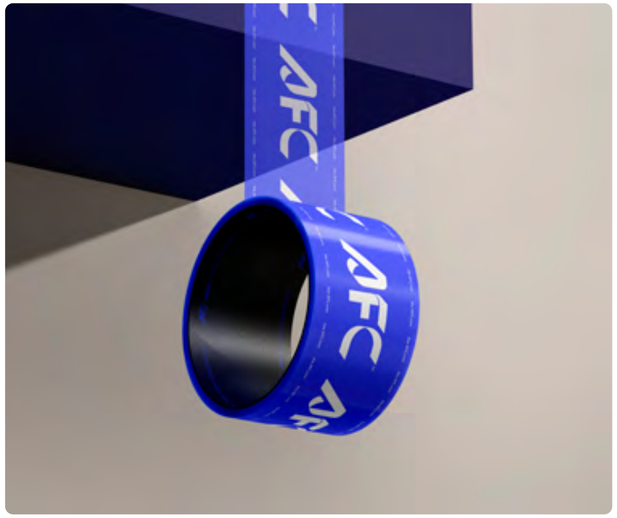
The stationery examples opposite show how the graphic elements can be applied in a range of ways. These examples also showcase how the logo versions can adapt to suit a variety of formats, sizes and types of material in order to offer maximum flexibility when being applied.

We advise using the most appropriate version of the logo for the required application; it does not always have to be the full-colour version.

There is also the option to use the alternate lockups and orientations of the logo (icon and wordmark) that have been provided to best fit the format required.













IDs
AD Card / Lanyards






AFC

Match Applications

When applying the logo to match applications please ensure the logo always has sufficient clearspace. Always strive for maximum legibility.









Digital
App Icon

When applying the brand to digital applications please ensure the logo always has sufficient clearspace.




AFC
ASIAN
FOOTBALL
CONFEDERATION
Name of Person Here
Title of Person Here
AFC House
Jalan 1/155B, Bukit Jalil
57000 Kuala Lumpur
Malaysia
T: +603 8994 3388
F: +603 8994 2689
the-AFC.com


Sonali
Sanghvi
Share Your Contact
9:41
AFC
ASIAN
FOOTBALL
CONFEDERATION
Name of Person Here
Title of Person Here
AFC House
Jalan 1/155B, Bukit Jalil
57000 Kuala Lumpur
Malaysia
T: +603 8994 3388
F: +603 8994 2689

FANTASY FOOTBALL ACL ELITE PREDICTOR ACL TWO PREDICTOR AQ

AFC NATIONAL CLUB AFC HOME LIVESCORES MORE

MATCHES



Your Time | Venue Time

AFC CHAMPIONS LEAGUE ELITE

AFC CHAMPIONS LEAGUE TWO

UPCOMING

MONDAY, FEBRUARY 3, 2025

WEST — HAZZA BIN ZAYED STADIUM (AL AIN)

AL AIN FC (UAE) 14:00

AL RAYYAN SC (QAT)

FEATURED




AFC
ASIAN FOOTBALL CONFEDERATION
the-AFC.com


The Asian Football Confederation (AFC) is the governing body of association football, beach soccer, and futsal in most countries and territories in Asia.
The AFC was formed in 1954.
It has 47 members.
the-AFC.com
AFC
ASIAN FOOTBALL CONFEDERATION


AFC
ASIAN FOOTBALL CONFEDERATION
"Our continent must continue to be relevant and adapt to our new challenges. The new AFC Vision and Mission will provide clarity and fresh impetus to bring Asian football to even greater summits of excellence."
AFC President Shaikh Salman bin Ebrahim Al Khalifa
the-AFC.com

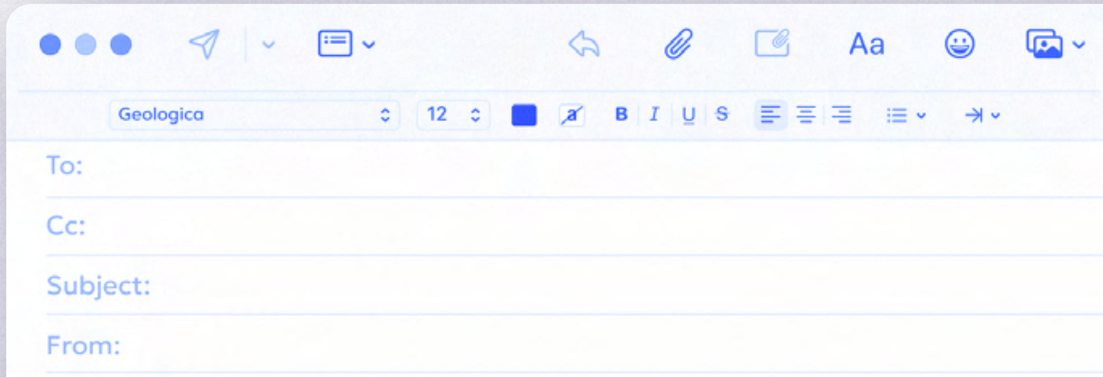

AFC
4
The Asian Football Confederation (AFC) is the governing body of association football, beach soccer, and futsal in most countries and territories in Asia.
The AFC was formed in 1954.
It has 47 members.
17
AFC


AFC
ASIAN FOOTBALL CONFEDERATION
the-AFC.com

Name of Person Here
Title of Person Here

Asian Football Confederation
AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia
Tel: +603 8994 3388 Fax: +603 8994 2689 MOB: +6019330 2637
Email: firstname.lastname@the-afc.com

the-AFC.com



Name of Person Here
Title of Person Here

Asian Football Confederation
AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia
Tel: +603 8994 3388 Fax: +603 8994 2689 MOB: +6019330 2637
Email: firstname.lastname@the-afc.com

the-AFC.com

Sub header here

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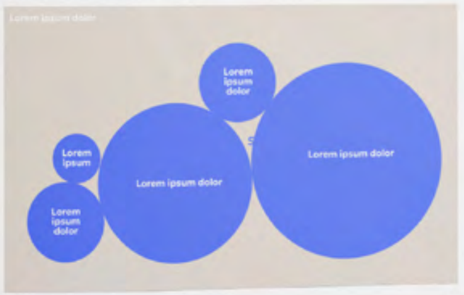
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ASIAN
FOOTBALL
CONFEDERATION
AFC ANNUAL REPORT
& ACCOUNTS 2025
KUALA LUMPUR
MALAYSIA
the-AFC.com
The Asian Football Confederation (AFC) is the governing body of association football, beach soccer, and futsal in most countries and territories in Asia.
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ASIAN
FOOTBALL
CONFEDERATION
ACE
ACADEMIC CENTRE
OF EXCELLENCE
2024-2025
KUALA LUMPUR
MALAYSIA
the-AFC.com
The AFC Certificate in Football Administration and Management expands series of innovative educational initiatives.


ASIAN
FOOTBALL
CONFEDERATION
AFC EQUIPMENT
REGULATIONS
(EDITION 2025)


AFC EQUIPMENT REGULATIONS (2025)
DEFINITIONS
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6. DECORATIVE ELEMENTS
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COMMEMORATIVE SYMBOLS
Figure 1: Lorem ipsum dolor consequet
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AFC title Lorem ipsum etum
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Print Dos and Don'ts

This page outlines a range of rules to follow as well as avoid regarding the print applications in AFC Corporate brand applications.

ℹ Please follow the typography guidelines to maintain clarity. Adhering to these rules and the guidance provided helps preserve the integrity of the brand.



✅ Do follow the typography styles set out in this guideline.



❌ Don't use incorrect typography styles.



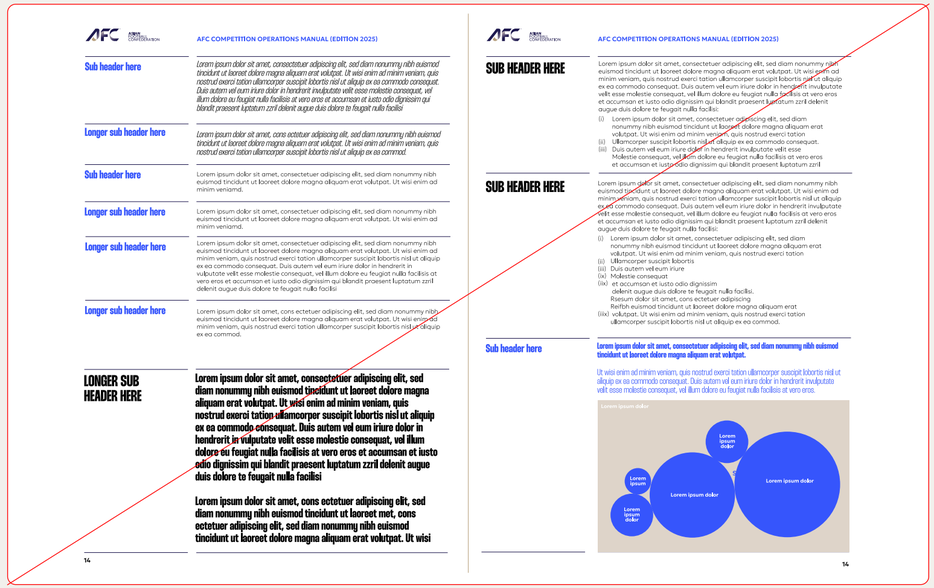
✅ Do follow the typography styles set out in this guideline.



❌ Don't combine logos and don't break typography rules.



✅ Do follow the typography styles set out in this guideline.



❌ Don't add in new typefaces or font weights.


AFC
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FOOTBALL
CONFEDERATION


AFC
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FOOTBALL
CONFEDERATION

Premiums

When applying the brand to premiums and giveaways please choose the best logo version and graphic element for your application. Always ensure the logo has sufficient clearspace and strive for maximum legibility to ensure best representation of the brand. When printing, always use the colour specifications provided in this document and always visually match to a current Pantone® swatch book for accuracy.

ⓘ Your print method, application and material will also affect reproduction quality. Wherever possible, conduct a print test prior to production.











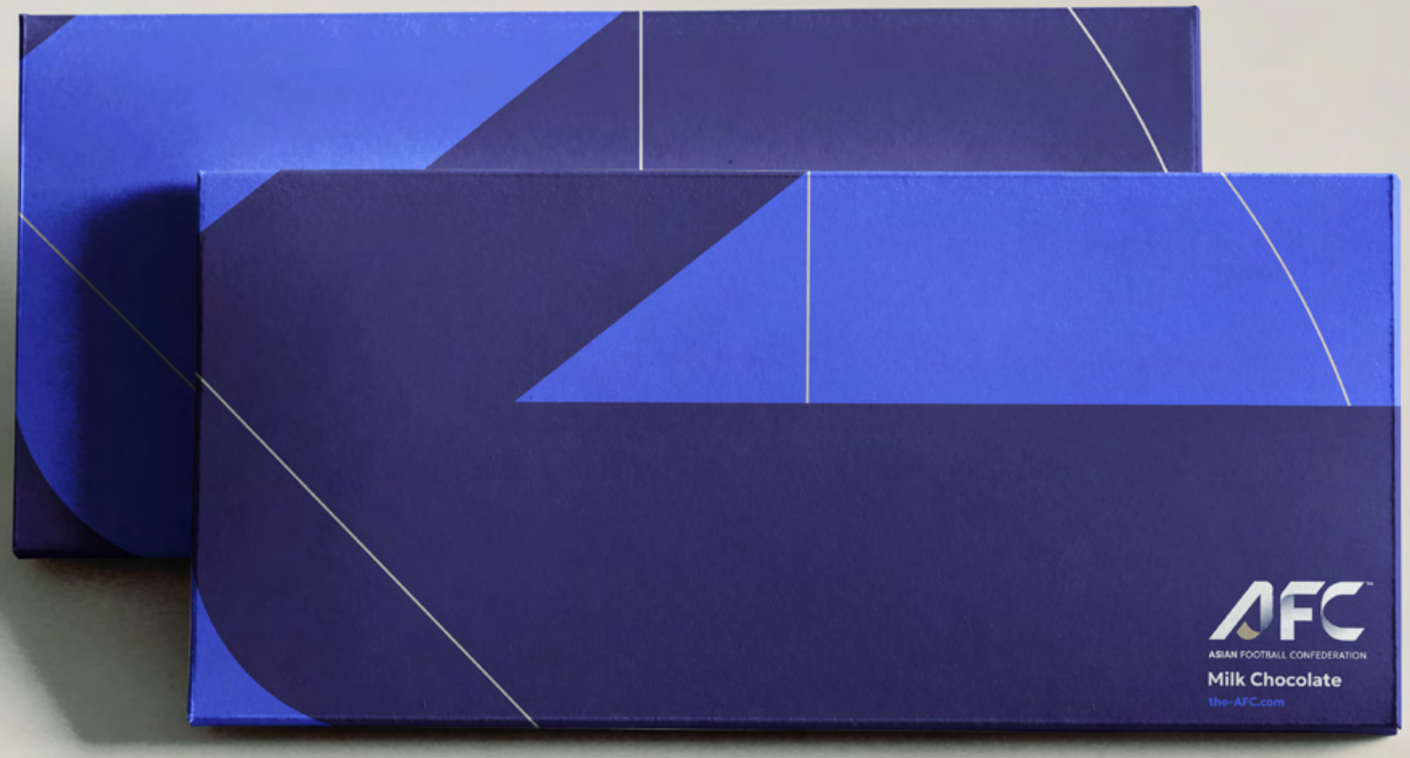


Premiums
Backpack





Premiums
Chocolate Box




AFC


AFC
ASIAN FOOTBALL CONFEDERATION

Premiums

When applying the brand to premiums and giveaways please choose the best logo version and graphic element for your application. Always ensure the logo has sufficient clearspace and strive for maximum legibility to ensure best representation of the brand. When printing, always use the colour specifications provided in this document and always visually match to a current Pantone® swatch book for accuracy.

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AFC
ASIAN
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AFC
The Asian Football
Confederation (AFC) is
the governing body of
association football, bea
soccer, and futsal in mos
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in Asia.
The AFC was formed
It has 47 members.
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5. Our Branded Environments


AFC
ASIAN
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FOOTBALL
CONFEDERATION
AFC
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FOOTBALL
CONFEDERATION

AFC House









Asian Football Confederation


AFC
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FOOTBALL
CONFEDERATION
Welcome
the-AFC.com


AFC
ASIAN
FOOTBALL
CONFEDERATION
5TH NATIONAL
COACHES
CONFERENCE
2025
14-16 NOVEMBER
2025
KUALA LUMPUR
MALAYSIA
the-AFC.com


AFC
ASIAN
FOOTBALL
CONFEDERATION
MAIN ENTRANCE
AFC House
Jalan 1/155B, Bukit Jalil


AFC
ASIAN FOOTBALL CONFEDERATION
WELCOME
AFC


AFC
MAIN ENTRANCE


AFC
MAIN ENTRANCE

ASIAN
FOOTBALL
CONFEDERATION




AFC
ASIAN
FOOTBALL
CONFEDERATION
CAR
PARK
AFC
ASIAN
FOOTBALL
CONFEDERATION
STAFF PARKING
VKN 2023
036


AFC
ASIAN FOOTBALL CONFEDERATION


AFC
2


AFC
ASIAN FOOTBALL CONFEDERATION


AFC™
The Asian Football Confederation (AFC) is the governing body of association football, beach soccer, and futsal in most countries and territories in Asia.
The AFC was formed in 1954. It has 47 members.
AFC ASIAN FOOTBALL CONFEDERATION
the-AFC.com

6. Our Templates

PowerPoint Template

Example layouts for PowerPoint presentations are outlined on this page. Always ensure that text is legible both in terms of contrast with background colour as well as in relation to any images it is used with.

The AFC Corporate brand PowerPoint template is equipped with a variety of different pages including divider section pages, key informational sections with graphs and body copy sections. Please use the page that best suits the PowerPoint needs.

Download

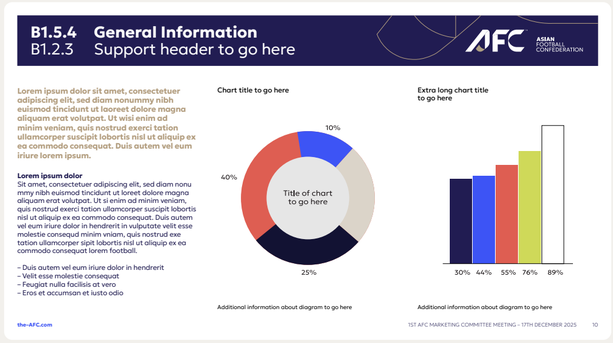


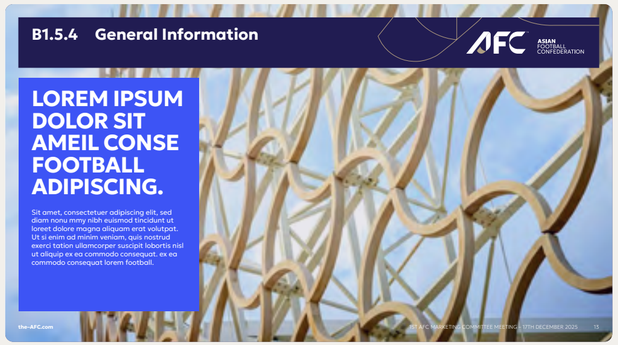


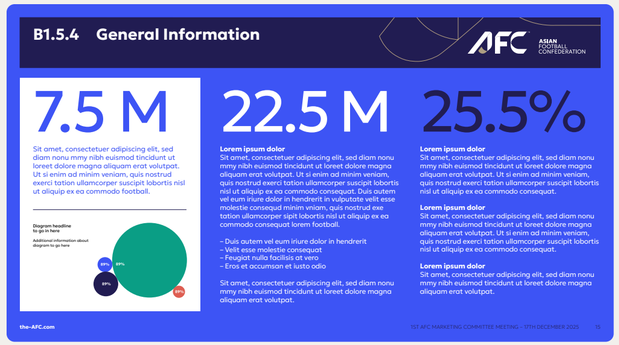


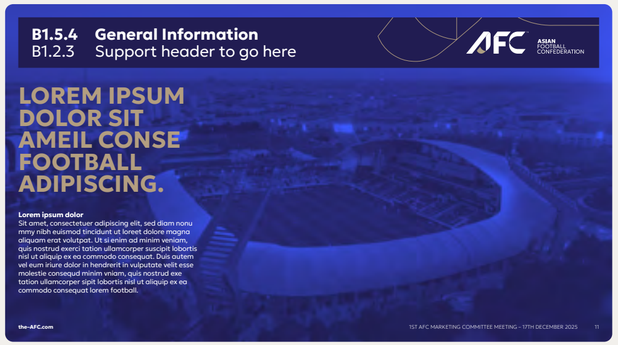












PowerPoint Template Don’ts

This page outlines a range of things to avoid and never do with our PowerPoint template.



Don’t use too much text in the titles.



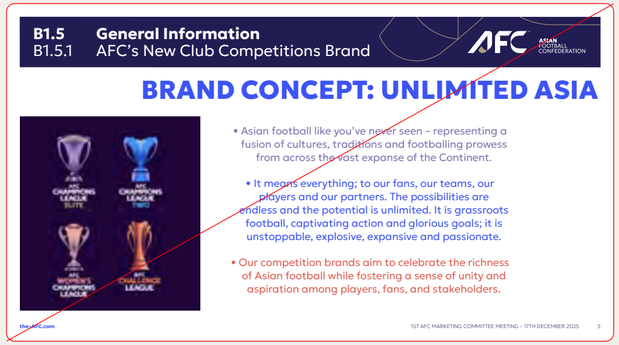
Don't increase the size of the text for any elements, headers, titles, or body copy.



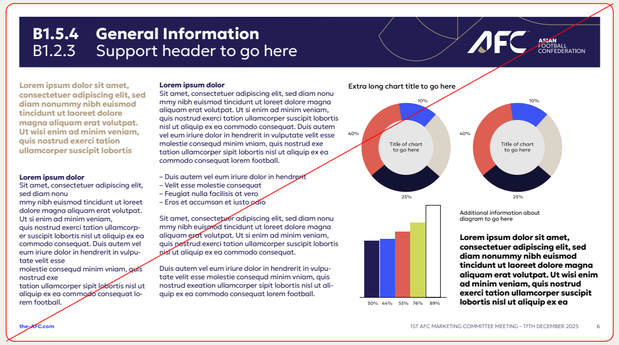
Don’t change the title size or colours.



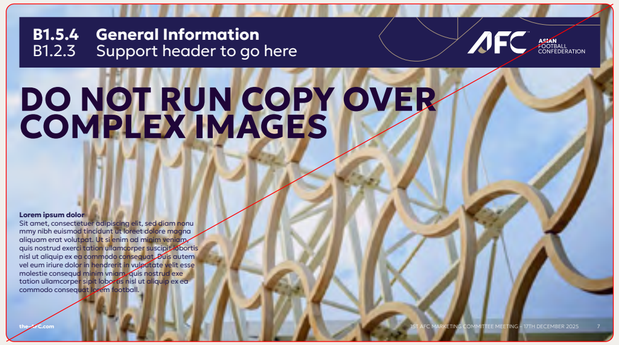
Don't change any elements' positions, size, or colour.



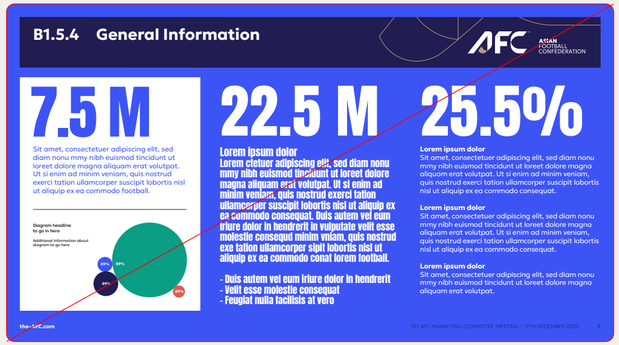
Don’t change the titles size and typography or add different colours to text.



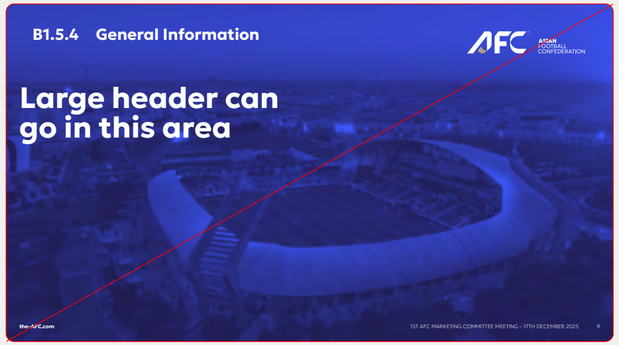
Don’t use too much content in one page.



Don’t run copy over complex images or add graphic elements to the footer.



Don't change the typography.



Don’t remove or change the header.

Letterhead Templates

This section provides an overview of the AFC Corporate official letterhead template. When using the letterhead, always ensure text is clear and readable by maintaining adequate contrast with the background and avoiding visual interference with any incorporated imagery.

The official letterhead template has been designed with flexibility in mind, offering variations to suit different correspondence needs, including Header and Footer elements customised to align with AFC branding. Follow the prescribed layout to maintain professionalism and ensure consistent brand representation across all written correspondence.

Download

TO THE MEMBER ASSOCIATIONS OF THE ASIAN FOOTBALL CONFEDERATION

12 December 2025
ABCD/EF/ab

Name of person to go here
Title of person to go here
Company Name

Title of letter content to go here

Letter content to go in here Geologica Light
Available to download here: https://fonts.google.com/specimen/Geologica

Letter content to go in here Geologica Light
Available to download here: https://fonts.google.com/specimen/Geologica

Yours sincerely,

Name of person to go here
Title of person to go here

Word Document Template

The AFC Corporate Word document template is a versatile tool designed to meet a variety of operational needs. Always ensure text remains legible by choosing appropriate color contrasts and avoiding interference with any imagery or graphics used.

Utilise the Word document template for any written communication requiring AFC branding to ensure a polished, professional and consistent presentation of the brand.

Download



Headline for document Geologica Bold 14pt/16pt
January 2024

1. Subhead Geologica Bold 10pt/12pt
1.1 Sub-subhead Geologica Regular 10pt/12pt
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Asian Football Confederation
AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia T: +603 8994 3388 F: +603 8994 2689 the-AFC.com



3. Subhead Geologica Bold 10pt/12pt
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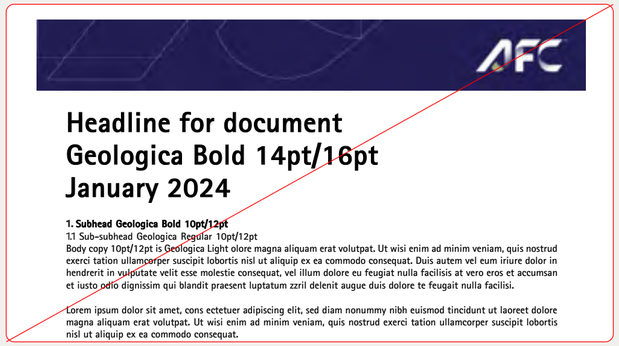
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Asian Football Confederation
AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia T: +603 8994 3388 F: +603 8994 2689 the-AFC.com

Letterhead and Word Document Template Don’ts

This page outlines a range of things to avoid and never do with our Letterhead and Word Document templates.



Don't use any typefaces outside of Geologica.



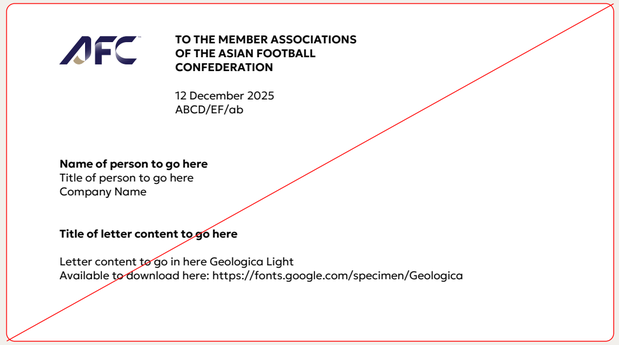
Don’t increase the size of the text.



Don’t change the text size or colours.



Don’t change the alignment of text.



Don’t remove or change the headers.



Don’t remove or change the footers.

- The guidance in the brand guide has been followed and all artwork files are from the correct source.
- Your design is clear, distinctive and creatively in-keeping with our brand identity.
- Your design and finished product are of the highest quality.
- Your design and sample finished product have been approved in accordance with the approval process and your agreement.
- All images are best quality, reflect the brand, come with the required image credits and copyright clearances and licenses have been obtained.
- Your design is instantly identifiable as part of the AFC Corporate brand.
- The correct legal markings are appropriately included in any and all material.

See you out on the pitch.

ASIAN FOOTBALL CONFEDERATION

For additional information about the AFC Corporate Brand:

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