AFC WOMEN'S FOOTBALL DAY

BRAND IDENTITY GUIDELINES

2025/2026



WELCOME

BRAND GUIDELINES IDENTITY

These brand identity guidelines are published under the authority of the AFC for exclusive distribution to communication partners and users of the AFC Women's Football Day brand. The following pages contain highly specific instructions and parameters in the application of the logo and presentation of marketing materials.

These Terms of Use ("**Terms**") have been developed to provide a framework for the use of the AFC Women's Football Day Logo ("**Logo**") as approved by the AFC.

The AFC owns all rights, title and interest to the Logo. The grant of rights to the Member Association (MA) in respect to the use of the logo shall by no means be construed as a transfer or assignment of any rights owned by the AFC to the MA.

The MA shall not have any rights to approve, assign or sub-license the use of the Logo or any other rights to any party owned by the AFC, without the prior written consent of the AFC.

The grant of rights to use the Logo as accorded to the MA shall only be in connection with women's football activities and events owned and organised by the MA and shall by no means extend for any other purpose, unless approved by the AFC in writing.

The Logo shall always be used as a stand alone and should not be used in combination with any other marks or graphical elements except for the trademark of the MA.

Any use of the Logo or where authorised, any other rights owned by the AFC shall be subject to the prior written approval of the AFC and shall not be in a manner which may damage or bring into disrepute the good name, image and reputation of the AFC, its women's football initiatives, competitions, licensees and/or the sport of association football.

Each MA shall remain solely responsible for the use and/or exploitation of the Logo, at its own cost, in accordance to the prescribed format set out in the AFC's brand guidelines and these Terms. The Logo shall not be altered or amended in any manner by the MA.

MAs shall ensure that the Logo is not used in breach of any laws or regulations or placed in association or close proximity to the name and/or identifier of any third party or commercial entity.

MAs shall ensure that their sponsors or any parties they are affiliated to, do not use and/or exploit any rights relating to the AFC including the Logo, its women's football initiatives, competitions and/or licensees and/or any other rights granted to the MAs hereunder in a way which may likely draw or infer an association to the AFC, its women's football initiatives, competitions and/or any of its official licensees and shall not conduct any ambush marketing in respect to the AFC's assets and properties.

MAs shall remain fully and primarily liable and responsible for all matters relating to the acts and/or omissions of their sponsors or parties in breach of these Terms.

The AFC reserves the right to suspend or revoke the grant of rights accorded to an MA to use the Logo for any reason and at any time, wherein the MA shall immediately upon receipt of such suspension or revocation, discontinue the use of the Logo for any of its activities and events.

These Terms may be amended and altered at any time to give effect to the AFC's reserved rights.



INTRODUCTION TO THE AFC WOMEN'S FOOTBALL DAY LOGO

The Logo encapsulates the core values of the AFC Women's Football Day Brand:

- In an event to celebrate the International Women's Day on 8th of March annually, the AFC has initiated Women's Football Day to promote the development of women's football in Asia, by providing a service which is highly professional, energetic, progressive and MA - oriented; and

- A prominent figure of a female is represented enthusiastically to promote, brand the women's game and to empower women. The female's running stance with the football at her feet symbolises a progressive game, power and professionalism; and

- The circular shape of the logo exemplifies bringing women in Asia together through activities and events of the AFC Women's Football Day. The three (3) different colours however expresses the growth in football, whether it is education in grassroots, youth or coaching and to aim for equal opportunity for girls/women.

It visually represents the dynamic game across the globe and will be used extensively across broadcast, electronic and print media, licensed merchandise and in our commercial partners' broadcast, marketing, promotional programmes and any other materials deemed necessary by the AFC.

To ensure a unified and consistent celebration of the AFC Women's Football Day, it is important that the logo, the event identifier and their corresponding applications are used in a consistent manner. The AFC Women's Football Day Logo Graphics Standard Guidelines in this manual are intended to ensure that this identity is represented correctly to maintain a strong cohesive branding system for this event and celebration.



Logo Elements

The visual identity consists of two (2) parts:

1. the logo and
2. the logo-type (event identifier)

Together they form the primary visual element of the brand identity.

The two (2) parts have a set lock-up and must always be used as a single unit. Each visual identity must never appear without the other. Further, the copyright statement (©AFC 2012) must always be used in conjunction with the visual identity as shown here.

Please use only original artwork provided.



Clearance Area

The height marked as 'X' is the minimum clearance area of the logo.

Clearance Space



Minimum Size

The logo as a single unit must never appear smaller than 30mm in height for the vertical and horizontal format.

Minimum Size



Colour Palette

Colour accuracy and consistency are important. Please use the specified colours.

To ensure the consistency of the accurate colour reproduction, please refer to the latest PANTONE® Plus Book (Coated).

All colour references, values and artwork files (unless otherwise advised) are created from the most recently released PANTONE® Guide.

For further details please visit:
www.pantone.com



1	Pantone:	446 C
	RGB:	78, 78, 80
	CMYK:	66, 59, 55, 36
2	Pantone:	231 C
	RGB:	239, 123, 174
	CMYK:	1, 66, 1, 0
3	Pantone:	2018 C
	RGB:	247, 144, 33
	CMYK:	0, 52, 98, 0
4	Pantone:	Blue 072 C
	RGB:	42, 59, 143
	CMYK:	99, 93, 7, 0
5	Pantone:	375 C
	RGB:	140, 197, 64
	CMYK:	50, 0, 99, 0
White	Pantone:	-
	RGB:	255, 255, 255
	CMYK:	0, 0, 0, 0
Black	Pantone:	-
	RGB:	0, 0, 0
	CMYK:	0, 0, 0, 100

Font & Typeface

Geologica is the official typeface.

Font & Typeface

Primary Typeface

GEOLOGICA
ABCDEFGHIJKLMONPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo Variations

The visual identity has several colour variations. The full colour version should primarily be used.

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 application.

Primary Identity



Secondary Palette











Incorrect use of the Logo

Incorrect use of the logo can weaken and damage the integrity and impact the brand. Please refrain from the following:

1. Reverse or rotate
2. Outline
3. Cropped out of set boundaries
4. Rearrange or realign elements
5. Change Logo-typeface
6. Distort or stretch
7. Alter colours
8. Use low contrast background
9. Delete any part of the Logo
10. Create heavy shadows
11. Background which reduces visibility
12. Place over photos with noise

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



Application Guidelines

The AFC MA's logo can be used next to the AFC Women's Football Day Logo.

Commercial usage pertaining to the AFC Women's Football Day logo is strictly not allowed. The AFC Women's Football Day logo cannot be used by any third party on any platforms. The MA's sponsor and any third parties will not be allowed to use the AFC Women's Football Day logo by any means on any platforms. No modification, suppression or addition to the logo is allowed (including colour changes and spacing between the graphic elements).

Request of usage of the AFC Women's Football Day Logo by the MA

Upon request by the MA to the AFC in writing to use the AFC Women's Football Day logo ("Logo"), the MA shall provide all relevant details pertaining to such use of the Logo. The AFC may request from the MA for further information pertaining to the use of the Logo. In any event such use is inconsistent with the requirements as set forth under this Guideline, the AFC reserves the right to withdraw its approval at any point of time. Please remember that all applications of the Logo must be approved in writing by the AFC prior to release and/or distribution of the MA.

T-Shirt & Bib Designs



✔ Minimal Design(s)



✔ Basic Design(s)



✔ Preferred Design(s)









✖ Do not place logo above clothing with textures or patterns



✖ Do not mix black and white logo with coloured subgraphics and vice versa



✔ Standard Design



✔ Design on darker colour



✔ Design on lighter colours

Application Guidelines

The MA will be entitled to use the AFC Women's Football Day Logo on multiple platforms based on the format of illustrations as set forth hereunder.

The AFC MA's logo can be used next to the AFC Women's Football Day Logo.

Social Media or Website Banners





Social Media or Website Banners





Layout Examples







Word (A4 Portrait)

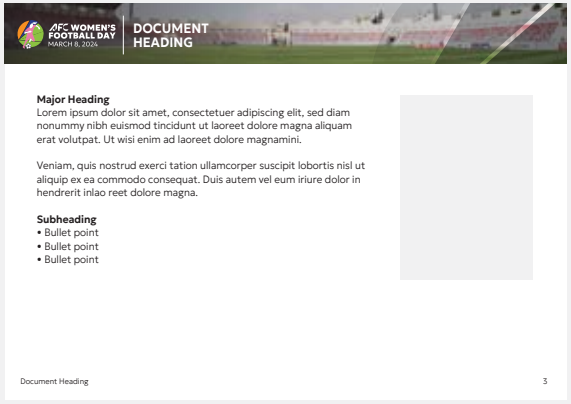






Powerpoint (Landscape)







Asian Football Confederation
AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur
T: +603 8994 3388

the – AFC.com