



# AFC Official Identification Guidelines

**ONE ASIA  ONE GOAL**

These guidelines are designed to help clarify the use of the Asian Football Confederation logo. In order to build awareness and recognition of this logo, it is very important that the logo be used in the correct manner. The logo is a copyright device and under no circumstances can it be modified.

Always allow the correct amount of free space around the logo as this prevents over crowding and provides sufficient space for clear identification. This logo has been designed to help promote the Asian Football Confederation and football throughout Asia. Correct use of this logo will ensure greater public recognition for Asian Football.

Please use our logo with care. If a use arises which is not covered in these guidelines, please contact the AFC Corporate Branding Department.



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## Introduction

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.

## The Identity

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 has also launched a new Vision and Mission logo tagline – One Asia, One Goal – signifying the core values of unity, professionalism and leadership. The AFC Vision and Mission was first initiated following recommendations of the AFC Governance Reform Task Force and concluded after a comprehensive series of engagements with various key partners and stakeholders.

The AFC logo is a professional white logotype on blue, 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.

# The AFC Identity

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## Master Identity

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

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

### Primary logo



### Reversed logo



## 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



### Reversed logo



# Identity Elements

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

1. AFC logo: AFC Typographic Symbol
2. Legal Notice: Is 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 parts can be unlocked but the AFC logo graphic must always appear together. The Master Identity must be used wherever possible.

Please use only original artwork provided.



The AFC logo



The AFC logo with the Asian Football Confederation logotype



# Colour Palettes

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The AFC logo colour palette consists of two colours: AFC Blue and AFC Yellow. These colours should be produced as Pantone or PMS (spot) colours wherever possible.

Reproduction of the logo must only be complimented with the AFC Blue and AFC Yellow.

Do not rely on the output by a desktop colour printer for matching the colour to be attained when a project is printed on the printing press. The colour calibration does not match the Pantone matching system of colours used by offset printers.

For further clarification, request for a colour swatch from the Marketing Department. You can also refer to the Pantone Formula Guide for solid coated and solid uncoated.

Take note the Pantone Reflex Blue C is a Pantone Basic Colour.



## AFC Blue

CMYK 100C 90M 8Y 5K  
RGB 55R 44G 118B  
PANTONE Reflex Blue



## AFC Yellow

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 possible.

## 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



# Identity 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 Area

There must be sufficient space surrounding the logo to optimise the visual clarity of the identity.

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 may be increased, if necessary.





# Size Tolerants

In order to ensure visual clarity, the Master Identity must not be reproduced to sizes smaller than indicated.

All reproduction materials are saved at the minimum size of use and may be scaled up to their respective size, only adapt the size of the reproduction materials within the correct reproduction range as specified and illustrated here.

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



# Background Interaction

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The AFC Colour Palette may be used as backgrounds. A simple system has been designed to allow flexibility of reproduction on various backgrounds.

Here are examples of the correct colour variation usage when the visual identity is placed on a white, or dark coloured background.

The correct logo version must be used when using a dark or light coloured back ground as specified here. The AFC Master Identity within a bounding box must be used on colour backgrounds not shown here.

For further clarification, please contact AFC.

## Identity on White Background



## Identity on Dark Background



# Typeface

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The Primary Typeface is Agfa Rotis Semi Serif. This typeface should be used in official correspondences.

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

Agfa Rotis Semi Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Agfa Rotis Semi Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Logo Application

## Stationery

Printing a consistent graphic image is important. Letterhead, Fax transmissions, memorandums, envelopes and business cards must follow the standard guidelines for design and production. By using the standard formats, all departments, national associations and partners can show their proper affiliation to the AFC.

All official corporate stationery must show the AFC Logo in the upper right corner of the page, except for envelopes. Refer to the examples for reference.

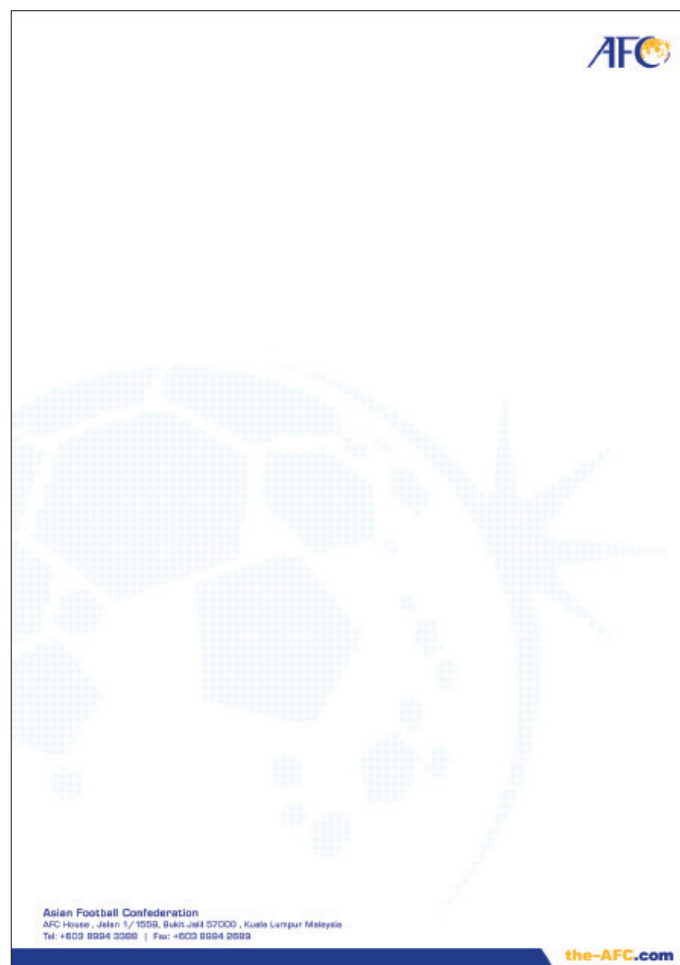
The AFC Yellow can be produced in hot stamp gold or gloss gold for business cards and special Letterheads.

The materials or paper for corporate stationery specified here, should be used whenever possible to retain a standard look. In the event this is not available, the best possible option should be used.

AFC preserves strict guidelines on the quality of materials used in all its brand applications. Please adhere to these guidelines.

Approvals for use of marks and materials must be requested from the AFC Marketing Department.

### Letterhead (A4)



### Envelope

#### Letterhead

Full Sheet 21cm x 29.7cm (A4)  
Paper: Splendour-Gel 115gm  
(or its equivalent if not available)

#### Fax and Memo


Full Sheet 21cm x 29.7cm (A4)

#### Business Cards


5.4cm x 8.4cm  
Paper: Ivory Card 225gm  
(or its equivalent if not available)




**Fax Transmissions (A4)**

Fax Transmissions



Asian Football Confederation  
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**Memorendums (A4)**

Memorandums


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**Business Card**



**Nadia Jamil**  
Head  
Corporate Branding

M: +6 012 123 4567  
E: firstname.surname@the-afc.com

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AFC House  
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Bukit Jali  
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Malaysia

T: +603 8994 3388  
F: +603 8994 2689  
W: the-afc.com

ONE ASIA • ONE GOAL

# Merchandise

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All Logo's, symbols and slogans are exclusive property of the Asian Football Confederation. Reproduction of these marks for re-sale or other commercial purposes must have authorisation from AFC.

An officially sanctioned product must have a tag or label. The AFC logo represented on this label must be by a licensed vendor or AFC approved party only.

## Other Merchandise

All other merchandise must meet the AFC approved quality standards. For further information, please contact the AFC Marketing Department.

## Apparels

Apparels must be plain coloured in preferably AFC Blue. It must not be multicoloured or patterns which will conflict with identifying the AFC logo. The AFC logo must always be legible on the right side of the apparel. The logo can be embroidered or silk screen.

The primary logo must always be used when reproducing as a flag or pennant.



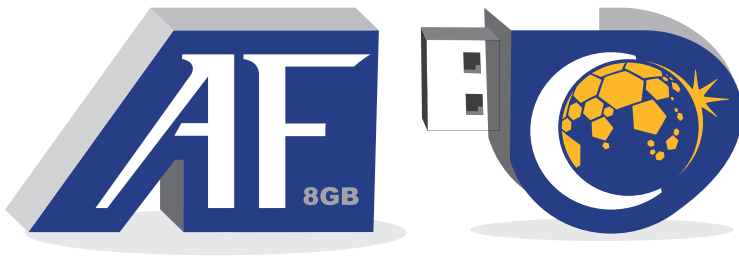
T-Shirt



Pennant



Cap



USB Drive



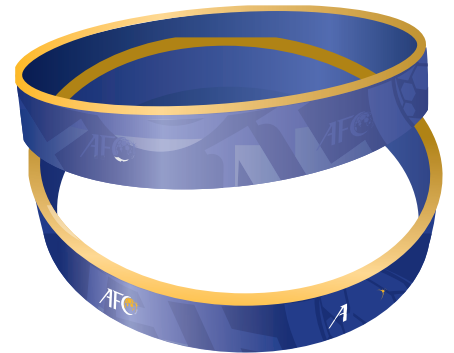
Key Chain



Ball pen



Fridge Magnet



Wristband



Mug



Coaster

# Website Identity

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The Official Website of the Asian Football Confederation identity can be used to compliment the AFC Logo. There are 2 versions of this identity.

The minimum size of the logo is 20mm in total width, including the background.

It can only be reproduced in an upright position and must be reproduced at 100% of its opacity.

## Clearance Area

The identity should always be surrounded by the prescribed area of clearance. The Clearance area is defined by "x" which is equivalent to the height of the letter "A" in the word AFC.

### Master Identity



### Greyscale Version



### Positioning Statement





Colour Palatte



AFC Blue



AFC Yellow



Black & Greyscale

Clearance Area



Smallest Acceptable size

20mm in width



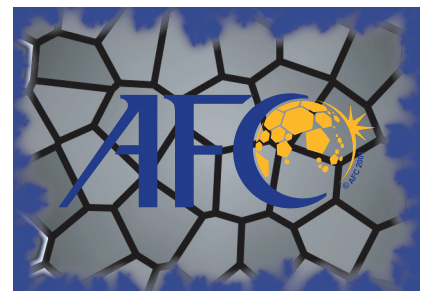
# Unacceptable Identity Usage

Shown here are examples of how the visual identity must **NOT** be used, and serve as a reference point only.

In circumstances where more detail or clarification is needed, please contact AFC Marketing Department.



DO NOT unlock or delete ANY part of the logo, graphic or copyright mark.



DO NOT place the identity over colour backgrounds or conflicting backgrounds which reduces its visibility. For coloured backgrounds, the logo should appear on white.



DO NOT reverse, rotate or alter individual elements of the identity lock-up.

DO NOT change the colour.

DO NOT change the Logo-type font or arrangement.



DO NOT distort or stretch the logo. Enlarging and minimising the logo must be according to the aspect ratio.



DO NOT crop the logo without leaving sufficient edging. Observe the clearance area as specified.



DO NOT use outline, emboss or special effects that are not specified in these guidelines.



DO NOT reposition and rescale elements of the logo.



DO NOT use poor quality artwork.



DO NOT place the logo on photographs or moving image that renders the logo illegible.





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