AFC
CHAMPIONS
LEAGUE

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EVENT IDENTITY GUIDELINES

WELCOME MESSAGE

Dear Friends,

It is an exciting time at the AFC and in particular the AFC Champions League. Every day we act on the idea that the "Future is Asia" and the new identity for the AFC Champions League is just one step we are taking down this path. The league itself is in great shape, generating intense interest from potential and participating clubs and fans alike. With an exciting new identity that speaks to a younger generation, we hope to engage both loyal Asian football fans but also a new generation of football lovers across Asia.

For the participating clubs the prestige of playing in this league is unmatched. It is the best of the best in Asia. The standard of the competition has risen significantly over the last few seasons. As lovers of football, this is the best possible result for our organisation.

These Event Identity Guidelines are an important document. The AFC Champions League is entering a new era and with care, we expect this brand to become widely known as the symbol of Asian club football. To do this we need all users to review, understand and abide by these Guidelines so that the identity is used consistently and accurately. Precision in execution and taking that extra bit of care will pay off for all and add value for all stakeholders.

Mohamed Bin Hammam

PRESIDENT
ASIAN FOOTBALL CONFEDERATION
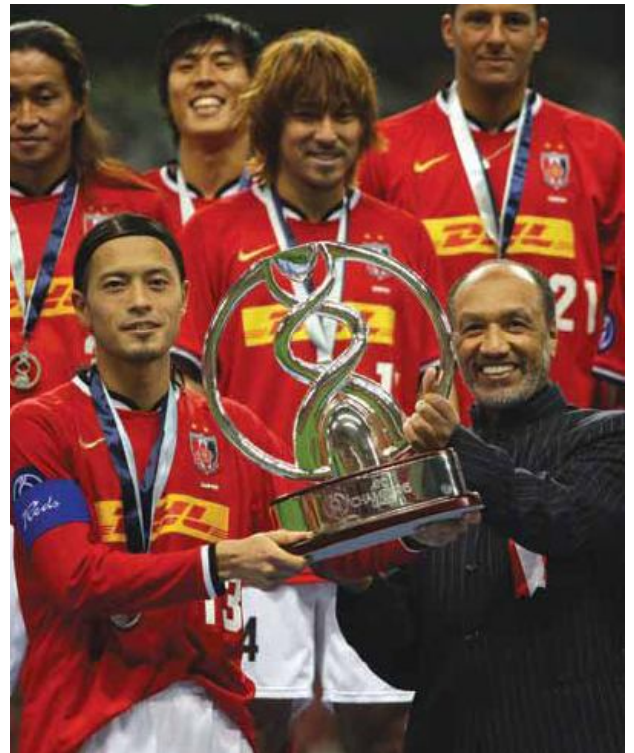
THE STORY OF AFC CHAMPIONS LEAGUE

The AFC ushered in a new dawn for Asian club football by launching the AFC Champions League (ACL) in 2002. In 2009, the competition expands, pitting the best 32 club sides in Asia from 15 countries against each other to determine the Champion Club of Asia and place in the FIFA Club World Cup 2009.

The ACL is open to teams that have either won or is some instances are the runners up in their national leagues. The national leagues that provide teams have been designated as mature competitions according to the AFC Vision Asia blueprint.

The ACL is played on a home and away basis in regional groups. The winners of each group face each other in the knockout stage in the quarter-finals. The winner of the previous year is also invited to enter at the quarter-finals stage. The winners go on to the semi-finals and then finals.

Since 2002 the league has grown in quality, stature and importance. The AFC has the largest constituency of the regional federations and has an exciting mix of emerging and developed economies. Asia is embracing football rapidly and is becoming increasingly competitive to the traditional powers. The ACL is helping to unlock and drive the massive opportunity to develop football in the region.

There is undeniable truth in the statement "The Future is Asia".

THE EVENT IDENTITY GUIDELINES

The purpose of these Event Identity Guidelines are to ensure that the evolved ACL identity and its associated visual elements and graphics are defined and provided in a clear and efficient manner. Consistency and accuracy in use of the identity and graphic elements greatly enhances the overall visual programme and provides consistent messaging. Over time this provides strength, affinity and loyalty to the brand, which is essential for club football across Asia.

The visual representation of the ACL is critical: it is how people will relate to the brand and remember its connection to ACL football events held across Asia. To ensure that the ACL brand continues to grow, all users must embrace these Guidelines and use them to create a dynamic and strong representation.

Graphics featured in the Event Identity Guidelines (other than photographic imagery and font software which must be independently sourced through the correct rights holders) can be downloaded from the accompanying artwork CD.

In most instances artwork files are provided as both **ADOBE ILLUSTRATOR FILES (EPS) CS 1** and **JPEG FILES.**

It is critical that all regulations and standards in these Event Identity Guidelines are observed and implemented across all areas of the brand and visual program. These Event Identity Guidelines do not seek to describe all possible applications, but provides examples and instructions that illustrate correct use and application that can be translated to a wide variety of scenarios.

If any needs or variations arise that are not provided in these Event Identity Guidelines please consult the AFC Marketing Department.

Please note that the Event Identity Guidelines are correct at the time of printing but updates may be provided.

We thank you for using and observing the Guidelines provided in the manner and spirit in which they have been created to ensure that the ACL visual brand programme is produced consistently and to the highest level.

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All reproductions, even partial, and any use of AFC intellectual property is not permitted without prior written approval. It is absolutely essential that logos, graphics and visual elements provided with these Event Identity Guidelines be reproduced from original artwork and not redrawn or recreated under any circumstances.

The © AFC 2008 symbol must always accompany the identity unless otherwise specified.

USAGE RIGHTS

Only authorised parties may use the AFC Champions League logo and visual elements. Usage rights will vary between individual organisations. It is important for users to check their individual usage agreements to determine usage rights prior to submitting any graphic representation for approval.

Any queries regarding the use of the logo and/or visual elements should be directed to:

AFC MARKETING DEPARTMENT
AFC HOUSE
Jalan 1/155B, Bukit Jalil,
57000 Kuala Lumpur,
Malaysia Tel: +603 89943388
Fax: +603 89942689
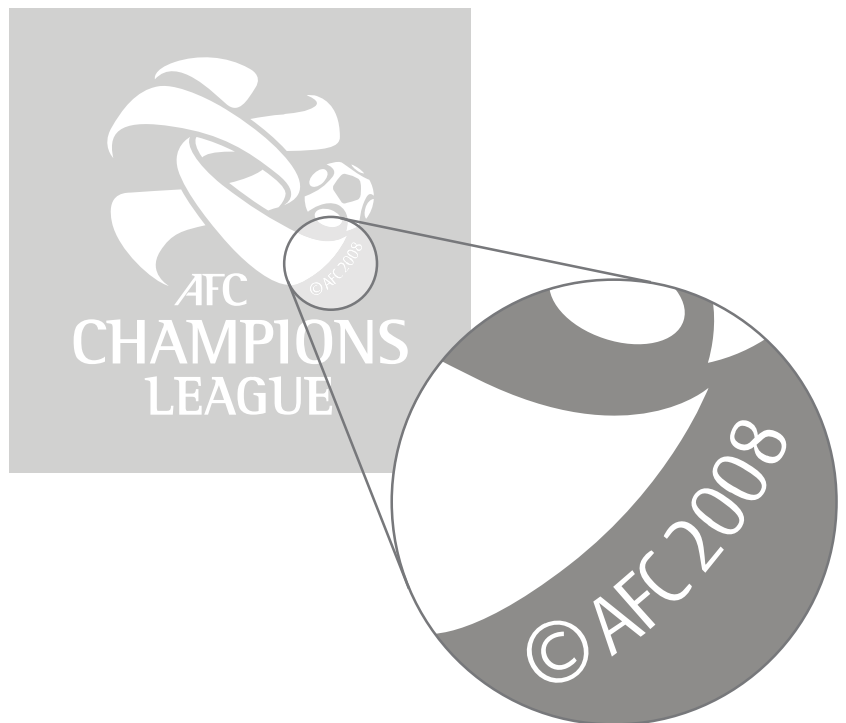
EVOLUTION OF THE AFC CHAMPIONS LEAGUE IDENTITY

EVOLUTION TO NEW IDENTITY


PREVIOUS IDENTITY | PHASE 1 | PHASE 2 | PHASE 3

Taking inspiration from the previous identity and building on visual recognition and equity in the current design, the evolved identity was developed in phases as demonstrated here to achieve the final execution which celebrates the past, present and future of the ACL brand.

FINAL GRAPHIC | NEW IDENTITY

IDENTITY ELEMENTS

	WEST ASIA FLAG	EAST ASIA FLAG	ASIA COMING TOGETHER		
				ACL BALL	
					WORDMARK
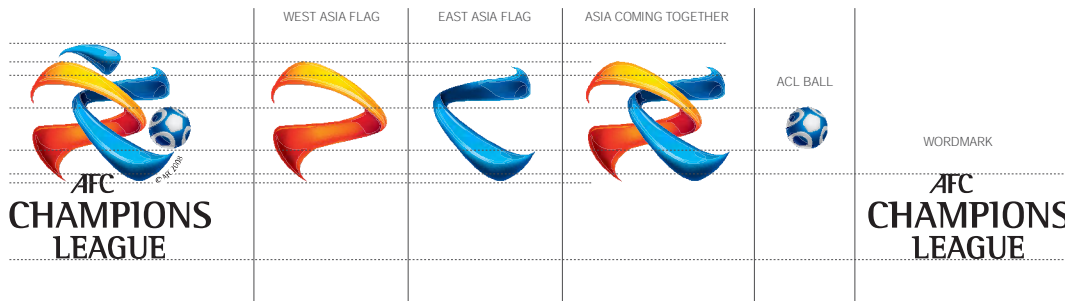
The ACL identity is comprised of five core elements:

• The West Asia flag

• The East Asia flag

• Asia Coming together

• ACL Ball

• Wordmark

The relationship between the elements of the identity are fixed and must only appear in the approved layouts provided in these Event Identity Guidelines. The identity elements must not be adjusted or modified under any circumstances.

The preference is always for the identity to be reproduced as the full colour rendered version. If the rendered full colour identity cannot be reproduced flat colour and single colour versions are available for use.

The ACL identity is the exclusive property of the AFC and is protected under Trade Mark and Copyright laws.

USING THE ELEMENTS

The elements of the ACL identity can be used as graphic and visual elements. Unless otherwise approved or provided, the elements should only ever be used as support graphics and should never be applied in place of the full identity. It is important that the elements are always used in context and that in most instances the full identity appears with all applications of the elements.

IDENTITY ORIENTATIONS

VERTICAL

HORIZONTAL STACKED

HORIZONTAL LONG

Three orientations of the identity are available for use. Please carefully select the orientation that best represents the identity in the design:

VERTICAL preferred orientation

HORIZONTAL STACKED for linear or landscape applications

HORIZONTAL LONG for highly linear oriented applications eg fascia boards

Please remember that the full colour vertical rendered identity is always the preferred format for application.
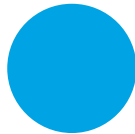
PRIMARY COLOUR PALETTE

WARM TONES

AFC Yellow
Pantone Coated 130 C
Pantone Uncoated 109 U
CMYK C 00 ǀ M 30 ǀ Y 100 ǀ K 00
RGB R 240 ǀ G 171 ǀ B 0
HTML #F0AB00
Pantone Textile 015-0955 TPX
Madiera Thread 1024

AFC Red
Pantone Coated 485 C
Pantone Uncoated 485 U
CMYK C 00 ǀ M 93 ǀ Y 95 ǀ K 00
RGB R 213 ǀ G 43 ǀ B 30
HTML #D52B1E
Pantone Textile 18-1561 TPX
Madiera Thread 1146

COOL TONES

AFC Sky Blue
Pantone Coated 2995 C
Pantone Uncoated 2995 U
CMYK C 87 ǀ M 01 ǀ Y 00 ǀ K 00
RGB R 0 ǀ G 169 ǀ B 224
HTML #00A9E0
Pantone Textile 17-4540 TPX
Madiera Thread 1176

AFC Midnight Blue
Pantone Coated 654 C
Pantone Uncoated 654 U
CMYK C 100 ǀ M 73 ǀ Y 10 ǀ K 48
RGB R 000 ǀ G 44 ǀ B 95
HTML #002C5F
Pantone Textile 19-3939 TPX
Madiera Thread 1242

GREYSCALE TONES

AFC Black
Pantone Coated Black C
Pantone Uncoated Black U
CMYK C 00 ǀ M 00 ǀ Y 00 ǀ K 100
RGB R 000 ǀ G 000 ǀ B 000
HTML #000000
Pantone Textile 19-0303 TPX
Madiera Thread 1000
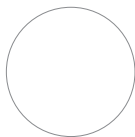
AFC White
CMYK C 00 ǀ M 00 ǀ Y 00 ǀ K 00
RGB R 255 ǀ G 255 ǀ B 255
HTML #FFFFFF
Pantone Textile 11-0601 TPX
Madiera Thread 1001

METALLIC

AFC Metallic Silver
Pantone Coated 8001 C
Pantone Uncoated 8001 U
CMYK C 00 ǀ M 00 ǀ Y 00 ǀ K 55
RGB R 140 ǀ G 140 ǀ B 140
Pantone Textile 17-0000 TPX
Madiera Thread 1118

AFC Metallic Gold
Pantone Coated 8640 C
Pantone Uncoated 8640 U
Pantone Textile 17-0843 TPX
Madiera Thread 1191

The primary colour palette is extracted directly from the colours used in the ACL identity. These colours are available for use across the ACL visual programme. To ensure accurate colour reproduction, please consult the latest PANTONE ® Colour Bridge (PC) Colour Book and please use the colour breakdowns recommended.

ISOLATION AREA

VERTICAL

HORIZONTAL STACKED

The isolation area denotes the space around the identity in which no other type, graphic and/or photographic elements must encroach.

The isolation area assists to maintain the impact of the identity and ensures consistent quality of reproduction.

The size of the isolation area as indicated is equal to the diameter of the ball and must be consistent around the perimeter of the identity.

HORIZONTAL LONG

MINIMUM SIZE

VERTICAL

20 mm

HORIZONTAL STACKED

20 mm

HORIZONTAL LONG

20 mm

Minimum size standards have been developed for the ACL identity to ensure that it is reproduced correctly at a small size. Specifications are provided for all orientations of the identity.

COMPLEX BACKGROUNDS

RENDERED IDENTITY

GLOW

COMBINED

+

=

When applying the identity to low contrasting and/or complex backgrounds, the identity can be applied on the "glow effect" as shown here. Artwork for the glow effect is provided on the enclosed DVD.

The glow effect should not be used as a stand-alone element it should always be used with the ACL identity.

APPLIED TO COMPLEX BACKGROUND

ON BACKGROUNDS

APPLIED TO BACKGROUNDS

The ACL identity may be reproduced on patterned and photographic backgrounds, provided legibility and quality are maintained.

The identity can be reversed out of dark images or printed in one colour over light image backgrounds. The ACL identity should not be used on backgrounds where the integrity of the identity is jeopardised in any manner.

RENDERED IDENTITY APPLICATIONS

RENDERED COLOUR IDENTITY

REVERSED ON BLACK

ON PRIMARY IDENTITY COLOURS

ON COMPLEX BACKGROUNDS

See page 00 for further information

The full colour rendered versions of the identity on either a white or black background as demonstrated are always the preferred versions for applications. The rendered version of the identity should be applied to:

RECOMMENDED USE:
- Four colour print CMYK
- On-screen/Digital applications
- Full colour applications

APPLICATION EXAMPLES:
- Print material – brochures, stationery, colour magazines, fascia signage (printed or LED), posters, accreditation, ticketing
- Digital applications – broadcast, online, on-screen presentations
- Full colour display material – flags, street banners, media boards and backdrops
- Light displays, LED boards

The full colour rendered version of the identity can also be applied to the colours in the identity as demonstrated.

The full colour rendered version of the identity can be applied to backgrounds as demonstrated.

FLAT COLOUR IDENTITY APPLICATIONS

FLAT COLOUR

REVERSED ON BLACK

ON PRIMARY IDENTITY COLOURS

ON COMPLEX BACKGROUND

The ACL identity has been designed to be reproduced (with the rendered finish) in CMYK process. However in instances where reproduction is limited and/or the gradient in the identity cannot be correctly reproduced (eg embroidery), please use the flat colour version of the identity.

RECOMMENDED USE:

• Embroidery
• Vinyl decals
• Screen printing
• Spot Colour Printing

APPLICATION EXAMPLES:

• Embroidery – clothing, bags
• Decals – signage, displays
• Spot colour screen print – clothing, bags, umbrellas, merchandise

The flat colour version of the identity should not be applied to the colours in the identity as demonstrated.

The flat colour version of the identity cannot be applied to complex backgrounds.

BLACK & WHITE IDENTITY APPLICATIONS

ON CORE COLOURS

ON COMPLEX BACKGROUND

ON CORE COLOURS

ON COMPLEX BACKGROUND

Black and white versions of the ACL identity should be used in instances where the identity cannot be reproduction in colour. The black and white colour identity should also be used for watermark, embossing and engraving applications. These applications will be approved on a case-by-case basis.

RECOMMENDED USE:

• newspaper print
• small scale applications
• non-colour applications
• subtle and premium applications

APPLICATION EXAMPLES:

• Premiums/giveaways –
  keyrings, pens, leather goods,
  engraving, metal cutting and
  laser etching
• Single colour print –
  newspapers, flyers, reports
• Single colour low ink – ticket
  printing and personalisation

INCORRECT USE

HORIZ. SCALING

OUTLINE FONTS

ADDTIONAL FONTS

REVERSED

BUSY BACKGROUND

OUTLINE

SHIFTING TYPE ELEMENTS

CROPPING

INCORRECT SPONSOR LOCK UP

ROTATE

SCALING IDENTITY ELEMENTS

FLIPPING IDENTITY ELEMENTS

OUTLINING IDENTITY ELEMENTS

OVERLAY TEXT

NO BALL

Please take care not to use the ACL identity incorrectly. Incorrect use can weaken and damage the integrity and impact of the brand. Please remember all applications of the ACL identity and/or graphic elements must be approved in writing prior to release and/or distribution.