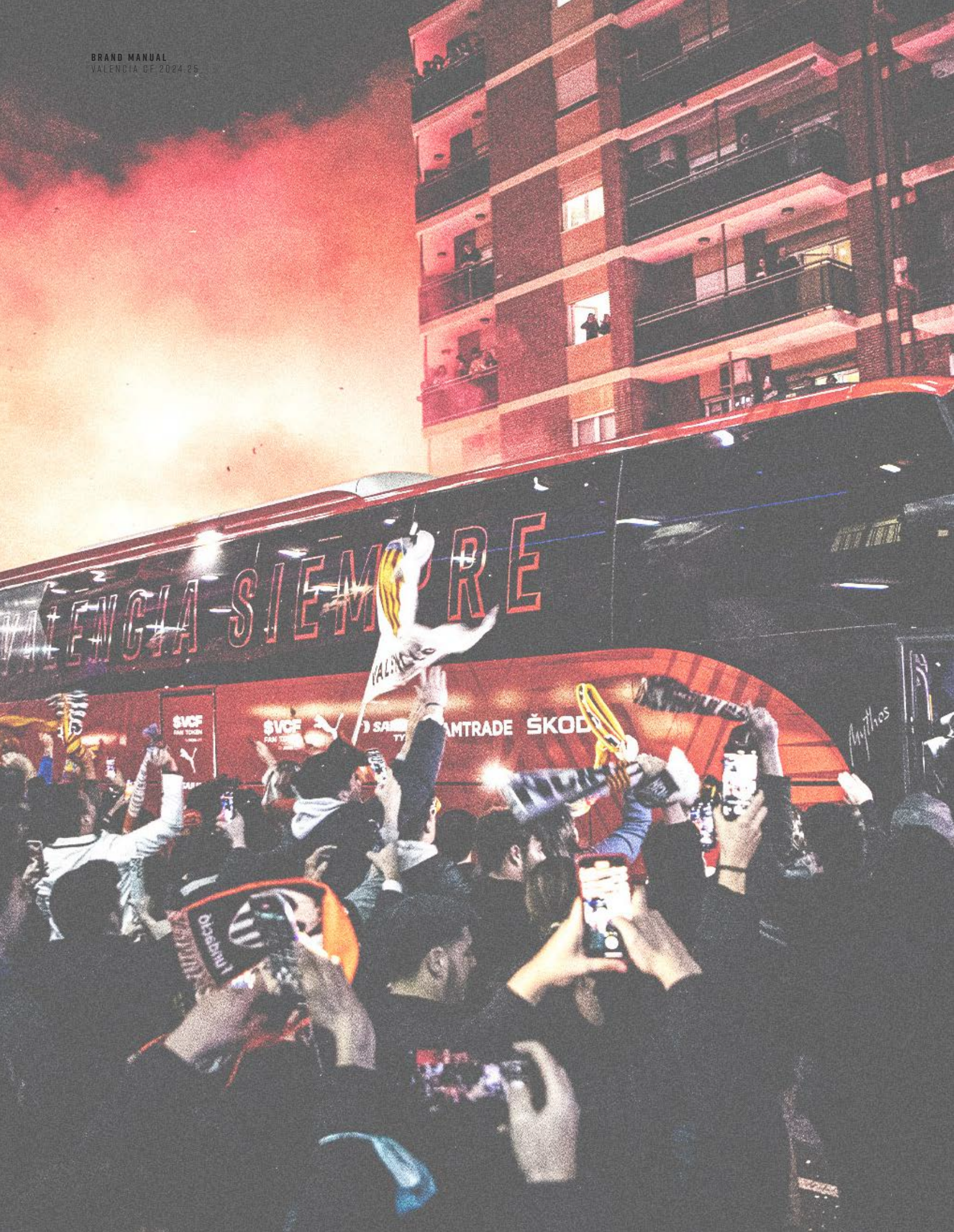




VALENCIA CF
BRAND BOOK 24.25





ETERNAL THE LOOKS,
OUR NERVES, THE ARRIVALS..
OUR HANDS STRONGLY CRAMPED.
ETERNAL HIGHS AND LOWS,
CHEST PAIN FEELING,
DREAMING THAT WE HAVE NO CEILING.
OUR FATHERS, OUR MOTHERS,
OUR OLD ONES,
THOSE WHO CAME FROM AFAR.
ETERNAL THOSE WHO ARE GONE
AND THOSE WHO NEVER LEFT.
OUR YOUTH ACADEMY.
ETERNAL QUARTERS AND SEMIFINALS.
THE FINALS.
ETERNAL OUR CRY, OUR ROAR
AND LOVING YOU SO MUCH.
STANDING UP, FEELING THE RAGE
AND FIGHTING BACK.
OUR BURNING WINNING DESIRE.
ETERNAL PASSES, DRIBBLES,
SHOTTING AND SCORE.
THE COMEBACKS, THE LEAGUES WE WON,
THE CUPS WE LIFTED UP HIGH
REACHING TO TOUCH THE SKY.

ETERNAL OUR DREAMS.

ETERNAL IS OUR LOVE.

SON ETERNAS LAS MIRADAS.
LOS NERVIOS, LAS LLEGADAS,
NUESTRAS MANOS APRETADAS.
ETERNAS LAS SUBIDAS Y BAJADAS.
EL DOLOR EN EL PEGHO.
SOÑAR QUE NO TENEMOS TECHO.
NUESTROS PADRES. NUESTRAS MADRES.
NUESTROS VIEJOS.
LOS QUE VINIERON DE LEJOS.
ETERNOS LOS QUE SE FUERON
Y LOS QUE NUNCA SE MOVIERON.
LA CANTERA.
ETERNOS LOS CUARTOS Y LAS SEMIS.
LAS FINALES.
ETERNO NUESTRO LLANTO, NUESTRO CANTO
Y QUERERTE TANTO.
LEVANTARSE, ENRABIETARSE Y PELEAR.
NUESTRAS GANAS DE GANAR.
ETERNOS LOS PASES, LOS REGATES,
LOS REMATES Y MARCAR.
LAS REMONTADAS, LAS LIGAS GANADAS,
LAS COPAS LEVANTADAS.
TOCAR EL CIELO.

ETERNA LA ILUSIÓN.

ES ETERNO NUESTRO AMOR

VIDEO LINK



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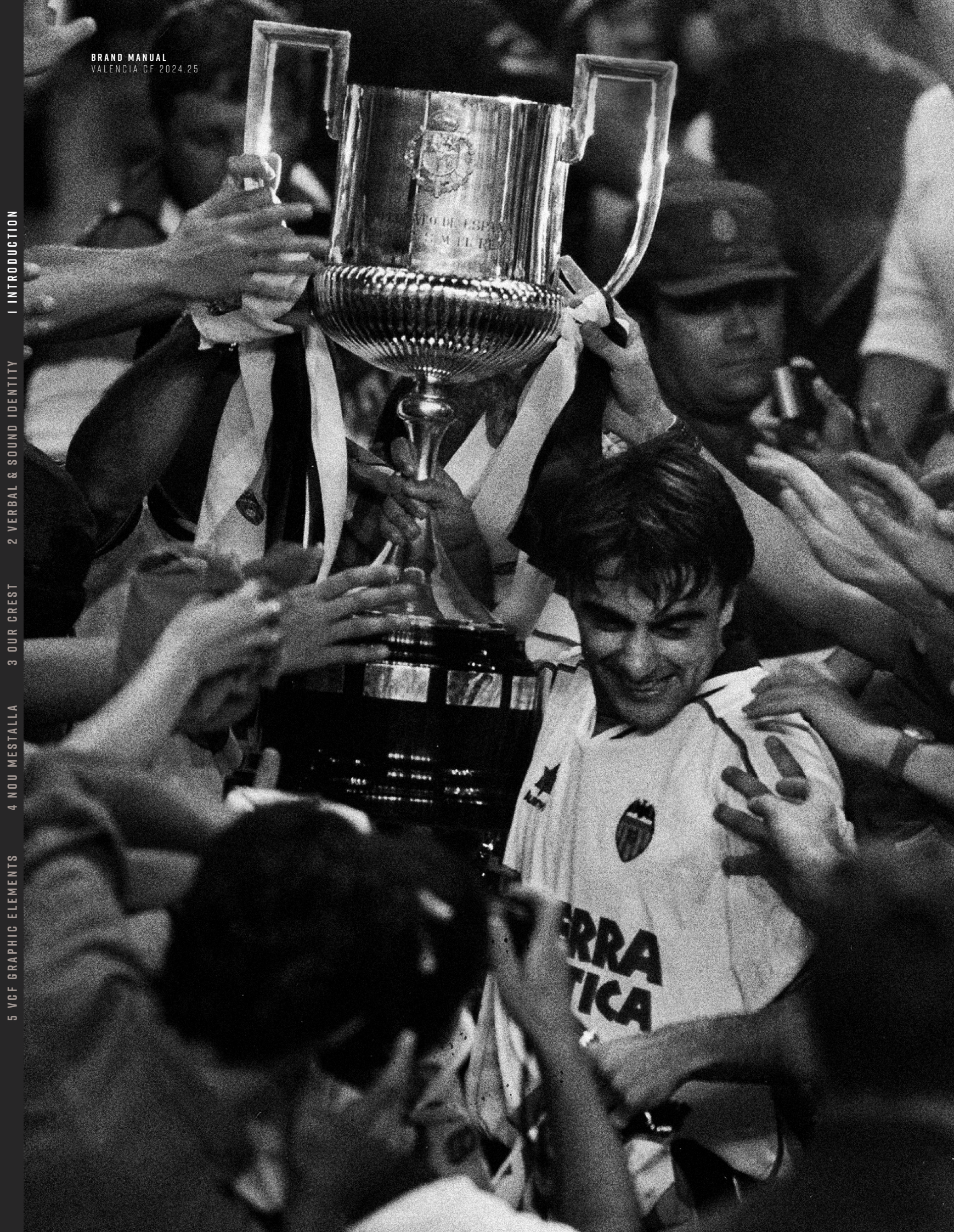
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STRATEGIC ELEMENTS	10
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WE THANK OUR FANS!

STRATEGIC BRAND ELEMENTS

VALUES

Our values summarise our operating philosophy and define what we stand for. By living up to these commitments in our decision-making and behaviours, we deliver the brand effectively through every touchpoint.

PERSONALITY

Our Personality reflects the key characteristics of our brand - what we are like - and determines how we come across to people and our audience.

ESSENCE

Our brand essence allows us to capture the heart and ambition of the Club. It articulates our purpose and objectives and defines what we are about.

POSITIONING

Positioning communicates our offer to the market. It is a summary statement that marks out the territory we intend to own (against the competition) and defines how we would like to be perceived.



STRATEGIC BRAND ELEMENTS

OUR STADIUM / MESTALLA

Mestalla has hosted the majority of Valencia Club de Fútbol's home games. Given the name of one of the canals that irrigate the city, mentioning Mestalla today evokes memories of great sporting moments, important events of all kinds and, above all, excellent nights of football. Many generations of Valencianistas have passed through the gates of Mestalla, all united by a common passion for Valencia CF.

Mestalla has been the setting for many important international matches, has hosted several Cup finals, has been home to Levante, home to the Spanish team and an exile for Castellón and Real Madrid in the European Cup; It has been a place to watch greats such as Kempes, Maradona and Pelé; and, above all, it has hosted the greatest feats of Valencia Club de Fútbol. The historic Mestalla recently completed its latest update, and now has a majestic appearance, with a capacity to accommodate 49,430 fans. Above all, it continues to be the home for all Valencianistas whilst they await the construction of the new stadium on Avenida de las Cortes Valencianas.





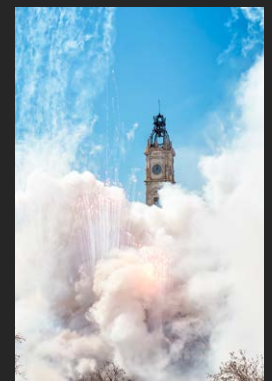
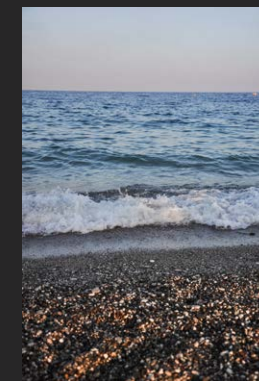
STRATEGIC BRAND ELEMENTS

OUR CITY / VALENCIA

Located halfway up Spain's Mediterranean coastline and surrounded by La Huerta, Europe's most fertile slab of land, Valencia was destined to be one of Spain's stand-out cities, a destiny demonstrated by the civilizations throughout its history after its sea commerce and agricultural wealth. Today, with a population totaling just a hair beneath 800,000, Valencia comes in as Spain's third largest city and, as the capital of the aptly-named Comunidad Valenciana, certainly one of the most significant.

Today, it has the culture, the energy, the sophistication, the shopping and the nightlife - particularly in El Carmen, around the University and along the beach front - expected of a major metropolis. Yet with the influx of attention, tourism and new "stuff," Valencia is one of the few Mediterranean cities that retains its regional character and pride.

Speaking of festivals, Valencia is home to some of Spain's most off-beat, quirky and riotous fiestas, like the tomato-hurling La Tomatina, the flower-pelting Battle of the Flowers, and even a festival dedicated solely to fireworks. Leading the pack, however, is definitely Las Fallas, a veritable pyrotechnic orgy of fireworks, blazing papier-machè towers and non-stop window-rattling firecracker explosions only proving the fun-loving and, at times, quite rambunctious nature of the Valencian people. For more proof just head to a Valencia CF football game. As one of Spain's elite teams, the team has a loyal fan base and game night atmosphere is out of this world.





**COPA
1941**



**LIGA
1942**



**LIGA
1944**



**LIGA
1947**



**COPA &
EVA DUARTE
1949**



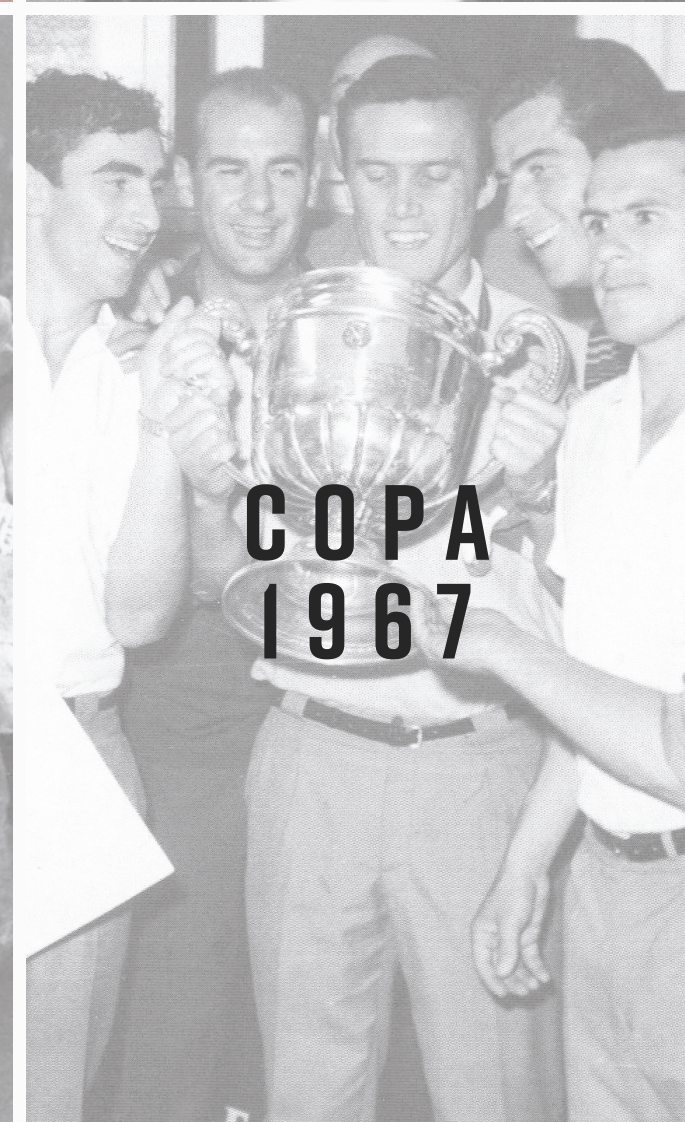
**COPA
1954**



**UEFA
1962**



**UEFA
1963**



**COPA
1967**



**LIGA
1971**





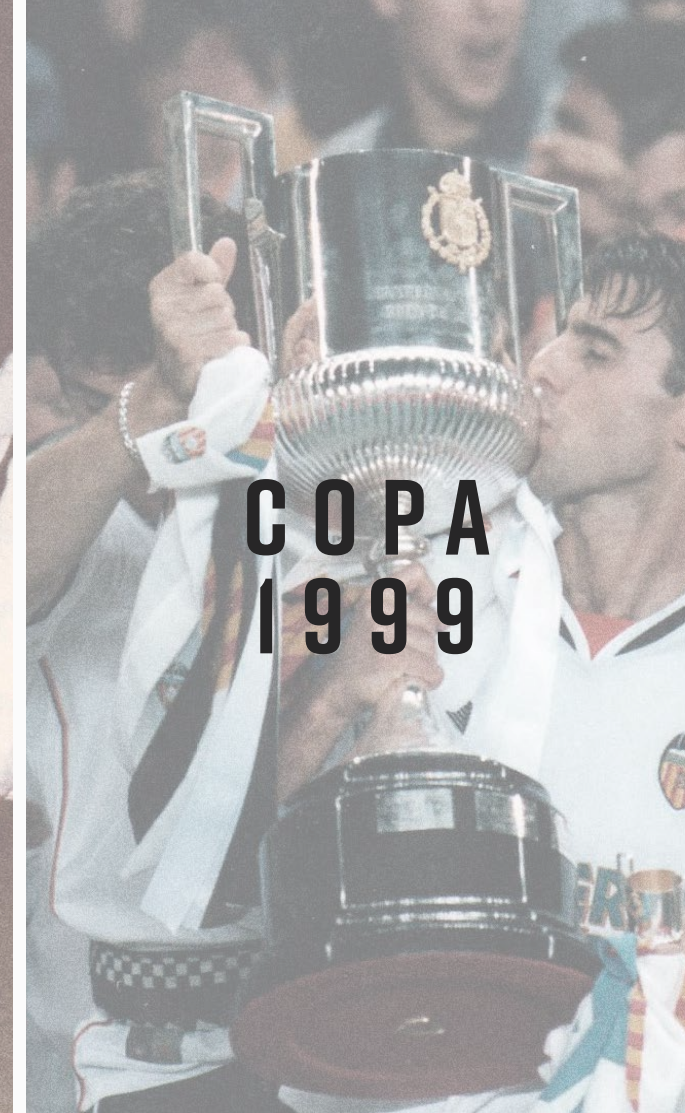
**COPA
1979**



**RECOPIA
EUROPA
1980**



**SUPERCOPIA
EUROPA
1980**



**COPA
1999**



**SUPERCOPIA
ESPAÑA
1999**



**LIGA
2002**



**LIGA &
UEFA
2004**



**SUPERCOPIA
EUROPA
2004**



**COPA
2008**



**COPA
2019**



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OUR IDENTITY

Valencia CF is one of the most prestigious and successful football clubs in the world, with a rich history and a strong sense of tradition. Founded in 1919, the club is based in the Spanish city of Valencia and has established itself as one of the giants of Spanish football.

Valencia CF boasts an impressive trophy cabinet, having won numerous domestic and international titles over the years. The club has won the Spanish La Liga six times, most recently in 2004, and has lifted the Copa del Rey on eight occasions. Additionally, Valencia has enjoyed success in European competition, winning the UEFA Cup (now known as the Europa League) on three occasions and reaching two UEFA Champions League finals.

Beyond the on-field success, Valencia CF is known for its passionate and loyal fan base, who have supported the club through thick and thin. The club has a strong sense of identity, with its iconic black and white stripes and the famous bat crest symbolizing the city of Valencia.

OUR IDENTITY

I.1 BRAND PURPOSE

PAST

We believe in and protect our symbols, traditions, heritage, and culture. History obliges us.

BUILD

We compete in all aspects of life with the utmost respect.

FUTURE

We evolve to adapt to the times, using the best methods and technology.

OUR FANS

Fans, players, employees, collaborators, all are part of one family. One club.

Proud of our past, we build the future together with our fans with effort, humility, and respect beyond football.

EFFORT

We offer our best in every moment to achieve the best competitive and learning development.

RESPECT

We respect everyone, are open to diversity, global, and always remain humble, believing in our work.

FOOTBALL

Football is a channel to reach society and to gratefully give back all the support we have received.



VERBAL IDENTITY

1. DEMANDING · HONEST

We are demanding in our way of communicating, always looking for the best in every aspect of the club. We are honest in our relationship with those around us.

Tone used with our suppliers and employees.

2. PASSIONATE · EMOTIONAL

Passion and emotion are values that are highly present in sport and especially relevant in football, as it has the capacity to move thousands of people and generate a large quantity of feelings and emotions.

Tone used with customers and fans.

3. DARING · INNOVATIVE

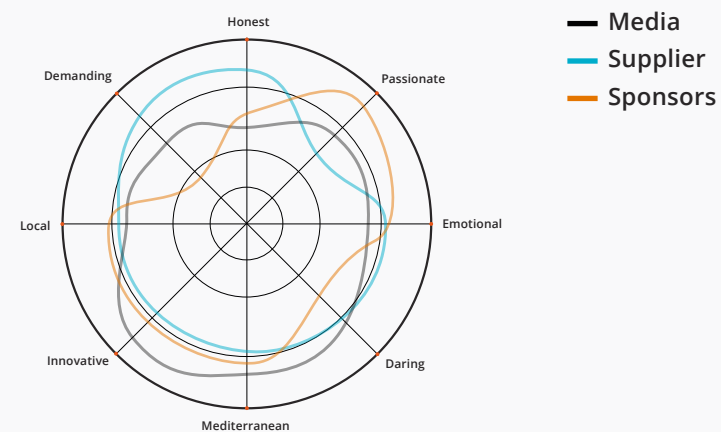
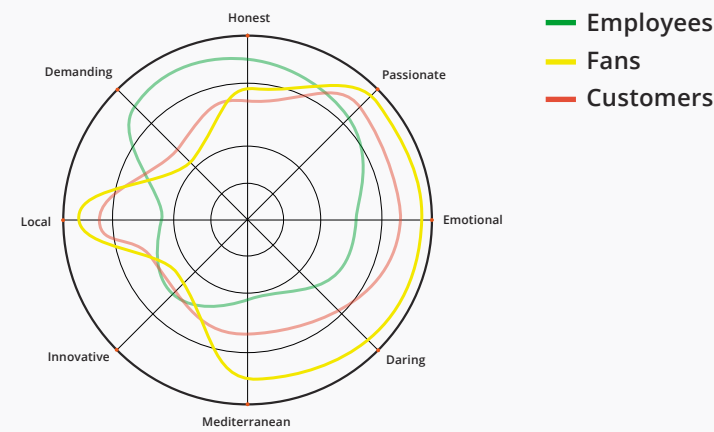
We are daring and innovative, creating connections with new generations and captivating new audiences.

Tone used with fans and media.

4. MEDITERRANEAN · LOCAL

We develop concepts of being Mediterranean and local in our verbal communication, to reflect the identity and connection with our region. These concepts help to transmit an image of being close, friendly and committed, with a technical and creative way of expressing ourselves. This reinforces the emotional connection with fans and followers.

Tone used with sponsors / potencial sponsors and fans.



VERBAL IDENTITY

I.I KEYWORDS

Our main values are synthesized in this keywords and expressions. The best way to define Valencia CF is:

AMUNT

The club's famous "war cry" is the word "Amunt" which means "let's go" in Valencian.

MESTALLA / STADIUM

Our home stadium is the oldest in the Spanish First Division and the club has been playing there since 1923.

VALENCIANISTA / SUPPORTERS

The VCF fan possesses the DNA of passion and loyalty to our club.

MURCIÉLAGO / BAT

Our icon is a bat on the top of our crest, which has become our symbol of identity.

SENTIMENT / FEELING

It's something that can't be explained with words. It's a feeling for our colors, crest, flag, and way of life.



SOUND BRANDING

The expression of our brand is not only visual, but also has a sound identity that enhances the expression of Valencia CF in different touchpoints. Our music sets us apart and reinforces our personality. It is the sound representation of the identity of our brand.

The sound identity should strengthen brand recognition and manifest itself to internal and external audiences in different situations and environments such as waiting at the stadium, in offices and especially in our audiovisual media such as YouTube or Twitch.

SOUND BRANDING

I.I ANTHEM

The anthem was decided on 21st September, 1993, on the occasion of the 75th anniversary of the club. It was composed by Pablo Sánchez Torrella, with lyrics by Ramón Gimeno Gil.

HIMNE VALÈNCIA CF

És un equip de Primera
nostre València Club de Fútbol
Que lluita per a defensar
en totes bandes nostres colors
En el Camp de l'Algirós
ja començaren a demostrar
que era una bona manera
per a València representar
Amunt València, visca el València
és el millor
Amunt València, visca el València
del nostre cor
Units com sempre
els valencianistes et seguirem
En cada estadi per a que triomfes
t'animarem
En la capital del Túria
és el Valencia que vist de blanc
i defén la camiseta
ple de coratge per a guanyar
En Mestalla continuarem
sempre esforçant-se
per a triomfar
I les glòries arribaren
i en competència continuaran
Amunt València, visca el València
és el millor
Amunt València, visca el València
del nostre cor
Units com sempre
els valencianistes et seguirem
En cada estadi per a que triomfes
t'animarem.

HIMNO VALENCIA CF

Es un equipo de Primera
nuestro Valencia Club de Fútbol
Que lucha por defender
en todas partes nuestros colores
En el Campo de Algirós
ya comenzaron a demostrar
Que era una buena manera
para a Valencia representar
Amunt Valencia, viva el Valencia
es el mejor
Amunt Valencia, viva el Valencia
de nuestro corazón
Unidos como siempre
los valencianistas te seguirán
En cada estadio para que triunfes
te animaremos
En la capital del Túria
es el Valencia que viste de blanco
Y defiende la camiseta
lleno de coraje para ganar
en Mestalla continuaremos
siempre esforzándose
para triunfar
Y las glorias llegarán
y en competencia continuarán
Amunt Valencia, viva el Valencia
es el mejor
Amunt Valencia, viva el Valencia
de nuestro corazón
Unidos como siempre
los valencianistas te seguirán
En cada estadio para que triunfes
te animaremos.

VALENCIA CF ANTHEM

It's a First Division team,
our Valencia Club de Fútbol
Which fights to defend,
our honour wherever they go
At the Camp d' Algirós
it was first made clear,
that this was the way,
to represent Valencia.
Amunt Valencia! Long live Valencia!
The greatest
Amunt Valencia! Long live Valencia!
In our hearts.
United forever.
Valencianistas will follow you
And wherever you go, we will cheer
you on to victory.
In the capital of the Turia
Valencia dress in white
And defend the shirt,
Filled with the courage to win.
At Mestalla we shall always be,
Always behind the team
For success
Glory will come
And our fight will carry on
Amunt Valencia! Long live Valencia!
The greatest
Amunt Valencia! Long live Valencia!
In our hearts.
United forever.
Valencianistas will follow you
And wherever you go, we will cheer
you on to victory.

SOUND BRANDING

I.2 SOUND IDENTITY

1. AUDIO LOGO

The sound logo of Valencia CF must be the signature of audible communications and must accompany the visual logo of the team when it is presented.

2. MELODIES

We have two melodies since 2019. The first one dates back to 1993 and it's the Club's Anthem, which represents a bridge to our emotions and a tribute to the Club, team, the city, and its history. Almost unconsciously, thanks to this melody, fans feel more familiar with VCF. It conveys our values of fight, effort, and unity..

The second one is a recent creation made by a local group for the commemoration of VCF's centenary in 2019, ETERNO JUNTO A TI, by Bombai. It recalls an epic moment and celebrates this centenary.

3. SOUND MASK

Masks are used in productions where the audio is recorded separately from the image, such as recording dialogue for animations. In this case, the sound mask helps to synchronize the audio with the image so that the dialogue matches the movements of the characters on the screen.

4. SOUND BUMPER

The sound bumper is a brief musical piece that is played in a video between two scenes or segments to separate them or indicate a change in content.

5. SOUND EFFECTS

6. BROADCASTER

Enrique Pacheco, Ivan Garcia, Josep Rovira, Pablo Orts, Victor Barea.

Whenever the club's official audiovisual media uses the club emblem.

Chant during matches at Mestalla and events of historical significance or related to the club's centenary.

YouTube videos, animated designs for matches, and promotional advertisements.

YouTube videos, animated designs for matches, and promotional advertisements.

Video closings.

Sports and institutional field: Enrique Pacheco and Josep Rovira

Digital sphere TWITCH, YOUTUBE and social media: Víctor Barea, Pablo Orts and Enrique Pacheco

Broadcasts and interviews: Victor Barea, Iván Garcia, Pablo Orts and Josep Rovira.

SOUND SUMMARY

Below is a list of all Valencia CF sound assets that are currently available.

We attach a folder as an attachment with all available sounds.

→ 1. Audio logo

VA-LEN-CIA.mp3

→ 2. Melodies

INICIO HIMNO VCF.mp3
HIMNO VCF.mp3
BOMBAL Eterno junto a ti.mp3

→ 3. Sound mask

SEP EL PARTIT MESTALLA VCF.mp3
SEP EL PARTIT VCF FEMENI.mp3
SEP EL PARTIT VCF.mp3
SEP INFORMATIU CARETA.mp3
SEP TWITCH BIENVENIDOS.mp3
SEP VOZ ESPECIAL INFORMATIU.mp3
SEP VOZ RODA PREMSA.mp3
SINTONIA ALINEACIONES MESTALLA.mp3
SINTONIA ALINEACIONES VCF.mp3
SINTONIA INFORMATIVO.mp3
SINTONIA PARTIDOS.mp3
SINTONIA PREVIA MESTALLA.mp3
SINTONIA PREVIA VCF FEM.mp3
SINTONIA TWITCH VCF.mp3

→ 4. Sound bumper

SEP VCF OFICIAL.mp3
BOMBAL 1 - VERSION 1.mp3
BOMBAL 1 - VERSION 2.mp3
BOMBAL 1 - VERSION 3.mp3
BOMBAL 2 - VERSION 1.mp3
BOMBAL 2 - VERSION 2.mp3
BOMBAL 2 - VERSION 3.mp3

→ 5. Sound effects

ADM VCF.mp3
COR VCF.mp3

→ 6. Broadcaster

ENRIQUE PACHECO
IVAN GARCIA
JOSEP ROVIRA
PABLO ORTS
VICTOR BAREA



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THE CREST

The VCF crest is both a symbol of the football club and the City of Valencia. Instantly recognisable it is a powerful representation of our identity and it should be treated with respect. Regardless of the communication the crest needs to be represented in a consistent way.

The following norms for use of the club crest are applicable for all types of platforms and channels. They apply to digital media (websites, social media, mailing lists etc.) and any physical media format (magazines, catalogues, posters, banners etc.)



THE CREST

I.1 FLAT COLOUR CREST

The artwork provided for the crest should NOT be altered.

There are three versions in total to consider: flat, mono positive and mono negative. All crests are subject to rules around usage and application in order to protect and maximise the crest. The following pages introduce the comprehensive rules around crest usage.



FLAT CREST

This is our master crest, and should be used wherever possible. The flat crest is always to be used on full colour print and on-screen.



MINIMUM PRINT SIZE: 15MM WIDTH
MINIMUM ON-LINE SIZE: 45 X 58 PIXELS

THE CREST

I.2 COLOUR

PANTONE	CMYK	RGB	HEX
BLACK C	0, 0, 0, 100	0, 0, 0	#000000
PMS 0000	0, 0, 0, 0	255, 255, 255	#FFFFFF
2925 C	78, 29, 0, 0	96, 146, 202	#6092CA
109 C	2, 8, 91, 0	248, 228, 64	#F8E440
1795 C	0, 93, 99, 0	196, 62, 18	#C43E12
153 C	17, 49, 100, 0	197, 144, 19	#C59013
484 C	22, 90, 91, 13	152, 63, 41	#983F29

THE CREST

I.3 TYPOGRAPHY

Helvetica Bold is the font used within the crest.

The Helvetica® typeface is one of the most famous and popular in the world. It's been used for every typographic project imaginable, not just because it is on virtually every computer. Helvetica is ubiquitous because it works so well. The design embodies the concept that a typeface should absolutely support the reading process – that clear communication is the primary goal of typography.

Helvetica is among the most widely used sans serif typefaces and has been a popular choice for corporate logos.

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&()”.

Helvetica bold · tracking 40 Centre aligned
always within the crest

VALENCIA C.F.



THE CREST

I.4 MONO POSITIVE AND NEGATIVE

The artwork provided for the crest should NOT be altered.



POSITIVE MONO CREST

To be used on a single colour item using our brand black or silver on a white background.



MINIMUM PRINT SIZE: 15MM WIDTH
MINIMUM ON-LINE SIZE: 45 X 58 PIXELS

NEGATIVE MONO CREST

To be used reversed out of a single colour item using our brand colours as the background.



MINIMUM PRINT SIZE: 15MM WIDTH
MINIMUM ON-LINE SIZE: 45 X 58 PIXELS

THE CREST

I.5 SAFE AREA AND POSITIONING

Always follow the exclusion "one ball" rule to provide the sufficient safe area for the crest (indicated as x below), the width and height of the x becomes the exclusion zone and safe area for the crest. The safe area is to be clear from any background image contrasts, other logo, text or graphic devices.



I.6 DON'TS

The crest must never be altered, distorted and any other elements added to or taken away.



THE CREST

I.7 VERTICAL BRAND SYMBOL

The artwork provided for the crest should NOT be altered. There are four versions in total to consider: horizontal flat, vertical, mono positive and mono negative. All crests are subject to rules around usage and application in order to protect and maximise the crest. The following pages introduce the comprehensive rules around crest usage.



SYMBOL

LOGOTYPE

WARDMARK



POSITIVE MONO LOGOTYPE
To be used on a single colour item using our brand black or silver on a white background.



NEGATIVE MONO CREST
To be used reversed out of a single colour item using our brand colours as the background.

THE CREST

I.8 BRAND SYMBOL SAFE AREA

Always follow the exclusion "one ball" rule to provide the sufficient safe area for the crest (indicated as x below), the width and height of the x becomes the exclusion zone and safe area for the crest. The safe area is to be clear from any background image contrasts, other logo, text or graphic devices.



MINIMUM PRINT SIZE: 25MM WIDTH
MINIMUM ON-LINE SIZE: 45 X 30 PIXELS

I.9 TYPOGRAPHY BRAND SYMBOL

Trade Gothic Bold Condensed N°20 is the font used in the wardmark.

The first cuts of Trade Gothic were designed by Jackson Burke in 1948. He continued to work on further weights and styles until 1960 while he was director of type development for Mergenthaler-Linotype in the USA. Trade Gothic does not display as much unifying family structure as other popular sans serif font families, but this dissonance adds a bit of earthy naturalism to its appeal.

Trade Gothic is often seen in advertising and multimedia in combination with roman text fonts, and the condensed versions are popular in the newspaper industry for headlines.

TRADE GOTHIC BOLD CONDENSED N°20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&()".



THE CREST

2.1 HORIZONTAL BRAND SYMBOL

The artwork provided for the crest should NOT be altered. There are four versions in total to consider: horizontal flat, vertical, mono positive and mono negative. All crests are subject to rules around usage and application in order to protect and maximise the crest. The following pages introduce the comprehensive rules around crest usage.



SYMBOL

VALENCIA CF

WARDMARK

LOGOTYPE



VALENCIA CF



VALENCIA CF

THE CREST

2.2 BRAND SYMBOL SAFE AREA

Always follow the exclusion "one ball" rule to provide the sufficient safe area for the crest (indicated as x below), the width and height of the x becomes the exclusion zone and safe area for the crest. The safe area is to be clear from any background image contrasts, other logo, text or graphic devices.



VALENCIA CF

MINIMUM PRINT SIZE: 30MM WIDTH
MINIMUM ON-LINE SIZE: 45 X 14 PIXELS





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NOU MESTALLA LOGO

The logo for the Nou Mestalla, Valencia CF's new stadium, seamlessly combines two key elements that define its identity.

First, the undulating lines symbolize the movement of the Mediterranean Sea, reflecting its energy and Valencia's deep connection to the coast. Second, the four terraces that wrap around the stadium - a distinctive architectural feature of the venue's design, are incorporated through a linear structure that highlights this unique characteristic.

This logo successfully merges the club's Mediterranean heritage with its progression into a new era, blending architectural design and local symbolism into a modern graphic representation.

The following norms for use of the club crest are applicable for all types of platforms and channels. They apply to digital media (websites, social media, mailing lists etc.) and any physical media format (magazines, catalogues, posters, banners etc.)



NOU MESTALLA LOGO

I.1 COLOUR LOGO

The artwork provided for the logo should NOT be altered. There are four versions in total to consider: horizontal flat, vertical, mono positive and mono negative. All logos are subject to rules around usage and application in order to protect and maximise the logo. The following pages introduce the comprehensive rules around logo usage.



COLOUR LOGO

This is our master logo, and should be used wherever possible. The colour logo is always to be used on full colour print and on-screen.

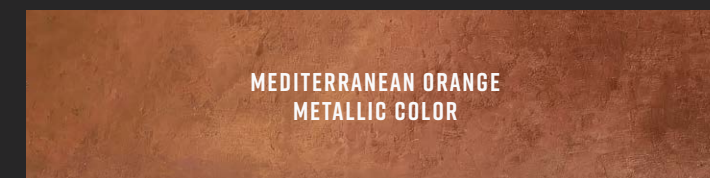
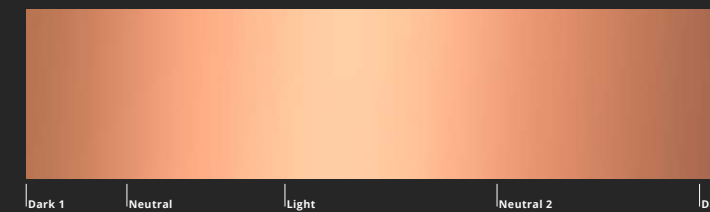


MINIMUM PRINT SIZE: 20MM WIDTH
MINIMUM ON-LINE SIZE: 236 X 117 PIXELS

NOU MESTALLA LOGO

I.2 COLOUR

Dark 1 C: 22,75 M: 56,97 Y: 67,45 K: 12,55	Neutral C: 0 M: 45,1 Y: 50,37 K: 0	Light C: 0 M: 25,43 Y: 37,08 K: 0	Neutral 2 C: 0 M: 42,28 Y: 48,2 K: 0	Dark 2 C: 22,12 M: 57,79 Y: 66,2 K: 11,8
---	---	--	---	---



PANTONE COOL GRAY 4C	CMYK 29 , 22, 24, 0	RGB 191, 191, 189	HEX #BFBFB0
--------------------------------	-------------------------------	-----------------------------	-----------------------

PANTONE BLACK C	CMYK 100, 100, 100, 100	RGB 0, 0, 0	HEX #000000
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I.3 TYPOGRAPHY

NIVEAU GROTESK are the fonts used within the logotype.

NIVEAU GROTESK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&()".

NIVEAU GROTESK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&()".

The "S" in Mestalla features a subtle nod to Valencian Art Deco, celebrating the city's architectural heritage and adding a touch of local identity to the logo.



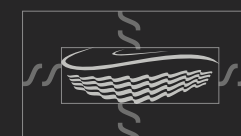
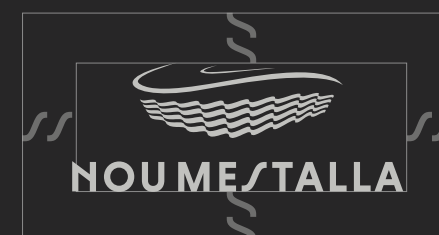


NOU MESTALLA LOGO

1.4 SAFE AREA AND POSITIONING

Always follow the exclusion "double S" rule to provide the sufficient safe area for the logotype (indicated as x below), the width and height of the x becomes the exclusion zone and safe area for the logotype. The safe area is to be clear from any background image contrasts, other logo, text or graphic devices.

1.5 MAXIMUM REDUCTION



NOU MESTALLA LOGO

I.6 MONO AND EFFECTS

The artwork provided for the logo should NOT be altered.



MONO LOGO

To be used on a single colour item using our brand black or silver on a white background.



MINIMUM PRINT SIZE: 20MM WIDTH
MINIMUM ON-LINE SIZE: 236 X 117 PIXELS

EFFECT LOGO

To be used reversed out of a single colour item using our brand colours as the background.



MINIMUM PRINT SIZE: 20MM WIDTH
MINIMUM ON-LINE SIZE: 236 X 117 PIXELS

NOU MESTALLA LOGO

I.7 3D LOGO



NOU MESTALLA LOGO

I.1 BACKGROUND - VERTICAL

Graphic example - vertical background



Graphic element - vertical background



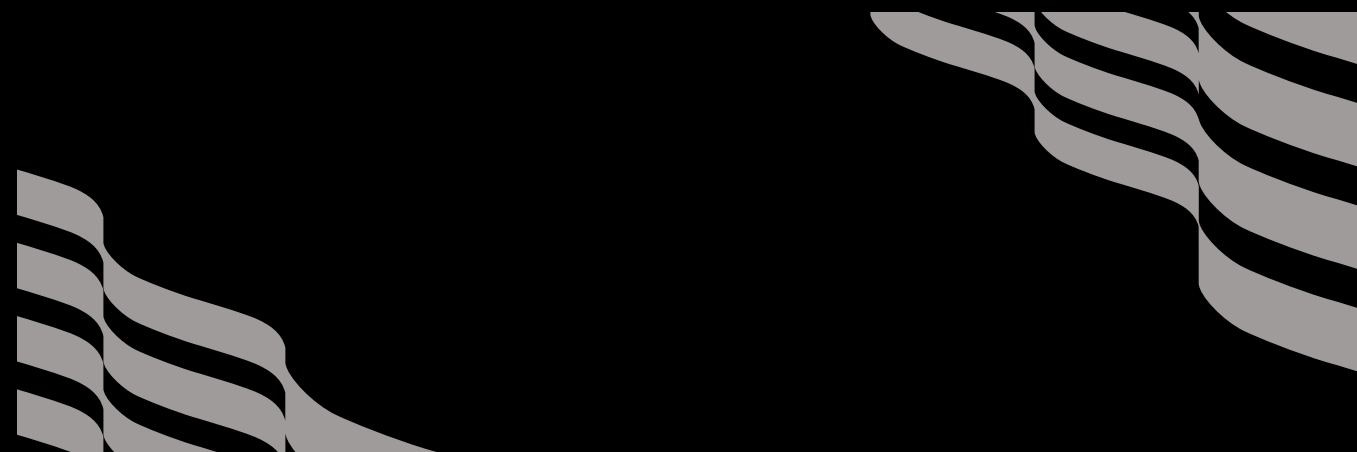
NOU MESTALLA LOGO

I.2 BACKGROUND - HORIZONTAL

Graphic example - horizontal background



Graphic element - horizontal background





5

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COLOURS

1.1 BRAND COLOURS

Valencia CF is black & white. They are our primary colour - we are famous for being "blanquinegres". Our home jersey is white and black. Our other brand colour is orange. This colour represents the Valencian culture (our weather, gastronomy & society).

"Additionally, a fourth color, Mediterranean Orange, will be featured in VIP areas to complement the primary black and white, as well as the orange that represents our Valencian identity."

Use the color value on this page to ensure these colours are reproduced as consistently as possible across applications.

PANTONE
BLACK C

CMYK
0, 0, 0, 100

RGB
0, 0, 0

HEX
#000000

PANTONE
PMS 0000

CMYK
0, 0, 0, 0

RGB
255, 255, 255

HEX
#FFFFFF

PANTONE
165 C

CMYK
0, 78.5, 86, 0

RGB
230, 103, 40

HEX
#E66728

MEDITERRANEAN ORANGE
METALLIC COLOR




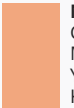



MEDITERRANEAN ORANGE

I.2 BRAND COLOUR USAGE

Mediterranean Orange is a metallic orange that represents the Mediterranean sunset of Valencia. This color is reserved for use on physical materials, adding a luxurious touch to exclusive spaces. It enhances the premium feel of VIP areas and select applications, embodying the warmth and richness of the region."

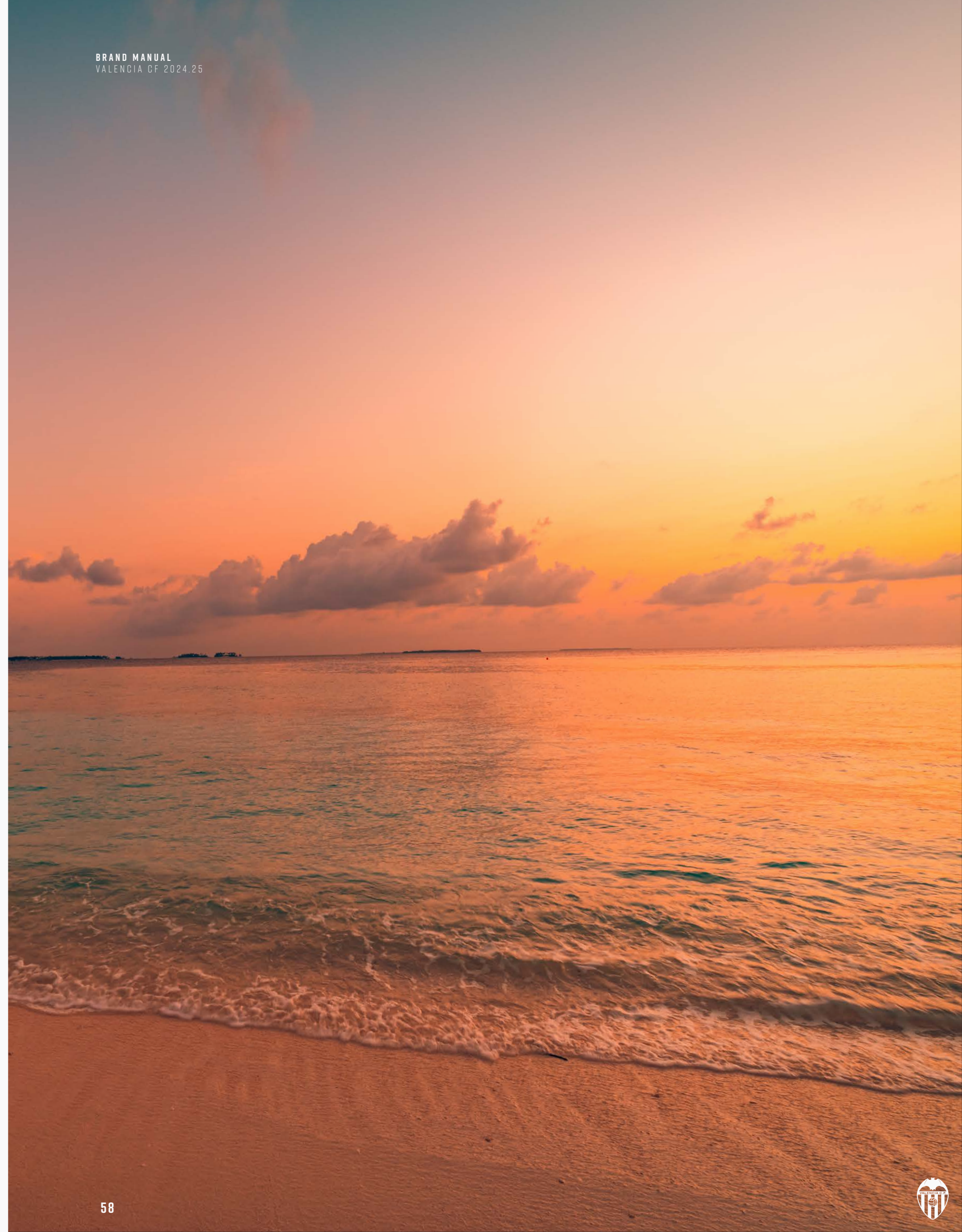
This captures the essence of the color and its intended use in your brand manual.

Exclusive to physical applications, reflective materials should be used to achieve the ideal shimmering effect.

 Dark 1 C: 22,75 M: 56,97 Y: 67,45 K: 12,55	 Neutral C: 0 M: 45,1 Y: 50,97 K: 0	 Light C: 0 M: 25,43 Y: 37,08 K: 0	 Neutral 2 C: 0 M: 42,28 Y: 48,2 K: 0	 Dark 2 C: 22,12 M: 57,79 Y: 66,2 K: 11,8
--	--	---	--	--



Dark 1 | Neutral | Light | Neutral 2 | Dark 2



COLOURS

1.3 BRAND COLOUR USAGE

The brand identity can be achieved by using the three core colours. It can appear as solid full bleed or on white as the examples illustrate.



USAGE ON ORANGE BACKGROUND



USAGE ON WHITE BACKGROUND



USAGE ON BLACK BACKGROUND

COLOURS

1.4 SECONDARY COLOURS

Our secondary colour are blue, yellow and red. These particular tones have been selected because they are part of the Valencian culture, as they are the colours of the regional flat "La Senyera". Furthermore these colours are in our crest and they usually appear in our away jersey.

PANTONE 7684 C	CMYK 87, 65, 0, 0	RGB 68, 96, 163	HEX #4460A3
PANTONE YELLOW 012 C	CMYK 0, 58, 16, 100, 0	RGB 244, 213, 0	HEX #F4D500
PANTONE 485 C	CMYK 0, 97, 92.6, 0	RGB 193, 42, 33	HEX #C12A21

PANTONE 871 C GOLD
PANTONE 877 C SILVER



TYPOGRAPHY

I.I BRAND FONTS

Good communication goes beyond what we say and do. Absolute consistency across all our communications is a key requirement. Use of the following typefaces and typefaces and typographical treatments will help us deliver the desired consistency.

ZUUME EDGE

Zuume is a high-impact, condensed, display font family consisting of a normal and alternate Zuume Cut family in multiple weights and italics. Its range in thickness gives a sharp, technical feel in the lighter weights, while the bold, blacker weights are meant to be tightly spaced and stacked for a visual punch.

ZUUME EDGE BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&()".**

ZUUME EDGE BOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&()".*

ZUUME EDGE REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&()".**

ZUUME EDGE BLACK

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&()".*

ZUUME EDGE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&()".

ZUUME EDGE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&()".

CHAKRA PETCH

Chakra Petch is a Thai and Latin family which features Thai's traditional looped letterforms. It's a square sans serif with tapered corners. Due to the design, it works well for both digital and print based media.

Chakra Petch Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&()".**

Chakra Petch SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&()".**

Chakra Petch SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&()".



THE BAT

I.I MONO POSITIVE AND NEGATIVE

The artwork provided for the bat icon should NOT be altered.
Any use of the bat must be approved by brand management.

You may also use one of our most famous icons as an additional graphic for communication items - The VCF Bat. However, this iconic graphic should be treated with the same respect as the crest.



MINIMUM PRINT SIZE: 20MM WIDTH
MINIMUM ON-LINE SIZE: 60 X 33 PIXELS



MINIMUM PRINT SIZE: 20MM WIDTH
MINIMUM ON-LINE SIZE: 60 X 33 PIXELS

POSITIVE MONO CREST

To be used on a single colour item using our brand black or silver on a white background.

NEGATIVE MONO CREST

To be used reversed out of a single colour item using our brand colours as the background.

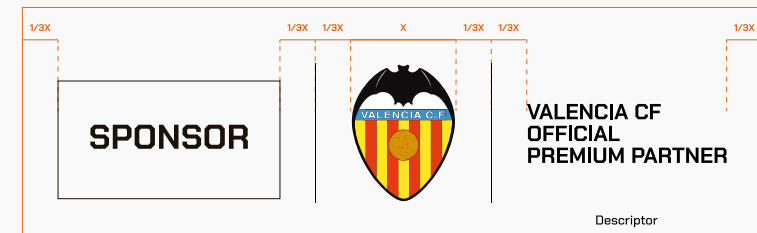


PARTNER ARCHITECTURE

I.1 PARTNER AND VCF LOGO LOCKUPS

The following examples illustrate how to build partner and Valencia CF crest lockups for use across partner activation. The format of each lockup will depend on the partner logo aspect ratio and the media format.

1. Adjust size of partner logo to optically match the VCF crest.
2. Text font **Chakra Petch**.



PARTNER ARCHITECTURE

I.2 CATEGORIES AND EXAMPLES

PREMIUM PARTNERS



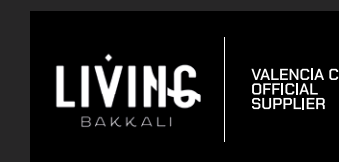
PARTNERS



COLLABORATOR



SUPPLIER





VCF HONOURS

OFFICIAL NAMING GUIDELINES

Official club phrases used by diverse media.



COPA DEL REY

8-time winners

1941 / Valencia CF 3 - RCD Espanyol 1
1949 / Valencia CF 1 - Athletic Club 0
1954 / Valencia CF 3 - FC Barcelona 0
1979 / Valencia CF 2 - Real Madrid 0
1999 / Valencia CF 3 - Atlético 0
2008 / Valencia CF 3 - Getafe CF 1
2019 / Valencia CF 2 - FC Barcelona 1



LA LIGA

6-time winners

Season 1941 / 1942
Season 1943 / 1944
Season 1946 / 1947
Season 1970 / 1971
Season 2001 / 2002
Season 2003 / 2004



EVA DUARTE CUP

1-time winners

1948 / 1949
Valencia CF 7 - FC Barcelona 4



SPANISH SUPER CUP

1-time winners

1999
First leg: Valencia CF 1 - FC Barcelona 0
Second leg: FC Barcelona 3 - Valencia CF 3



UEFA CUP

3-time winners

1961 / 1962
First leg: Valencia CF 6 - FC Barcelona 2
Second leg: FC Barcelona 1 - Valencia CF 1
1962 / 1963
First leg: Dynamo Zagreb 1 - Valencia CF 2
Second leg: Valencia CF 2 - Dynamo Zagreb 0
2003 / 2004
Valencia CF 2 - Olympique Marseille 0



EUROPEAN SUPER CUP

2-time winners

1980 / 1981
Ida: Nottingham Forest 2 - Valencia CF 1
Vuelta: Valencia CF 1 - Nottingham Forest 0
2004
FC Porto 1 - Valencia CF



EUROPEAN CUP WINNERS' CUP

1-time winners

1979/80
Arsenal 0 - Valencia CF 0 (4-5 on penalties)

NAMING:

Valencia CF
València Club de Fútbol / Valencia Club de Fútbol
VCF
Mestalla
Camp de Mestalla

CLUB CLAIMS (PERMANENT):

Amunt!
Amunt Valencia!
Amunt Sempre!
Desde 1919 / Des de 1919 / Since 1919
1919 · 2019
1919 · 2019 · ∞
Sentiment

CAMPAIGN CLAIMS (TEMPORARY):

Un sentiment etern
Soñar que no tenemos techo
Bronco y copero
Xé qué bò!
Tots a una veu
ADNVCF
CORVCF



IMAGERY

Over time and through our brand personality we will develop a distinctive, 'ownable' style for our imagery and photographic treatment to be used across all communications.

Photography is a very powerful and important element on telling the story behind the communications you develop, the images and photography styles we use must reflect our values and capture our essence - SENTIMENT - COURAGE - FELLOWSHIP.

In reference to player imagery there are some principles we need to adhere to:

- No individual is bigger than the club.
- Where possible player images should feature more than one player in order to communicate the importance of teamwork and togetherness.
- Use of individual player shots must first be approved by the marketing department.



