

BRAND BOOK 2015.16

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BRAND IDENTITY

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.)



CREST USING OUR CREST



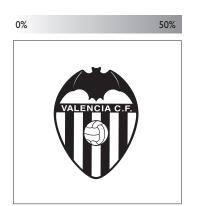
Colour, CMYK



Black



Silver



In positive



In negative

BRAND IDENTITY

CREST USING OUR CREST

Applications for brand symbol/club crest in different colours and on top of different backgrounds. Possible inclination of the logo on top of a background.







Colour club crest on black background. The white outline will always accompany the shield.



Black and white club crest on white background



White club crest on black background



Silver club crest on black background



White club crest on black background with 23° inclination

Unpermitted Applications





Important Note:

This application is only permitted on a black background, and in the colours white & black or silver

VALENCIA C.F.

EXCLUSION ZONE

Leave an area of clear space around the logo that is equal to a quarter of the logo's width.



MINIMUM SIZE

To ensure the logo is reproduced well, please ensure it isn't printed smaller than 15×20 mm.



BRAND IDENTITY CREST BRAND SYMBOL

USING THE VERTICAL MASTER CREST & LOGOTYPE

This graphic shows the proportions used in the construction of the brand symbol.



Symbol Logotype

Wardmark

EXCLUSION ZONE

Leave an area of clear space around the logo that is equal to two upper-case 'V's from within the logo.

MINIMUM SIZE

To ensure the logo is reproduced well, please ensure it isn't printed smaller than 25×18 mm.







BRAND IDENTITY

CREST CORPORATE VERSION

Depending on the application of the brand symbol in determined stands, different orientations may be used. Whilst taking into consideration the design of the stand, priority should be given to the vertical placing shown below.









USING THE HORIZONTAL MASTER CREST & LOGOTYPE

This graphic shows the proportions used in the construction of the brand symbol.



BRAND IDENTITY

EXCLUSION ZONE

Leave an area of clear space around the logo that is equal to two upper-case 'V's from within the logo.

MINIMUM SIZE

To ensure the logo is reproduced well, please ensure it isn't printed smaller than 30×22 mm.



2 mm VALENCIA CF

30 mm





CREST CORPORATE VERSION

Depending on the application of the brand symbol in determined stands, different orientations may be used. Whilst taking into consideration the design of the stand, priority should be given to the vertical placing shown below.







BRAND IDENTITY

COLOUR PALETTE CREST

Colour normalisation is fundamental for transmiting a consistent, coherent and distinctive image for the brand. There are two guidelines of normalisation: One for Pantone and the other for 4-colour Process, in accordance with the indicated percentages. The matt ink version should ideally be used, as it is considered a more exact method of printing.

Primary palette



ORANGE
PANTONE 165C
0C 65M 100Y OK



BLACK
PANTONE BLACK C
0C 0M 0Y 100K





BLACK
PANTONE BLACK C
0C 0M 0Y 100K



BLUEPANTONE 2925C
87C 23M 0Y OK



YELLOW
PANTONE 109C
0C 9M 94Y OK



SILVER
PANTONE 877C
0C 0M 0Y 40K



PANTONE 1795C 0C 94M 100Y OK



OCHRE
PANTONE 153C
OC 43M 100Y 18K



GRANITEPANTONE 484C
0C 87M 83Y 3OK

TYPOGRAFHY CREST

We use three different font types which can be varied dependent on the communication or message.

TRADE GOTHIC

Is the official font of the club. We use it in official documents, logos, names of the club, club marks, small ads of the club...

FUTURA STD

We use it in big ads and slogans of the club, for example renewals campaign (TORNEM, JUNTS TORNEM, YES Campaign...)

GILL SANS

* We use it in all the presentations of the club: partnership presentations, sponsors, stadium presentations...

* In this case, for the brand book, we use Gill Sans because it has a elegant and dinamic style. It is a font with a big family of variations and we think it works good in our brand book.

► TradeGothic BoldCond No.20

ABCDEFGHIJKLMNOPQRSTUWXYZ °1234567890';!@#¢\$%&/()=?¿

TradeGothic BoldCond No.18

ABCDEFGHIJKLMNOPQRSTUWXYZ °1234567890';!@#¢\$%&/()=?;

Futura Std Bold

ABCDEFGHIJKLMNOPQRSTUWXYZ

°1234567890′;!@#¢\$%&/()=?;

Futura Std Light
ABCDEFGHIJKLMNOPQRSTUWXYZ
°1234567890′¡!@#¢\$%&/()=?;

► Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUWXYZ

°1234567890';!@#¢\$%&/()=?;

Gill Sans Light
ABCDEFGHIJKLMNOPQRSTUWXYZ
°1234567890'¡!@#¢\$%&/()=?;

BRAND IDENTITY

PARTNER ARCHITECTURE

The colour block for the sponsor or official provider consists of their logo plus the club shield. Neither proportions nor colours may be modified, and under no circumstances should the colour block be changed to become transparent.





PARTNER ARCHITECTURE

EXCLUSION ZONE

An area should be left free around the Partner Architecture, 10mm from the squared area.



LOCATION AND CALCULATION OF SPACE FOR PARTNER'S LOGO

The partner logo should occupy 6/4 parts of the space designated on the right side.



MINIMUM SIZE

To ensure the logo is reproduced well, please ensure it isn't printed smaller than 35×20 mm.









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