



BRAND BOOK 2015.16

# BRAND IDENTITY CONTENTS

CREST  
COLOUR PALETTE  
TIPOGRAFHY  
PARTNER ARCHITECTURE  
IMAGERY

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

0% 50%



In positive

50% 100%



In negative



# CREST USING OUR CREST



Colour club crest on white 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



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.

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

### 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 x 20 mm.



### CREST BRAND SYMBOL

### USING THE VERTICAL MASTER CREST & LOGOTYPE

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



## 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 x 18 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.



**VALENCIA CF**



**VALENCIA CF**



# CREST BRAND SYMBOL

## USING THE HORIZONTAL MASTER CREST & LOGOTYPE

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



## 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 x 22 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.



**VALENCIA CF**



**VALENCIA CF**



# COLOUR PALETTE CREST

Colour normalisation is fundamental for transmitting 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



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

## Crest colours



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



**BLUE**  
PANTONE 2925C  
87C 23M 0Y OK



**YELLOW**  
PANTONE 109C  
0C 9M 94Y OK



**RED**  
PANTONE 1795C  
0C 94M 100Y OK



**OCHRE**  
PANTONE 153C  
0C 43M 100Y 18K



**GRANITE**  
PANTONE 484C  
0C 87M 83Y 30K

# TYPOGRAPHY

## CREST

### 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.

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

#### ► TradeGothic BoldCond No.20

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

TradeGothic BoldCond No.18

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

#### ► Futura Std Bold

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

Futura Std Light

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

#### ► Gill Sans Bold

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

Gill Sans Light

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

# 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 x 20 mm.





BRAND BOOK 2015.16