



QARABAĞ FK

BRAND GUIDELINES

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Creating a brand guideline for Qarabag FK involves establishing a set of rules and standards that ensure consistency and uniformity in how the club's brand is presented across various media and platforms. Below is a sample text outlining the key elements to include in the brand guideline for Qarabag FK

ABOUT

BRAND GUIDLINES

Introduction:

The **Qarabag FK** Brand Guideline serves as a comprehensive document that outlines the essential elements and rules for representing the Qarabag Football Club brand. By adhering to these guidelines, we maintain a strong and unified brand identity that reflects the club's heritage, values, and vision.

LOGO

The Qarabag FK logo is the primary visual identifier of our brand

COLORS:

The Qarabag FK logo is the primary visual identifier of our brand

TYPOGRAPHY:

primary and secondary

VISUAL IDENTITY:

Consistency in visual style, language, and engagement is key.

LOGO

BRAND GUIDLINES

The **Qarabag FK** logo is the primary visual identifier of our brand. It should always be presented in its original form, with no alterations, distortions, or color variations. The logo should maintain a clear and uncluttered appearance, ensuring its legibility and recognition.

THE TONAL AND FLAT COLOUR CRESTS

The artwork provided for the crest should **NOT** be altered.
 Crest artwork is supplied on the disk.

There are four versions in total to consider: tonal, 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.



TONAL CREST

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



Minimum size:

Print: 15mm wide
 Web: 45 pixels wide



FLAT CREST

The flat crest is used when adequate reproduction of the tonal crest is difficult to achieve i.e. on items of merchandise or certain substrates



Minimum size:

Print: 15mm wide
 Web: 45 pixels wide

CREST COLOURS

The colour breakdowns and references for the colour crests:



Navy Blue

DarkBrown Gold

Alhambra Cream

RGB: 0/0/128
 HEX: #000080

RGB: 203/134/24
 HEX: #e38d1a

RGB: 245/242/225
 HEX: #f5f2e1

PANTONE: 2738 C

PANTONE 1375 C

PANTONE 7506 C

CMYK: C:100
 M:98
 Y:14
 B:17

CMYK: C:0
 M:47
 Y:100
 B:9

CMYK: C:0
 M:0
 Y:9
 B:4

THE MONO POSITIVE AND NEGATIVE CRESTS

The artwork provided for the crest should **NOT be altered. Crest artwork is supplied on the discs at the beginning of this section**

POSITIVE MONO CREST

To be used on a single colour item using our brand red or gold on a blue background



Minimum size:
Print: 12mm wide
Web: 45 pixels wide



Minimum size:
Print: 12mm wide
Web: 45 pixels wide

NEGATIVE MONO CREST

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



Minimum size:
Print: 12mm wide
Web: 45 pixels wide



Minimum size:
Print: 12mm wide
Web: 45 pixels wide

SAFE AREA AND POSITIONING

Always follow the The safe area around a logo refers to the minimum clear space that should be maintained to ensure the logo's visibility, readability, and overall impact. This clear space is essential to prevent visual clutter and maintain the logo's integrity. While I don't have access to the exact specifications for the Qarabag FK logo, I can provide some general guidelines for defining a safe area around a logo:

Clear Space: The clear space is typically defined as a certain distance or margin around the logo, usually in proportion to the logo's size. For example, it might be recommended that the clear space is equal to the height of a specific letter or element within the logo.

No Text or Graphic Overlapping: Ensure that no text, other graphics, or visual elements overlap with the logo within the defined clear space.

Minimum Size: Specify a minimum size for the logo to ensure that it remains legible and recognizable, both in print and digital applications.

Color Contrast: Ensure that the background or surrounding elements do not cause the logo to lose contrast, making it difficult to see. logos, text or graphic devices.



If the crest is placed on images with varying levels of density and colour it loses its prominence and legibility.



To create maximum impact the crest is better placed on an areas free from varying levels of density and colour.

DON'TS

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



1. No distortion.



2. No additional graphic devices to be added.



3. Do not colour up in any different way.



7. The crest cannot be expanded or condensed.



8. Nothing must encroach within the exclusion area.



9. Nothing must obstruct the crest.



4. Keylines cannot be added to the crest.



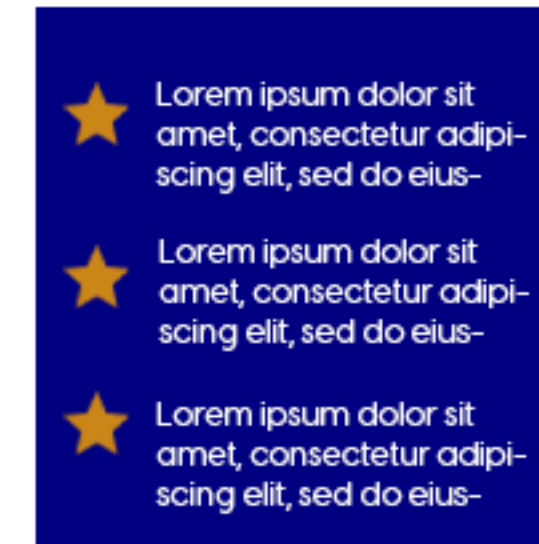
5. The crest background is transparent and cannot be filled with any other colour / background.



6. Nor should any additional elements be added to hold a crest.



10. The crest cannot sit on Multi-coloured images.



11. No item from the crest to be taken and used for any purpose.

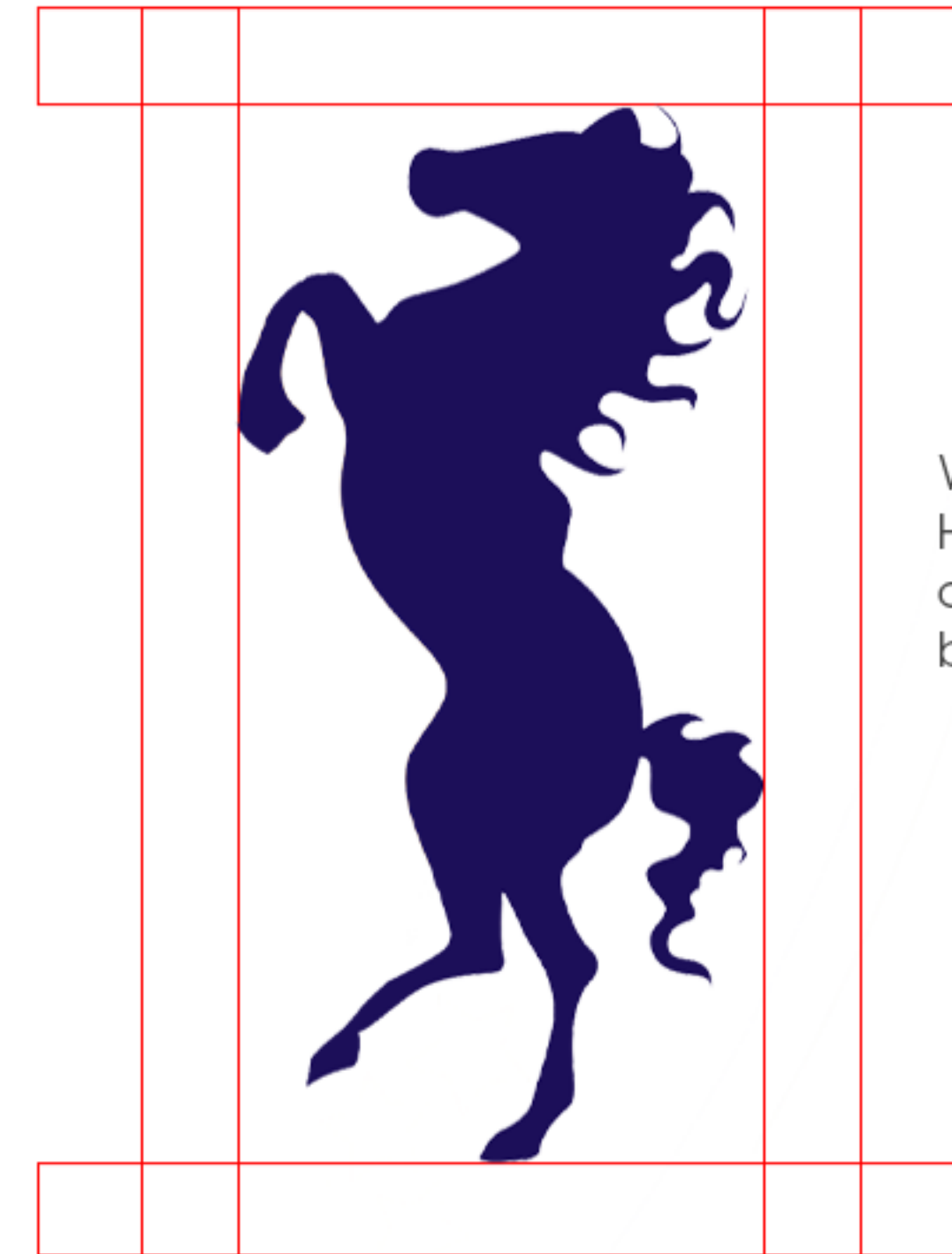
THE HORSE



THE HORSE

Any use of the Horse must be approved by brand management (Marketing Department). Artwork is available upon request.

You may also use one of our most famous icons as an additional graphic for your communication items – The Qarabag FK Horse. However, this iconic graphic should be treated with the same respect as the crest and as such, guidelines for its usage are as follows:



When using the Horse, the safe area is determined by the width.



The Horse must only be used in the brand colours. It can be reversed white out of Blue ,Gold , White and Black or positive Blue and gold, black on white.

The Horse is an icon exclusive to Qarabag FK and as such, care should be taken when using it. Over-use may de-value it and lessen its impact.



BRAND COLORS



BRAND COLOURS

Qarabag is Navy Blue,DarkBrown Gold and Alhambra Cream. It is our primary colour - we are famous for being Navy Blue. Our home shirt is Navy Blue Our other brand colours are cream,gold and black.

CREST COLOURS

The colour breakdowns and references for the colour crests:

		
Navy Blue	DarkBrown Gold	Alhambra Cream
RGB: 0/0/128 HEX: #000080	RGB: 203/134/24 HEX: #e38d1a	RGB: 245/242/225 HEX: #f5f2e1
PANTONE: 2738 C	PANTONE 1375 C	PANTONE 7506 C
CMYK: C:100 M:98 Y:14 B:17	CMYK: C:0 M:47 Y:100 B:9	CMYK: C:0 M:0 Y:9 B:4

Although we are famous for being Navy Blue it does not mean that everything we produce has to be Navy Blue. When creating communications consider how you make the communication blue. For instance a blue word on a white or black background has as much 'blueness' as a white word on a blue background. This approach will create real standout for our gold. Using white and black backgrounds also helps the crest, as it has greater clarity and contrast on white and black.



These are our primary colours, however we realise that other accent colours may be necessary to compliment the design. eg. header/ highlights etc.

COLOUR USAGE

Our brand identity can be achieved by using the three core colours. Our preferred background colours are black or white. Although imagery can also be used as a full bleed background



Usage on black background



Usage on White background

BRAND FONTS



FONTS

Visby CF Font Family Heavy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()&

Visby CF fonts is an alternative font that can be used instead of Gilroy for your headlines, for instance on press ads, flyers, direct mail packs, brochures and web when you require impact and stand-out. For online instances where the font cannot be embedded, the font Arial may be used instead.

Gilroy Font Family Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()&

Gilroy Font Family Medium and Semi are used for communication headlines and body copy, plus letter writing and presentations.

Note: Alternative headline fonts may be used for promotional campaigns that require a particular look. However, this is only permissible with club approval.



BRAND PATTERN



PATTERN

BRAND GUIDLINES

Introduction:

The **Qarabag FK** A brand pattern creates more value than repetition. It ensures consistency between the various mediums and the continued relevance that can adapt and respond to its audience.

BRAND **BUSINESS CARD**



BUSINESS CARD

Design version

About

At the forefront of elegance and sporting prowess, presenting the new business card for Qarabag FK Football Club. Our commitment to excellence is now encapsulated in a design that seamlessly blends the spirit of football with contemporary aesthetics.

Logo and Emblem:

The iconic Qarabag FK crest takes pride of place, symbolizing the rich history and unwavering determination of the club. A sleek and modern rendition ensures that the emblem resonates with both tradition and progress.

Colors:

The vibrant colors of the Qarabag FK palette dominate the front side, exuding energy and dynamism. The deep red, black, and white hues create a visual impact that captures the essence of the club's indomitable spirit.

Note: The Qarabag FK Football Club business card is a visual masterpiece that combines tradition with innovation, strength with elegance. It not only serves as a convenient point of contact but also as a tangible symbol of the club's identity, encapsulating the essence of Qarabag FK in every detail. As you hold this card, you hold a piece of the passion and glory that defines one of football's most revered clubs



BUSINESS

BRAND GUIDLINES

Introduction:

Elevate your professional presence with the all-new **Qarabag FK** Football Club business card mockup. This sleek design seamlessly merges the spirit of football with contemporary aesthetics, embodying the club's rich history and unwavering determination.



BRAND ID CARD



ID CARD

BRAND GUIDELINES

Introduction:

Introducing the **Qarabag FK** Football Club ID card mockup – a symbol of belonging to the legacy of football excellence. Immerse yourself in the pride and strength of the club with this sleek design that harmonizes tradition and modernity.



ID CARD

FRONT VIEW

