



THE HEART OF FOOTBALL

We are EFC: The Heart of Football

For 20 years, we've worked to advance the game for the good of all — clubs, players and fans alike.

So wherever we show up in the world, we have to go all out to make sure we're capturing the spirit and inclusivity that's at the heart of who we are.

And we have to do it with consistency. Like a title-winning team, it's about putting in the work to make sure we meet our high standards every time we hit the pitch.

This document is your guide to achieving that. From tone of voice to logo application, design systems and best-in-class examples, you'll find everything you need to make sure we put our best foot forward, every time.

Brand Marks

Our primary logo lockup is the main expression of our brand. It combines the EFC wordmark, the Progression Ball symbol, and the full brand name to form a standout, unified identity.

This lockup is the most visible expression of who we are and should be used consistently across all key communications.

[DOWNLOAD ASSET](#)

DYNAMISM

The gradient element brings motion, and energy to our brand, capturing the pace and dynamism of the game and our community.

**IDENTIFIER**

The brand name on the outer ring acts as a clear identifier. A bold first step in building recognition and connection with our audience.

PROGRESSION

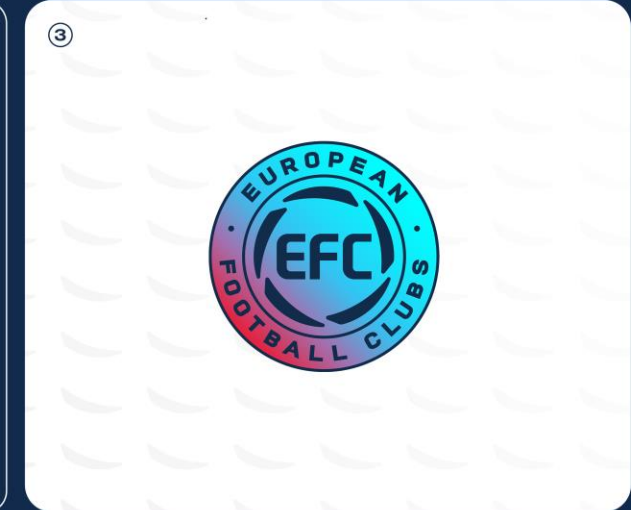
Five interlocking arrows come together mirroring the shape of a football, these symbolise the core values of the EFC; integrity, collaboration, excellence, inclusivity and forward thinking. It's a mark of how we move the game forward, together.

[DOWNLOAD ASSET](#)

Like the game itself, our identity is built on movement, energy and unity. The logo system embodies that spirit: dynamic, adaptable, and designed to perform across a range of environments.

This section lays out guidance on how and when to use each version of the mark across different backgrounds. Whether it's on a solid colour, a gradient, a pattern, or a photo, follow these principles to ensure we always show up with clarity, confidence and consistency.

- ① Background: Primary gradient
Logo: Colour Logo
- ② Background: Single colour
Logo: Colour Logo
- ③ Background: White Pattern
Logo: Colour Logo
- ④ Background: Imagery
Logo: Colour Logo
- ⑤ Background: Imagery
Logo: Single Colour Logo for dark images
- ⑥ Background: Imagery
Logo: Single Colour Logo for lighter images



CLEARSPACE

The logo clearspace is defined by the height of the primary Logo.

Large applications
X = 1/2 Logo Height



Small applications
X = 1/4 Logo Height



Extra small applications
X = 1/8 Logo Height



MINIMUM SIZE

To ensure clarity across all applications, always use the full-colour logo at recommended sizes. For small-scale applications, switch to the single colour lockups.

Gradient Lockups



Minimum Screen Size
70 x 70 px



Minimum Print Size
15 x 15 mm

Single Colour Lockups



Minimum Screen Size
70 x 70 px



Minimum Print Size
15 x 15 mm



Minimum Screen Size
50 x 50 px



Minimum Print Size
7 x 7 mm



Minimum Screen Size
30 x 30 px



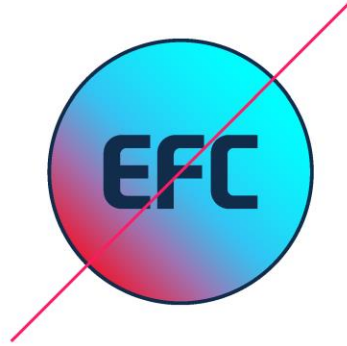
Minimum Print Size
5 x 5 mm

Simplified logos to be used only when full brand name is visible.

Please note that these versions are not yet cleared for use. For guidance, speak to the Brand Team.



× Never invert the Logo



× Never add, remove or change any part of the Logo



× Never rotate any part of the Logo



× Never scale the logo non-proportionally



× Never add transparency or texture to the Logo



× Never change the background colour of any part of the Logo



× Never change the colour of any part of the Logo

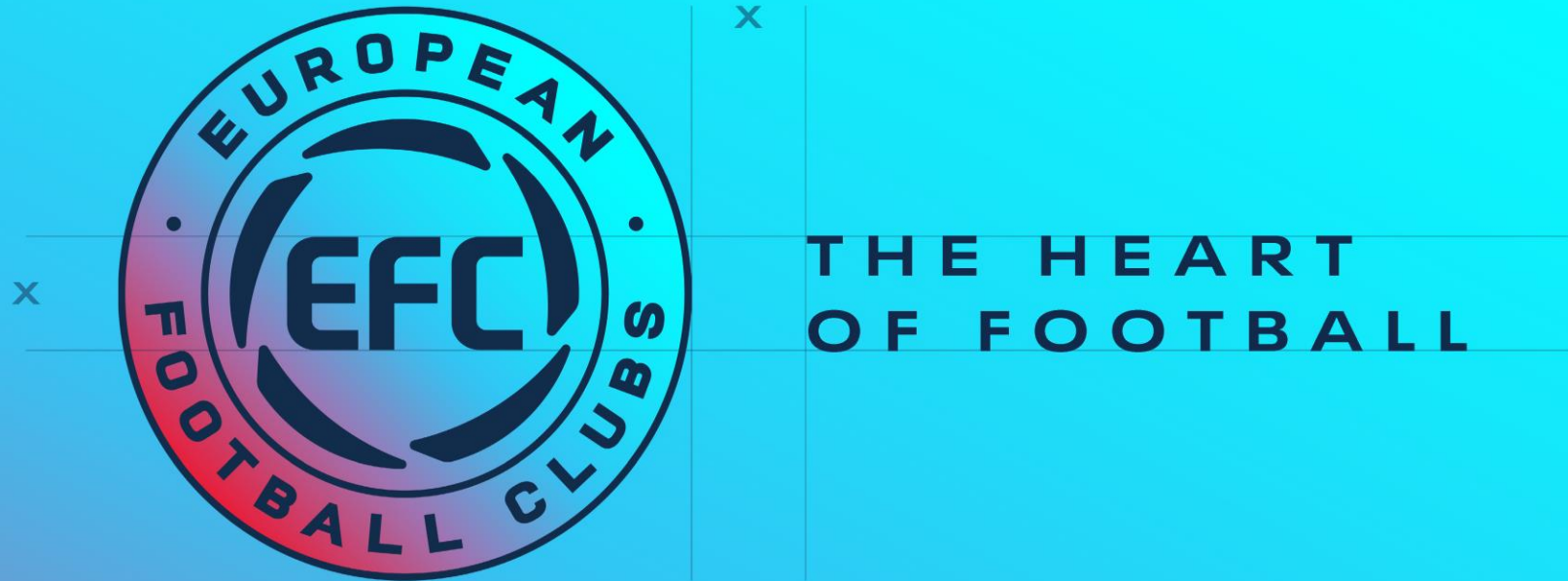


× Never crop the Logo

Our tagline reinforces the brand values and ethos of EFC.

As a powerful brand statement, it can be locked up with our brandmarks to strengthen the emotional connection.

Large applications
X = Wordmark Height



Small applications
X = Wordmark Height



Colour

Our colour palette is made up of Rivalry Red, Victory Blue, Strike Cobalt, Legacy Navy and Unity White, capturing the energy and heritage of club football.

These core brand colours are used across all touchpoints, from our logos and typography to gradients, patterns, kits, and digital environments. Each tone plays a distinct role in building recognition and delivering a bold, unified identity that stands out on and off the pitch.

**RIVALRY
RED**

Pantone
Rubine Red c

CMYK
0, 100, 50, 0

RGB
236, 27, 54

Hex
#EC1B36

**VICTORY
BLUE**

Pantone
298 c

CMYK
65, 0, 0, 0

RGB
50, 197, 244

Hex
#32C5F4

**STRIKE
COBALT**

Pantone
319 c

CMYK
70, 0, 15, 0

RGB
0, 255, 255

Hex
#00FFFF

**UNITY
WHITE**

CMYK
0, 0, 0, 0

RGB
255, 255, 255

Hex
#FFFFFF

**LEGACY
NAVY**

Pantone
7463 c

CMYK
100, 70, 0, 60

RGB
18, 44, 76

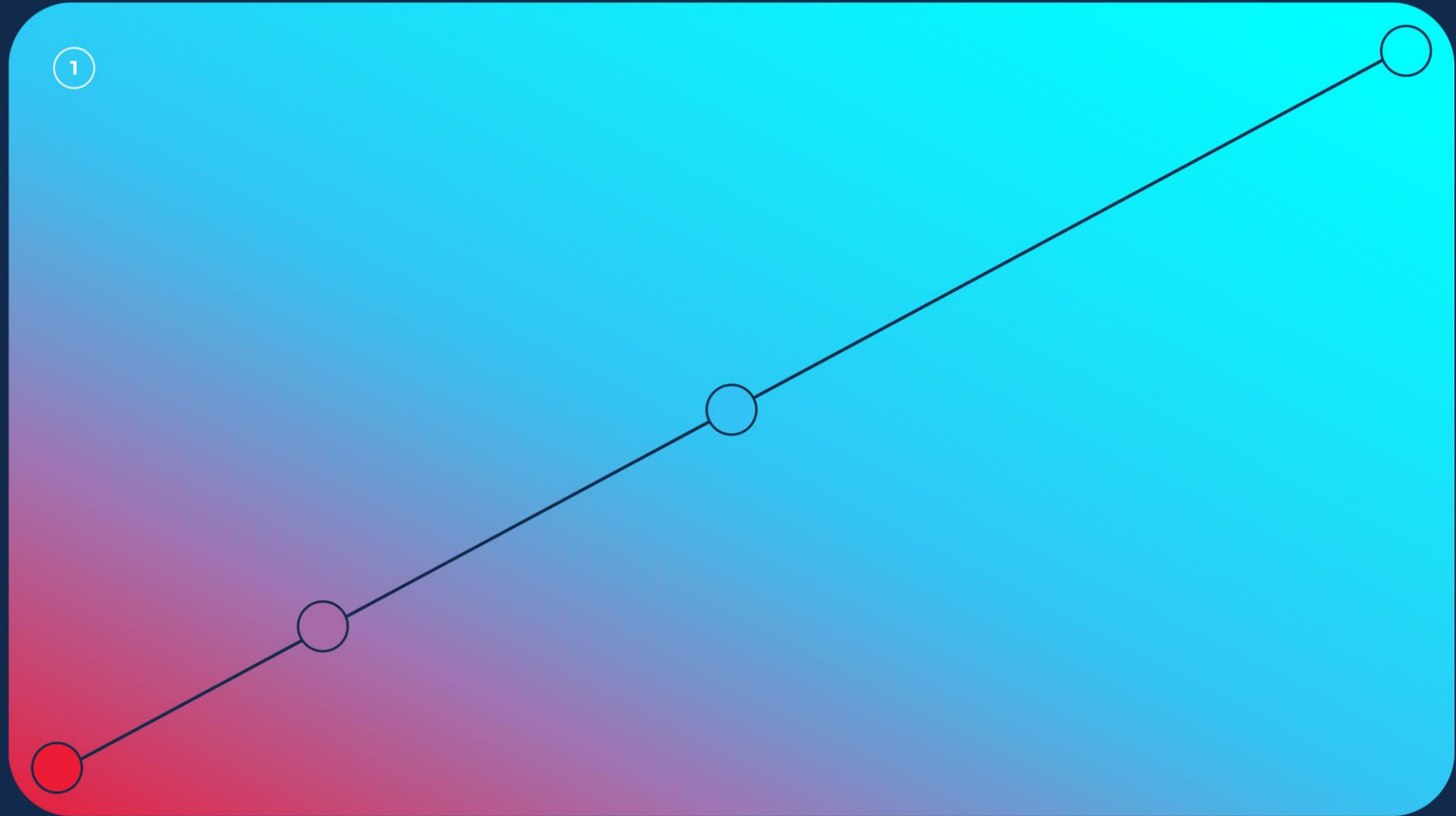
Hex
#122C4C

Gradient is a core element of our visual identity. It brings life, motion, and energy to our brand, capturing the pace and dynamism of the game and our community.

We use one gradient to suit different design needs:

DOWNLOAD ASSET

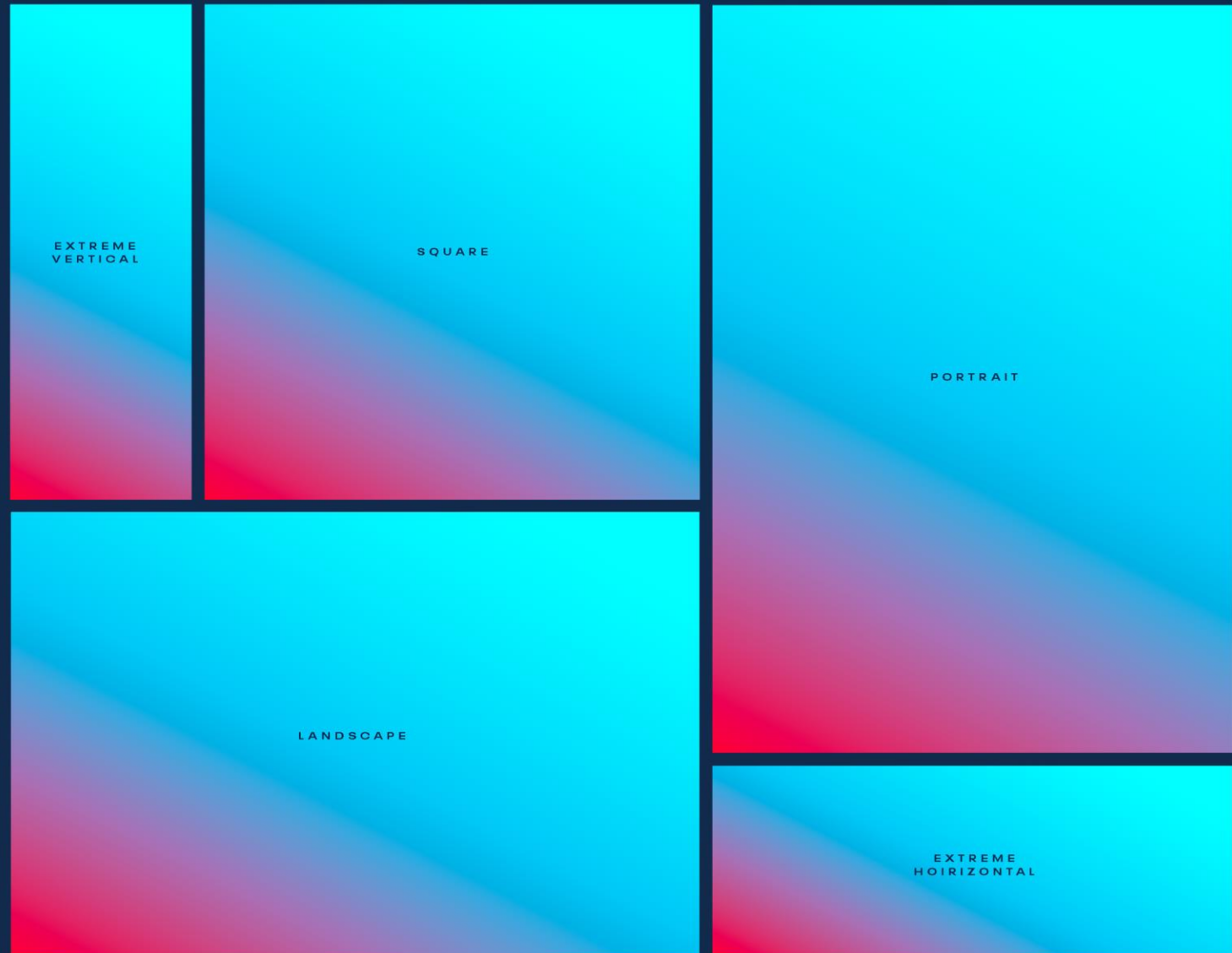
- 1 Gradient**
Bold, rich, and expressive. This is our most vibrant gradient, designed for high-impact brand moments where we want to make a statement and evoke emotion.



To ensure brand consistency when using our gradient asset, always apply the gradient at the pre-defined angle and with the exact colours specified in our guidelines.

The transition and colour ratios should never be altered; every asset must show the same balance and "feel" as originally approved.

Regardless of format—digital, print, or unconventional shapes—the gradient must keep its direction and proportion, adjusting only by natural cropping without distortion or stretching.





CONTACT

Insert Name (insert.name@efcfootball.com) for Brand Strategy
Insert Name (insert.name@efcfootball.com) for Guidelines
marketing@efcfootball.com for Guidelines and Usage/Approval