

# The Master Identity

---

Portrait & Landscape Identity



# Official Colours

---

## Colour Palette

As a general rule, use Process Colour (CMYK) in reproduction. Only in situations where Process Colour printing is not possible, you may choose to use the alternate Master Identity in PANTONE® colours as illustrated below.

When applying the Master Identity on a non-white background, please ensure the white areas within the Master Identity are reproduced as white.

The version of a grayscale Master Identity can be implemented for single colour production.

Please note that colour varies in shade and intensity according to the nature of the material or paper stock being used.



**Spot Colour**  
Pantone 485C  
**Process Colour**  
0C 100M 100Y 0K  
**RGB Colour**  
212R 46G 18B

**Spot Colour**  
Pantone 356C  
**Process Colour**  
95C 0M 100Y 25K  
**RGB Colour**  
0R 115G 54B

**Spot Colour**  
Pantone 012C  
**Process Colour**  
0C 5M 100Y 0K  
**RGB Colour**  
247R 217G 23B



**Spot Colour**  
Pantone 294C  
**Process Colour**  
100C 70M 0Y 0K  
**RGB Colour**  
0R 56G 130B

**Spot Colour**  
Pantone Black  
**Process Colour**  
0C 0M 0Y 100K  
**RGB Colour**  
0R 0G 0B



# Colour Usage & Identity Colour Iterations

## Official Master Identity Against Key Background Colours



White



Spot Colour  
Pantone 430C  
Process Colour  
5C 0M 0Y 45K  
RGB Colour  
140R 143G 145B



Spot Colour  
Pantone 1375C  
Process Colour  
0C 40M 90Y 0K  
RGB Colour  
250R 158G 13B

## Reversed Out Master Identity Against Key Background Colours



Spot Colour  
Pantone 294C  
Process Colour  
100C 70M 0Y 0K  
RGB Colour  
0R 56G 130B



Black



Spot Colour  
Pantone 485C  
Process Colour  
0C 100M 100Y 0K  
RGB Colour  
212R 46G 18B

# Examples Of Incorrect Usage Of CI Elements

Displayed below are examples of designs which do not follow the regulations of the AFF Suzuki Cup 2010 CI program. These examples do not represent all possible mistakes with designs. When using signs of various shapes and forms, pay particular attention to avoid making the mistakes noted below. All of the examples displayed below are not acceptable.

## INCORRECT

The two elements are placed incorrectly.



## INCORRECT

Proportions incorrect.



## INCORRECT

The colours have been used incorrectly.



## INCORRECT

White outlined logos are not permitted.  
Consider background colour to make logos stand out.



# Legal Notice

---

Legal Notice

