
Brand Identity Guidelines



Welcome to the brand identity guidebook!

This guide is a resource for designers, vendors, staff, management and anyone who is visually representing any of The Jordan Football Association entities - whether online, in print, or in person.

The graphic elements we use to represent JFA | Jordan National Team enable us to establish and maintain a clear, and unified identity, both within the JFA community and beyond. We developed these to both improve consistency and reduce costs associated with units having to develop their own visuals.

it is important to note that all visual representations and materials must receive approval before being published or disseminated. This approval process ensures that the brand guidelines and standards are upheld consistently. Therefore, prior to publishing any materials related to any of The Jordan Football Association entities, please seek approval from Production Department, You can reach out to them at **production@jfa.com.jo** for any clarifications, guidance, or assistance in this regard.

What is a Brand Guidebook?

Document Purpose

In essence, a brand guide is a document that dictates how a brand should be visually presented and communicated. This is crucial because brands that are consistent tend to have a greater impact on their audience, making them more valuable and often more trustworthy.

The primary advantage of a brand guide is that it enables several individuals to produce marketing and design materials that appear to have originated from a single perspective and vision. By providing clear guidelines, the subjective elements of design are eliminated, and a thorough brand personality is established, ensuring that everyone involved in the brand is committed to its success.

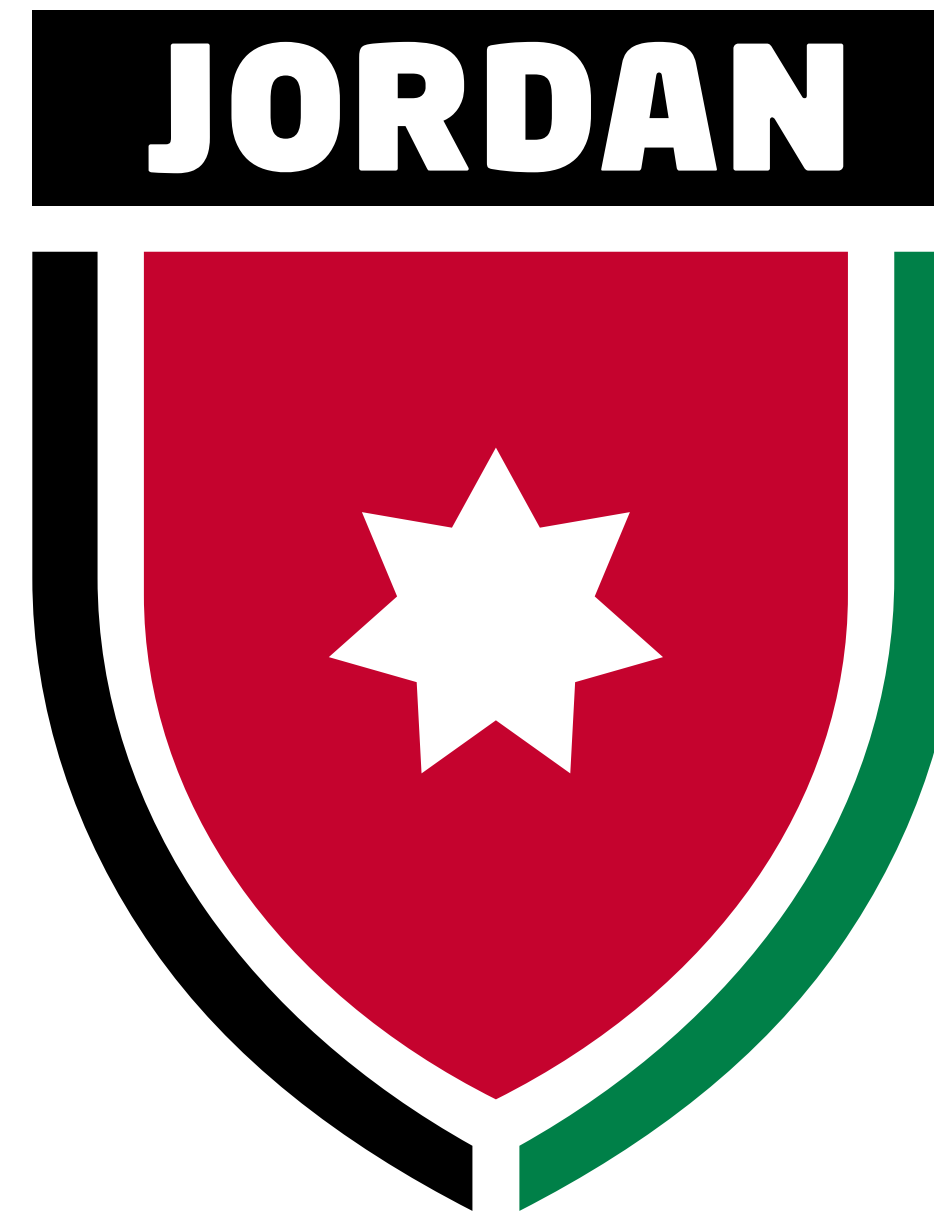
Document Use

Consider this document as the ultimate authority for the brand and adhere to its guidelines strictly. Whenever starting a new project, refer to this document as it should be at the core of every marketing and design piece that is produced.

Not only does this document provide direction on the brand's personality and vision for communication, but it also provides visual guidance on logo usage, brand Colours and typography.

Furthermore, this document encompasses not only design and publication aspects but also delves into a wide range of visual and physical elements, including color schemes for furnishings, interior and exterior design, paint selections, and more.

National Team Logo



National Team Logo

Creating a minimalist and contemporary look for the logo involves incorporating the Jordanian flag in a modern fashion. The bold outlines and dynamic edges of the star communicate a feeling of strength, determination, and skill, while the deep red color suggests passion.

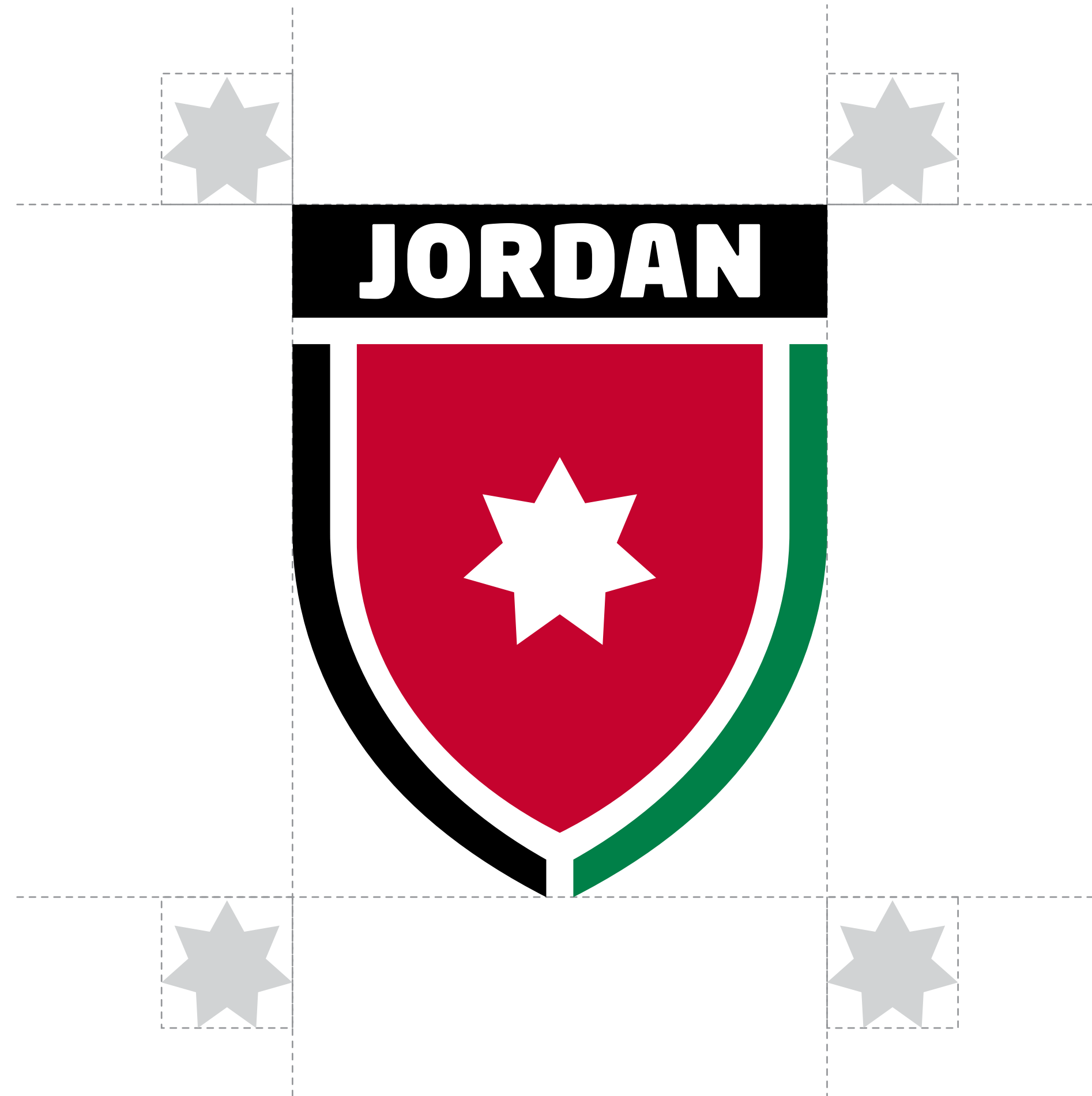
Additionally, the logo is shaped like a shield, symbolizing the team's resilience, strength, and steadfast defense.



Clear Space

The logo requires a designated area equivalent to the size of the seven-pointed star to guarantee optimal visibility and distinctiveness.

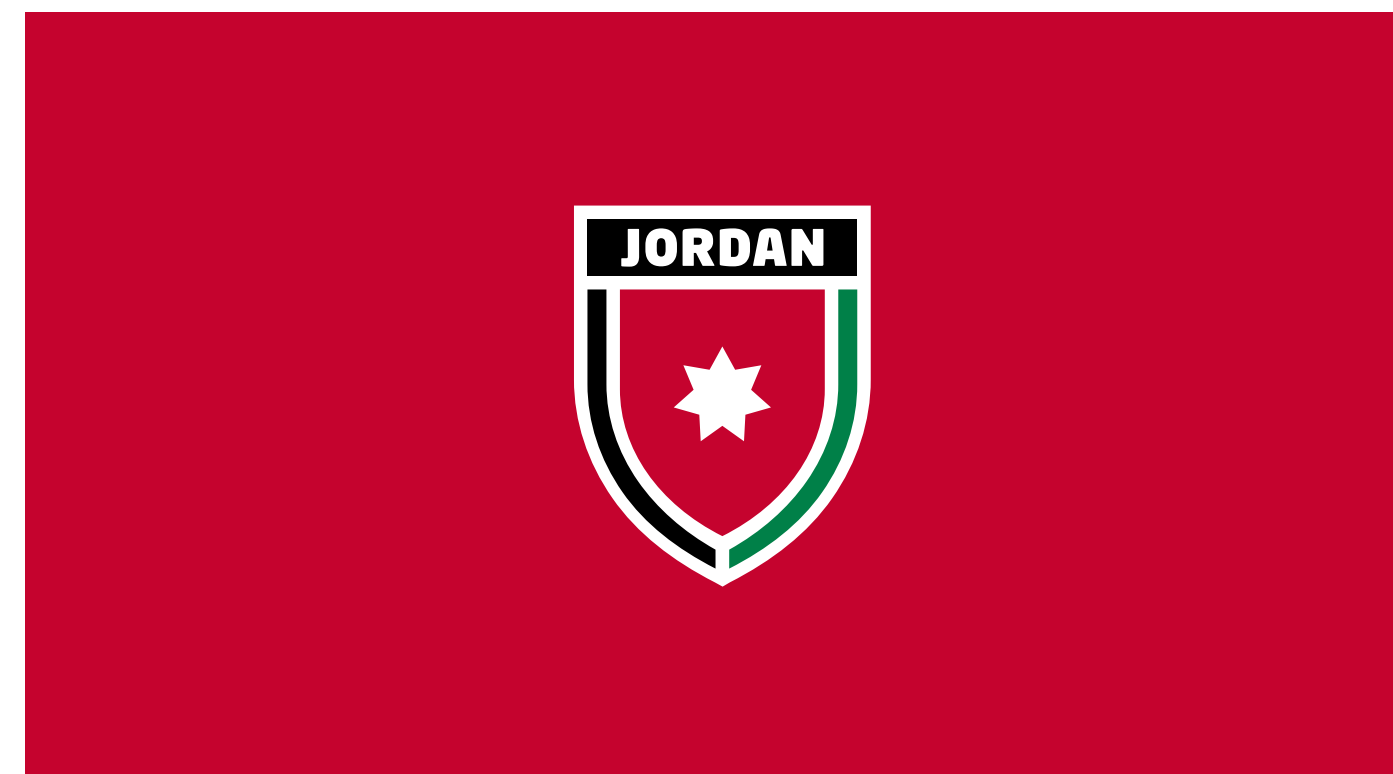
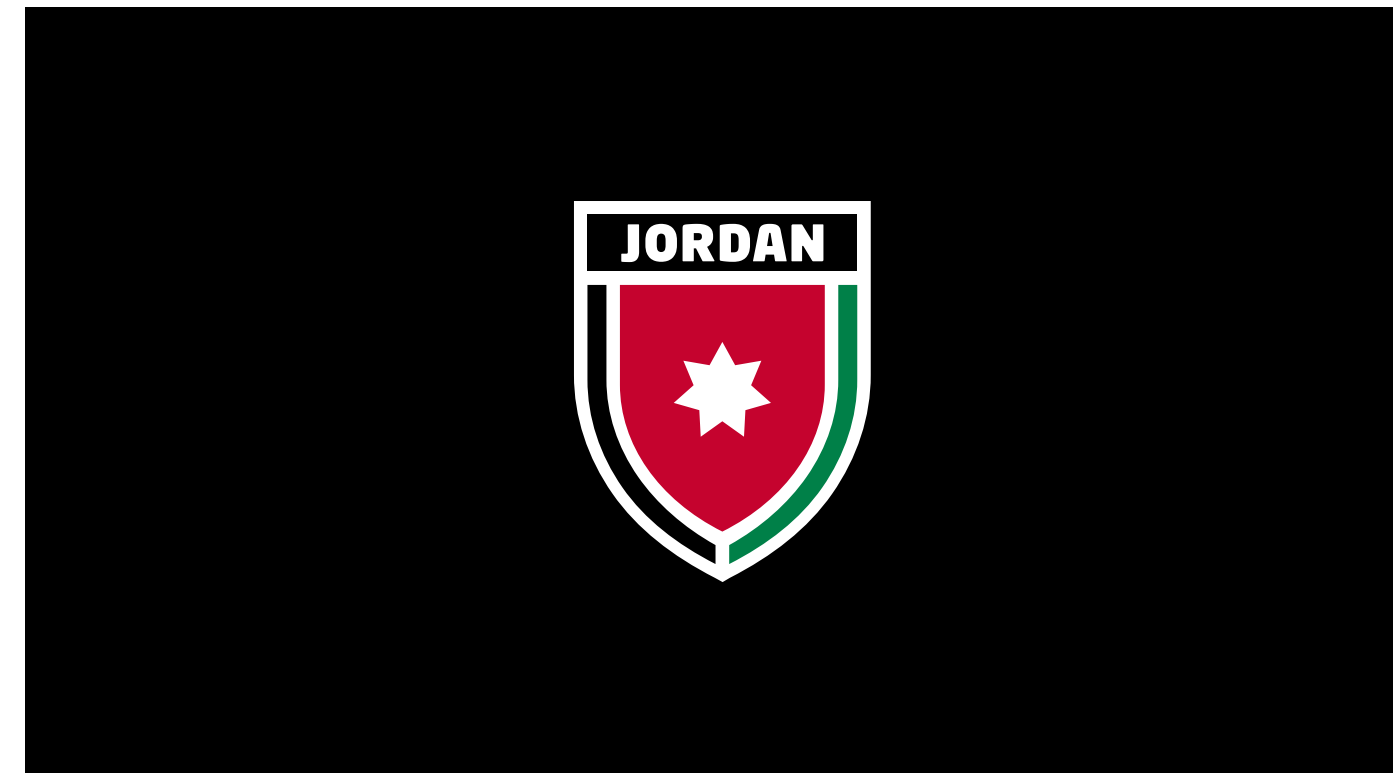
This clear space is essential for maintaining the integrity and impact of the logo's design.



Team Logo Background

The logo incorporates a white shield as its background, strategically chosen to enhance its compatibility when placed on colored backgrounds, excluding white.

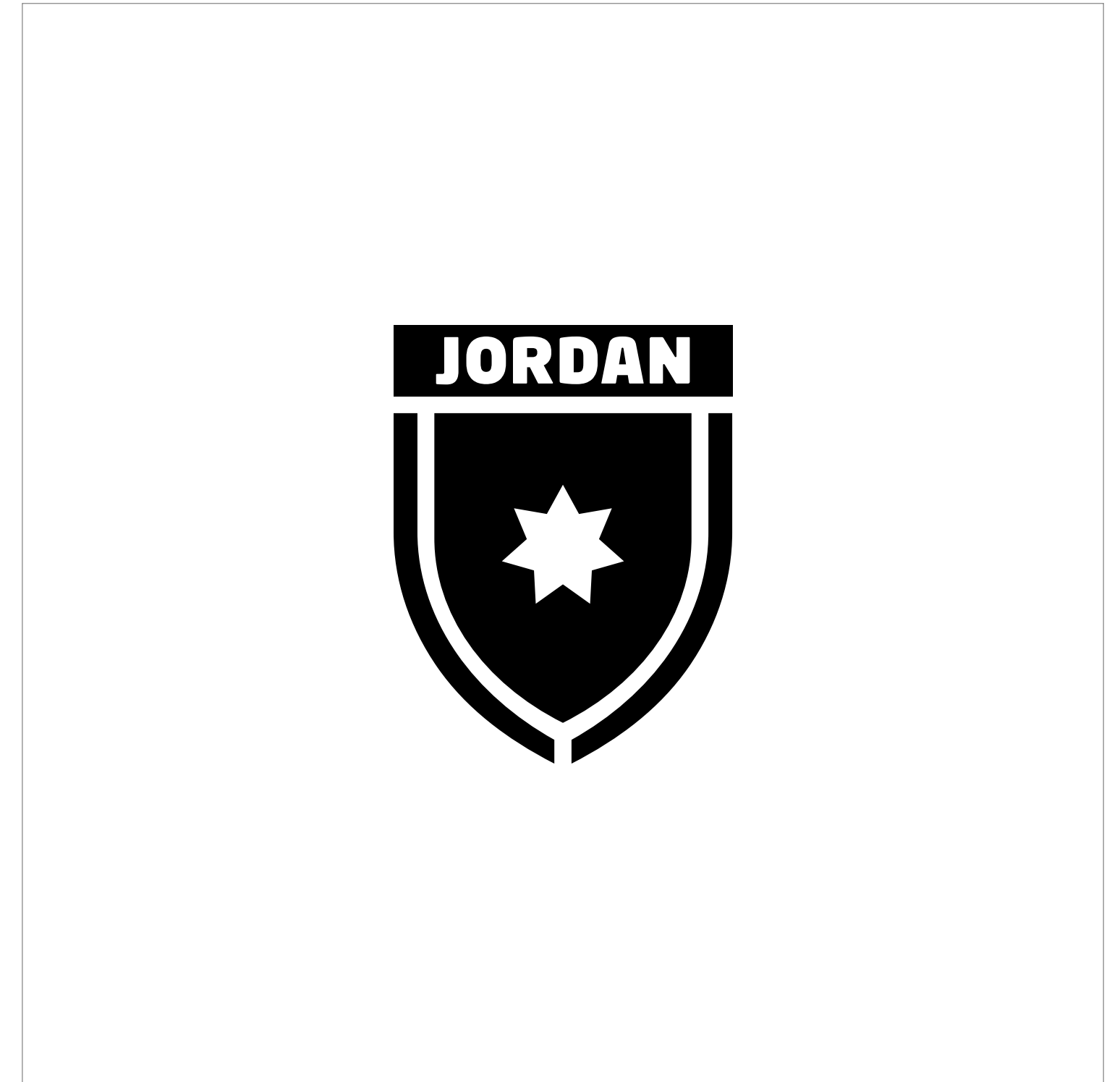
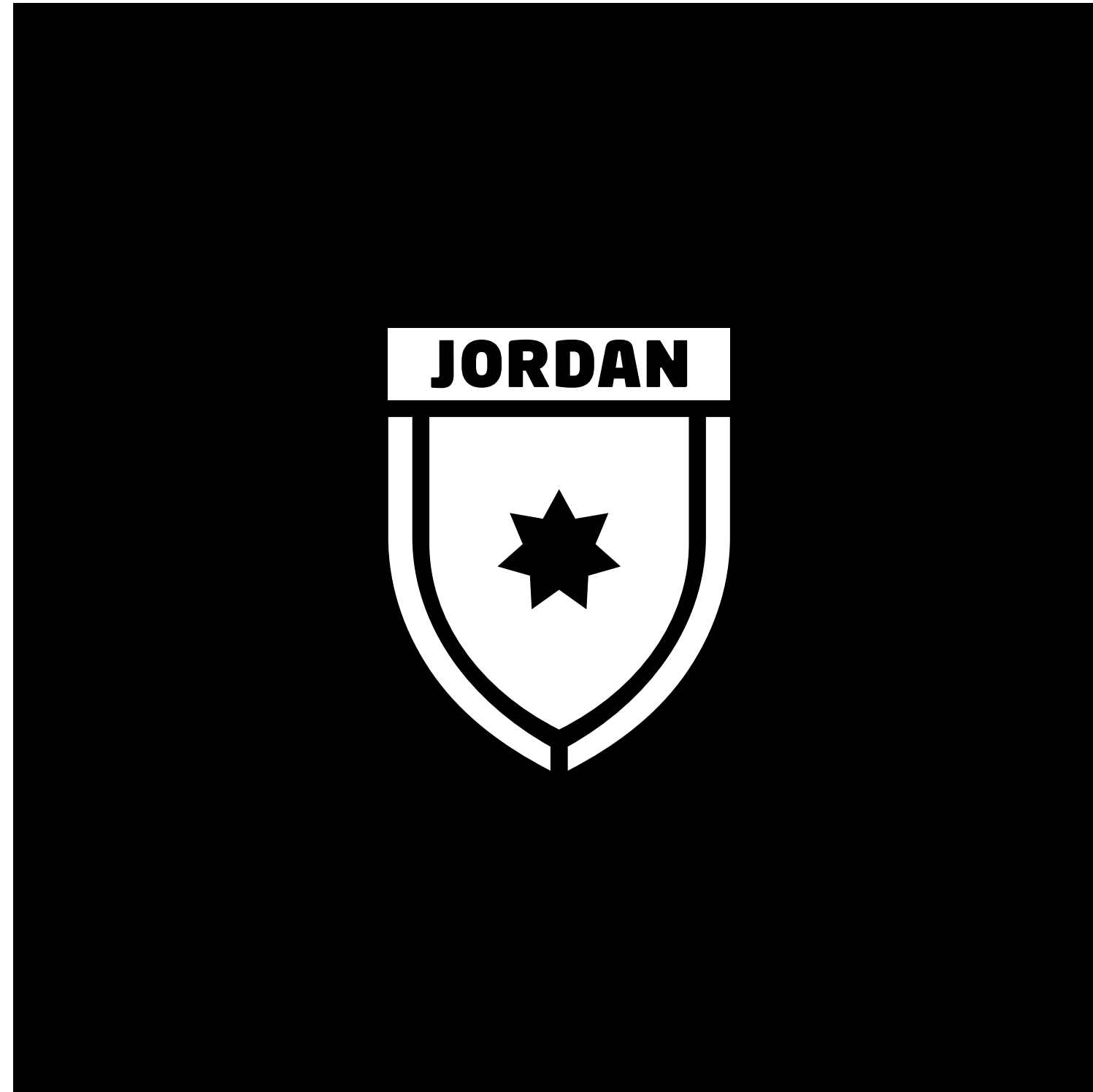
This deliberate choice not only complements the logo but also ensures its visibility and aesthetic appeal, irrespective of the backdrop color.





Black & White Mark

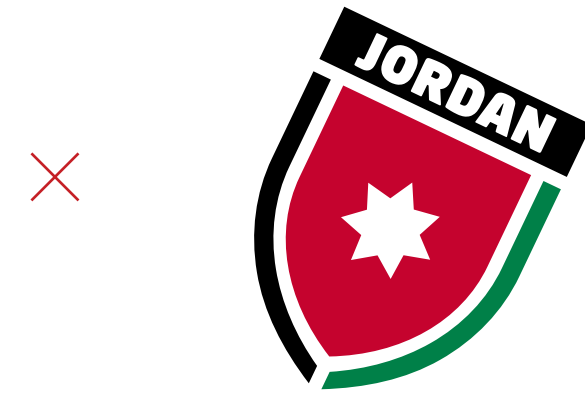
The logo is presented in monochromatic colors to illustrate its appearance in black and white, if necessary.



Logo Misusages

Logo in any variation can't be used in any of these example's shape or form.

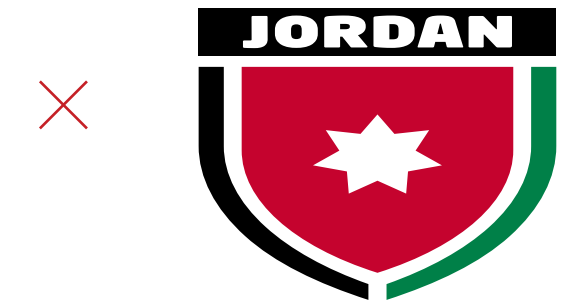
All the elements must comply with the basic guidelines.



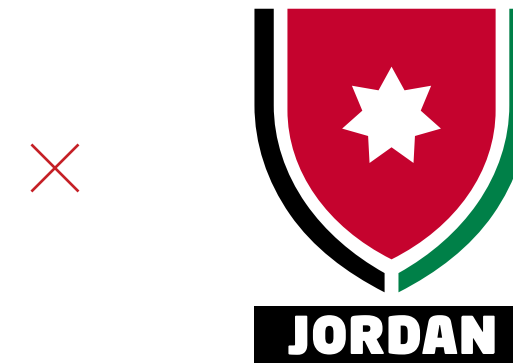
Do not rotate



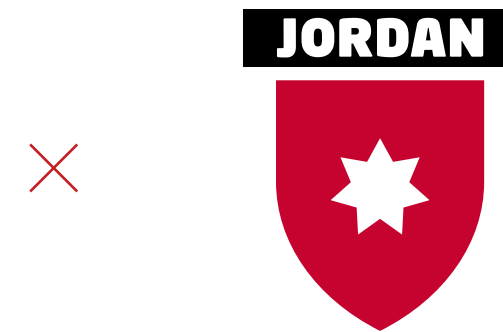
Do not change logos colors with none existing colors in the brand



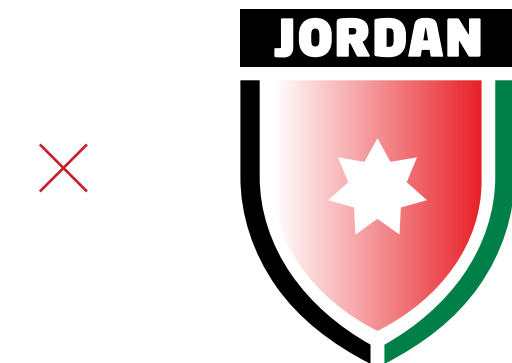
Do not distort



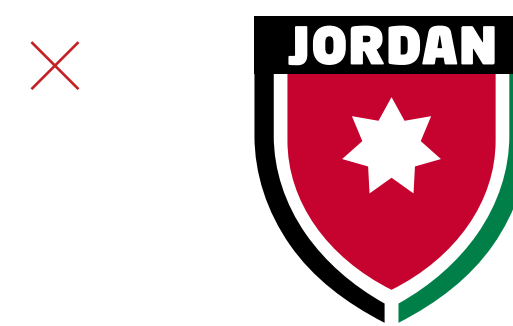
Do not replace elements



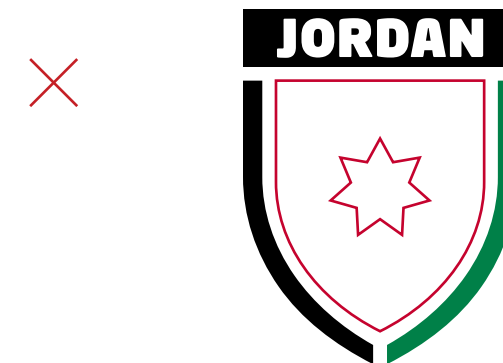
Do not remove elements



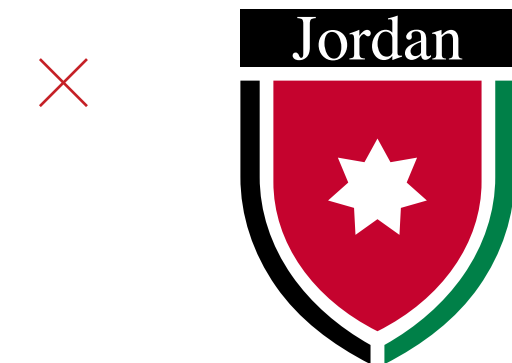
Do not use gradient



Do not overlap elements with vectors with no contrast



Do not outline the vectors



Do not change Fonts

JFA Logo



الاتحاد الأردني لكرة القدم
Jordan Football Association

JFA Logo

Creating a minimalist and contemporary look for the logo involves incorporating the Jordanian flag in a modern fashion. The bold outlines and dynamic edges of the star communicate a feeling of strength, determination, and skill, while the deep red color suggests passion.

Additionally, the logo is shaped in a circle, symbolizing the team's resilience, strength, and steadfast defense.



الاتحاد الأردني لكرة القدم
Jordan Football Association

Clear Space

The logo requires a designated area equivalent to the size of the seven-pointed star to guarantee optimal visibility and distinctiveness.

This clear space is essential for maintaining the integrity and impact of the logo's design.



Team Logo Background

The logo incorporates a white circle as its background, strategically chosen to enhance its compatibility when placed on colored backgrounds, excluding white.

This deliberate choice not only complements the logo but also ensures its visibility and aesthetic appeal, irrespective of the backdrop color.



Horizontal Logo

الاتحاد الأردني لكرة القدم
Jordan Football Association



Logo Misusages

Logo in any variation can't be used in any of these example's shape or form.

All the elements must comply with the basic guidelines.



Do not rotate



Do not change logos colors with none existing colors in the brand



Do not distort

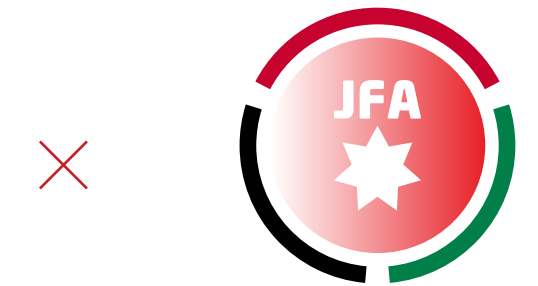
الاتحاد الأردني لكرة القدم
Jordan Football Association



Do not replace elements



Do not remove elements



Do not use gradient



Do not overlap elements with vectors with no contrast



Do not outline the vectors



Do not change Fonts



Thank you!