



ARGENTINA

Brand Book

INTRODUCTION

The Argentina National Football Team is not a brand that sells sport; it is a sacred institution that protects and projects the very soul of a nation. At its core beats an unwavering purpose: to guard the transcendent, unifying fire of Argentine football—a fire that turns jerseys into flags, matches into collective catharsis, and every fan into a co-author of a living myth. This blueprint reveals a brand that is at once fiercely traditional and boldly digital, weaving together grassroots federal inclusion with cutting-edge innovation, all in service of a single, sacred bond. It is the “Soulful Innovator”—a position no rival can replicate, built on emotionally honest storytelling, mythic continuity, and a deep, unbreakable trust. For Fervent Federico, Nostalgic Natalia, and Interactive Ignacio, Argentina offers not just a team to follow, but a story to inhabit and a ritual to shape. Its personality—the Passionate Guardian, the Fiercely Unifying, the Authoritative Ally—ensures that every interaction feels like a heartbeat. The world needs brands with soul, and Argentina answers that call with a roar that echoes from the Monumental to every cancha across the land. This is the guardian of the Albiceleste flame, and it will burn brighter for generations to come. La pasión más grande, la jugamos todos.

TABLE OF CONTENTS

Introduction

Brand Strategy

Strategic Imperative: Why We Lead With Aligned Identity

Our Strategic Position: A SWOT Analysis

The Competitive Field: Our Unique Position in the Market

Our North Star: Vision Statement

Our Guiding Compass: Mission Statement

Our Audience: The Protagonists of Our Story

Our Character: The Personality of Argentina

Our Voice: How Our Character Speaks

Our Creed: Core Values

Our Rallying Cry: Elevator Pitch

Activation & Governance: Signature Brand Plays

Activation & Governance: Leveraging the Brand as a Business Asset

Activation & Governance: The Brand Decision Filter

Visual Identity

Brand Logos

Color Palette

Typography

Imagery Guidelines

Layout & Composition

Contact Information

BRAND STRATEGY

STRATEGIC IMPERATIVE: WHY WE LEAD WITH ALIGNED IDENTITY



In an age of profound cynicism and institutional distrust, purpose is the ultimate currency of loyalty. Fans, partners, and employees no longer ask “what do you do?” but “why do you do it?” For Argentina, the imperative to lead with a **Purpose-Driven** identity is not a moral luxury; it is a ruthless commercial necessity.

When every major football federation offers trophies, stars, and digital content, the only sustainable differentiator is meaning. Argentina’s purpose—to guard the sacred fire of national identity through

football—transcends the transactional. It transforms a jersey into a flag, a match into a ritual, and a fan into a guardian. This depth of emotional connection creates a moat that no competitor can replicate, driving lifelong fan value, premium pricing power, and a talent pipeline drawn to something larger than a paycheck.

Purpose-driven brands enjoy higher growth rates and deeper trust reserves. For Argentina, this means that every commercial activation—from fan tokens to licensed merchandise—must be filtered through the lens of sacred stewardship. When we innovate, we do so not to extract value, but to deepen the bond. When we communicate, we narrate a national myth, not a season's campaign. This alignment turns passion into the world's most durable competitive advantage.

OUR STRATEGIC POSITION: A SWOT ANALYSIS



Strengths

- **Unrivaled Emotional Resonance:** The Albiceleste is not just a team; it is a living, breathing part of the Argentine identity, evoking an almost religious devotion that no rival can match.
- **Digital Innovation Prowess:** With AFA Estudio, fan tokens, and a seamless e-commerce ecosystem, Argentina leads the pack in transforming digital tools into intimate fan connections, not gimmicks.
- **Federal Inclusivity:** The Consejo Federal structure ensures that the brand is genuinely national, giving every province a stake and diluting any perception of Buenos Aires elitism.

Strategic Guidance: Leverage these strengths to double down on purpose-driven narratives. Let the emotional depth be the filter for all commercial decisions, and use the federal network to source and

amplify authentic local stories, creating an unbreakable bond across the nation.

Weaknesses

- **Volatile Fan Passion:** The same intensity that fuels loyalty can quickly turn to destructive criticism during downturns, threatening institutional stability.
- **Institutional Tension:** Balancing the raw, chaotic spirit of Argentine football with the structured demands of modern governance creates an ongoing internal friction.
- **Underleveraged Women's Narrative:** Despite a growing global focus, the women's team's story of resilience and aspiration remains largely untold, leaving emotional and commercial value on the table.

Strategic Guidance: Mitigate volatility by embedding resilience narratives into the core storytelling—frame setbacks as preludes to redemption. Formalize the governance structure in a way that honors passion while ensuring stability, and launch a dedicated women's football initiative that mirrors the men's storytelling machinery.

Opportunities

- **Deepen Digital Sanctum:** Use AI, AR, and immersive experiences to turn passive viewership into active co-creation, making every fan a protagonist in the living myth.
- **Export the Cultural Stewardship Model:** Position Argentina as a global thought leader on fan engagement and purpose-driven sport, opening up speaking, consulting, and content licensing revenue streams.
- **Women's World Cup Quest:** Frame the women's team's journey as the next great national redemption epic, attracting new audiences and sponsors.

Strategic Guidance: Act on these by creating a dedicated innovation lab that prototypes purpose-driven digital experiences, and establish an annual "Soul of Football" summit that showcases Argentina's unique approach to the world.

Threats

- **Commercialization Creep:** The pressure to monetize digital assets and global appeal risks diluting the sacred, authentic passion that defines the brand.
- **Rival Institutionalization:** Competitors like the CBF are rapidly professionalizing their media and governance, which could eventually narrow the emotional differentiation gap if Argentina loses its edge.
- **Corruption or Governance Scandal:** Any whiff of financial or ethical misconduct would shatter the guardian mystique, given the brand's identity is built on sacred trust.

Strategic Guidance: Defend by establishing an internal "Purpose Council" with veto power over any commercial initiative that threatens the sacred bond. Proactively publish an annual "State of the Soul" transparency report to cement institutional integrity as a pillar of the brand.

THE COMPETITIVE FIELD: OUR UNIQUE POSITION IN THE MARKET



The Competitive Players

The global football federation landscape is dominated by institutions that lean heavily on either administrative authority or educational rigor. Understanding their playbooks reveals the empty space that Argentina can claim.

- Confederação Brasileira de Futebol (CBF): The CBF projects an image of polished, corporate prestige anchored by the emotional legacy of the Seleção. Its communications emphasize governance, high-performance development, and a data-driven, media-savvy modernity. Their Playbook: Use the Seleção's mythic status as a backdrop for institutional credibility, wrapping rigorous training and

corporate partnerships in a glossy, authoritative aesthetic. The Customer Compromise: Fans must accept that the “beautiful game” is increasingly filtered through a corporate lens, where passion is celebrated but packaged for professional consumption rather than lived as a visceral, collective ritual.

- Fédération Française de Football (FFF): The FFF behaves as a national educational steward, with a laser focus on training, certification, and social responsibility. Its identity is built on a “global training method” and state-aligned diplomas, projecting stability, inclusivity, and methodical competence. Their Playbook: Position football development as a national service, leveraging institutional rigor and a structured pathway from grassroots to elite to command trust and legitimacy. The Customer Compromise: Fans and stakeholders gain a reliable, high-quality system, but at the cost of an emotionally charged, mythic connection. The experience feels functional, civic, and admirable—but rarely transcendent.

The Prevailing Customer Compromise

The market’s dominant compromise is a false choice: either you get the soulful, raw passion of football, or you get a professionally managed, transparent institution. The CBF offers spectacle wrapped in corporate sheen, while the FFF provides educational excellence with the heart of a technocracy. No major federation is truly owning the intersection of sacred, participatory emotion and modern institutional integrity. The result is a global audience that hungers for a brand that feels both mythic and trustworthy, both wildly passionate and operationally sound.

Our Differentiated Position

Argentina rejects both playbooks outright. Against the CBF’s polished corporate authority, Argentina offers gritty, visceral, “we all play” co-creation. Against the FFF’s educational functionalism, Argentina offers a living mythology where every match is a ritual and every fan is a guardian of the flame. By fusing the primal, untamed passion of Argentine culture with a digitally-empowered, transparent stewardship, Argentina claims the unoccupied territory of the **Soulful Innovator**—a brand that proves institutional excellence can amplify, not sanitize, the sacred fire of the sport.

OUR NORTH STAR: VISION STATEMENT



A Vision Statement is the brand's "postcard from the future"—a concrete, aspirational picture of the world we will create. It is not a financial target; it is a narrative of transformation that inspires and aligns all stakeholders.

A Nation United, A Global Soul

By 2036, the Argentine Football Association will have deepened the sacred bond between the albiceleste and every Argentine, turning football into an even more powerful force for national unity and global connection. We will achieve this by making our digital ecosystem the world's most immersive and participatory fan experience, where every supporter feels like a co-creator of the team's journey.

Measurable outcomes we will see:

- The women's national team will lift its first FIFA World Cup, completing a new epic of redemption.
- Our fan token community will exceed 10 million engaged members worldwide, setting the standard for digital loyalty.
- Every province in Argentina will host at least one major AFA event per year, reinforcing our federal soul.

This is a future where the past's glory fuels tomorrow's dreams, where innovation honors tradition, and where the passion of a nation becomes a beacon for the world.

Strategic Counsel: This Vision must act as the ultimate filter for capital allocation. Every investment—whether in youth academies, digital platforms, or women's football—must be justified against its contribution to this 2036 picture. At C-suite and board meetings, the first question should be: “Does this decision bring us closer to being a nation united and a global soul?” The Vision should also headline all internal communications and investor briefings, reminding every stakeholder that we are not merely running a sports organization—we are building a legacy.

OUR GUIDING COMPASS: MISSION STATEMENT



The Mission Statement is the active, daily plan that makes the Vision a reality. It defines what we do every morning to move the world toward that future state.

We are stewarding Argentina's football soul by uniting fans through elite performance, immersive digital storytelling, and inclusive grassroots programs — ensuring every Argentine, from Jujuy to Tierra del Fuego, lives the passion daily.

Strategic Counsel: This Mission translates directly into operational priorities. For the product roadmap, it means investing in AFA Estudio content formats that turn every provincial tournament into a national story. For KPI setting, it means tracking not just revenue but “fan co-creation metrics”—token engagement, content shares, and participatory voting turnouts. Every department, from marketing to

logistics, must ask: “Are we delivering elite performance, immersive storytelling, and federal inclusion in our work today?” For example, the merchandise team should design jerseys not as apparel, but as wearable chapters of a continuous national narrative, complete with QR codes linking to the player’s local origin story.

OUR AUDIENCE: THE PROTAGONISTS OF OUR STORY



Argentina's audience is not a target to be captured; they are the protagonists of our living epic. They complete the story, and our role is to give them the tools, platforms, and moments to become heroes in their own right.

Fervent Federico

A Narrative Sketch: Federico owns a small café in the San Telmo neighborhood of Buenos Aires. His walls are a mosaic of blue and white: scarves, signed photos, a vintage '86 Maradona jersey. He has had the same season ticket for 25 years and knows everyone in his section by name. On match days, the café is a shrine—strangers become family, and every goal feels like a personal blessing. Football is not a

hobby; it is the oxygen of his social and emotional life.

Goals & Motivations

- To feel an unbroken connection to the team's history and its future.
- To see his local, everyday passion reflected in the institution's decisions.
- To pass his love of the Albiceleste to his grandchildren.

Pain Points & Frustrations

- Fear that commercialization will turn the sacred jersey into just another piece of merchandise.
- Feeling alienated when events or content seem exclusively focused on global markets.
- Frustration with bureaucratic language that distances the institution from the terrace.

Relationship with Brand: Federico wants a guardian—an institution that treats the jersey with the same reverence he does, and that includes him in the narrative.

Nostalgic Natalia

A Narrative Sketch: Natalia is a software engineer living in Barcelona. She left Argentina for opportunity a decade ago, but her heart stayed behind. She wakes up at dawn to stream matches, tears streaming during the anthem. For her, the Albiceleste is a lifeline to her identity; wearing the jersey on game day is an act of defiance against homesickness. She craves content that bridges the distance and lets her actively participate in the ritual from afar.

Goals & Motivations

- To feel physically present and emotionally included in the match-day ritual.
- To share her pride and identity with her international friends and colleagues.
- To have authentic, behind-the-scenes access that makes her feel like an insider.

Pain Points & Frustrations

- Feeling like an afterthought when digital experiences are locked to geographic regions.
- Generic, repackaged content that lacks the intimate, raw energy of home.
- Missing out on the collective catharsis that happens in Argentine plazas post-victory.

Relationship with Brand: Natalia seeks a bridge—a constant, digital tether that turns her diaspora loneliness into shared celebration.

Interactive Ignacio

A Narrative Sketch: Ignacio is a university student in La Plata, a Gen Z creator with a modest but devoted following on TikTok and Twitch. He lives for the Albiceleste, but on his terms—he reacts, he remixes, he creates. He wants to be more than a spectator; he wants to shape the fan experience and have his voice matter. To him, the brand is cool only if it lets him inside the creative process.

Goals & Motivations

- To co-create content and influence real team rituals.
- To be recognized as a legitimate voice within the fan community.
- To access exclusive digital assets that he can use in his own storytelling.

Pain Points & Frustrations

- One-way communication that treats him as a passive consumer.
- Lack of tools to repurpose official content legally and creatively.
- Tokenization efforts that feel like cash grabs without participatory value.

Relationship with Brand: Ignacio wants a collaborator—an institution that hands him the keys to the myth and trusts him to amplify it.

Synthesized Strategic Counsel

The golden thread uniting Federico, Natalia, and Ignacio is a shared hunger for **sacred participation**. They do not just want to watch; they want to belong, to co-author the living story of the Albiceleste.

Every persona seeks an active role: Federico through local ritual, Natalia through distant intimacy, Ignacio through creative influence. Our entire messaging architecture must pivot from “we tell you the story” to “you are the story.” Campaigns should invite fans to submit their pre-game rituals, vote on content themes, and co-design limited-edition merchandise. This transforms the audience from passive supporters into an army of brand guardians.

OUR CHARACTER: THE PERSONALITY OF ARGENTINA



Brand Personality is the set of human characteristics that brings strategy to life. It is the consistent, recognizable character that makes every interaction feel familiar and trusted. For Argentina, that character is a fusion of reverent guardian and passionate companion.

Argentina's Personality Traits:

- **Passionate Guardian:** Treats every interaction as a sacred trust, protecting the legacy of the Albiceleste. When launching digital tokens, frames them as tools for deeper devotion, not commercial gimmicks.
- **Fiercely Unifying:** Acts as a bridge across Argentina's diverse regions, integrating provincial voices

and ensuring every Argentine feels represented.

- **Emotionally Honest:** Never sanitizes the raw passion; acknowledges pain after defeats and uses setbacks as fuel for future triumph.
- **Digitally Fearless:** Embraces cutting-edge technology to amplify connection, not replace it, turning data into intimacy.
- **Mythic Storyteller:** Weaves a continuous saga linking past legends to present heroes, making every match a chapter in a timeless epic.
- **Authoritative Ally:** Commands respect as the governing body but speaks as a confidant, erasing hierarchy with inclusive language.

Strategic Counsel: This personality builds an emotional moat that competitors cannot cross. It transforms transactional moments—buying a ticket, watching a video—into relational investments. To activate, every team member must internalize these traits and ask: “Would the Passionate Guardian approve this?” For example, the customer support team should respond to complaints not with corporate detachment, but with the warm, fierce protectiveness of a fellow fan who shares the pain.

Personality DO	Personality DON'T
Frame fan tokens as a “sacred bond deepening tool.”	Sell fan tokens as “limited-edition digital assets for profit.”
Celebrate a loss by sharing a documentary of the team’s resilience journey.	Issue a sterile press release citing “areas for improvement.”
Use the Consejo Federal to co-create a match-day playlist with input from every province.	Announce a major event only in Buenos Aires without regional consultation.
Release behind-the-scenes footage that shows a player’s tears after a defeat, framed as fuel.	Only post winning locker-room celebrations, avoiding emotional lows.

OUR VOICE: HOW OUR CHARACTER SPEAKS



Tone of Voice is the verbal expression of our Personality. It is not what we say, but how we say it—the rhythm, the warmth, the word choices that make our communications unmistakably Argentine.

Core Tone

Speak with the voice of a guardian: reverent of the sacred Albiceleste legacy, yet bold in shaping its future. Our words must feel like a shared heartbeat between the institution and every fan. The emotion is raw and celebratory, never timid. We are authoritative because we carry the weight of history, but personal because we know this passion belongs to everyone.

Use active verbs that convey action and emotion. Prefer “we carry” over “we are committed to”.

Use precise, sensory language: “the roar of the Monumental”, “the sky-blue that unites a continent”.

Avoid corporate clichés (“driving excellence”, “leveraging passion”). Instead, speak in metaphors of pilgrimage, fire, and family. The tone should oscillate between poetic declaration and direct, punchy truth.

Do’s and Don’ts

Do: Frame national pride as a living, breathing force.

- Example: “Every player wears more than a jersey — they wear the hopes of every Argentine who ever kicked a ball on a dirt pitch.”
- Instead of: “The team represents Argentina with pride.”

Do: Use inclusive language that blurs the line between team and fan.

- Example: “We don’t just watch the game. We play it. In every corner of the country, in every heart.”
- Instead of: “The fans support the team.”

Don’t: Use passive, bureaucratic phrasing.

- Instead of: “The association is dedicated to promoting football.”
- Say: “We protect the game that unites us.”

Don’t: Overuse adjectives like “passionate” — show it through verbs.

- Instead of: “Our passionate fans inspire us.”
- Say: “Our fans roar us forward.”

Do: Reference history as a living part of the present.

- Example: “The 1986 spirit lives in every counterattack. The 2022 hunger drives every tackle.”
- Instead of: “We have won three World Cups.”

Don’t: Sound like a commercial brand. Avoid salesy language.

- Instead of: “Shop the new collection for ultimate style.”
- Say: “Wear the colors that have written our story.”

Channel Adaptations

Social Media (Instagram, Twitter, TikTok): Short, rhythmic, often using Spanish phrases for authenticity. Use exclamation points and emojis sparingly — one per post at most. The voice is immediate and celebratory, like a friend shouting from the stands.

- Example tweet: “¡Vamos! Once more, the world watches as we write our next chapter. #SeleccionArgentina”

Website & Manifesto: More expansive, with poetic paragraphs. Use headings and bold for key emotions. This is where we articulate the soul of the brand.

- Example: “Football in Argentina is not a pastime. It is a pact. A bond between generations that grows stronger with every pass, every tackle, every star on our crest.”

Press Releases & Official Statements: Maintain formal structure but infuse with emotional framing. Start with the human impact, then state the facts.

- Example: “Today, we reaffirm our commitment to transparency — because the love of millions demands nothing less. We have implemented new governance protocols to ensure the sacred trust is never broken.”

Customer Support: Warm, respectful, and efficient. Mirror the fan’s passion but stay helpful. Use phrases like “we understand the pride you feel” and “let’s make sure your experience honors that.”

Example Sentences

- “The blue and white stripes are not just a design. They are the flag of a nation that breathes football.”
- “We build the future by honoring the past, one goal at a time.”
- “From the streets of Rosario to the world stage, every touch of the ball is a touch of magic.”

Strategic Counsel: Voice makes personality tangible and memorable. To deploy it, build a “voice cheat sheet” for every department. For social media managers, the rule is: “If it doesn’t sound like something a passionate guardian would shout or whisper, rewrite it.” For press release writers: “Lead with the soul, follow with the facts.” Regular voice audits using random sampling of communications will ensure consistency. For instance, when launching a new digital archive feature, the marketing copy must say “Step inside our shared memory,” not “Access our historical database.”

Voice DO	Voice DON'T
Tweet: “Your heartbeat is our rhythm. Let’s write tonight’s chapter together.”	Tweet: “Engage with our brand during the match using the official hashtag.”
Website: “We carry a century of dreams in every stitch of the Albiceleste.”	Website: “The AFA has a long and storied history of success.”
Press Release: “We heard the roar of the provinces, and we are answering—today we announce the decentralization of our training camps.”	Press Release: “The federation is implementing a strategic regional outreach initiative.”
Support Email: “Your frustration is ours. Let’s fix this together so you can get back to what matters: cheering your heart out.”	Support Email: “We acknowledge your complaint and will process it within 3-5 business days.”

OUR CREED: CORE VALUES



Core Values are the non-negotiable principles that guide every decision when the playbook runs out. They are the DNA-level rules that ensure we never drift from our purpose.

- Our Flame: The visceral, almost sacred passion that drives everyone connected to the Albiceleste. This value demands that every decision honors the emotional weight of the jersey and the millions who live and die with every match. In practice, it means we prioritize deep fan connection over short-term revenue, tell stories that mythologize our heroes, and protect the rituals that make match days a national catharsis. Decision filter: Does this decision amplify or diminish the emotional fire of our people?
- One Strip: The unbreakable unity that cuts across geography, class, and generation. This value

means we are a federal family, not a Buenos Aires elite. We actively decentralize events, invest in grassroots across all provinces, and ensure every Argentine feels ownership of the team.

Decision filter: Does this decision bring the nation together or create division?

- **Soulful Innovation:** Modernity in service of the sacred. We embrace digital tools, blockchain, and cutting-edge content not as ends in themselves, but as ways to deepen the bond between the team and its people. Innovation must never commodify the soul of the game; instead, it should make the myth more accessible, more intimate, and more alive. Decision filter: Does this innovation enhance our emotional connection, or does it replace it with commercial noise?
- **Rigorous Play:** Excellence through discipline, transparency, and high standards in every aspect of the organization. From the training ground to the boardroom, we demand competence, ethical governance, and a relentless pursuit of quality. This value ensures that the passion is supported by a foundation of integrity and professionalism. Decision filter: Does this action meet the highest standard of competence and fairness?

Strategic Counsel: Embed these values into hiring and daily operations. During recruitment, use value-aligned scenarios: “Tell us about a time you had to choose between a profitable shortcut and the long-term trust of your community.” In performance reviews, tie bonuses to demonstrated value embodiment, not just financial results. For example, a marketing manager might be evaluated on how many fan rituals (Our Flame) they amplified versus how many sales they drove. The values should be printed on every employee’s ID badge and form the opening of every strategic meeting.

OUR RALLYING CRY: ELEVATOR PITCH



The Elevator Pitch distills the brand into one compelling invitation any team member can deliver in under a minute. It is the verbal handshake that sparks curiosity and communicates our unique value.

For the millions who live and breathe Argentina's sky-blue and white, the AFA is the guardian of that sacred passion. We unite a nation through football's most emotional stories, blending our legendary legacy with bold digital innovation to turn every fan into a true protagonist of the Albiceleste journey.

Strategic Counsel: Adapt this pitch for different teams while keeping the core essence. For the sales team, it becomes an opening line: "We help sponsors become part of a sacred national story, not just a logo on a shirt." For hiring, it frames the opportunity: "Join an organization where your work directly

protects and amplifies the soul of a nation.” For investor relations, it connects purpose to premium: “We turn the world’s most intense emotional bond into sustainable fan loyalty and diversified revenue.” The key is that the guardian identity must remain unmistakable, whether speaking to a potential employee or a global partner.

ACTIVATION & GOVERNANCE: SIGNATURE BRAND PLAYS



A brand is not defined by its statements but by its actions. The following Signature Brand Plays are unique, memorable initiatives that only Argentina could execute, designed to authentically express our personality, deliver on our mission, and provide tangible value to our audience.

Play 1: The Albiceleste Pledge

The Concept: Before every official match, a short video or in-stadium moment features a past legend or a youth academy player reciting a personal, emotional pledge to the sky-blue and white jersey. The pledge is a vow: "I wear this shirt for the millions who dream through me." The ritual is then shared across social channels, inviting fans to record and share their own pledges, creating a global cascade of devotion.

Strategic Rationale: This play directly activates the “Passionate Guardian” and “Mythic Storyteller” personality traits, bridging generations. It strengthens the emotional moat by making every match feel like a sacred inheritance, and the user-generated content generates massive organic reach, driving fan engagement and loyalty metrics while providing low-cost, high-emotion content for AFA Estudio.

Play 2: The “La Pasión Más Grande” Fan Token Activation

The Concept: For each home qualifier or major tournament match, fan token holders receive a unique, time-limited digital badge that grants voting rights on one symbolic match-day element: the walk-out song, a pre-match graphic, or a message displayed on stadium screens. The results are announced in real time, and winning votes are archived as part of the digital heritage collection.

Strategic Rationale: This turns passive fandom into active co-creation, embodying the “Soulful Innovation” value. It gives Interactive Ignacio and global Natalias a concrete stake in the ritual, converting token ownership from a speculative asset into a participatory experience. Economically, it incentivizes token retention and acquisition, while reinforcing the digital stewardship narrative that differentiates Argentina from more transactional rivals.

Play 3: The “We All Play” Community Caravan

The Concept: Quarterly, the AFA organizes an open training session and small-sided exhibition where legendary former players and current stars play alongside amateur fans from all 23 Argentine provinces. Fans are selected through a transparent lottery that requires sharing a personal football story. The event is streamed live on AFA Estudio and culminates in each fan receiving a signed, match-worn jersey. Local businesses and schools are involved as hosts, turning the caravan into a federal fiesta.

Strategic Rationale: This play is a living manifestation of “One Strip” and “Federal Nationality.” It physically erases the boundary between the pedestal and the terraces, proving that the team belongs to everyone. It generates uplifting, shareable content that reinforces the unity narrative, while creating goodwill and community investment that no rival federation can parallel. The economic impact includes local activation sponsorship opportunities and heightened merchandise sales tied to the event identity.

ACTIVATION & GOVERNANCE: LEVERAGING THE BRAND AS A BUSINESS ASSET



A brand is a powerful economic engine, not a creative exercise. This blueprint is designed to drive measurable business outcomes across five critical dimensions.

Financial Growth

This purpose-driven identity transforms the AFA Shop and fan token ecosystems from transactional platforms into sacred portals. When a jersey is “wearable history” and a token is a “key to co-creation,” price sensitivity drops and lifetime value soars. The federal inclusion mandate opens new local sponsorship markets, while the women’s team epic attracts unprecedented commercial partners. Purpose is the premium pricing power.

Building Trust

In a global football environment rife with corruption scandals, Argentina's unwavering commitment to "Rigorous Play" and transparent governance—communicated through the passionate guardian voice—builds a trust reserve that insulates the brand from crisis. This trust converts directly into fan loyalty, partner confidence, and regulatory goodwill, reducing the cost of capital and enabling bold strategic moves.

Competitive Advantage

No competitor can replicate the "Soulful Innovator" position. The CBF and FFF may copy digital tools, but they cannot manufacture the authentic, decentralized passion that Argentina has institutionalized. This emotional monopoly creates a moat that protects market share and allows premium positioning in content licensing, digital collectibles, and global merchandising.

Talent Attraction

The best coaches, players, and executives are drawn to meaning. The AFA's clear purpose—to guard a nation's soul—attracts top talent who want to be part of something larger than a win-loss record. For commercial and administrative roles, the innovative yet purpose-driven culture pulls in digital natives and ethical leaders who might otherwise overlook sports administration.

Operational Discipline

The value of "Rigorous Play" ensures that the sacred fire is supported by airtight operations. When every team member filters decisions through "does this meet the highest standard of competence and fairness," compliance becomes a cultural habit, not a policing function. This reduces reputational risk, streamlines workflows, and ensures that the passion never flames out due to organizational chaos.

ACTIVATION & GOVERNANCE: THE BRAND DECISION FILTER



This decision filter empowers every employee, from the boardroom to the mailroom, to act as a brand guardian. By answering these questions before any action, we ensure we never drift from our purpose.

1. Does this decision amplify the sacred emotional fire of our people, or does it dampen it? (Our Flame)
2. Does it bring every Argentine—across all provinces and walks of life—closer to the Albiceleste, or does it create division? (One Strip)
3. Does this innovation deepen intimacy and co-creation, or does it replace soul with noise? (Soulful Innovation)

4. **Would we be proud to narrate this action as a chapter in our living myth?** (Mythic Storyteller)

5. **Is this the most competent, transparent, and ethical path available?** (Rigorous Play)

Strategic Counsel: Use this filter before every major launch, campaign, partnership, or content piece.

Make it a mandatory checklist item in project briefs and post-mortems. For example, when evaluating a potential sponsor, the commercial team should ask: “If we put their logo on the jersey, does it honor the sacred cloth or exploit it?” If the answer is no, walk away—the short-term revenue is not worth the long-term erosion of our emotional moat. This filter should become a celebrated ritual in itself, reinforcing our identity with every use.

VISUAL IDENTITY

OVERALL VISUAL MOOD



MYTHIC PASSION, UNITED SOUL

VISUAL CONCEPT STATEMENT

The visual identity is a bridge between Argentina's sacred football legacy and its bold digital future. It transforms the Albiceleste's celestial blue into a dynamic canvas where **classic authority** meets **contemporary intimacy**. Every design choice, from the regal serif headlines to the clean, humanist body text, becomes a dialogue between the mythic and the modern, the institutional and the personal.

This is not merely a brand aesthetic; it is a **living narrative** of resilience, unity, and undying passion. The gold accents whisper of World Cup stars and historic triumphs, while the structured whitespace and heroic imagery invite every fan into the story. Crafted to resonate equally on a stadium banner and a mobile screen, this system ensures Argentina's soulful energy is felt in every pixel and print.

BRAND LOGOS



COLOR PALETTES

Light Theme

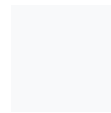


Primary
#6CB4EE

Secondary
#FFFFFF



Accent
#D4AF37



Background
#F8F9FA

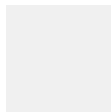


Foreground
#1A1A2E

Dark Theme



Primary
#87CEEB



Secondary
#F0F0F0



Accent
#FFD700



Background
#0D1B2A



Foreground
#E8E8E8

Do's

- Use sky-blue (#6CB4EE light / #87CEEB dark) as the dominant emotional color across at least 40% of any layout to anchor the Albiceleste identity.
- Apply gold accents (#D4AF37 light / #FFD700 dark) sparingly to highlight key achievements, stars, or call-to-action elements, evoking prestige.
- Maintain high contrast between foreground text and background to ensure accessibility, especially for dark mode where foreground (#E8E8E8) meets background (#0D1B2A).
- Use white/off-white backgrounds for light mode to create a clean, modern canvas that allows the sky-blue to feel vibrant and fresh.
- Combine the primary blue with secondary

Don'ts

- Do not introduce competing blues (e.g., royal or navy) that dilute the uniqueness of the Albiceleste sky-blue.
- Never use the gold accent as a background or in large blocks, as it overwhelms and cheapens the prestigious feel.
- Avoid pairing sky-blue with equally saturated warm colors (e.g., orange, red) that clash and create visual tension.
- Do not lighten the foreground color beyond readability; in light mode, #1A1A2E provides the necessary contrast—never replace with grey text.
- Refrain from using gradients on primary or secondary colors; flat, solid applications maintain a modern, authoritative presence.

- white in data visualizations to echo the team jersey stripes, reinforcing brand recognition.
- When applying gold to text, pair with a dark or contrasting background to preserve legibility and ceremonial weight.
- Adapt the palette contextually: increase gold presence during World Cup anniversaries or trophy-related campaigns to amplify the mythic narrative.
- Don't apply the dark mode primary (#87CEEB) as a background in light mode, as it loses its distinctive coolness on white.
- Avoid inconsistent color interpretations across digital and print; always calibrate to the exact hex values for brand consistency.

TYPOGRAPHY

Strategic Rationale

The typeface pairing was chosen to mirror the dual nature of the Argentina brand: an **authoritative institution** that is also a **fiercely unifying force**. Cinzel brings the gravitas and classical elegance befitting a three-time World Cup champion, while Lato offers the warm, humanist approachability that makes every fan feel like an insider. Together, they create a typographic hierarchy that speaks with both command and compassion.

The Blueprint

Primary Typeface (Headlines): Cinzel — This display serif is reserved for high-impact moments: hero titles, campaign taglines, and the names of legends. Its strong letterforms and sophisticated proportions evoke the **monumental prestige** of the Albiceleste crest. Use it sparingly and at large sizes (60pt+) to maximize its ceremonial presence. **Secondary Typeface (Body): Lato** — A modern sans-serif with a friendly, neutral tone. Lato carries the weight of communication across all body copy, UI elements, and secondary headings. Its clean readability ensures digital and print content remains accessible, balancing Cinzel's formality with everyday warmth.

Activation Guidance

- Website hero banner: Cinzel Bold, 80pt, line-height 1.0, in primary blue on white.
- Match report body: Lato Regular, 16pt, line-height 1.6, in dark foreground.

- Player name on jersey graphic: Cinzel Regular, 36pt, tracked 100, in accent gold.
- Social media caption text: Lato Bold for key phrases, Regular for description, 14pt.
- Stadium signage: Cinzel uppercase, minimum 120pt, with generous letter-spacing for legibility at distance.

FONT SAMPLES

Primary Font: Cinzel

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Secondary Font: Lato

The quick brown fox jumps over the lazy dog

Do's

- Use Cinzel exclusively for headlines, titles, and ceremonial text at sizes 36pt and above, always with generous letter-spacing (50-100).
- Set body copy in Lato Regular (400) at 16px/1.6 line-height for web; for print, use 10pt/14pt, ensuring comfortable reading flow.
- Employ Cinzel Bold for maximum impact on hero banners, and Cinzel Regular for subheadings that require elegance without shouting.
- Keep Cinzel uppercase for short, iconic phrases (e.g., 'CAMPEONES DEL MUNDO'), but never for phrases longer than 8 words to maintain legibility.

Don'ts

- Do not use Cinzel for body copy; its high-contrast letterforms become illegible at small sizes and strain readability in long passages.
- Never set Cinzel in all-caps with tight tracking—this destroys its elegance and creates a cramped, aggressive feel.
- Avoid using Lato for main headlines; it lacks the grandeur to carry mythic messaging and weakens the authority of key statements.
- Do not mix Cinzel with other serif fonts in the same layout; it must stand alone to preserve its distinctive ceremonial role.
- Refrain from using weights other than 400 and 700 for either font, as the limited range ensures visual consistency and prevents

- Use Lato Bold for emphasis within body text, and Lato Italic for captions or quotes, creating a clear information hierarchy.
- In UI components (buttons, navigation), use Lato at 14px Bold for labels, maintaining compact, friendly interaction points.
- Pair Cinzel headlines with Lato subheadings in a 2:1 size ratio to establish visual rhythm without conflict.
- dilution.
- Never justify body text in Lato; ragged-right alignment maintains the humanist warmth and prevents awkward word spacing.
- Don't scale Cinzel below 18pt; it loses its impact and risks becoming illegible in dense UI environments.

IMAGERY GUIDELINES



Strategic Rationale

Imagery is the emotional engine of Argentina's visual identity. Every photograph and illustration must feel like a chapter in an ongoing epic—simultaneously **heroic and intimate**. The style draws from the brand's mythic storytelling tradition, where players are portrayed not as distant idols but as modern-day heroes whose struggles and triumphs are shared with millions. This approach transforms fans into participants, making the Albiceleste journey feel personal and collective.

The Blueprint

Subject Matter — Prioritize scenes that evoke **pride, resilience, and unity**: a player kneeling on the pitch after a hard-fought victory, fans draped in flags against a stadium sunset, or a child mimicking a Messi celebration. Historical references (Maradona's raised fist, the three stars) should be woven subtly into contemporary compositions. **Composition** — Favor dramatic, low-angle shots that monumentalize athletes, balanced with candid, eye-level captures of behind-the-scenes team moments. Use the rule of thirds to create dynamic tension, never centering subjects in a static way. **Lighting** — Cinematic and deliberate. Key light should sculpt faces and jerseys, while rim lighting separates heroes from background noise. Golden hour tones evoke nostalgia for past glories; cool, high-contrast lighting signals modernity and digital innovation. **Color Grading** — Enhance the sky-blue and gold signature colors while muting secondary hues. Shadows lean cool (deep navy), highlights warm (gentle amber), ensuring the Albiceleste palette remains the focal point even in complex scenes.

Activation Guidance

- For a hero image on the website: use a low-angle shot of the team walking out, backlit by stadium floodlights, graded to emphasize blue jerseys against a warm golden glow.
- For fan-engagement posts: candid, high-contrast black-and-white photos of supporters, with a single splash of sky-blue via color grading.
- For historical retrospectives: sepia-toned archival images overlaid with contemporary golden graphic elements.
- For match preview graphics: action shots of star players with dynamic motion blur, composition leaving copy space for fixture details.
- For AFA Estudio documentaries: maintain consistent grading that shifts from cool (training) to warm (match day) to mirror emotional arcs.

Do's

- Feature players in moments of raw emotion—celebrating, consoling, or fighting for a ball—to convey the brand's honest passion.
- Photograph stadiums as 'cathedrals of football' using dramatic, wide-angle perspectives that emphasize scale and sanctity.
- Incorporate the sky-blue and white stripes organically: a flag in the background, a jersey detail, or a fan's painted face.
- Use shallow depth of field to isolate subjects, drawing the eye to the human story while softly blurring the context.
- For historical content, blend black-and-white archives with modern golden overlays, linking past and present visually.
- Ensure all images have a clear focal point and ample copy space when used in layouts, avoiding clutter and maintaining brand clarity.
- Apply consistent color grading that enhances blues and golds while desaturating competing hues to unify the visual narrative.

Don'ts

- Do not use generic stock photography; every image must feel specific to Argentina's journey, with authentic Albiceleste details.
- Avoid overly posed, commercial-style portraits that strip away the raw, relatable heroism of the players.
- Never apply heavy filters or effects that obscure faces or jerseys—the human connection and iconic colors must remain crystal clear.
- Don't center subjects statically; use dynamic angles and the rule of thirds to inject energy and movement into every frame.
- Refrain from using images where the sky-blue appears washed out or misrepresented; always color-correct to match the brand palette.
- Avoid busy backgrounds that compete with the subject; use depth of field or crop to maintain focus on the brand story.
- Don't mix illustration styles inconsistently—if using AFA Estudio's digital art, ensure it matches the heroic, cinematic tone with consistent line weights and gradients.

Strategic Rationale

Layout must embody the tension between Argentina's **mythic authority** and **raw, unifying passion**. A structured, modular grid provides the institutional backbone—trustworthy, organized, and clear—while strategic moments of visual disruption mirror the unpredictable energy of football. This system ensures that functional navigation coexists with emotionally charged storytelling, making the brand equally credible for governance portals and celebratory campaigns.

The Blueprint

Grid System — Employ a 12-column flexible grid for digital platforms, with a 4-column modular system for print. Align key elements to a strict baseline rhythm, but allow full-bleed imagery and asymmetrical text placement for high-impact moments like player announcements or match results. **Whitespace**

Philosophy — Treat negative space as an active design element that elevates content. Generous margins around hero images and headlines create a sense of **ceremonial importance**, while tighter spacing in data-rich tables (standings, stats) maintains density without clutter. Whitespace should breathe, never feel empty. **Compositional Approach** — Balance classic symmetry (centered logos, balanced two-column layouts) with controlled asymmetry. For instance, a homepage might pair a left-aligned, bold Cinzel headline with a right-floating gold accent line and a full-bleed background image.

This interplay mirrors the brand's spirit: disciplined yet fiercely alive.

Activation Guidance

- Website match center: use a two-thirds/one-third split—large action photo left, stat cards with generous padding right, all aligned to grid.
- Event poster: center the crest and headline typography symmetrically, then offset with a dynamic, full-bleed player silhouette cutting across the lower third.
- Mobile app: single-column layout with ample card spacing; use floating accent shapes (gold laurel wreaths) to guide the eye without cluttering.
- Print brochure: implement an 8-column grid; pull quotes in Cinzel break the grid and span two columns for dramatic emphasis.
- Social media template: maintain a consistent z-pattern reading flow; place the logo top-left, headline middle, call-to-action bottom-right, all anchored by sky-blue negative space.

Do's

- Employ a modular grid system that allows for both structured data presentation and full-bleed emotional imagery moments.
- Use generous whitespace as an active frame: padding around hero elements should be at least 1.5x the element's size to convey

Don'ts

- Do not overload a layout with too many competing focal points; prioritize a single hero element per viewport for maximum impact.
- Avoid tight, cluttered spacing that suffocates the content—never reduce padding below

importance.

- Anchor each layout with a strong vertical or horizontal axis defined by the crest or a gold accent line, maintaining visual order.
- Create a clear visual hierarchy: start with a Cinzel headline, followed by a Lato subheading, then body copy and supporting graphics.
- For multi-language content, design flexible containers that accommodate text expansion without breaking the grid or design intent.
- In responsive designs, ensure the Albiceleste color block remains prominent across breakpoints, scaling proportionally.
- Use asymmetric balance to surprise the eye: offset a bold image with a large, empty area containing only a small gold detail.

16px on digital or 0.125in in print.

- Never center-align long blocks of body text; left-aligned text in Lato improves readability and maintains a modern edge.
- Don't mix grid systems within the same document; a consistent 12-column structure (web) or modular grid (print) is mandatory.
- Avoid using boxed-in containers with heavy borders; let open spaces and subtle color blocks define separations instead.
- Refrain from placing text directly over busy image areas without a scrim or solid background to ensure legibility.
- Don't break the vertical rhythm by using inconsistent line-heights or margins between text elements; each module should align to the baseline.

VISUAL IDENTITY JUSTIFICATION

The visual identity of Argentina is a masterful fusion of **mythic grandeur** and **contemporary intimacy**, crafting a system that is as emotionally resonant as the Albiceleste itself. At its heart, the sky-blue primary color serves as an unmistakable beacon of national pride, while the gold accent whispers of historic triumphs and the three stars' eternal glow. Cinzel's stately serif headlines echo the authority of the crest and the weight of legacy, while Lato's clean, humanist body text opens a friendly dialogue with every fan, erasing the distance between institution and supporter. Imagery transforms players into contemporary heroes through dramatic lighting and authentic, candid captures, while the layout's disciplined grid, tempered with generous whitespace and deliberate asymmetry, mirrors the brand's duality: a guardian of sacred tradition and a fearless digital innovator. Together, these elements operate as a **cohesive narrative instrument**—every pixel champions Argentina's resilience, unity, and undying passion, ensuring the visual expression feels like a heartbeat shared across a nation. This is not just design; it is the soul of Argentine football, rendered visible and forever alive.



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