



Brazil

Brand Book

Introduction

Brazil's national football team is not merely a sporting entity; it is the living soul of a nation, a cultural movement that has transformed the game into an art form and national trauma into a source of eternal rebirth. The CBF stands as the custodian of this magnificent, fragile legacy—a federation that must govern with the precision of a modern institution while nurturing the wild, creative spirit of Joga Bonito. This is the essence of Structured Joy: the deliberate, disciplined framework that protects and amplifies the beautiful game, ensuring that every child with a ball can dream of the yellow jersey, and every fan feels an unbreakable bond to the Seleção. With five World Cups, the iconic Canarinho, and a story that turns the Maracanazo and Mineirazo into foundations of resilience, Brazil offers the world a unique promise: victory through beauty, unity through passion, and progress through authenticity. The CBF Academy codifies this magic, CBF TV broadcasts its heartbeat, and our governance reforms prove that integrity and flair can coexist. This is a brand built to last generations, a beacon for creative talent, and a partner for those who believe in more than just winning. Brazil is the beautiful game's greatest story. We are the structured joy that writes its next chapter, forever rising, forever beautiful.

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Strategic Imperative: Why We Lead With Aligned Identity



In a cynical market where consumers see through performative marketing, purpose has become the ultimate driver of loyalty, talent attraction, and long-term enterprise value. The CBF is not a mere sports administrator; it is the guardian of a national myth—the belief that beauty, not just victory, is a birthright. This purpose is a strategic weapon. When communicated with clarity and conviction, it turns every fan into a stakeholder, every partner into a missionary, and every player into a living embodiment of a nation's soul.

A purpose-driven identity solves the CBF's deepest commercial challenges. It provides a North Star for innovation (how do we scale Joga Bonito?), a filter for partnerships (does this brand amplify our story of redemptive beauty?), and a rallying cry for talent (why would the next Neymar or Marta choose us over any other federation?). In a world where the DFB competes on efficiency and the AFA on Messi-centric passion, only the CBF can own the transcendent space where institutional rigor and creative abandon coexist—a space we call **Structured Joy**. This is not a soft philosophy; it is a hard-edged strategy to dominate mindshare, build an unbreachable emotional moat, and secure a legacy that will outlast any single trophy. By leading with purpose, the CBF will not just participate in the global football economy—it will define its future.

Our Strategic Position: A SWOT Analysis



Strengths

- **Unmatched Emotional Equity:** The Seleção is woven into the identity of 200 million Brazilians. The iconic yellow jersey and five World Cups are not just assets; they are a shared emotional language that no competitor can duplicate.
- **Cultural Philosophy as IP:** Joga Bonito is the world's only globally recognized and loved playing philosophy. It is a brand in itself, promising artistry that transcends results.
- **Narrative Depth:** The Maracanazo and Mineirazo have been transformed into foundational myths of resilience, giving the CBF a story no other federation can tell—a story of perpetual rebirth through beauty.

Strategic Guidance on Strengths: Leverage these strengths by making every brand interaction a ritual of emotional connection. Use the yellow jersey as a media channel, the philosophy as a coaching export, and the trauma narrative as a content franchise that deepens fan devotion and attracts storyteller-partners.

Weaknesses

- **Governance Perception Gap:** Historical corruption scandals have created a trust deficit. The formal, corporate voice often feels at odds with the passionate fan base, creating a dissonance that undermines authenticity.
- **Fragmented Brand Voice:** The code-switching between a bureaucratic tone and an exuberant one confuses stakeholders and dilutes the brand's power.
- **Underleveraged Women's Game:** Despite symbolic gestures, the women's team still lacks the commercial and cultural weight to match its potential.

Strategic Guidance on Weaknesses: Mitigate these by harmonizing the voice—"competent passion" must become the single tone. Over-invest in transparency storytelling: make every compliance report a chapter in a redemption arc. Accelerate women's football investment not as a side project but as a central pillar of national pride.

Opportunities

- **Global Knowledge Export:** The CBF Academy can become the world's premier football university, licensing the Joga Bonito methodology and creating a new revenue stream.
- **Digital Direct-to-Fan Empire:** CBF TV can evolve into a membership platform, turning enthusiasm into recurring revenue and data-rich relationships.
- **Sustainability Leadership:** Carbon-neutral operations in the homeland of the Amazon is a powerful differentiator that aligns with global ESG trends and attracts purpose-driven sponsors.

Strategic Guidance on Opportunities: Act now to commercialize the Academy curriculum internationally, build a tiered digital membership (with exclusive coaching content), and launch a flagship sustainability partnership that puts the Amazon at the center of every global conversation.

Threats

- **Competitive Imitation:** Rivals may attempt to co-opt elements of the Joga Bonito narrative or sustainability positioning, muddying the CBF's distinctiveness.
- **Result Dependency:** A prolonged trophy drought could test the brand's resilience narrative, potentially turning "redemptive beauty" into a hollow claim.
- **Digital Disintermediation:** If the CBF fails to own its direct-to-fan channels, tech platforms will capture the emotional connection and its commercial value.

Strategic Guidance on Threats: Defensively, lock in the Joga Bonito trademark globally and aggressively build the Academy's certification as the sole authentic seal. Prepare a crisis narrative that reframes any drought as the soil for the next resurrection. Invest decisively in CBF TV's direct relationship to prevent platform dependency.

The Competitive Field: Our Unique Position in the Market



The Competitive Players

German Football Association (DFB)

The DFB is the archetypal efficient administrator. Its brand is built on structural rigor, compliance, and a clean, corporate aesthetic. The dominant tone is professional and formal, with a strong emphasis on governance, data-driven sustainability (Gutes Spiel), and modernization through digital platforms like DFB.TV. Visually, it employs deep green with neon accents, a variable DFB Sans typeface, and a modular design system that prioritizes clarity and authority.

- Their Playbook: Win through operational excellence, institutional trust, and a unified brand

architecture that bridges elite and grassroots.

- The Customer Compromise: Fans get reliability and transparency but sacrifice emotional intensity and cultural depth. The brand feels more like a well-run ministry than a beating heart.

Argentine Football Association (AFA)

The AFA is a passionate, hero-worshipping brand centered on the legacy of Lionel Messi and the recent World Cup triumph. Its identity is deeply emotional, nationalistic, and commercially aggressive, with a visual language built on the Albiceleste palette, high-contrast photography, and a news-first digital experience. The tone oscillates between formal governance and ecstatic celebration.

- Their Playbook: Monetize glory by intertwining the national team's success with a narrative of collective pride, leveraging digital tokens and media initiatives like AFA Estudio.
- The Customer Compromise: Fans get intense pride and a winning story, but the brand's identity is fragile—it relies on individual superstars and recent triumphs, risking emptiness when the cycle turns. Governance and long-term institutional depth take a backseat to immediate emotional highs.

The Prevailing Customer Compromise

Both competitors force a trade-off. The DFB offers stability without soul; the AFA offers passion without permanence. The current market forces fans to choose between a reliable institution that feels cold and an exciting narrative that feels transient. No federation has successfully married the two—until now.

Our Differentiated Position

The CBF rejects both playbooks. Against the DFB's cool efficiency, we counter with the warmth of Joga Bonito and the intimacy of CBF TV. Against the AFA's individual-centric passion, we counter with a collective, democratic emotional investment—"Bate no Peito" invites every Brazilian to own the team. We solve the prevailing compromise by delivering **Structured Joy**: an institution that governs with soul and celebrates with discipline. This is a valuable, unoccupied position—the only federation that treats football as a cultural movement, where every governance report is a story of redemption and every match is a defiant act of beauty. We turn trauma into a strategic asset (the Maracanazo as an origin story), creativity into intellectual property (the CBF Academy), and national identity into a global

export.

Our North Star: Vision Statement



The Vision is our postcard from the future—a vivid, inspiring destination that shapes today's decisions.

A world where Brazil's football is the heartbeat of a united nation and the global standard for beauty with purpose.

By 2036, the Seleção has not only reclaimed the World Cup but redefined what a football nation can be. The yellow jersey is synonymous with a system that nurtures creativity from the favela to the academy, producing players who dazzle and teams that win with joy. The CBF Academy is the world's most influential football university, exporting the philosophy of Joga Bonito to every



continent, while Brazil leads the planet in carbon-neutral football operations. The women's national team stands as an equal pillar of national pride, its own crest telling a story of resilience and achievement. Trauma is no longer a wound but a source of strength—every Brazilian child knows the Maracanazo not as a defeat, but as the moment the nation learned to rise. The CBF has become the model of structured joy: a federation that governs with soul, celebrates with discipline, and proves that institutional excellence and unbridled passion are not opposites, but partners. The result is a continuous cycle: the best football, the most engaged fans, the deepest social impact, and a legacy that inspires generations.

This Vision must filter all capital allocation. Every investment—from the Academy's curriculum to the carbon-neutral program—must be measured against whether it accelerates this 2036 reality. In C-suite communication, the Vision becomes the headline of every strategy deck, the anchor of every investor call, and the emotional hook for every sponsorship pitch. It connects directly to long-term enterprise value by creating a durable, admired brand that commands premium partnerships and fan loyalty for generations.

Our Guiding Compass: Mission Statement



The Mission is our active, daily plan that makes the Vision a reality.

We are cultivating the world's most expressive football culture by professionalizing our governance, scaling the CBF Academy as a global knowledge engine, and building a direct-to-fan digital ecosystem that makes every supporter feel like part of the Seleção.

This Mission translates directly into operational priorities. "Professionalizing governance" means implementing a transparent, fan-accessible compliance dashboard and turning every audit into a content piece that builds trust. "Scaling the CBF Academy" means launching online courses in multiple languages, forging partnerships with universities abroad, and licensing the Joga Bonito curriculum to academies worldwide—turning a cost center into a profit engine. "Building a direct-to-fan digital

ecosystem" means evolving CBF TV into a tiered membership platform with exclusive training content, virtual coaching, and a token-based loyalty program. Key performance indicators: Academy enrollment growth (domestic and international), digital subscriber conversion rate, and governance trust scores from fan surveys. The Mission gives every department a shared scoreboard.

Our Audience: The Protagonists of Our Story



Our audience is not a target; they are the living, breathing co-authors of the Seleção's epic. The brand's purpose is realized through their passions, dreams, and shared identity.

Passionate Paulo

A Narrative Sketch: Paulo is a lifelong fan from São Paulo. His week revolves around the Seleção's schedule. On game days, he paints his face and gathers the family. His love is loud, loyal, and deeply tied to his sense of being Brazilian.

- **Goals & Motivations:** To feel connected to his nation's greatness, to pass the love of football to his children, and to see the team play with heart and joy.

- **Pain Points & Frustrations:** Feels alienated by corporate stadium experiences and fears the club game is overshadowing national pride. He distrusts the CBF's governance after past scandals.
- **Relationship with Brand:** He wants a transparent, humble guardian that treats him as an insider and proves its reform through action, not just words.

Global Gabriela

A Narrative Sketch: Gabriela is a Berlin-based content creator who discovered Brazilian football through YouTube highlights. She fell in love with the artistry, not a local club. She follows the Seleção as a cultural phenomenon, sharing elegant match edits with her followers.

- **Goals & Motivations:** To be part of a global creative movement, to access authentic stories and aesthetics, and to connect with a community that values beauty over brute force.
- **Pain Points & Frustrations:** Finds most football content too tribal or overly commercial. She craves depth and storytelling that matches the art on the pitch.
- **Relationship with Brand:** She seeks an inspirational curator that delivers premium, narrative-driven content and makes her feel like a cultured insider.

Nova Nara

A Narrative Sketch: Nara is a futsal player in Recife. She dreams of wearing the women's national team jersey and follows the team obsessively on TikTok. She is ambitious, socially aware, and sees football as a path to equality.

- **Goals & Motivations:** To see a real pathway to the national team, to be inspired by role models like Marta, and to feel that women's football is respected on its own terms.
- **Pain Points & Frustrations:** Feels the women's game is an afterthought, hidden behind the men's team, with limited media coverage and grassroots support.
- **Relationship with Brand:** She wants a mentor and advocate that invests visibly in her future and tells the women's team's story with the same epic weight.

Synthesized Strategic Counsel

The golden thread connecting all three is a shared hunger for **authentic belonging to something larger and more beautiful than themselves**. Whether it's Paulo's national pride, Gabriela's cultural appetite, or Nara's aspirational journey, they all seek a brand that turns passion into purpose and makes them feel like essential characters in an ongoing legend. Messaging built on this insight—stories of collective resilience, behind-the-scenes intimacy, and the democratization of Joga Bonito—will resonate powerfully across every segment, turning them into a unified, global community.

Our Character: The Personality of Brazil



Brand Personality is the set of human characteristics that bring our strategy to life, making every interaction feel unmistakably like the Seleção.

Our personality traits are:

- **Expressive** – The brand shows joy, pain, and pride openly. On the training ground, a coach celebrates a young player's daring dribble with a genuine laugh. In the locker room after a hard-fought draw, there is no forced optimism, only shared acceptance of the result.
- **Resilient** – The brand treats setbacks as fuel. After a defeat, the team does not make excuses; it holds an open training session the next day, letting fans see the work and the focus to bounce back.
- **Warm** – The brand makes people feel welcome. A fan visiting the training complex receives a genuine

smile from a staff member, not a rehearsed greeting. Interactions feel personal, not transactional.

- **Inventive** – The brand finds creative solutions. When a drill is not working, a coach adapts it on the spot, turning a routine exercise into a game that challenges players to think differently.
- **Proud** – The brand carries its history with quiet confidence. Before a match, the team gathers around the five World Cup stars on the jersey, a moment of shared respect that is not performed for cameras.
- **Grounded** – The brand never forgets its roots. A star player returns to his childhood neighborhood to host a clinic, and the federation supports it without fanfare, understanding that connection to the community is what sustains the brand.

These personality traits build an emotional moat because they are not generic; they are the specific, lived qualities of Brazilian culture. When consistently expressed, they make the CBF instantly recognizable and irreplaceable. Fans don't just choose a team; they choose a character that mirrors their own soul.

Personality DO	Personality DON'T
Let a coach laugh uncontrollably at a player's audacious dribble during a training video.	Post a dry, statistics-only match report without a single image of raw emotion.
Broadcast the team's quiet, unscripted moment of silence around the crest before a game.	Issue a defensive press release that mentions "protocols" but ignores the fans' pain after a loss.
Send a star player back to his childhood futsal court for a surprise clinic, captured with simple, heartfelt footage.	Use stock photos of happy fans that feel distant and staged.
Respond to a governance question with a direct video from the president, explaining the reform with passion and humility.	Publish a compliance update as a dense PDF with no narrative or human face.

Our Voice: How Our Character Speaks



Tone of Voice is the verbal expression of our personality. It makes our character tangible in every word we write, speak, or post.

The CBF voice is a deliberate fusion of competent passion—rigorous enough for a governance report, warm enough for a locker room embrace. It rejects the cold corporate monotone of the DFB and the hero-worshipping intensity of the AFA. Instead, it speaks with the confident humility of an institution that has transformed trauma into identity.

Core Voice Attributes:

- Authoritative yet Accessible: Use precise, confident language that never becomes bureaucratic. Replace jargon with clear, evocative terms.

- Emotionally Intelligent: Acknowledge joy, pride, and even pain with sincerity. Never resort to empty hype or forced cheer.
- Collective & Inclusive: Emphasize "we," "our," and "juntos" (together) over individual stars. The team is a mirror of the nation.
- Resilient & Redemptive: Frame challenges as chapters in a larger story of rebirth. Treat setbacks as foundational myths, not failures.

This voice makes character concrete. For example, when announcing a new sustainability initiative, we don't just report carbon metrics; we tell the story of a federation in the Amazon's homeland choosing to lead. We use the resilient, redemptive tone to frame it as the next chapter in our epic of rebirth.

Voice DO	Voice DON'T
(Website) "Our 2025 Integrity Report: From the scars of the past, we built a new foundation. Read the journey."	(Website) "The federation is committed to ongoing evaluation of compliance protocols."
(Social Media) "This squad is a samba school in cleats. Every pass a rhythm, every goal a chord. Bate no Peito, this is your team."	(Social Media) "We are the greatest team in history! #Seleção"
(CBF TV) Raw footage of players quietly touching the crest before walking out, with no voiceover, only the sound of cleats on concrete.	(CBF TV) A heavily scripted, hype-filled montage with generic rock music.
(Internal) "We know trust is earned. Every transparency portal, every open training—they are steps toward the standard you deserve."	(Internal) "Employees must understand the complexity of our governance reforms."

Our Creed: Core Values



Core Values are the non-negotiable principles that guide every decision when the playbook runs out. They are the soul of the organization.

- **Joga Bonito:** Beauty is not a luxury; it is our strategy. Every decision—from player development to brand partnerships—must pass the test: does it honor and elevate the artistry of our football? This value demands investment in creative coaching at the CBF Academy, celebration of flair over efficiency, and selection of partners who understand our philosophy. In practice, we highlight players' creative moments, design campaigns that showcase joy, and measure success not just in trophies but in how beautifully we play.
- **Structured Joy:** We manage with the discipline of a champion and the soul of an artist. This value demands that our governance systems—compliance, transparency, sustainability—are executed



with warmth and human connection. Behaviors include using CBF TV to show both the serious work of preparation and the lighthearted moments, publishing sustainability reports woven with stories of impact, and conducting audits with respect. The decision filter: Are we being both professional and personal?

- **Collective Ownership:** The Seleção belongs to every Brazilian. We actively invite fans into the journey, from behind-the-scenes access to grassroots development. This value requires us to prioritize fan voice in brand decisions, create content that feels like a shared diary, and empower local communities through football. The decision filter: Does this deepen the sense of 'we'?
- **Redemptive Beauty:** Our greatest defeats become our greatest inventions. We embrace our traumas—Maracanazo, Mineirazo—not as burdens but as fuel for creative rebirth. This value drives us to turn historical losses into educational content at the Academy, use setbacks as motivation for stylistic innovation, and never abandon our beautiful game in difficult moments. The decision filter: Does this response make us more beautiful and brave?

These values must be embedded into hiring. Ask every candidate: "Tell us about a time you turned a failure into something beautiful." In decision-making, create a simple scorecard against these four values before any major investment or partnership. They become the cultural immune system.

Our Rallying Cry: Elevator Pitch



The Elevator Pitch distills our brand into one compelling invitation any team member can deliver in under a minute.

For the 200 million Brazilians who live and breathe football, and for fans worldwide who crave artistry over mere efficiency, the Seleção is more than a team—it is the living embodiment of 'Joga Bonito.' We offer the only national football brand that fuses a record five World Cup titles with a cultural philosophy of creative flair, turning every match into a celebration of national pride and collective joy. Join us in proving that beauty and victory are not opposites, but the most powerful partnership in sport.

Different teams should adapt this core pitch. Sales teams can lead with it before diving into sponsorship

specifics, emphasizing how a partnership with the CBF is an alignment with a cultural movement. Hiring managers can use it to attract purpose-driven talent. Investor relations can frame the entire growth strategy around this narrative of emotional and commercial value.

Activation & Governance: Signature Brand Plays



A brand is not what it says; it's what it does. Below are three unique, memorable initiatives that only Brazil could execute, each delivering on our promise and providing real value to our audience.

Play Title: "The Resilience Walk"

The Concept: Before every major tournament, the entire men's and women's squads visit the Maracanã or Mineirão. In silence, they walk the pitch where history was broken. Then, a captain reads a short text about rebirth through beauty. No media, no cameras—the team's private ritual is later shared as a short documentary on CBF TV.

Strategic Rationale: This ritualizes our trauma-as-asset narrative, deepening internal bonds and creating priceless, authentic content that embodies our core value of Redemptive Beauty, driving fan

devotion and media buzz.

Play Title: "Joga Bonito Codex"

The Concept: The CBF Academy publishes an open-access, beautifully designed digital book that codifies the principles of Brazilian flair—dribbling, improvisation, creativity—with video tutorials from legends. It is released as a global educational tool, sponsored by a lifestyle brand aligned with artistry.

Strategic Rationale: This transforms our philosophy into a scalable, sharable intellectual property asset, attracting global learners and sponsors, and positioning the Academy as the world's creative football authority, directly fulfilling our mission of cultivating expressive culture.

Play Title: "Canarinho Diaries"

The Concept: A weekly 10-minute CBF TV series where a current player returns to their childhood neighborhood, plays with local kids, and narrates their journey from there to the national team. Each episode ends with a community grant left by the player.

Strategic Rationale: This delivers on Collective Ownership and Grounded personality, humanizes the stars, and tangibly connects grassroots development to the national dream, creating a cycle of inspiration and loyalty.

Activation & Governance: Leveraging the Brand as a Business Asset



A brand is a powerful economic engine. This blueprint directly enables business outcomes across five critical areas.

Financial Growth

A purpose-driven, emotionally resonant brand commands premium pricing for sponsorships, merchandise, and media rights. When partners like Catapult or future sponsors buy in, they aren't just purchasing visibility—they are buying into the story of Structured Joy, which promises deeper engagement and higher return on investment. The CBF Academy's global expansion will create a recurring revenue stream from licensing and courses, while CBF TV's membership model will convert enthusiasm into predictable income.

Building Trust

Trust is the currency of modern business, and our transparent governance narrative—wrapped in the competent passion voice—rebuilds credibility faster than sterile reports. By making every compliance action a story (e.g., "The Audit That Made Us Stronger"), we turn skeptics into advocates. This trust unlocks partnerships with ESG-focused brands and reassures sponsors that their association is safe.

Competitive Advantage

The combination of Joga Bonito philosophy, trauma-as-asset storytelling, and the Academy's knowledge monopoly creates a moat that neither DFB's efficiency nor AFA's hero worship can cross. The brand itself becomes a barrier to entry—fans and partners choose the CBF not just because it wins, but because it stands for something irreplaceable.

Talent Attraction

The world's most creative players, coaches, and executives will gravitate toward an organization that promises to nurture their artistry within a professional framework. The CBF can become the destination for those who believe football is an art form. Even in corporate hiring, the purpose-driven mission will attract top-tier professionals who want to build a legacy, not just a career.

Operational Discipline

Clear values and a unifying Vision align every department. The Brand Decision Filter (next section) streamlines decision-making, reducing time wasted on off-brand initiatives. By focusing resources on what authentically fits, the organization operates with greater efficiency and impact.

Activation & Governance: The Brand Decision Filter



This tool empowers every team member, from the C-suite to the social media intern, to act as a brand guardian. Before launching a feature, publishing content, or entering a partnership, ask these questions derived from our core tenets:

1. **Does this honor and elevate Joga Bonito?** (Will it make our football more beautiful, our culture more expressive?)
2. **Is it a genuine expression of Structured Joy?** (Are we being both professional enough to earn trust and personal enough to earn love?)
3. **Does it deepen the sense of 'we'?** (Does it invite fans, players, and communities into collective ownership of the dream?)

4. **Does it turn a challenge into a story of redemptive beauty?** (Are we using this moment to showcase resilience and creative rebirth?)
5. **Would we proudly show this to a child in a favela and a sponsor in a boardroom?** (Is it universally true to our character?)

Use this filter in every kickoff meeting, creative review, and partnership evaluation. When a proposed campaign or deal cannot satisfy these questions, it is off-brand, no matter the short-term gain. This discipline ensures that every action reinforces the brand, creating compound value over time. For example, before signing a new sponsor, run their activation plan through the filter: if they want to plaster logos without telling a story of creative rebirth, renegotiate or walk away. The brand's long-term health depends on this consistency.

Visual Identity

Overall Visual Mood



Vibrant Joy, Resilient Pride

Visual Concept Statement

The visual identity for Brazil is a vibrant celebration of **Joga Bonito**—the beautiful game expressed through bold color, confident typography, and imagery that captures the soul of a nation. The iconic yellow, blue, and green palette is more than national colors; it's a declaration of energy, pride, and the redemptive power of joy.

This identity does not just represent a football team; it channels the collective heartbeat of 200 million Brazilians. It is designed to be as dynamic and inventive as the football itself—flexible enough to roar from a stadium banner and whisper in a digital fan story. The result is a system of structured joy, where institutional rigor meets unbridled creativity, ensuring that every touchpoint feels authentically Brazilian.

Brand Logos



Color Palettes

Light Theme



Primary
#FFD100



Secondary
#003B7A



Accent
#009B4D



Background
#FFFDF5



Foreground
#0A1F33

Dark Theme



Primary
#FFD100



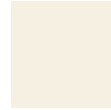
Secondary
#4D8FE0



Accent
#00C963



Background
#0A1F33



Foreground
#F5F0E1

Do's

- Use vibrant yellow (#FFD100) as the primary brand color for hero sections, buttons, and key accents, always paired with dark foreground text for accessibility.
- Deploy deep blue (#003B7A) for secondary elements like headers, borders, and graphical flourishes to create strong contrast and anchor the palette.
- Apply green (#009B4D) sparingly as an accent—only for tertiary CTAs, icon highlights, or decorative lines—to complement without overwhelming the yellow.
- On light backgrounds, always use the dark foreground (#0A1F33) for body text to ensure maximum readability and visual grounding.
- In dark mode, maintain the yellow primary but shift secondary to lighter blue (#4D8FE0) and accent to brighter green (#00C963) for

Don'ts

- Don't use yellow as a background for large text areas—its high luminosity strains the eyes and reduces legibility; reserve it for accents and small blocks.
- Avoid using green and yellow together in equal proportions; they compete for attention and muddy the hierarchy. Always let one dominate.
- Never apply the dark foreground (#0A1F33) on a deep blue background; the lack of contrast causes visual confusion. Use the light foreground (#F5F0E1) instead.
- Don't introduce colors outside the defined palette, especially in official communications; stick to the brand's hex values to maintain consistency.
- Avoid desaturating the primary yellow for screens; it must remain vivid and energetic to reflect the brand's dynamic personality.

sufficient contrast against the dark background.

Typography

Strategic Rationale

The typographic pairing of **Montserrat** and **Lato** is a deliberate reflection of Brazil's dual brand nature—where the bold authority of a five-time world champion meets the warm, expressive soul of a people. Montserrat, with its strong geometric structure and commanding presence, embodies the institutional confidence and pride of the Seleção, channeling the Ruler archetype's need for order and prestige. Lato, in contrast, brings a humanist, approachable warmth that mirrors the brand's expressive, grounded personality, ensuring every message feels personal and inclusive. Together, they create a **powerful equilibrium** between strength and accessibility, perfectly suited to a brand that governs with rigor yet celebrates with unbridled joy.

The Blueprint

Primary Typeface: Montserrat

A modern geometric sans-serif with a bold, authoritative voice. Its clean, uppercase-friendly letterforms and wide proportions make it ideal for headlines, where it projects confidence and energy. The typeface's structured geometry echoes the disciplined side of the brand, while its contemporary edge keeps it from feeling stiff.

Secondary Typeface: Lato

A humanist sans-serif with a friendly, open feel. Its slightly rounded terminals and generous x-height enhance readability, making it the perfect body copy partner. Lato brings a conversational warmth that balances Montserrat's formality, reflecting the brand's genuine, grounded connection with fans.

Activation Guidance

- **Website hero headlines:** Montserrat Bold, 80pt, tight tracking (-0.5%), set in all caps for maximum

impact.

- **Body copy:** Lato Regular, 16px / 1.6 line-height on digital screens; 11pt / 1.5 line-height in print, ensuring comfortable reading flow.
- **Subheadings and callouts:** Montserrat SemiBold, 24pt, with generous letter-spacing (1%) for a refined, open look.
- **Captions and metadata:** Lato Regular, 12px, using a lighter color against dark backgrounds to maintain hierarchy without shouting.
- **Never use Montserrat for long-form reading**—its geometric precision causes visual fatigue at small sizes. Always pair it with Lato for extended text.

Font Samples

Primary Font: Montserrat

The quick brown fox jumps over the lazy dog

Secondary Font: Lato

The quick brown fox jumps over the lazy dog

Do's

- Use Montserrat Bold (700) for all main headlines, hero text, and navigation labels, set in all caps for authority and presence.
- Employ Lato Regular (400) for body copy, paragraphs, and long-form content, with a line-height of at least 1.5x the font size for readability.
- Pair Montserrat with Lato by maintaining a strong contrast in weight—at least a 300-weight difference (e.g., Montserrat Bold vs.

Don'ts

- Don't use Montserrat at sizes below 14pt for body copy—its geometric shapes and tight apertures reduce readability in long passages.
- Avoid applying Lato Light on dark backgrounds; its thin strokes become illegible. Always use Regular weight or higher for contrast.
- Never use script or handwriting fonts as substitutes for the primary or secondary

Lato Light) for clear hierarchy.

- Increase letter-spacing on all-caps Montserrat headlines by 1-2% to enhance legibility and add an air of sophistication.
- For digital, set body text at a minimum of 16px to meet accessibility standards, using Lato's generous x-height to its advantage.

typefaces; they undermine the brand's authoritative, modern feel.

- Don't set entire paragraphs in Montserrat Bold; it overwhelms the reader and kills any sense of subtlety or warmth.
- Avoid tight tracking on Lato body text—its friendly character needs breathing space to shine; stick to 0 or positive tracking.

Imagery Guidelines



Strategic Rationale

Photography for Brazil must capture the raw, unscripted emotion that defines the brand—joyful, resilient, and unmistakably authentic. It's not about polished perfection; it's about the sweat on a jersey, the tears after a defeat, and the unguarded laughter of a team that plays with heart. This approach reinforces the brand's expressiveness and grounded personality, turning every image into a story of national pride and human connection. Macro detail shots of the iconic yellow jersey further celebrate craftsmanship and heritage, linking the tangible product to the intangible spirit of Joga Bonito.

The Blueprint

Subject Matter

Capture players in moments of genuine emotion—goal celebrations with outstretched arms, intense focus during training, or quiet reflection in the locker room. Show the full kit (jersey, shorts, socks) to emphasize the complete visual identity, but also zoom in on the crest, the five stars, and the texture of the fabric. Include fans and grassroots scenes to reinforce collective ownership and warmth.

Composition

Favor dynamic, upward-reaching poses that create triangular shapes, symbolizing victory and energy. Use the rule of thirds to balance the subject with generous negative space—often a bright sky or the pitch's green—to let the emotion breathe. Symmetry around the crest anchors formal shots, while asymmetry adds movement to action frames.

Lighting

Natural, directional sunlight is key—it accentuates the brilliance of the yellow jersey and carves out facial expressions with warmth and clarity. Avoid harsh studio strobes; instead, use golden-hour backlighting to evoke nostalgia and hope. For indoor or locker-room scenes, soft, diffused light mimics the intimacy of a shared moment.

Color Grading

Keep colors vibrant but true to life—slightly boosted saturation on the yellow and green to match the palette, with deep, rich blues for contrast. A very subtle warm tint (amber/gold) can enhance the emotional temperature without overpowering the natural skin tones. Avoid desaturated or moody filters that dilute the brand's energetic optimism.

Activation Guidance

- For matchday hero images, shoot a player mid-celebration from a low angle, framed against a clear sky, with the yellow jersey dominating the frame.
- Product shots of the jersey should use a shallow depth of field (f/2.8) to highlight the embroidered crest and fabric weave, with the five stars sharply in focus.
- On digital channels, pair full-bleed action portraits with ample negative space on one side for headlines and copy alignment.
- In storytelling series, mix wide environmental shots (e.g., a child playing on a favela pitch) with intimate close-ups to showcase grassroots connection.

Do's

- Capture authentic, unscripted moments of players and fans—raw celebrations, focused training, genuine smiles—to reflect the brand's expressive personality.
- Use natural, golden-hour sunlight whenever possible to bathe the yellow jersey in warmth and create dramatic, hopeful shadows.
- Compose shots with upward angles and outstretched arms to form triangular shapes that convey victory, energy, and collective pride.
- Include macro details of the jersey—the embroidered crest, five stars, and fabric texture—to celebrate craftsmanship and heritage.
- In group photos, focus on the bond between players, framing them tightly to emphasize unity and team spirit.

Don'ts

- Don't use heavily staged or overly retouched studio shots; they feel cold and contradict the brand's grounded, human approach.
- Avoid desaturated filters or moody color grades that drain the vibrancy from the iconic yellow and green—keep the palette lively.
- Never cut off the five stars or crest in cropped images; they must always be fully visible to honor the brand's legacy.
- Don't rely solely on star players; the brand is about the collective, so always include team moments, fans, and grassroots scenes.
- Avoid harsh, direct flash that flattens emotion and creates unflattering highlights—natural light or soft diffused sources only.

Strategic Rationale

The layout system for Brazil must embody **structured joy**—providing the order necessary for institutional credibility while leaving room for the spontaneous energy of the beautiful game. A clean, grid-based architecture anchors the content, allowing the vibrant imagery and bold typography to shine without chaos. This approach mirrors the brand’s dual nature: a rigorous governing body that is also a passionate cultural movement. The result is a design language that feels both commanding and welcoming, with every element intentionally placed to guide the eye and amplify emotion.

The Blueprint

Grid System

A 12-column modular grid serves as the backbone for all layouts, ensuring consistency across digital and print. Key elements like the crest, headlines, and navigation align strictly to the grid, while imagery often breaks out into full-bleed or asymmetrical placements to create visual tension and dynamism. This flexibility allows the grid to support both formal corporate communications and high-energy fan campaigns.

Whitespace Philosophy

Whitespace is treated as an active element—generous, intentional, and never wasted. It creates a sense of calm and premium quality around the crest, headlines, and critical messaging, and provides breathing room around dense information. In hero sections, expansive negative space (often the sky or pitch background) focuses attention on the players, reinforcing their role as larger-than-life icons.

Compositional Approach

Symmetry is used for formal, brand-centric moments (e.g., homepage main banner with centered crest, documentary-style headers). Asymmetrical balance is employed for dynamic content, such as player profiles or match reports, where a large left-aligned image is counterbalanced by right-aligned typography. Upward triangular shapes drawn from imagery are subtly echoed in layout—angled crops or diagonal lines that suggest movement and victory. The rule of thirds governs the placement of focal points to maintain natural visual flow.

Activation Guidance

- **Center the crest** in hero sections with generous padding (min 120px on desktop) to establish

immediate brand authority.

- For article pages, use a two-column layout: main content occupies 8 columns with ample right-side whitespace (4 columns), while pull quotes or sidebars bleed into the margin for texture.
- Break the grid intentionally for high-energy moments—full-bleed imagery with overlaid bold Montserrat headlines set in white to command attention.
- Maintain a breathing space rule: no element should be closer than 32px from any edge or another block unless intentionally overlapping for effect.
- Use the grid's vertical rhythm to align typography baselines across columns, creating a polished, professional feel.

Do's

- Use generous whitespace around the crest and key headlines to emphasize their importance and create a premium feel.
- Apply a 12-column grid for all layouts, aligning text, images, and UI elements precisely to maintain structural integrity.
- Break the grid with full-bleed imagery for hero sections or emotional high points to inject energy and surprise.
- Center-align the crest in formal headers and hero areas, using symmetrical spacing to project authority and tradition.
- Incorporate upward-pointing diagonal shapes (e.g., tilted image crops or angular lines) to echo the dynamic imagery and convey motion.

Don'ts

- Don't overcrowd the canvas—maintain at least 32px of breathing space around all elements unless intentionally overlapping for effect.
- Avoid mixing too many composition styles; stick to a consistent pattern (e.g., mostly asymmetrical with occasional symmetry) to guide the user's eye.
- Never place critical text over busy image backgrounds without a semi-transparent overlay to ensure legibility.
- Don't ignore the grid for formal documents like reports or press releases—consistency builds trust and professionalism.
- Avoid static, grid-locked layouts everywhere; the brand needs moments of spontaneity to reflect the inventiveness of Brazilian football.

Visual Identity Justification

The **Brazil visual identity** is a masterful fusion of **Vibrant Joy** and **Resilient Pride**, reflecting a brand that channels the soul of a nation. The color palette—an iconic yellow, deep blue, and vibrant green—announces energy and patriotism, while the warm off-white and dark navy backgrounds provide a grounding canvas. Typography pairs the bold, geometric authority of **Montserrat** with the warm, humanist approachability of **Lato**, embodying the balance of institutional strength and emotional connection. Imagery captures the genuine, expressive moments of players and the intricate craftsmanship of the jersey, framed by dynamic compositions and radiant natural light. The layout system, built on clean grids and generous whitespace, provides order without stifling the visual energy, creating a stage where the brand's story unfolds with clarity and impact.

Every element is orchestrated to deliver a single, powerful message: this is the home of **Joga Bonito**—where beauty and resilience are one. From the iconic yellow to the upward-reaching poses, each visual choice is a declaration that Brazil's football is not just a game; it is a cultural heartbeat, beating with joy, pride, and the unyielding spirit of a nation.



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