



Japan

Brand Book

Introduction

Japan, the Samurai Blue, is not a football team seeking meaning; it is a meaning seeking expression through football. Rooted in the JFA Ideal of sound bodies, expanded minds, and enriched societies, this brand operates as a moral institution disguised as a sports governing body. Its unique positioning rests on a simple, world-record proof: that discipline, respect, and fair play are not impediments to victory but the very engine of sustainable excellence. From the holistic JFA Academy to the unifying Football Family, every touchpoint is engineered to develop better human beings first, and elite athletes as a result. The brand's personality—discipline, nurturing, vision, and unwavering principle— delivers an emotional experience of trust and guidance that no rival can replicate. For parents, it is a guardian; for cosmopolitan fans, a cultural beacon; for community leaders, a partner. This blueprint provides the strategic architecture to convert that profound purpose into commercial strength: premium partnerships, global recognition, and a legacy that outlasts any trophy.



We are Samurai Blue. We carry the Yatagarasu. And we will win the right way—because the true goal is a society uplifted by the beautiful game.

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Strategic Imperative: Why We Lead With Aligned Identity



We stand at a crossroads in sport. Fans, sponsors, and communities increasingly reject institutions that chase results at the expense of ethics. In this trust-deficit economy, the Japan Football Association's commitment to a higher purpose is not a soft ideal but a hard competitive edge. Purpose is the anchor that turns casual supporters into lifelong advocates, attracts commercial partners who want integrity by association, and draws elite talent seeking more than a paycheck.

By leading with Aligned Identity—specifically, a Purpose-Driven posture—the JFA ensures that every

campaign, partnership, and academy session reinforces the same unshakeable truth: football exists to build better humans. This consistency commands a premium in fan loyalty and sponsorship value because it transforms the brand from a transaction into a movement. The commercial upside is tangible: when Kirin or Adidas partner with the JFA, they are not just buying reach; they are buying proof of principle. The strategic instruction is to measure every investment against the JFA Ideal. If a new app feature, a merchandise line, or a media rights deal does not advance sound bodies, expanded minds, or enriched societies, it must be rejected. That discipline is what will carry Japan to the 2050 World Cup—and beyond.

Our Strategic Position: A SWOT Analysis



Strengths

- **Unmatched Moral Authority:** The world-record red-card streak is a unique, verifiable proof point of integrity that no competitor can claim. It serves as a trust seal for fans, parents, and sponsors.
- **Holistic Development Ecosystem:** The JFA Academy network and Players First! charter create a seamless pipeline that develops elite talent while producing well-rounded citizens, a dual output that deepens community support.
- **Unifying Community Infrastructure:** The Football Family, activated across 47 prefectures through grassroots festivals, disaster reconstruction, and programmes like the Respect Project, builds a resilient, emotionally bonded base that transcends transactional fandom.

Strategic Guidance: Leverage the moral authority to command a price premium in sponsorship and media deals, explicitly selling 'integrity inventory'. Turn the Academy into a global knowledge export, offering consultancy to other federations, thereby creating a new revenue stream while reinforcing thought leadership.

Weaknesses

- **Perceived Formality Can Feel Distant:** The JFA's institutional tone, while authoritative, may alienate younger, digitally native audiences accustomed to informal, playful brand voices.
- **Global Brand Recognition Lags Behind On-Pitch Performance:** Despite Asian dominance, the Samurai Blue lack the global casual-fan mindshare of traditional European or South American powerhouses.
- **Underleveraged Emotional Storytelling:** The brand's rich human narratives—Academy graduates, community healing—are often buried in formal reports rather than broadcast as compelling content.

Strategic Guidance: Mitigate formality by developing a warm, story-driven social media voice that brings the Football Family to life through behind-the-scenes documentaries and player-driven storytelling. Address the recognition gap by packaging the integrity narrative for international media, positioning the Samurai Blue as the 'most honourable team in world football'.

Opportunities

- **'Sport for Good' Market Growth:** Brands and broadcasters are actively seeking purpose-aligned properties. The JFA can secure sponsorship deals structured around social impact metrics, not just viewership numbers.
- **Digital Platform Expansion:** The JFA Passport app and eNational team can evolve into a global virtual Football Family, offering exclusive content, digital coaching, and community features to millions of overseas fans.
- **Women's Football Commercial Surge:** With the WE League and Nadeshiko Japan's cultural cachet, the JFA can attract separate, high-value sponsorships focused on female empowerment and innovation.

Strategic Guidance: Actively pitch 'Purpose Partnership' packages to Fortune 500 companies, linking funding to measurable outcomes like academy placements or community facilities built. Accelerate the WE League's international media rights deals, leveraging the 2011 World Cup legacy and the childcare-at-matches innovation as a unique narrative.

Threats

- **Competitive Nationalism in Regional Rivals:** Neighbouring federations may adopt aggressive, win-at-all-costs investment strategies that focus on short-term trophy acquisition, potentially eroding Japan's competitive on-pitch luster.
- **Commercialisation Pressure:** Global media deals and club interests may push for a dilution of the Players First! philosophy in favour of more matches, more travel, and younger professional debuts.
- **Talent Drain to European Leagues:** As more Japanese players move abroad, the domestic league may lose star power, weakening the local fan connection critical to the Football Family.

Strategic Guidance: Defend against competitive nationalism by doubling down on the unique selling point: trophies fade, but the red-card streak is forever. Publicly benchmark against rivals not on titles alone but on governance and player welfare indices. To counter commercialisation pressure, embed the JFA Ideal into all league licensing agreements, making ethical operations a condition of participation.

The Competitive Field: Our Unique Position in the Market



The Competitive Players

The Saudi Arabian Football Federation operates with the ambition of a nation-building Ruler. Its evidence reveals a rigorous focus on national team success, with frequent international training camps, and a strategic alignment with the Saudi 2034 vision. The brand voice is professional, data-forward, and utility-focused, prioritising accessible news and rankings. Its on-pitch identity is wrapped in the national pride of 'Al Akhdar' (The Green), and it is actively expanding women's football.

- Their Playbook: Use national wealth and centralised planning to fast-track elite performance and global event hosting, with football as a soft-power instrument.

- The Customer Compromise: Fans must accept that the federation's primary loyalty is to state prestige, and that human development is secondary to rapid medal acquisition.

Football Australia presents a blend of Ruler and Caregiver. It balances elite international campaigns—Socceroos and Matildas—with grassroots development, underpinned by transparent governance and the 'Securing Our Football Future' strategy. Innovation is tangible through the Perform+ training platform and Club Changer infrastructure. Inclusivity is signalled by the National Indigenous Advisory Group and Para football support. The tone is professional and high-performance yet caring, with a unified brand architecture tying teams to commercial partners.

- Their Playbook: Blend elite performance with systematic community development, marketed through transparent governance and digital innovation, to build a broad-based football ecosystem.
- The Customer Compromise: The dual focus can stretch resources; fans may feel that neither elite ambition nor grassroots care is fully realised, and the reliance on commercial naming rights (e.g., CommBank Socceroos) dilutes iconic identity.

The Prevailing Customer Compromise

The global football governance market suffers from a fragmentation of soul. Organisations either pursue elite glory at any cost, reducing athletes to national instruments and fans to spectators, or they champion community development but lack the competitive edge that inspires mass passion. The Saudi model sacrifices holistic human growth for state-driven spectacle; the Australian model tries to serve both masters but risks becoming a competent administrator rather than a movement. Fans and participants are forced to choose between integrity and ambition, between a nurturing environment and world-class excellence. The prevailing compromise is that no single national football brand offers a truly integrated philosophy where moral development and elite performance are proven to be inseparable, not just marketed as such.

Our Differentiated Position

The JFA rejects the Saudi playbook of football as nationalistic instrument, instead positioning the game as a vehicle for societal enrichment. It counters Football Australia's balanced but brand-diluted approach by grounding its entire identity in a singular, non-negotiable Ideal: sound bodies, expanded

minds, enriched societies. The JFA does not merely add community programmes to an elite agenda; it makes honour the foundation of victory, as demonstrated by the Samurai Blue's red-card streak. This solves the prevailing compromise by offering a third way: a brand where integrity is the engine of excellence, where the Academy produces not just footballers but global citizens, and where the Football Family is a lived operational reality, not a slogan. The JFA claims the unoccupied position of the proven ethical champion, a governing body that has turned philosophical conviction into a measurable competitive advantage.

Our North Star: The Vision Statement



The Vision is the brand's 'postcard from the future'—a tangible, aspirational picture that guides all strategic choices.

By 2036, Japan is the world's most admired football nation—not merely for titles won, but for how the game elevates every participant. The Samurai Blue are perennial contenders on the global stage, their disciplined brilliance a reflection of a deeper national commitment to human flourishing. Across 47 prefectures, the Football Family has grown into a self-sustaining ecosystem where sound bodies, expanded minds, and enriched societies are the measure of success. The JFA is the global benchmark for integrity-driven governance, holistic player development, and community transformation, proving that a football association can be both a cradle of champions and a force for social good.

This Vision must serve as the ultimate filter for capital allocation. When the board debates a new investment—a training facility, a sponsorship deal, a digital platform—the first question must be: 'Does this move us closer to being the world's most admired football nation on our own terms?' If it solely boosts win probability without advancing the Ideal, it is dilution. The Vision must also anchor all C-suite communication, from annual reports to investor pitches, framing long-term enterprise value as a function of moral leadership. By 2036, the JFA's balance sheet should reflect not just revenue growth but the asset value of a globally trusted brand.

Our Guiding Compass: The Mission Statement



The Mission is the active, daily plan that makes the Vision a reality—the 'how' of our purpose.

We are uniting Japan's Football Family—from grassroots participants to Samurai Blue supporters—every day by building character through discipline, fostering community through inclusive programs, and pursuing global excellence. Through every academy session, community festival, and match, we cultivate sound bodies, expanded minds, and enriched societies.

This Mission translates directly into operational priorities. The JFA Academy's curriculum should be audited monthly against the 'building character' mandate, not just technical metrics. Community festivals must be designed to measurably expand minds—with educational booths, cultural exchanges—not just football drills. Global excellence is pursued, but the KPI for the national team coach is not just

wins; it includes fair play indices and community engagement hours. The product roadmap for the JFA Passport app should prioritise features that connect users to the Football Family—a 'mentorship matching' tool linking former players to young athletes, for instance—over mere gamification. Every department's OKRs must trace back to this statement, ensuring that purpose is not a poster but a performance metric.

Our Audience: The Protagonists of Our Story



The Football Family is not a target to sell to; it is the community of protagonists whose journeys our brand exists to champion. Our story is their story, and our success is measured by their flourishing.

Proud Parent of a Young Player

A Narrative Sketch: Keiko, a mother in Yokohama, watches her 10-year-old son Takumi at his JFA-affiliated club. She cherishes the discipline he's learning, the respectful bow to the referee, and the way his coach talks about 'growing as a person' more than winning. She is not a football fanatic; she is a parent who wants a safe, structured environment that builds character.

Goals & Motivations:

- Ensure her child's physical and emotional safety in a positive learning environment.
- See her child develop respect, resilience, and teamwork.
- Find a programme that balances sport with education and life skills.

Pain Points & Frustrations:

- Fear of win-at-all-costs coaches who might harm her child's self-esteem.
- Difficulty distinguishing between serious development programmes and casual recreation.
- Lack of transparent information on coaching philosophy and safety.

Relationship with Brand: Seeks a trusted guardian—a wise, nurturing institution that she can rely on to put her child's welfare first, always.

Cosmopolitan Football Enthusiast

A Narrative Sketch: David is a 29-year-old graphic designer in London, a global football fan who admires technical, intelligent play. He discovered the Samurai Blue during the World Cup and was captivated by their disciplined elegance and the fans' respectful stadium cleanup. He owns a blue Yatarasuru jersey and follows JFA social media for a different kind of football story—one about honour.

Goals & Motivations:

- Connect with football culture that transcends the commercial circus.
- Discover authentic narratives and aesthetics that reflect his cosmopolitan values.
- Support a team that stands for something beyond winning.

Pain Points & Frustrations:

- Disillusionment with European football's greed and playacting.
- Difficulty finding in-depth, English-language content about Japanese football philosophy.
- Feeling like a customer rather than a community member.

Relationship with Brand: Seeks a cultural mentor—a guide into a football world where art, ethics, and sport merge, and where he can belong to a global family of like-minded fans.

Grassroots Community Leader

A Narrative Sketch: Takeshi is a 55-year-old former player who volunteers as a local FA official in rural Miyazaki. He organises the annual youth festival, liaises with the prefectural FA, and worries about depopulation and declining participation. He is a lifelong believer in football's power to unite his town, but he feels stretched thin and under-resourced.

Goals & Motivations:

- Sustain and grow local football participation across all ages.
- Use football to address community issues: isolation, health, youth engagement.
- Feel connected to a larger national mission and receive practical support.

Pain Points & Frustrations:

- Administrative burden and lack of local funding.
- Perception that the JFA focuses on elite Tokyo and Osaka centres.
- Difficulty accessing coaching education and programme materials.

Relationship with Brand: Seeks an empowering partner—a enabling backbone that provides tools, recognition, and a sense of shared purpose, turning his local efforts into a meaningful part of the national Dream.

Synthesized Strategic Counsel: The golden thread across all three personas is a deep-seated need for **integrity-as-care**. Keiko needs assurance of care for her child; David seeks a caring, ethical alternative to cynical football; Takeshi needs a partner that cares for his community's wellbeing. Messaging built on the promise of 'football that cares for you, your character, and your community' resonates universally because it addresses the modern fan's primary wound: sport that has stopped caring. Every campaign, from a parent's newsletter to an international social post, should lead with evidence of this care—the Academy's English classes, the Respect Project's teachings, the post-disaster pitch restorations—to forge a powerful emotional bond across our entire Family.

Our Character: The Personality of Japan



Brand Personality is the set of human characteristics that brings strategy to life. For the JFA, these traits form the face of a wise, benevolent guardian—a character that builds trust through consistency and warmth.

Our Traits:

- Disciplined
- Nurturing
- Visionary
- Unifying
- Respectful

- **Principled**

This personality builds an emotional moat by making institutional competence feel personal. When fans encounter the Samurai Blue's on-pitch discipline, they feel not just admiration but a desire to emulate that character. When parents see the nurturing Academy, they feel relief and loyalty. The personality turns abstract values into felt experiences, ensuring that every interaction—a tweet, a coaching session, a stadium announcement—reinforces the feeling of being guided by a trustworthy elder.

Personality DO	Personality DON'T
Use formal, composed language in public address, as a respected headmaster would.	Slip into casual, slang-filled banter that undermines sage authority.
Celebrate victories with humble pride, sharing credit with the entire Football Family.	Boast about dominance or mock opponents, even in jest.
Show visionary ambition through quiet, systematic planning stories, not loud proclamations.	Make hyperbolic promises about guaranteed titles or 'eras of conquest'.
Demonstrate nurturing by spotlighting individual growth journeys, especially from Academy to pro.	Glorify a 'survival of the fittest' mentality that dismisses those who don't reach elite levels.

Our Voice: How Our Character Speaks



Tone of Voice is the verbal expression of Personality. The JFA speaks with **earned authority, familial warmth, and visionary calm**—a voice that instructs yet embraces, that dreams yet plans.

Guiding Tenets

Write with earned authority, not imposed hierarchy.

- Do frame statements as shared truths rather than commands. "We believe the journey shapes the player as much as the result."
- Don't lecture or dictate. "Players must follow these rules." ❌ Instead: "The Respect Project guides us all to care for one another."

Balance institutional precision with familial warmth.

- Do use concrete, tangible nouns (ecosystem, pipeline, framework) paired with verbs of care (foster, nurture, empower). "The Academy network nurtures talent and character side by side."
- Don't default to cold bureaucratic language. "Player compliance with safeguarding protocols is mandatory." ❓ Instead: "Every player deserves a safe environment to grow; our safeguarding framework ensures that promise."

Speak in aspirational truths, not hype.

- Do invoke the Dream with quiet confidence. "The 2050 ambition is not a wish; it is a horizon we are building toward, step by step."
- Don't use boastful or exaggerated claims. "We are the best federation in Asia." ❓ Instead: "We strive to set a standard for holistic development, on and off the pitch."

Prioritise clarity and respect over cleverness.

- Do choose simple, direct language that honours the reader's intelligence. "Integrity means we earn trust through every decision."
- Don't use irony, sarcasm, or corporate buzzwords. "We leverage synergies to optimise stakeholder value." ❓ Avoid entirely.

Use the language of collective responsibility.

- Do favour "we" and "our" to reinforce the Football Family. "Our shared commitment to fair play defines us."
- Don't centre the institution as a separate entity. "The JFA requires all players to..." ❓ Instead: "Together, we uphold the standards that make us proud."

(For full vocabulary, channel adaptations, and examples, see the complete Tone of Voice guide.)

This voice makes character tangible. When executed consistently, it turns every press release, app notification, and coach's pep talk into a signature JFA moment. It is the audio brand that echoes long after the final whistle.

Voice DO	Voice DON'T
On social media, post a training clip with: "Precision in every pass. Discipline in every step. #FootballFamily"	Post: "We're gonna crush them tonight! Let's go! ??? "
In a parent's email: "Your child's growth—on and off the pitch—is our shared purpose. Thank you for trusting the Football Family."	Send: "Please ensure your child's compliance with attendance quotas."
In a sponsor pitch: "Partnering with us means investing in a proven model of integrity that delivers both commercial trust and societal impact."	Pitch: "We've got the highest viewership in Asia, great for your ROI."
In a fan programme: "Tonight, we don't just wear the blue. We carry the Dream of 47 prefectures."	Write: "Let's make some noise and show the other team who's boss!"

Our Creed: The Core Values



Core Values are the non-negotiable principles that guide every decision when the playbook runs out; they are the bedrock of our character.

- **Play with Honor:** Every match is a test of character. We hold ourselves to the highest standard of sportsmanship and discipline. It means respecting the opponent, the referee, and the game itself. Our world-record streak of no red cards at the FIFA World Cup since 1998 is not a statistic; it's a code. Would we take a tactical foul that risks a red card? No. Would we celebrate a victory with humility? Yes. Honor is non-negotiable.
- **Grow with Purpose:** We measure success not just by trophies but by the people we develop. This value demands that every decision prioritises the long-term growth of the individual over short-term gain. Our JFA Academy does not only train footballers; it cultivates well-rounded citizens



through English education, international exposure, and character building. Would we sacrifice a player's education for a quick result? Never.

- Unite as Family: The Football Family is more than a metaphor. It is a lived commitment to inclusivity, mutual support, and national unity. From disaster relief in local communities to childcare at WE League matches, we break down barriers so everyone belongs. Would we leave a community behind for commercial gain? Absolutely not.

These values must be embedded into hiring and decision-making. In interviews, ask candidates to describe a moment they chose honour over victory. In performance reviews, evaluate staff not only on output metrics but on how they upheld 'Grow with Purpose'—did they mentor a colleague, volunteer for a community event? When a sponsorship offer compromises 'Unite as Family' by excluding certain fan groups, the value acts as an instant veto. Values are the constitution; all other policies are footnotes.

Our Rallying Cry: The Elevator Pitch



The Elevator Pitch distills the brand into one compelling invitation, deliverable in under thirty seconds by any member of the Football Family.

For fans who seek more than just victory, Japan's Samurai Blue embodies discipline and collective pride—a team that has never received a red card in World Cup history, proving that fair play fuels excellence. Join the Football Family and witness how holistic development creates champions on and off the pitch.

Different teams should adapt the core message:

- **Sales/Sponsorship:** "For brands that want to align with integrity, Japan offers a partnership with the

world's most honourable football team—proven by a unique red-card streak and a philosophy that develops better citizens. This is not a logo placement; it's a legacy investment."

- **Hiring:** "Join an organisation where your work develops not just footballers but the next generation of Japanese leaders. We measure success by the people we build, and your role is a direct contribution to that purpose."
- **Investor Relations:** "The JFA is a purpose-driven enterprise with a proven operational model that transforms trust into tangible commercial value—higher sponsorship retention, deeper fan loyalty, and a global reputation that attracts premium partnerships."

Activation & Governance: Signature Brand Plays



A brand is not what it says; it is what it does. The following initiatives are unique to the JFA, expressing our personality, delivering on our mission, and providing real value to our audience.

Play Title: The Honor Code Cup

The Concept: An annual international invitational tournament for U-17 national teams, where the primary ranking metric is not only match results but a 'Fair Play Index'—combining red/yellow card data, referee respect scores, and player behaviour assessments. The trophy is awarded for the highest combined football and honour score. The event features workshops led by JFA Academy mentors on ethics in sport, and the final is officiated by a Japanese referee celebrated for fairness. The tournament becomes a global beacon, attracting federations that want to test their character.

Strategic Rationale: This directly productises the JFA's core differentiator—the red-card streak—and creates a new, owned media property that generates global attention, youth development prestige, and sponsorship appeal tied to integrity.

Play Title: The Football Family Portrait

The Concept: A large-scale, biennial documentary project that captures the stories of 47 individuals—one from each prefecture—whose lives have been shaped by the JFA's ecosystem. It could be an Academy graduate turned doctor, a WE League player who utilises on-site childcare, or a community elder who organises post-disaster matches. The portraits are exhibited at the blue-ing! facility in Tokyo and travel nationally, with a companion book and a digital interactive map on the JFA Passport app, where users can explore each story and connect with local programmes.

Strategic Rationale: This play activates the 'Unite as Family' value by making the abstract concept tangible and deeply human. It generates powerful content for earned media, strengthens local pride, and directly drives recruitment and volunteerism.

Play Title: Pass It Forward

The Concept: A digital platform (integrated into the JFA Passport) where fans can sponsor specific, tangible elements of grassroots football—a set of balls for a rural club, a coaching education scholarship for a volunteer, travel funds for an underprivileged team. Each contribution is tracked with a personalised impact report featuring photos and a thank-you from the recipients. Sponsors earn 'Honour Points' redeemable for exclusive experiences like a virtual coaching session with a Samurai Blue player.

Strategic Rationale: This monetises the Football Family bond by enabling micro-sponsorship, creating a new revenue stream while deepening fan engagement and directly supporting the grassroots pipeline. It transparently demonstrates the 'enriching societies' pillar of the Ideal.

Activation & Governance: Leveraging the Brand as a Business Asset



A brand is a powerful economic engine. This blueprint is designed to drive measurable business outcomes across five critical dimensions.

Financial Growth

The JFA's purpose is a premium-pricing tool. Sponsors will pay more for partnerships that include co-branded integrity content and impact reports because these assets future-proof their own ESG narratives. The 'Pass It Forward' platform will unlock a new grassroots funding stream, while the 'Honor Code Cup' creates a sellable media property. By exporting the JFA Academy consulting model, we generate high-margin advisory revenue. The brand's trust translates into lower customer acquisition costs for ticketing and merchandise, as fans buy into the identity, not just the event.

Building Trust

Trust is the currency of governance. By consistently communicating transparent reports, tribunal outcomes, and safeguarding updates in our family-oriented voice, we turn bureaucratic necessity into a trust-building ritual. The 'Football Family Portrait' documentary series provides third-party validation through authentic stories, which is more credible than any corporate pledge. This trust reduces regulatory friction, fosters political goodwill, and makes the JFA the go-to partner for community initiatives, further solidifying our societal license to operate.

Competitive Advantage

The red-card streak and Academy model are non-replicable advantages. While rivals spend on star players, we invest in a character-development system that produces both elite athletes and loyal, articulate ambassadors. This creates a self-reinforcing loop: disciplined play attracts sponsors and fans, which funds more character development. The 'Honor Code Cup' positions the JFA as the global referee on integrity, giving us agenda-setting power in international football discourse. Competitors cannot follow because they lack the century-deep cultural foundation.

Talent Attraction

Top young athletes and their parents are increasingly concerned about holistic development. The JFA Academy's blend of elite training, education, and international exposure is a unique selling proposition that will attract the best prospects in Japan and even abroad. For coaching and administrative staff, the JFA's reputation for purpose and professionalism makes it a destination employer. We must market the career paths—'Join a team that builds character, not just careers'—in recruitment materials to win the war for talent against commercial clubs.

Operational Discipline

A clear brand acts as an internal constitution. The Decision Filter (see next section) ensures that every initiative—from a new app feature to a pre-match ceremony—aligns with our values, reducing inefficiency and mission creep. The Mission Statement provides ready-made OKRs, aligning departments. When every employee understands that 'sound bodies, expanded minds, enriched societies' is the ultimate KPI, they self-police for quality and consistency, lowering oversight costs and increasing output that genuinely moves the needle.

Activation & Governance: The Brand Decision Filter



This tool empowers every team member—from the CEO to a regional volunteer—to act as a brand guardian, ensuring consistency without bureaucracy.

1. **Does this decision honour the game?** Will it reinforce our commitment to discipline, respect, and fair play, or could it be perceived as sacrificing integrity for gain?
2. **Does this help someone grow with purpose?** Does it prioritise the long-term development of a player, employee, or community member over a short-term metric?
3. **Does this unite the Football Family?** Will it strengthen the bonds between our diverse stakeholders—from a young girl in Hokkaido to a fan in São Paulo—or will it create exclusion?

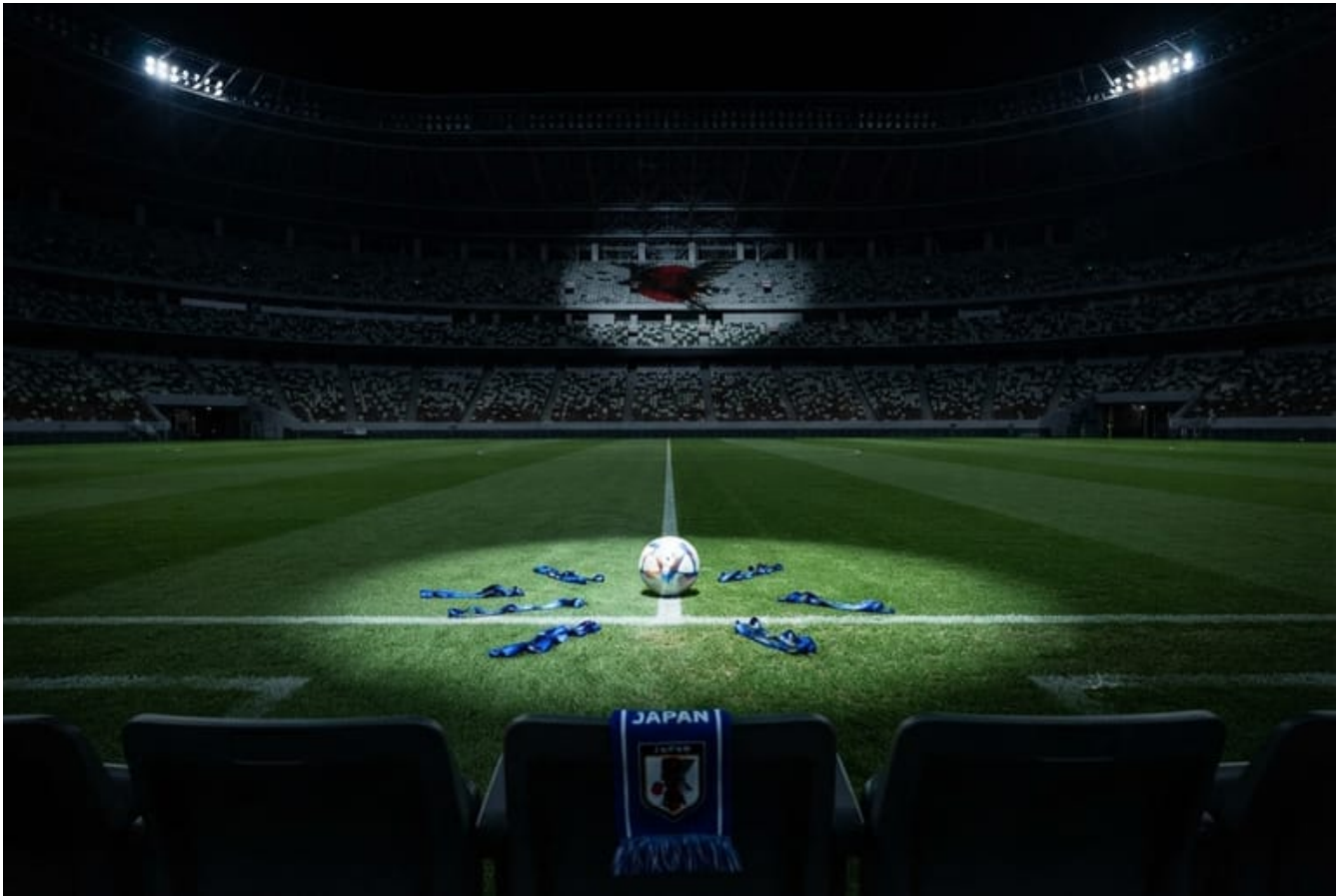
4. **Is this a wise use of our resources to move toward the 2050 Dream?** Does it align with our Vision of holistic admiration, not just trophy accumulation?

5. **Can we tell this story with pride?** If this action were the subject of a 'Football Family Portrait' documentary, would it make us proud?

Strategic Counsel: Use this filter as a mandatory checkpoint for any significant new initiative—a campaign launch, a major partnership, a policy change. Before presenting a proposal to the board, answer the five questions in a one-page summary. If the answers are weak or contradictory, the initiative must be redesigned or dropped. This process will save millions in misaligned investments and will build a culture where the brand is everyone's daily responsibility.

Visual Identity

Overall Visual Mood



Structured Serenity

Visual Concept Statement

Rooted in the mythic guidance of the Yatagarasu, our visual identity embodies **disciplined grace** and **unifying warmth**. Deep navy anchors the brand in institutional trust, while vermilion and gold infuse passion and honor.

Every typeform, image, and layout is a silent pledge—**structured clarity** meets **familial approachability**. This is not merely a design system; it is a visual covenant between the JFA, its Football Family, and the nation's shared dream.

Brand Logos



Color Palettes

Light Theme



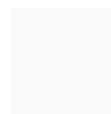
Primary
#1D3557



Secondary
#C1121F



Accent
#C9A227



Background
#FAFAFA



Foreground
#111111

Dark Theme



Primary
#264B73



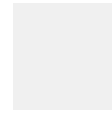
Secondary
#D62828



Accent
#E0B84A



Background
#0A1628



Foreground
#F0F0F0

Do's

- Use deep blue (#1D3557 or #264B73) as the dominant, unifying background for all official institutional communication to project trust.
- Apply vermilion (#C1121F or #D62828) sparingly as a call-to-action or to highlight key statistics, reflecting the energetic pulse of the Football Family.
- Incorporate gold (#C9A227 or #E0B84A) exclusively for ceremonial accomplishments—such as championship badges, award seals, or the 2050 Dream iconography.
- Maintain a high-contrast ratio between foreground (#111111/#F0F0F0) and background (#FAFAFA/#0A1628) to ensure accessibility and clarity.
- Use the light mode palette for print and daytime digital; switch to dark mode for immersive evening experiences (e.g., match live centers, VIP areas).

Don'ts

- Do not introduce new shades of blue, red, or gold without explicit brand team approval—the palette is closed and precise.
- Never place the gold accent on a white background; it fails accessibility and dilutes its prestige—always use a dark navy base.
- Avoid overusing the secondary red; limit it to no more than 10% of any layout to prevent overwhelming the authoritative navy primary.
- Do not use the background color as a font color on its opposite mode (e.g., #FAFAFA text on #0A1628 background), as this inverts contrast and creates anxiety.
- Refrain from applying the primary blue as a text color on dark backgrounds; it lacks sufficient contrast and reduces readability.

Typography

Strategic Rationale

The Japan brand demands a typographic voice that can speak with both **commanding authority** and **warm inclusivity**. Montserrat, as the primary typeface, answers the call for disciplined, visionary leadership. Its strong geometric structure and modern, quasi-architectural forms echo the JFA's systematic competence and institutional permanence. Meanwhile, Lato, as the secondary typeface, provides the necessary counterbalance—its humanist letterforms and friendly, approachable demeanor soften the corporate edge, inviting every member of the Football Family into the conversation. This pairing creates a deliberate tension: the bold, uppercase headlines of Montserrat project the unshakeable resolve of the Samurai Blue, while Lato's open apertures and moderate contrast ensure that body copy remains accessible, nurturing, and never intimidating.

The Blueprint

Primary Typeface: Montserrat. This san-serif font is characterized by its geometric precision, uniform stroke width, and generous x-height. Its letterforms—especially in uppercase—convey a sense of **official gravitas** and **forward momentum**. Use it for all headlines, titles, and major call-to-actions. Its weight range (400–700) allows for dramatic hierarchies without sacrificing coherence.

Secondary Typeface: Lato. A humanist sans-serif with subtle warmth, Lato features semi-rounded details and a balanced structure that ensures high legibility at small sizes. It serves as the body copy and secondary text workhorse, bringing a **conversational ease** to matchday programs, academy brochures, and digital interfaces.

Activation Guidance

- Website hero banners: Montserrat Bold, 72pt, letter-spacing -0.5px, in primary blue over a clean background.
- Matchday programme body: Lato Regular, 11pt, line-height 1.6, in near-black (#111111) for optimal reading comfort.
- Data-rich dashboards (e.g., player stats): Lato Regular for tables and labels, 10pt; Montserrat Bold for

key metrics, 14pt, to create a clear visual hierarchy.

- Social media graphics: Montserrat Bold in white, 36pt, over a dark gradient, with Lato Light at 14pt for supporting hashtags.
- Print reports (e.g., annual governance review): Lato Regular for long-form text, 10.5pt, with Montserrat Bold chapter titles, 16pt, to maintain structure without overwhelming.

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

- Set all primary headlines in Montserrat Bold (700) to ensure a commanding, modern presence that reflects the JFA's visionary authority.
- Use Lato Regular (400) for body text, with line-height 1.6, to support long-form reading with humanist warmth and approachability.
- On small UI labels (under 12pt), apply Lato Bold to maintain legibility without the aggressiveness of Montserrat at that scale.
- Keep a strict hierarchy: Montserrat for H1–H3, Lato for H4–H6 and body; never intermix roles to preserve brand voice.
- In bilingual layouts (Japanese/English), pair Montserrat with a high-quality Japanese

Don'ts

- Do not use Montserrat at Regular weight for headlines; the lighter stroke diminishes the authoritative voice and feels timid.
- Never apply Lato Italic for emphasis—its oblique is too subtle; opt for a bold weight or color change instead.
- Avoid all-caps in Lato for extended text; its humanist forms become less legible and lose their friendly character when capitalized.
- Do not letter-space body text; it impairs readability and contradicts the approachable tone of Lato.
- Refrain from mixing typefaces beyond Montserrat and Lato; the identity requires faithful consistency across all touchpoints.

sans-serif like Noto Sans JP to maintain geometric harmony.

Imagery Guidelines



Strategic Rationale

The JFA's visual narrative must encapsulate the dual essence of **institutional reliability** and **human-centered care**. Photography and illustration should not merely document football but elevate it as a moral and cultural practice. Every image must resonate with the brand's core traits—discipline, nurturing, vision, unity, respect, and principle—while avoiding clichéd sports dynamism. The goal is to evoke a sense of **quiet intensity**, where the focus is on the journey, the effort, and the collective spirit rather than fleeting victory.

The Blueprint

Subject Matter: Prioritize authentic moments of growth and connection. Capture JFA Academy youth in focused drills, coaches kneeling to speak eye-to-eye with players, fans of all ages united in the stands, and the meticulous behind-the-scenes work of staff. The Yatagarasu crest, when featured, should be treated as a sacred emblem—often shot in detail or subtly integrated into environmental portraits.

Composition: Embrace a **clean, centered focal point** with generous negative space to convey clarity and respect for the subject. Use leading lines from pitch markings or architecture to draw the eye toward the human element. Avoid chaotic, multi-subject frames; instead, isolate moments to give them a timeless, almost meditative quality.

Lighting: Natural, soft directional light is key. Early morning or late afternoon golden-hour tones can add warmth to grassroots scenes, while diffused overcast light works well for official portraits, eliminating harsh shadows and creating an even, dignified feel.

Color Grading: Maintain a slightly desaturated base to evoke a classic, archival aesthetic. Then, strategically enhance the primary blue, secondary red, or accent gold within the image—such as the jersey or a banner—to subtly embed the brand palette without overpowering the natural scene.

Activation Guidance

- For player profiles: use a shallow depth of field (f/2.8) to focus on the athlete's expression, with a soft, neutral background that blends into the brand's light mode (#FAFAFA).
- Cover a grassroots festival: photograph from a low angle, capturing children against a wide expanse of sky, with a deep blue banner in the background to anchor the brand color.
- Document a coaching session: shoot in black and white for a timeless, archival feel, with only the JFA logo on the coach's jacket retaining its color through spot-color grading.
- Illustrations (for academy booklets): use a clean, line-based style with minimal shading, colored only in primary and secondary hues to maintain brand consistency and a modern, instructional tone.
- Avoid: generic action shots of goals or tackles; posed, grinning group photos without context; overly saturated, Instagram-filtered colors.

Do's

- Center on authentic moments of effort, growth, and connection—such as a coach guiding a youth player or fans in quiet anticipation.
- Use a shallow depth of field to isolate subjects against a clean, unobtrusive background, enhancing focus on the individual within the Football Family.
- Include environmental details that subtly reinforce brand colors (e.g., a blue banner in the stands, a red training cone) to integrate the palette naturally.
- When shooting official portraits, use diffused natural light to create a dignified, shadowless look that reflects institutional respect.
- Incorporate the Yatagarasu emblem in close-up detail shots, treating it as a revered symbol rather than a mere branding element.

Don'ts

- Avoid generic, high-action goal celebrations or aggressive tackles; they contradict the brand's disciplined, principled ethos.
- Do not stage forced smiles or static group line-ups; they lack the natural authenticity the brand seeks.
- Refrain from applying heavy, trendy filters (e.g., high saturation, vignetting) that undermine the timeless, archival aesthetic.
- Never obscure the Yatagarasu crest with overlapping graphics or text; give it clear, protected space in every composition.
- Avoid over-reliance on drone shots or abstract stadium aerials; the brand's heart is human-scale connection, not vast emptiness.

Strategic Rationale

The layout must embody the JFA's commitment to **archival precision** and **accessible clarity**. Just as the organization meticulously documents its history and governance, the visual arrangement should feel ordered, transparent, and purposeful. A disciplined grid system ensures that even information-dense pages (like match reports or academy programs) remain navigable and calm, reflecting a respect for the reader's time and attention.

The Blueprint

Grid System: Adopt an **8px modular grid** across digital and print. This foundational rhythm creates a

mathematically consistent baseline that supports everything from multi-column text layouts to icon alignment. For complex documents, a 12-column flexible grid allows for impactful full-bleed hero images while maintaining structured body text blocks.

Whitespace Philosophy: Treat negative space as an active design element, not an afterthought. Generous margins (at least 1.5 inches in print, 40px in digital) and breathing room around key elements like the Yatagarasu crest convey **confidence and reverence**. Overcrowding is the enemy of clarity; when in doubt, remove an element rather than shrink space.

Compositional Approach: Favor **asymmetric balance** to create a dynamic yet harmonious visual flow. Place a strong focal point—such as a hero image or the logo—off-center, then balance it with a dense block of information on the opposite side. Use the golden ratio or rule of thirds to guide natural eye movement. This approach mirrors the brand’s blend of innovation and tradition: a dynamic tension that never tips into chaos.

Activation Guidance

- For matchday programmes: use a two-column grid; left column for photography (2/3 width), right column (1/3) for player stats and narratives in Lato, with clear section dividers.
- On the website: implement a sticky navigation bar with subtle background blur, and keep content within a max-width of 1200px to ensure readability on large screens.
- In governance reports: start chapters with a full-bleed deep blue (#1D3557) page featuring a single, centered statistic in white Montserrat, followed by clean, single-column text on a white background.
- For social media templates: anchor the logo to the top-right corner with a 20px margin, and use a generous bottom-third text safe zone for clean messaging.
- Avoid: center-aligning long paragraphs; using decorative dividers or borders that add visual noise; placing critical information near the gutter in bound documents.

Do's

- Implement a strict 8px grid system across digital and print to ensure mathematical consistency and archival precision.

Don'ts

- Do not use centered text alignment for paragraphs; it disrupts the disciplined grid and confuses the reading rhythm.

- Employ generous whitespace around the Yatarasus symbol—never less than double its height—as a mark of reverence.
- Use asymmetric balance to create dynamic compositions: place a hero image on the left, and dense information on the right with clear alignment.
- For multi-page reports, begin each chapter with a full-bleed navy page featuring a single, bold statistic in white Montserrat.
- On digital platforms, maintain a max-width of 1200px and let the background color (#FAFAFA or #0A1628) frame the content on wider screens.
- Avoid reducing margins below 20px in digital or 0.5 inches in print—cluttered edges betray the brand's clarity principle.
- Never place critical information near the gutter or page fold; always ensure key messages appear in the reader's natural eye path.
- Refrain from using decorative page borders, drop shadows, or ornate dividers that add visual noise and detract from structural purity.
- Do not force equal-height columns in data-dense layouts if it compromises information hierarchy; prioritize content clarity over symmetry.

Visual Identity Justification

Structured Serenity defines the Japan Football Association's visual identity—a deliberate harmony of **institutional authority** and **familial warmth**. The deep navy (#1D3557) anchors every communication in trust and tradition, its depth evoking the Yatarasus's guiding presence, while vermilion (#C1121F) injects disciplined passion and gold (#C9A227) honors achievement without boastfulness. This palette operates in both light and dark modes, ensuring versatility from sunlit stadiums to evening digital experiences.

Typography mirrors this duality: **Montserrat** commands headlines with geometric precision and bold resolve, reflecting the Samurai Blue's world-record discipline; **Lato** softens body copy with humanist, approachable letterforms, inviting every member of the Football Family into the narrative. Imagery rejects fleeting action shots for authentic, human-centered moments—youth academies in focused drills, fans in quiet anticipation—shot with soft natural light and subtle brand-color integration to create a timeless, archival feel. Layouts, governed by an 8px modular grid and generous negative space, embody the JFA's meticulous governance, turning complexity into clarity.

The complete system speaks in one voice: **“We honor the journey—of every player, every fan, every dream—with visual order that respects the past and embraces the future.”**



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