



# Senegal

Brand Book

# Introduction

Senegal is not just a football team; it is the living, breathing soul of a nation, entrusted to an institution that governs with radical transparency and principled passion. As the Lions of Teranga, we are more than African champions—we are the guardians of a sacred trust, bridging generations, geographies, and dreams. Our identity is forged in the honesty of every published stat, the courage of every legal fight for fairness, and the warmth of every fan made to feel like an insider. We reject the bureaucratic distance of peers and the political entanglement of others, choosing instead to build a self-reliant, digitally intimate, and emotionally connected ecosystem. This blueprint is our war plan: to turn pride into progress, transparency into trust, and fandom into co-ownership. By 2036, we will be the global standard for football governance—where every child sees a path to greatness, every diaspora heart beats with belonging, and every roar from the stadium echoes in the prosperity of the nation. The Lions do not just play; they inspire, protect, and unite. This is the Teranga way, and it is unstoppable.

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# Brand Strategy

## 1. Strategic Imperative: Why We Lead With Aligned Identity



The modern sports landscape is littered with hollow brands and transactional federations that treat fans as consumers, not co-owners. In this trust-deficit environment, purpose is not a luxury—it is the only sustainable competitive advantage. Senegal's purpose—to protect and elevate the unifying power of football as a national trust—answers a profound human need for belonging and authenticity. By anchoring everything in this mission, Senegal does more than field a team; it becomes a platform for national pride, a catalyst for unity, and a model for governance. This is the path to enduring loyalty: fans who see the federation as an honest steward invest emotionally and

financially, from buying official merchandise to defending the institution in public discourse.

Purpose turns transactional moments into relational bonds, and relational bonds into a resilient, financially self-reliant ecosystem.

## 2. Our Strategic Position: A SWOT Analysis



### Strengths

- Unmatched National Pride: The Lions of Teranga are the heartbeat of Senegal, uniting every segment of society.
- Radical Transparency: Real-time data publication and open decision-making rebuild institutional trust.
- Principled Advocacy: Willingness to challenge higher authorities (e.g., CAS appeals) sets a moral standard.
- Operational Competence: Systematic talent development, medical protocols, and logistical precision ensure world-class execution.

Strategic Guidance: Amplify these strengths through storytelling. Every match report, every commercial launch, and every internal memo must reinforce the narrative of a competent, transparent guardian fighting for the nation's heart.

## **Weaknesses**

- Lingerin<sup>g</sup> Skepticism: Historical governance crises created a trust deficit that requires constant overcompensation.
- State Dependency Risk: Reliance on government support exposes operations to political shifts.
- Fan Unrest Potential: Passionate fandom can quickly turn to backlash if transparency falters.

Strategic Guidance: Mitigate by institutionalizing openness. Convert skeptics with undeniable proof points—publish budgets, hold live Q&As, and never let a controversy go unaddressed.

## **Opportunities**

- Commercial Self-Reliance: The SMART FSF 2028 roadmap and digital boutique can diversify revenue away from state and donors.
- Digital Fan Intimacy: Deepen engagement through exclusive content, fan councils, and real-time behind-the-scenes access.
- Continental Thought Leadership: Set the standard for African football governance and attract partnerships.

Strategic Guidance: Act now. Launch the Teranga Boutique as a lifestyle brand, monetize digital platforms with premium content, and position the federation as a CAF reform advocate.

## **Threats**

- Performance Dips: On-field failures could erode hard-won trust and commercial momentum.
- Competing Entertainment: Global sports and digital media fragment fan attention.
- Political Interference: Unfavorable state relations could undermine autonomy.

Strategic Guidance: Defend by decoupling brand equity from match results—anchor value in transparency, community, and development. Diversify revenue streams to reduce political leverage.

### 3. The Competitive Field: Our Unique Position in the Market



The African football governance landscape is defined by formal authority and emotional distance. Competitors lean on institutional pomp or state alignment, leaving fans as passive observers rather than active stakeholders.

#### **The Competitive Players**

Algerian Football Federation (FAF) projects a formal, ruler-like authority. Its digital presence is functional and news-centric, tying football to national ceremonies and historical milestones.

- Their Playbook: Centralize authority and leverage patriotic ceremony to assert institutional legitimacy.

- The Customer Compromise: Fans receive a top-down, bureaucratic relationship—competent but emotionally detached.

Egyptian Football Association (EFA) intertwines football governance with state power, publicly thanking political leadership and framing the national team as a matter of national prestige.

- Their Playbook: Align with state authority to secure resources and status.
- The Customer Compromise: Fans must accept a politically mediated experience, where institutional integrity is filtered through loyalty to the state.

## The Prevailing Customer Compromise

Across the field, the compromise is stark: accept an opaque, authoritarian federation that manages football from a distance, or bow to a state-aligned entity that uses the sport for political ends. In both cases, the fan is a subject, not a partner. Emotional connection is manufactured through ceremony, not built through genuine, transparent engagement.

### Our Differentiated Position

Senegal rejects both playbooks entirely. We counter the FAF's impersonal formality with radical transparency—every decision, every penalty kick, every financial move is a public entry in a living ledger. We defy the EFA's political entanglement with principled independence, fighting at CAS not for state prestige but for fairness itself. We solve the prevailing compromise by making every supporter an insider. Our position is the **Transparent Guardian**: a federation that governs with the precision of an accountant, the heart of a fan, and the courage of an advocate, turning bureaucratic rigor into a fan-centric promise.

## 4. Our North Star: Vision Statement



A vision is the brand's 'postcard from the future'—a vivid, measurable aspiration that aligns long-term decisions. For Senegal, it paints a 2036 where football is not just a sport but a unifying, self-reliant engine of national progress.

### A Nation United by the Roar of the Lions

By 2036, Senegal is not merely a football nation—it is the global standard for how a federation can transform pride into progress. The Lions of Teranga consistently compete in the final stages of the World Cup, and every Senegalese child sees a clear path from local pitches to international stardom. Our academy system produces at least three world-class players per generation, and the FSF's commercial ventures fund 80% of our operations, freeing the team



from state dependency. More importantly, football becomes a unifying force that bridges urban and rural, diaspora and homeland, driving measurable improvements in youth employment, gender equality, and national well-being. The roar of the Lions echoes not just in stadiums, but in every village—a sound of shared identity and boundless possibility.

This Vision must filter every capital allocation decision. Investments in academies, digital platforms, and stadium hubs are not optional; they are non-negotiable milestones toward self-reliance. C-suite communication should regularly map quarterly achievements to this 2036 destination, reinforcing long-term enterprise value to sponsors, partners, and the public.

## 5. Our Guiding Compass: Mission Statement



The Mission is the active, daily plan that makes the Vision a reality. It translates purpose into operational priorities and measurable actions.

We are earning the trust of every Senegalese citizen by running a transparent federation, publishing every decision and match detail as a public record. We are building a self-reliant football ecosystem by growing our digital platforms and official merchandise channels to connect directly with fans worldwide. We are uniting local and diaspora talent through systematic development programs that prepare the Lions of Teranga for consistent World Cup contention. We are transforming our stadiums into community hubs and our boutique into a symbol of national pride, ensuring every supporter feels like a true stakeholder in Senegal's football journey.

Operational priorities flow directly from this Mission: the IT roadmap must prioritize a public-facing real-time data dashboard; the commercial team's KPI is digital revenue growth; the technical department's success metric is the number of diaspora players integrated. Every product—from the boutique to the ticketing app—is designed to deepen transparency and connection.

## 6. Our Audience: The Protagonists of Our Story



Senegal's brand is not built for passive consumers; it is co-authored by the fans who live and breathe the Lions. They are the heroes of this narrative, and our role is to equip them with pride, access, and a share in the journey.

### Proud Pape

**A Narrative Sketch:** Pape runs a small shop in Dakar, his walls adorned with Lions jerseys. He closes early on match days, gathers his children around the radio, and feels every goal like a heartbeat. For him, the national team is a source of dignity and a symbol of what Senegal can achieve.

- **Goals & Motivations:** To feel connected to national success; to pass on pride to his children; to see honest management of the team he loves.
- **Pain Points & Frustrations:** Past corruption rumors that tainted his pride; lack of affordable, authentic merchandise; feeling ignored by distant officials.
- **Relationship with Brand:** He wants a guardian he can trust blindly—a transparent, accountable institution that honors his loyalty.

## Diaspora Dior

**A Narrative Sketch:** Dior is a software engineer in Paris, born to Senegalese parents. The Lions are her cultural anchor; she streams matches at odd hours, follows real-time updates, and longs to feel as connected as her family back home.

- **Goals & Motivations:** To maintain a living link to Senegal; to share her culture with friends through football; to support the team with pride.
- **Pain Points & Frustrations:** Feeling like an outsider to federation decisions; limited access to official merchandise abroad; vague, untimely updates.
- **Relationship with Brand:** She seeks a partner that bridges the distance—a digital portal that makes her an insider, not a distant observer.

## Global Gabby

**A Narrative Sketch:** Gabby is a London-based football journalist and content creator. She covers African football and is drawn to stories of integrity, resilience, and culture. Senegal fascinates her for its talent pipeline and governance innovations.

- **Goals & Motivations:** To uncover and amplify authentic stories; to champion good governance; to engage her audience with deep, credible narratives.
- **Pain Points & Frustrations:** Opaque federations that block access; shallow, clichéd coverage of African football; lack of data to support her analysis.
- **Relationship with Brand:** She wants a credible source that provides unfiltered information and

principled angles, positioning her as an authority.

**Synthesized Strategic Counsel:** The golden thread across all three is the hunger for authentic, transparent connection. Pape wants local trust, Dior wants digital inclusion, Gabby wants data-driven credibility. Build messaging around radical openness—real-time scoring, financial disclosures, behind-the-scenes content—and it will resonate universally, turning customers into a community.

## 7. Our Character: The Personality of Senegal



Brand Personality is the set of human characteristics that bring strategy to life, forging an emotional moat competitors cannot cross. For Senegal, these traits are not aspirational; they are proven in daily actions.

**Transparent** — Shares decisions, data, and reasoning openly, even when the news is difficult. For example, publishes detailed match logs, player selection rationale, and financial plans, making every action visible and accountable.

**Principled** — Stands up for fairness and justice, even against powerful institutions. Evident in the aggressive CAS appeals over a forfeited win, showing a willingness to fight for the right outcome regardless of the opponent.

**Passionate** — Celebrates every victory with genuine, dignified joy. The tone in match reports and social media lifts with pride, never descending into hype or arrogance, but always honoring the Lions and the nation.

**Competent** — Executes every operation with precision, from training camps to international logistics. The systematic talent development, medical screenings, and detailed tournament planning demonstrate a focus on world-class performance.

**Innovative** — Embraces modern tools and business models to build a self-sustaining future. The official boutique, SMART FSF 2028 roadmap, and digital real-time updates show a forward-thinking approach that reduces state dependency.

**Inclusive** — Makes every supporter feel like an insider, from local villages to the global diaspora. Real-time updates, accessible digital platforms, and a personal communication style bridge the distance between the federation and fans.

**Protective** — Guards the legacy of the Lions and the well-being of players and staff. Integrity departments, athlete wellness programs, and a fierce defense of the national team’s honor reflect a guardian’s mindset.

This personality builds an emotional moat because fans do not just follow a team—they trust a character. To keep this moat wide, every department must embody these traits: HR hires for principled courage, digital teams design for inclusive access, and legal fights for transparency.

| Personality DO                                                      | Personality DON'T                                    |
|---------------------------------------------------------------------|------------------------------------------------------|
| Publish match data in real time, even when it reveals tough losses. | Delay bad news or spin it with vague language.       |
| Fight publicly for fairness, citing evidence and principle.         | Stay silent when injustice occurs to avoid conflict. |
| Celebrate wins with dignified, joyful language.                     | Use hype or arrogance that belittles opponents.      |

| Personality DO                                                  | Personality DON'T                                             |
|-----------------------------------------------------------------|---------------------------------------------------------------|
| Share behind-the-scenes logistics that make fans feel included. | Keep operations a mystery, reinforcing bureaucratic distance. |

## 8. Our Voice: How Our Character Speaks



Tone of Voice is the verbal expression of Personality. It makes character tangible in every sentence. For Senegal, it is the dignified roar of a guardian.

### Overview

The voice of Senegal's Lions of Teranga is both dignified and passionate. It speaks with the authority of a national institution and the warmth of a shared celebration. Every word carries the weight of stewardship—this is a voice that protects, honors, and elevates the nation's football pride.

Temperament: Formal but never cold, enthusiastic but never reckless. We are the calm before the roar and the roar itself.

Guiding principle: "Clarity is respect; emotion is connection."

## Do's

- Use active, declarative verbs that convey confidence and action.  
Example: "The Lions advance to the semi-finals." (Not "The team has advanced...")
- Embrace specificity: name players, venues, dates, and statistics. Transparency builds trust.
- Mix institutional precision with moments of genuine celebration. Let the data speak, then let the joy speak louder.  
Example: "The final score was 2:1. Our Lions fought for every minute. The nation celebrates."
- In digital channels, prioritize speed and clarity. Use short sentences, bullet points for updates.
- Address the audience as "we" and "our" to reinforce shared ownership.
- When reporting decisions or controversies, state facts first, then the principle behind the action.  
Example: "The federation has filed an appeal to CAS. We believe the competition must be fair for every team."

## Don'ts

- Don't use passive voice to avoid responsibility. "Mistakes were made" erodes trust.
- Don't adopt a condescending or overly pedagogical tone. Fans are knowledgeable; respect that.
- Don't let formality become stiffness. Avoid bureaucratic jargon like "utilize," "implement," "facilitate" when simpler words work.
- Don't manufacture hype for minor events. Reserve bold language for truly significant moments.
- Don't engage in public arguments or defensive posturing. State position, then move on.

## Channel Adaptations

Official communiqués (website, press releases): Full formal tone, but with a clear narrative arc. Use headings to organize. Maintain third person for the federation, first person plural for the national team.

Social media (Twitter/X, Instagram): Shorter, faster, more emotional. Use exclamation points sparingly for big wins. Share behind-the-scenes moments. Use “we” consistently.

Match reports: Data-heavy first half (scores, lineups, statistics), then a narrative second half (key moments, fan reaction). Use active verbs for on-field action.

Merchandise and commercial communications: Warm, inviting, but still dignified. Emphasize the “Teranga” spirit and pride of ownership. Example: “Wear the courage of the Lions.”

Crisis or dispute communications: Measured, factual, principled. Open with the decision, explain the rationale, avoid personal attacks. Reference governing bodies where needed.

## Concrete Examples

Before (too cold): “The Senegalese Football Federation announces that the match has been rescheduled due to logistical constraints.”

After (right tone): “The match has been rescheduled to ensure our Lions have the best preparation. We apologize for any inconvenience and thank you for your understanding.”

Before (too hype): “OMG! The Lions just did the unthinkable! What a victory!”

After (right tone): “A hard-fought win. The Lions showed resilience and skill. We are proud.” (On social, perhaps: “The Lions roar. What a match. #Senegal #Teranga”)

Before (passive): “It was decided by the federation that the coach would be replaced.”

After (active): “The federation has appointed a new coach for the national team. We believe this change will strengthen our path to the World Cup.”

This voice makes character tangible across every touchpoint, from a press release to a tweet. It ensures that whether we are fighting a legal battle or sharing a victory, the tone remains unmistakably Senegal.

| Voice DO                                                                 | Voice DON'T                                                            |
|--------------------------------------------------------------------------|------------------------------------------------------------------------|
| Use active voice: "We publish the match data."                           | Use passive: "The match data has been published."                      |
| State the fact, then the principle: "We appealed. Fairness demanded it." | Bury the rationale in bureaucracy: "In accordance with article 4.2..." |
| Celebrate with dignity: "A proud moment for our nation."                 | Hyperbolic: "The greatest victory in history!"                         |
| On social, be concise and personal: "We see you, fans. Thank you."       | Be distant: "The federation acknowledges fan support."                 |

## 9. Our Creed: Core Values



Core Values are the non-negotiable principles that guide every decision when the playbook runs out. They are the federation's moral compass, tested in crises and reinforced in daily habits.

- **Guard the Trust:** We treat football as a public trust, not a private asset. This means every decision—from publishing granular match data to fighting a CAS appeal for a forfeited win—is an act of stewardship. We over-invest in transparency, documenting every detail so the nation can see we are worthy of their faith. When faced with a choice, we ask: Does this protect or erode the public's trust?
- **Fight Fair:** We are principled advocates for fairness, even when it means challenging higher authorities. Our willingness to pursue legal appeals at CAS over a forfeited win shows we



value justice over placid compliance. This value demands we never stay silent in the face of injustice, and we communicate our fights with legal precision and moral conviction—never with aggression, always with dignity.

- **Make It Personal:** We turn institutional distance into intimate connection. Through real-time digital updates, accessible match data, and a tone that balances professionalism with enthusiasm, we make every supporter feel like an insider. We don't just manage the national team; we invite the nation into the story. This means our communication is never cold or bureaucratic—it is warm, specific, and designed to make fans feel seen and valued.
- **Build for Tomorrow:** We are relentlessly forward-looking, investing in commercial self-reliance (SMART FSF 2028, official boutique, stadium hubs) and systematic talent pipelines from youth to senior teams. We reject donor dependency and state reliance, choosing instead to build a sustainable ecosystem that ensures Senegalese football charts its own destiny. Every initiative must pass the test: Does this make us stronger and more independent in five years?

Embed these values into hiring by asking candidates to describe how they have guarded trust or fought fair in past roles. In decision-making, run every major proposal through the four questions above. Publish an annual Values Report that audits executive decisions against these principles, turning accountability into a public ritual.

## 10. Our Rallying Cry: Elevator Pitch



The Elevator Pitch distills the brand into one compelling invitation that any team member can deliver in under a minute, sparking curiosity and alignment.

For Senegalese citizens, the global diaspora, and football fans everywhere, the Lions of Teranga are the heartbeat of a nation. As Africa Cup of Nations champions and consistent World Cup contenders, Senegal unites supporters worldwide through a spirit of resilience, pride, and open-hearted hospitality. Join the journey and experience the passion of a footballing dynasty.

Different teams should adapt it while keeping the core promise intact. Sales staff lead with “experience the passion” to sell merchandise and tickets. HR recruiters emphasize “unites

supporters worldwide” to attract talent aligned with community impact. Investor relations frame “consistent World Cup contenders” as a growth story, underscoring the commercial self-reliance driving long-term value.

## 11. Activation & Governance: Signature Brand Plays



A brand is not what it says; it's what it does. These Signature Brand Plays are unique, memorable initiatives that only Senegal could run, each expressing our personality and delivering real value to our audience.

### **Play Title: The Teranga Ledger**

**The Concept:** A live, public-facing digital dashboard that displays every federation decision, financial transaction, match statistic, and governance action in real time. Fans can drill down into penalty shootout timestamps, referee assignments, academy spending, and boutique revenue. Updated continuously, it turns transparency into an interactive experience.

**Strategic Rationale:** This play directly embodies our Core Value of “Guard the Trust” and our transparent personality. It builds unmatched credibility, attracts media attention like Global Gabby’s, and differentiates us from every competitor. The business impact is twofold: increased fan loyalty drives merchandise sales, and the data transparency attracts premium sponsors seeking association with integrity.

**Play Title: Lions’ Den Fan Council**

**The Concept:** An elected council of 12 supporters—representing local, diaspora, women’s, and youth constituencies—that meets quarterly with the federation president. Meetings are livestreamed, and the council holds veto power over merchandise designs, matchday fan experience elements, and a portion of the community fund allocation. Members serve two-year terms.

**Strategic Rationale:** This play enlivens “Make It Personal” by institutionalizing fan co-ownership. It turns Pape, Dior, and Gabby into decision-makers, creating evangelists who defend the brand. Commercially, it reduces backlash risk and ensures products resonate, boosting boutique sales and ticket uptake.

**Play Title: Pride on the Pitch Diaspora Pipeline**

**The Concept:** An annual youth tournament and talent identification camp held in three diaspora hubs (Paris, New York, Milan). The best prospects are flown to Dakar for integration into the national academy, with the entire journey documented on a dedicated digital series. Local businesses sponsor the events, and the final matches are broadcast live.

**Strategic Rationale:** This play delivers on “Build for Tomorrow” by expanding the talent pool and deepening emotional bonds with diaspora fans like Dior. It generates commercial revenue through sponsorships and content licensing, while the storytelling creates human-interest media that attracts journalists like Gabby, further globalizing the Senegal brand.

## 12. Activation & Governance: Leveraging the Brand as a Business Asset



This blueprint is an economic engine, converting identity into enterprise value.

### Financial Growth

The Teranga Boutique and digital platforms are not just channels; they are loyalty mechanisms. When fans trust the federation, they buy authentic merchandise over counterfeits, directly boosting revenue. Every transparency report can feature exclusive “trust-drop” product launches, turning accountability into a sales event.

### Building Trust

Radical transparency is a risk mitigation asset. Publishing real-time finances and decision logs preempts scandal, protects the brand from reputational damage, and lowers the cost of capital by making the federation a safer partner for sponsors and lenders.

### **Competitive Advantage**

Principled advocacy—challenging CAF or FIFA when necessary—creates a distinct market position. No other federation blends combative integrity with fan intimacy. This attracts category-exclusive sponsorship deals: brands pay a premium to be associated with a truth-teller.

### **Talent Attraction**

World-class players and executives are drawn to organizations with soul. When the best diaspora talents see a transparent pathway and a mission bigger than wins, they choose Senegal over state-aligned alternatives. The brand becomes a beacon for coaching and administrative talent seeking purposeful work.

### **Operational Discipline**

The mission forces rigor. “Does this build for tomorrow?” eliminates wasteful short-term projects. Transparency requirements demand clean data practices, improving decision-making. Every department operates with the knowledge that the public ledger is watching, driving efficiency without bureaucratic bloat.

## 13. Activation & Governance: The Brand Decision Filter



This filter empowers every team member to be a brand guardian. Before launching a feature, publishing content, or entering a partnership, ask:

1. Does this guard the public's trust, or does it risk eroding it?
2. Are we fighting fair—is this decision principled and transparent?
3. Will this make the experience personal for our fans?
4. Does it build for tomorrow, making us stronger and more independent?
5. Would Proud Pape, Diaspora Dior, and Global Gabby be proud of this move?

Use this filter in every executive meeting, creative review, and operational planning session. When the answer to any question is no, the initiative must be reconsidered or discarded. This is not a punitive tool; it is a liberating one. It simplifies complex choices and aligns cross-functional teams behind a single, uncompromising standard.

# Visual Identity

## Overall Visual Mood



Dignified Roar

# Visual Concept Statement

Senegal's visual identity is a **bold yet transparent** proclamation of national pride. It channels the strength of the lion and the warmth of Teranga through a system that is equal parts authority and invitation.

Every element—from the vibrant palette to the clean typography—is deliberately chosen to project competence and inspire trust. This is a visual promise to **guard the legacy** of the Lions while inviting every Senegalese into the story. A system built for clarity, energy, and unity.

## Brand Logos



## Color Palettes

### Light Theme



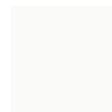
Primary  
#00853F



Secondary  
#FCD116



Accent  
#E31B23



Background  
#FAFAF8



Foreground  
#1A1A1A

### Dark Theme



Primary  
#00A854



Secondary  
#FFE033



Accent  
#FF3344



Background  
#0D0D0D



Foreground  
#F5F5F0

## Do's

- Use primary green (#00853F) as the dominant color for backgrounds, headers, and official seals to anchor the identity in national pride.
- Apply secondary yellow (#FCD116) as an energetic highlight for call-to-action buttons, stat boxes, and accent lines to draw attention without overwhelming.
- Deploy accent red (#E31B23) sparingly for critical alerts, trophy celebrations, and championship-related graphics to create a sense of high stakes.
- Maintain a generous amount of light background (#FAFAF8) in documents and web pages to ensure readability and a clean, transparent feel.
- Use the dark mode palette exactly as specified for night-mode interfaces, preserving the same color hierarchy and emotional impact.

## Don'ts

- Do not use red as a primary background or for large text blocks—it dilutes its impact and can feel aggressive rather than passionate.
- Avoid tinting or muting the national colors with grey overlays; they must always appear vibrant and true to their hex values.
- Never mix light and dark palette tokens within a single layout; choose one mode and apply it consistently.
- Do not introduce new colors into the palette without explicit strategic approval; the system is deliberate and complete.
- Refrain from using green and red adjacent in large doses; the combination can become garish and undermine the dignified mood.

# Typography

## Strategic Rationale

Typography is the voice of the brand—a direct expression of personality. For Senegal, the type system must embody the dual character of the Lions: **authoritative competence** and **transparent openness**. Montserrat's bold, geometric forms project institutional strength and modern athleticism, echoing the team's commanding presence on the field. Inter's neutral, highly legible letterforms ensure that every data point, update, and communiqué is delivered with absolute clarity—reinforcing the federation's radical transparency. This pairing creates a typographic identity that is confident yet accessible, dignified yet warm.

## The Blueprint

- **Primary Typeface: Montserrat**

Used for headlines, title banners, jersey numbers, and primary calls to action. Its strong vertical stress and wide letterforms command attention and convey professional energy. The typeface's geometric precision mirrors the structured, forward-thinking nature of the FSF.

- **Secondary Typeface: Inter**

Applied to all body copy, captions, digital UI, and long-form content. Its humanist touches amid a modern sans-serif frame make it supremely readable while maintaining a clean, contemporary feel. Inter acts as the transparent voice of the brand—neutral and trustworthy.

## Activation Guidance

- **Website hero titles:** Montserrat Bold, 80pt / tracking -20
- **Match report headlines:** Montserrat Semi-Bold, 24pt
- **Body text on official communiqués:** Inter Regular, 11pt / line-height 1.6
- **Jersey numbers:** Montserrat Extra Bold, proportionally scaled
- **Social media graphics:** Montserrat Extra Bold for key stats, Inter Medium for explanatory text
- **Data tables and live score updates:** Inter Regular/Semi-Bold, 10pt–14pt

## Font Samples

### Primary Font: Montserrat

# The quick brown fox jumps over the lazy dog

## Secondary Font: Inter

The quick brown fox jumps over the lazy dog

### Do's

- Set all headlines and primary UI labels in Montserrat Bold or Semi-Bold to establish immediate visual hierarchy and authority.
- Use Inter Regular for body copy, captions, and long-form text, ensuring optimal readability across all devices.
- Apply Montserrat Extra Bold for jersey numbers and large-format environmental graphics where maximum impact is needed.
- Pair Montserrat headlines with Inter subheads to create a clear typographic system that guides the reader naturally.
- Maintain a line-height of 1.4–1.6 for body text and generous letter-spacing for all-caps Montserrat labels to enhance legibility.
- Stick to the approved weight range (Regular 400, Bold 700) for consistent brand expression.

### Don'ts

- Do not use Montserrat for body text longer than 25 words; its strong character becomes fatiguing in dense paragraphs.
- Never substitute another geometric sans-serif (e.g., Poppins) for Montserrat; the chosen family's proportions are integral to the identity.
- Avoid scaling Montserrat horizontally or vertically; use the font's native weights and styles to preserve its integrity.
- Do not combine Inter with other neutral sans-serifs (e.g., Roboto) in the same layout—this creates visual ambiguity.
- Refrain from using display or decorative fonts in official communications; the system does not require a tertiary typeface.

# Imagery Guidelines



## Strategic Rationale

Imagery must capture the twin pillars of the Senegal brand: **institutional authority** and **passionate celebration**. The photography style is professional and sports-centric, but it never feels cold. Every frame is an opportunity to document transparency, honor the Lions' legacy, and invite fans into the inner circle. The visual narrative is built on authenticity—real moments of triumph, tactical precision, and collective pride—creating an emotional bond that mirrors the federation's inclusive spirit.

## The Blueprint

**Subject Matter:** Focus on the national team in match action, training sequences, and behind-the-scenes preparations. Include coaches' tactical discussions, medical staff at work, and fans in the stands. The Lion emblem should appear organically—on kits, flags, or banners—to

reinforce heritage without being staged.

**Composition:** Use dynamic diagonal lines to convey motion and energy, but always ground the image with a strong focal point. Frame shots that emphasize teamwork (huddles, goal celebrations) and individual determination (player portraits with direct eye contact). Maintain ample negative space around the subject to allow the vibrant colors to pop.

**Lighting:** Opt for dramatic yet natural light. On the pitch, use backlighting to create a heroic halo around players. In documentary settings, prefer soft diffused light that highlights details without harsh shadows. Avoid overly stylized studio lighting; authenticity is paramount.

**Color Grading:** Apply a warm, slightly saturated grade that enriches the national palette without distorting it. Green should feel lush and energetic, yellow radiant, and red a controlled pulse of passion. Skin tones must remain natural; never let the grading overwhelm the human element.

### Activation Guidance

- **Match-day galleries:** curate sequences that tell a story—pre-game focus, in-game intensity, post-game emotion.
- **Institutional reports:** pair data visuals with black-and-white candid shots of staff and players in preparation, underscoring competence.
- **Social media:** use short, slow-motion video clips of key plays with Montserrat overlay text.
- **Merchandise campaigns:** feature fans wearing official gear in everyday settings, blending national pride with daily life.
- **Avoid:** generic stock imagery, heavily filtered or desaturated treatments, and overly posed formal portraits that feel inauthentic.

### Do's

- Capture authentic, unposed moments of players and staff during training, travel, and match days to reinforce transparency.
- Frame shots that emphasize teamwork—huddles, goal celebrations, coach-player

### Don'ts

- Never use stock photography or generic athlete silhouettes; every image must be of Senegal's own Lions and supporters.
- Do not apply heavy filters, vignettes, or desaturation effects that undermine the

interactions—as a visual metaphor for unity.

- Use natural, dynamic lighting that highlights the intensity of athletics and the warmth of personal connections.
- Apply a consistent warm color grade that enhances the green, yellow, and red palette without distorting skin tones.
- Include contextual details (stadium atmosphere, fan banners, the Lion crest on kits) to root imagery in national pride.
- For official portraits, use a clean, well-lit environment with the subject looking directly at the camera to convey integrity.

vibrant, transparent brand mood.

- Avoid overly staged or ceremonial posing in action-oriented contexts; the brand is about genuine performance, not artificial formality.
- Refrain from cropping images so tightly that the emotional context is lost; show the field, the crowd, the story.
- Do not mix black-and-white photography with color within a single campaign; choose one treatment and stay consistent.

## Strategic Rationale

Layout is the silent ambassador of order and trust. For a brand built on transparency and competence, the spatial arrangement must project **clarity, hierarchy, and controlled energy**. A structured grid reflects the federation's systematic approach, while deliberate rhythm and bold color blocks inject the passion of the game. The result is a visual experience that feels both reliable and exhilarating—a digital-first stadium where every element has a purpose.

## The Blueprint

**Grid System:** Adopt a 12-column flexible grid as the foundation for all digital and print layouts. This allows for both information-dense match data (side-by-side statistics with commentary) and expansive hero moments. Key modules should align to a consistent baseline grid, ensuring vertical rhythm across typography and imagery.

**Whitespace Philosophy:** Treat negative space as an active design element. Generous padding around headlines, images, and UI components creates a sense of **premium calm** that elevates the content. Never fill space for the sake of filling it; let the visual message breathe. In mobile views, whitespace remains crucial—use it to separate interactive elements and guide the eye.

**Compositional Approach:** Embrace an organized energy principle. Place high-contrast hero images full-width across the top of key pages, anchored by Montserrat headlines. Use the secondary color (#FCD116) as a bold underlay for stat boxes or pull quotes. Introduce dynamic diagonals—slanted banners or angled photo masks—to inject movement, but always within the structural grid. Balance large color fields with ample white or near-white backgrounds for clarity.

## Activation Guidance

- **Homepage hero:** full-bleed action photo with semi-transparent green overlay; Montserrat headline left-aligned, 80pt; Inter subhead below.
- **Match report page:** two-column layout—left for stats (grid-aligned), right for narrative and imagery.
- **Mobile experience:** stack columns, maintain generous tap targets, use color blocks to distinguish sections.
- **Printed programmes:** 6-column grid with large-format player portraits and clean schedules.
- **Social templates:** center the lion emblem above a single, powerful image with a bold Montserrat tagline.

## Do's

- Adhere to the 12-column grid for all digital and print layouts, ensuring consistent alignment and proportional harmony.
- Use ample whitespace around key elements to create a sense of clarity and premium quality.
- Employ color blocks (yellow, green) to define information zones, but anchor them firmly to the grid for structure.
- Place the most important message (hero headline, key stat) in the upper-left or center of the layout following natural eye movement.

## Don'ts

- Do not overcrowd layouts with excessive information or competing visual elements; let the grid dictate a clear hierarchy.
- Never break the grid without a specific strategic reason—random asymmetry undermines the brand's transparent, orderly character.
- Avoid filling all available space; empty areas are intentional and contribute to the dignified, uncluttered aesthetic.
- Refrain from using boxed-in containers or heavy borders that trap content and create a bureaucratic feel.

- In mobile designs, stack content vertically with generous padding to maintain breathing room and touch accessibility.
- Use dynamic diagonal cuts or slanted photo masks sparingly to inject energy, always within the grid's structural framework.
- Do not center all text as a default; left-aligned text enhances readability and complements the grid-based structure.

## Visual Identity Justification

The visual identity of Senegal is a masterfully orchestrated system of **Vigilant Pride**—a bold, transparent, and energetic expression of a nation's football soul. At its core, the palette harnesses the national colors of green, yellow, and red, but applies them with disciplined restraint: green (#00853F) commands respect as the dominant force, yellow (#FCD116) injects a pulse of celebratory energy, and red (#E31B23) is reserved to signal high-stakes passion. These colors are never merely decorative; they function as a visual governance tool, deployed in precise proportions across light and dark modes to maintain clarity and emotional impact.

Typography reinforces this dual nature. **Montserrat**, with its authoritative geometric structure, speaks the language of institutional competence—bold headlines and jersey numbers that roar with confidence. **Inter** provides the transparent counterpoint: a neutral, highly legible voice for data, updates, and the federation's radical openness. Imagery bridges the emotional gap, capturing genuine moments of collective triumph and meticulous preparation in a warm, natural light that honors both the athletes and the Teranga spirit. Layout brings order to the passion through a 12-column grid, generous whitespace, and strategic color blocks that guide the eye without stifling energy.

This cohesive system is not merely aesthetic; it is a strategic moat. It differentiates Senegal from peers by embodying transparency and competence visually, building trust with every pixel and printed page. The identity is a living promise: to guard the legacy of the Lions, to celebrate the pride of a nation, and to invite every supporter into the story—with clarity, dignity, and unshakeable confidence.



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