

TROPHÉE DES CHAMPIONS GUIDELINES



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01.

PRESENTATION

Presentation

Competition Concept

The Trophée des Champions pits the Ligue 1 McDonald's champion against the winner of the previous season's Coupe de France.

In the event of a double (if a team wins both Ligue 1 McDonald's and the Coupe de France), the opponent will be the second-place team in the Ligue 1 McDonald's championship.



02. LOGO

Logo Design

Our logo consists of a symbol and typography. The competition trophy is integrated into the typography of the logo and should be considered as an inseparable unit.

There are three versions of the logo: the primary version where the symbol and typography are combined, a stacked version, and a one-line version to adapt to various media.

Special consideration has been given to the harmony and hierarchy of this logo. Its proportions and alignment must be respected.



Logo

Variations

Our logo exists in vertical, stacked, and one-line version to adapt to the different communication media of the Trophée des Champions, for both print and digital formats. Their proportions are to be retained.

MASTER LOGO



STACKED



ONE LINE



Master logo

Protection zone

The protection zone is used to ensure the optimal placement of the Logo. The Logo should always be placed with prominence and sufficient spacing.

A defined minimum usage size must be respected according to the required application.



Event Logo

Master / protection zone

The protection zone and minimum usage size of the Event Master Logo are the same as on the generic master.

The Event Logo, indicates the venue and year, applied in the same font size as "Trophée des". If it exceeds the width of the typographic block, its size should be reduced to align with it.



Logo

Stacked / protection zone

The protection area is used to ensure the optimal placement of the logo. The logo should always be placed with prominence and adequate spacing.

A defined minimum usage size must be respected based on the required application.



Event Logo

Stacked / protection zone

The protection zone and minimum usage size of the stacked Event Logo are the same as on the generic stacked version.

The Event Logo, which indicates the venue and year, is used in the same font size as 'Trophée des'. If it exceeds the width of the typographic block, its size should be reduced to align with it.



Logo

One-line / protection zone

The protection zone is used to ensure the optimal placement of the Logo. The Logo should always be placed with prominence and adequate spacing.

A defined minimum usage size must be respected according to the required application.



Event Logo
One-line / protection
zone

The protection area and minimum usage size of the one-line millésime Logo are the same as on the generic one-line version.

The millésime, which indicates the venue and year, is used in the same font size as 'Trophée des Champions'.



Logo
Color usage

Our Logo is applied within our identity palette with maximum possible contrast.

We use a charcoal background color to ensure the logo stands out as much as possible and for maximum legibility. However, it can also be used on a white background.

Small-size use. On Charcoal, the logo's legibility is carried by its white elements. At display and large-format sizes the full-colour version performs well. Below a usable threshold (TV bug, favicon, app icon, compressed broadcast), switch to a reserve version: either a thin light keyline on the outer edge of the red blades, or a monochrome Silver version. Always check rendering at actual broadcast size, not at 100 % in the comp.

There is a monochrome version of the logo for specific applications where the color of the logo cannot be reproduced (for example, for embossings or 3D printing).



Logo Placement

Regardless of the size or layout of the communication medium, the Logo must always be placed in one of the positions shown here.

The placement of the Logo remains simple and consistent, while offering enough flexibility to adapt to a wide variety of layouts.

It can also be used as a repeated banner within the graphic territory.

It's important to respect the protection area around the Logo on every medium where it is used.



Logo

Don'ts

1/ Do not alter or outline the Logo.

2/ Do not modify any element of the Logo.

3/ Do not use the Logo in multiple colors.

4/ Do not use the Logo in colors other than those in the identity palette.

5/ Do not use the Logo with low contrast against the background.

6/ Do not distort or add perspective to the Logo.

7/ Do not rotate the Logo.

8/ Do not change the order of elements in the Logo.

9/ Do not modify the proportions of elements in the Logo.

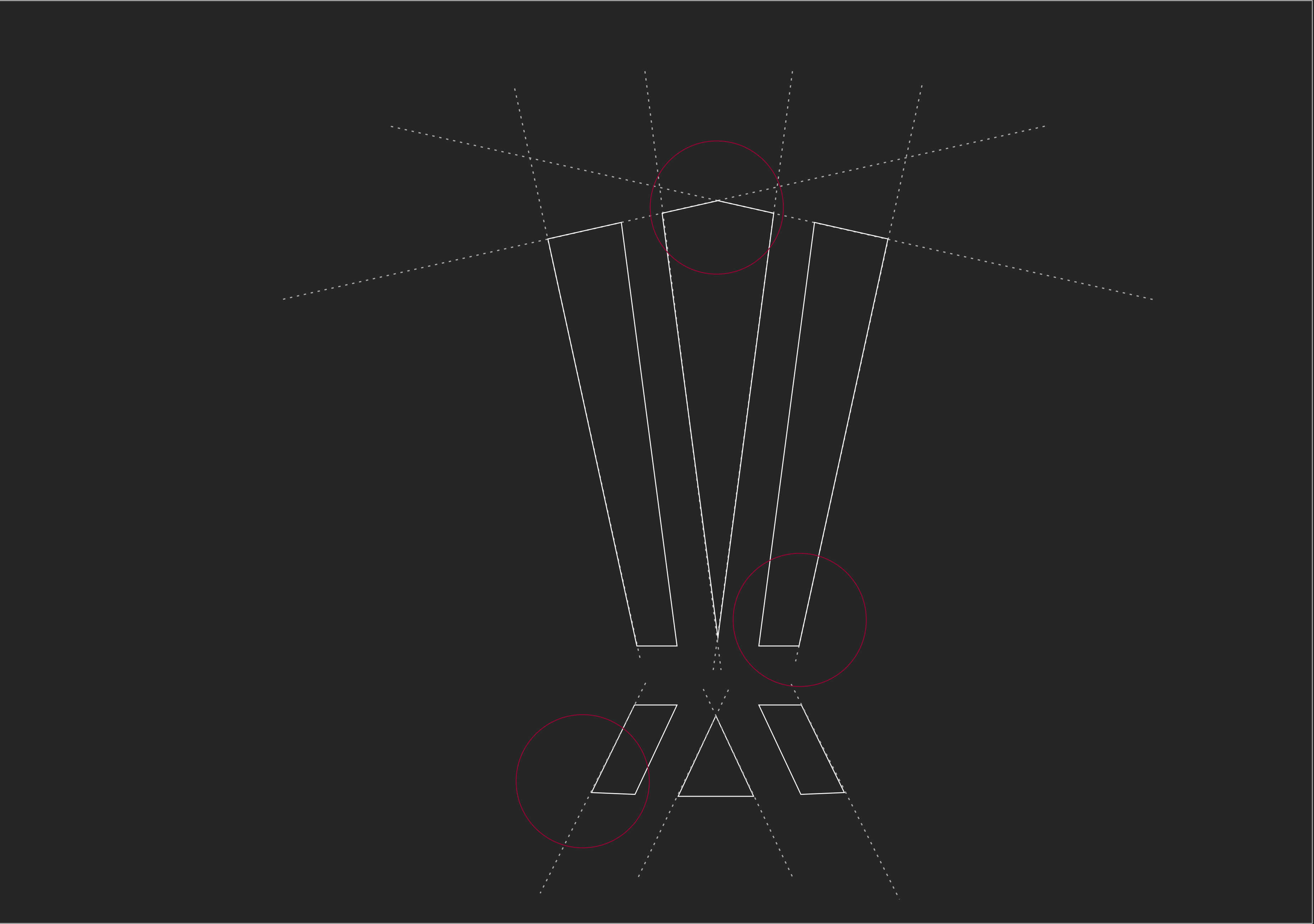
The same rules apply to the stacked and one-line versions of the Logo.



03. ICON

Icon Design

Our icon consists of the trophy as part of the Trophée des Champions logo composition.

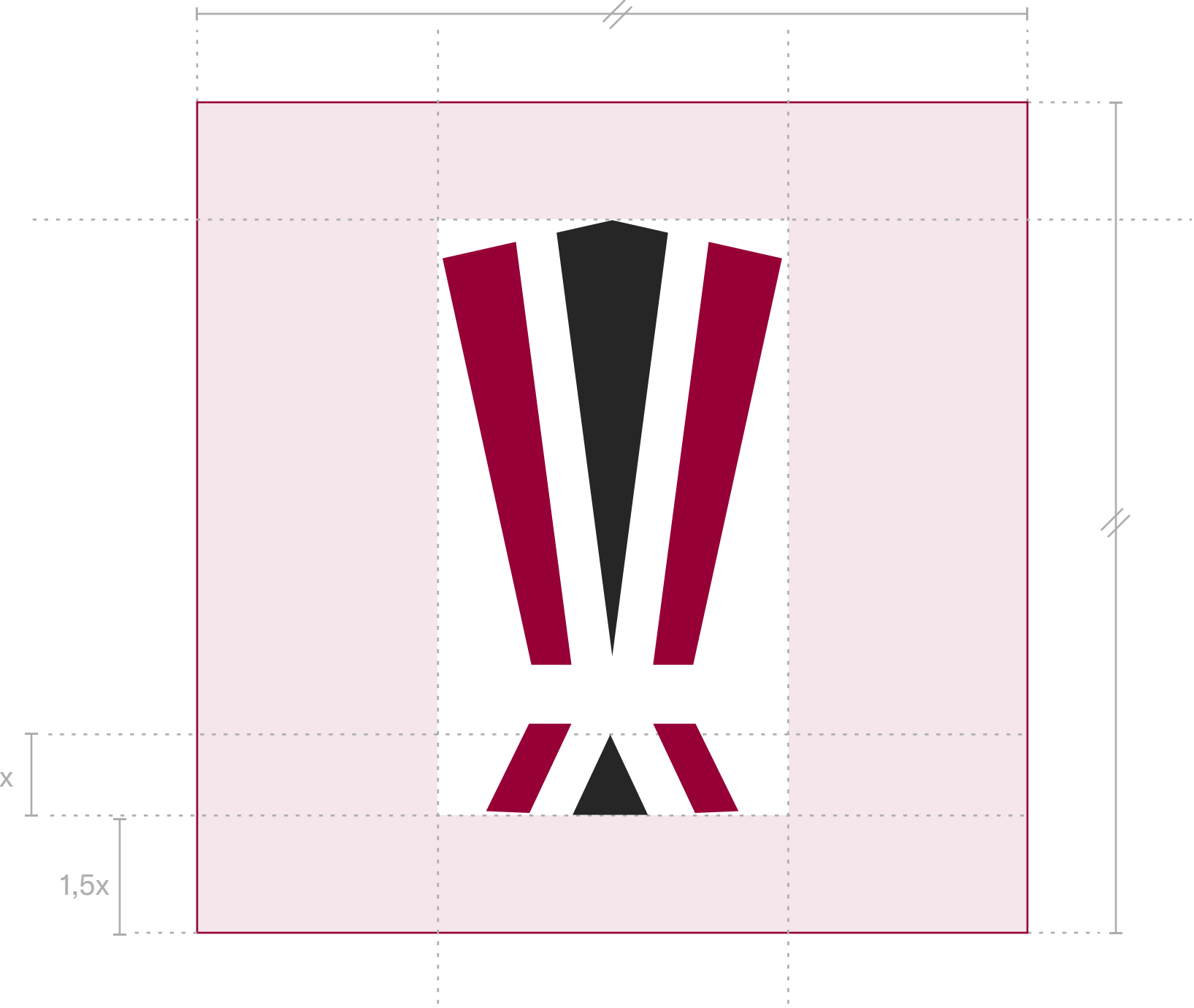


Icon

Protection zone

Our symbol will be used within a square-shaped holding shape, providing it with clear and immediate visibility.

The protection zone is used to ensure the symbol is placed under optimal conditions.



Icon

Color usage

According to communications, our icon within its holding shape can be expressed in various color ways.

At small sizes (below approximately 6 mm), the red blades lose contrast against the charcoal background. In these cases, Silver is recommended for the blade outlines to preserve legibility.



Icon
Graphics

We also use our symbol as a graphic element for corporate or in-stadia branding.

Proportions of the symbol are to be retained to ensure its shape is never altered and remains recognizable as intended.

It will be used exclusively in monochrome black on charcoal background or Silver on a white background.



Icon

Graphics

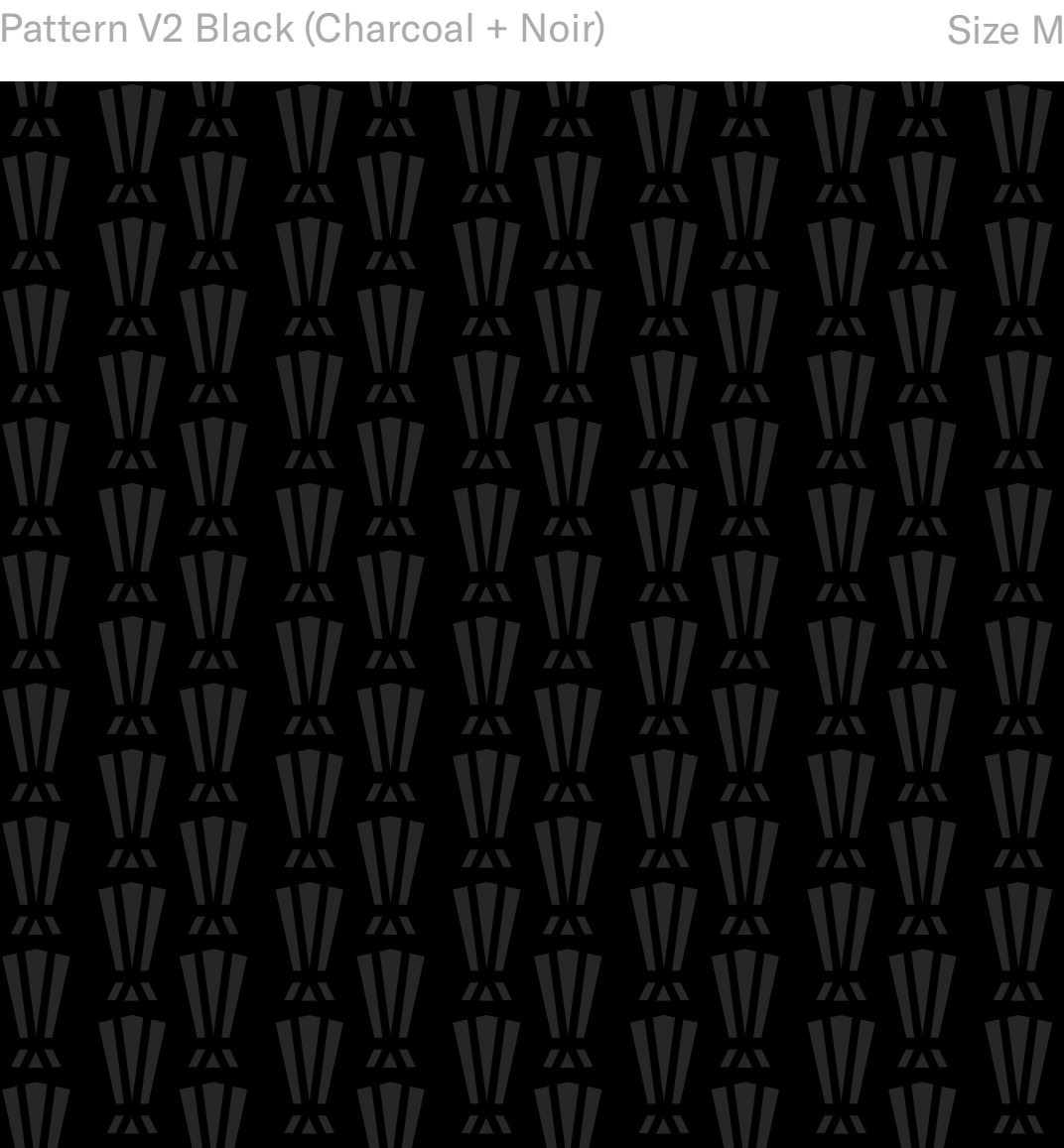
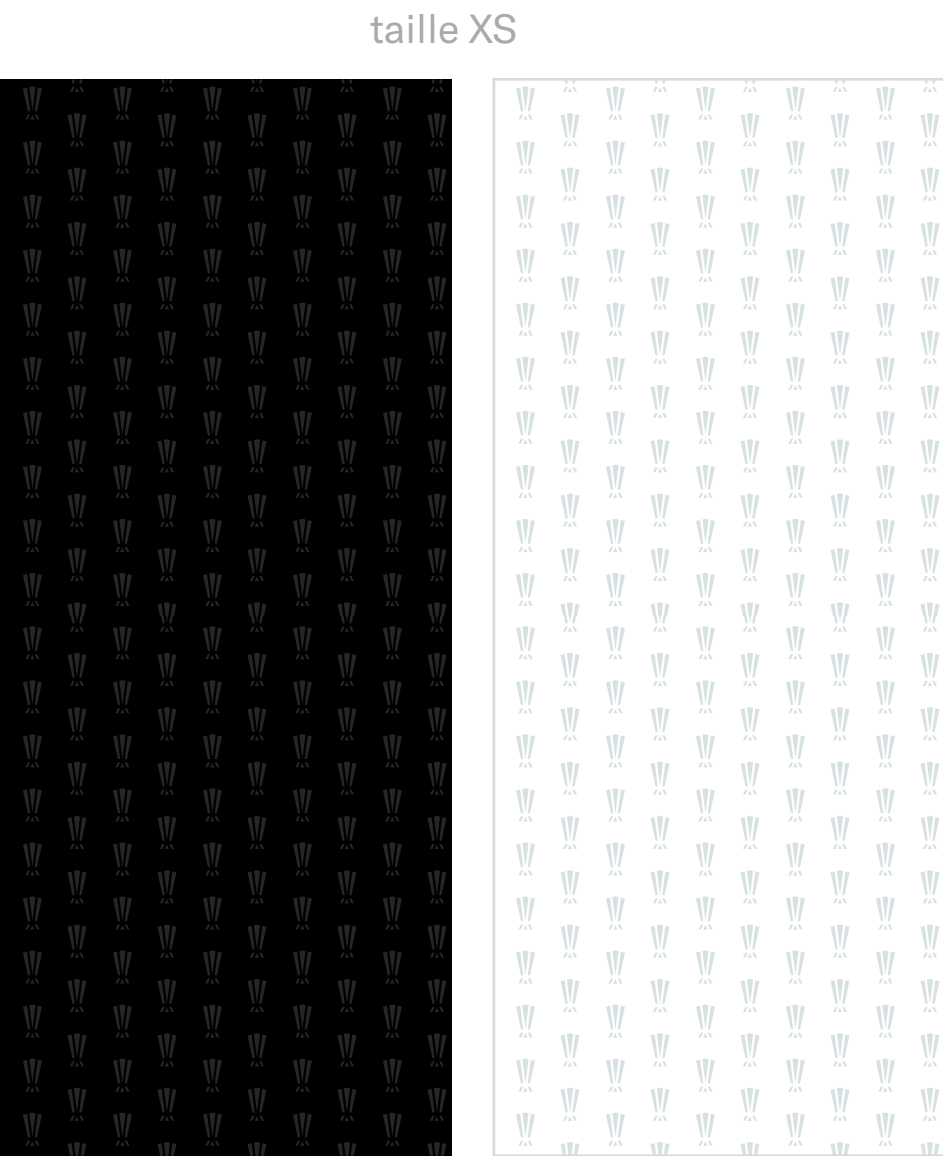
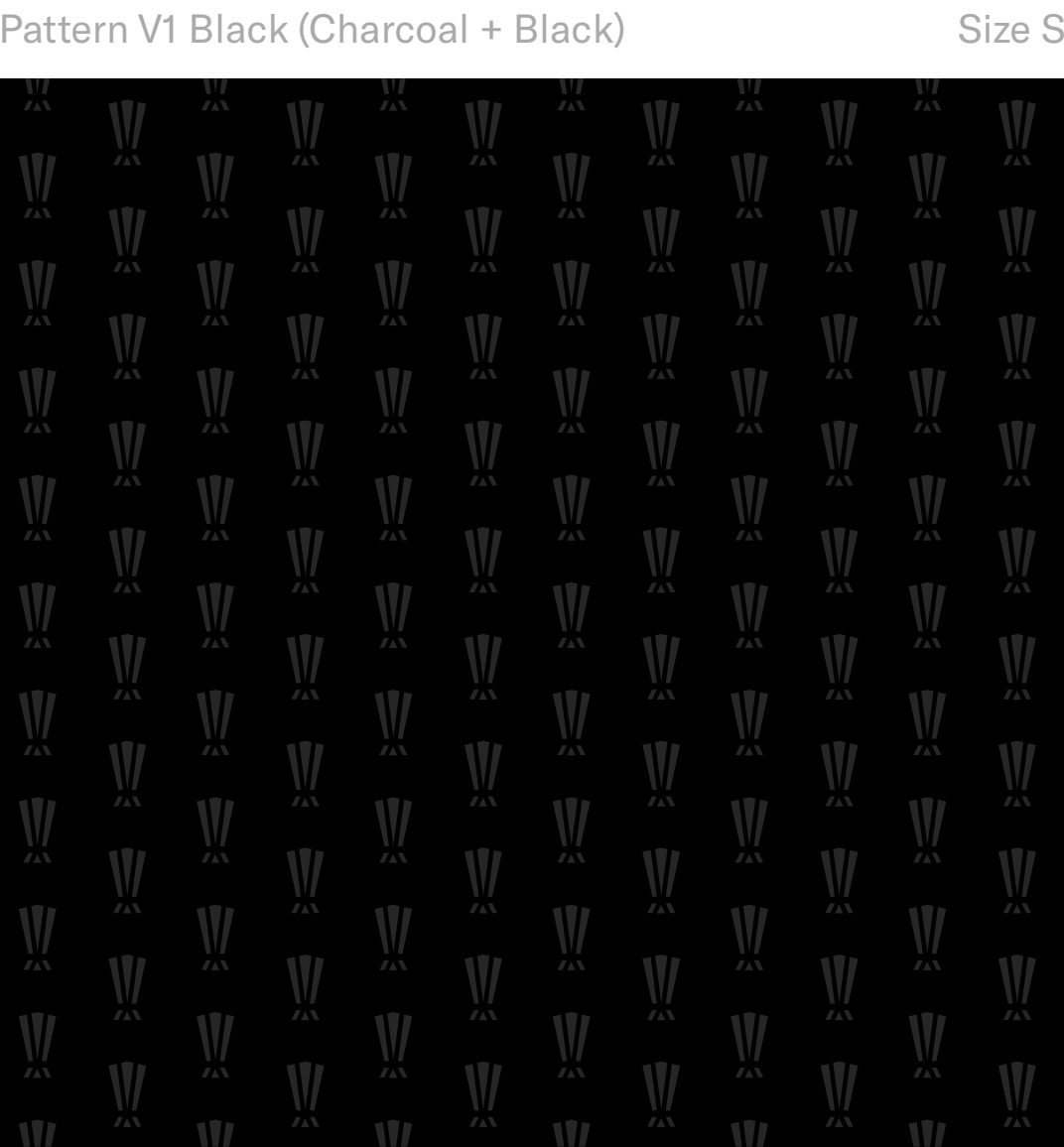
We have developed a pattern based on our symbol. This pattern should be used subtly and for premium applications.

The patterns will be treated exclusively in monochrome charcoal on a black background or silver on a white background.

There are two scales of patterns: size S and size M, where the spacing between symbols varies respectively. Using them on a smaller or larger scale allows us to achieve variations from XS to XL.

Note that the patterns should not interfere with headlines or informative elements.

When using patterns, please check with our marketing team.



04. COLORS

Colors

Identity palette

Our brand colour palette was determined in order to represent "Trophée des Champions" as a premium, impactfully contrasting identity with digital applications in mind.

We use a two-color system consisting of Charcoal and Archive Red. White is also part of our palette and is applied to provide more contrast to headlines and text. Silver completes the palette as a support colour, used on selected applications.

Important: Archive Red and Charcoal sit at almost the same value and must never be paired directly for text or fine elements (see Usage and contrast). When printing, Pantone colours are preferred for accurate and consistent reproduction. When Pantone printing is not possible, Charcoal should be prioritized.

When Pantone printing is not possible, Charcoal should be prioritized.

ARCHIVE RED
PANTONE 1955C
#8A1538

R138 V21 B56

C0 M100 J43 N43

CHARCOAL
PANTONE BLACK 7C
#262626

R38 V38 B38

C35 M35 J35 N90

SILVER
PANTONE 7541C
#D9E1E2

R217 V225 B226

C10 M3 J0 N0

WHITE
PANTONE WHITE 000C
#FFFFFF

R255 V255 B255

C0 M0 J0 N0

Colors

Usage with logo and icon

Our logo thrives thanks to our identity palette with maximum possible contrast.

We primarily use charcoal as the background color to ensure the logo stands out as much as possible.

The icon, on the other hand, can be used in all combinations of our main color palette.



Colors

Usage and contrast

When legibility is crucial (text level 1), we pair colours that are far apart in value: White on Charcoal (or the reverse), Silver on Charcoal (or the reverse), and Archive Red on White (or the reverse). These pairings guarantee maximum contrast.

Archive Red and Charcoal share nearly the same luminance, so this combination is never used for text or thin graphic elements. It is reserved for large colour blocks, where Archive Red reads as a fill, not as type. The same applies to Silver on White, which is too low in contrast and should be prohibited.



White > Charcoal
Contrast +++
→ Use on logotype and text level 1



Charcoal > White
Contrast +++
→ Use on logotype and text level 1



Charcoal > Silver
Contrast +++
→ Use on logotype and text level 1



White > Archive Red
Contrast +++
→ Use on logotype and text level 1



Archive Red > White
Contrast +++
→ Use on logotype and text level 1



Archive Red > Silver
Contrast +++
→ Use on logotype and text level 1



Charcoal > Archive Red
Contrast -
→ Never for text, icons, lines



Archive Red > Charcoal
Contrast -
→ Never for small size text, icons, lines



Archive Red > Charcoal
Contrast -
→ Never for text, icons, lines

Colors

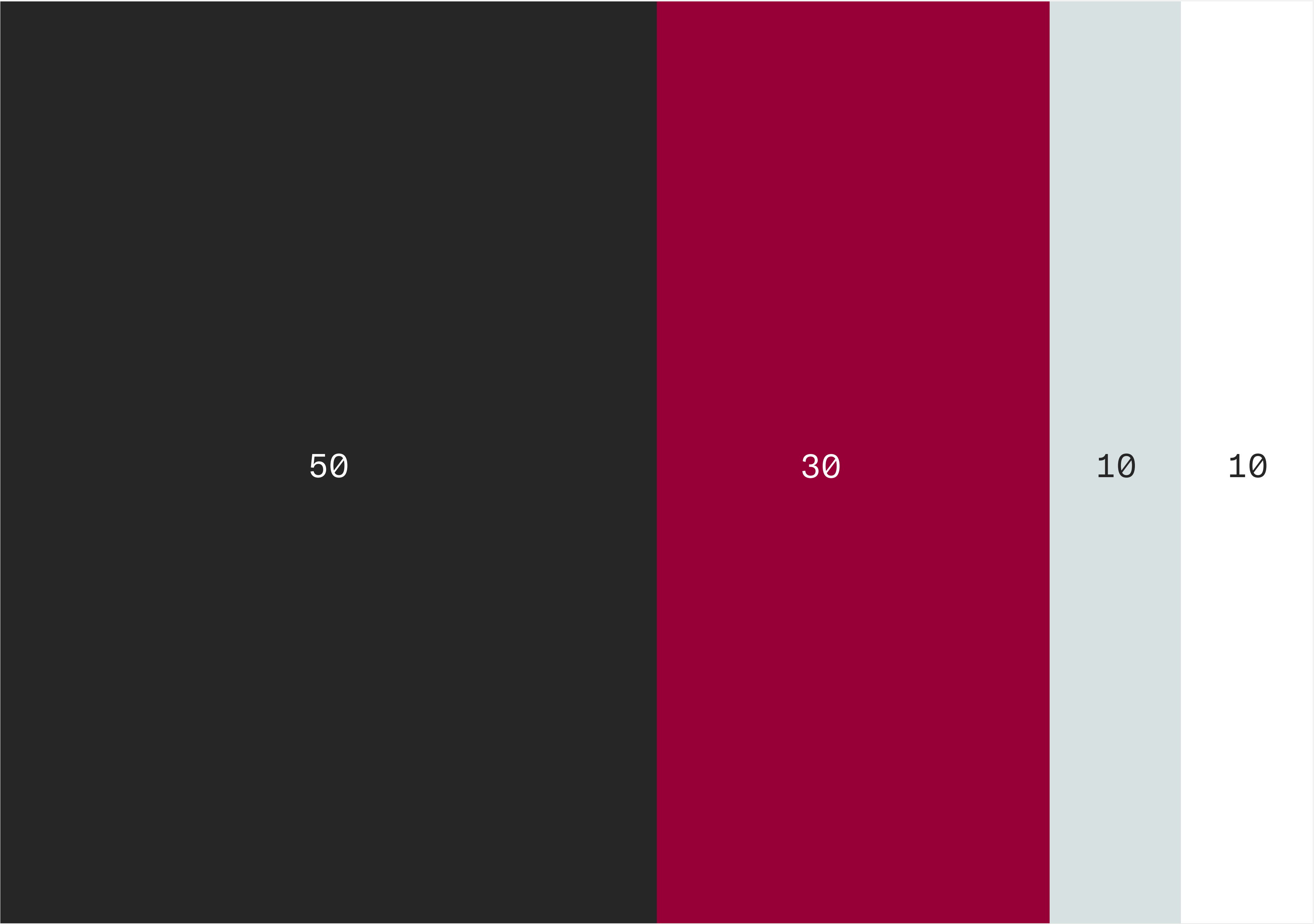
Usage and contrast

Charcoal is our primary colour, common to both Ligue 1 McDonald's and Ligue 2 BKT.

Archive Red is our signal colour, bringing prestige and identity to the Trophée des Champions. Because it is close in value to Charcoal, it is used mainly as a fill (colour blocks, logo) and on light backgrounds — never as text on Charcoal.

Silver is our support colour. Being light, it is the colour that holds contrast on dark backgrounds, and it carries the event pattern (the "spotlights").

White is mainly used for text, as it contrasts strongly with Charcoal. Black is used occasionally for tone-on-tone patterns. When printing, Pantone colours are preferred for accurate reproduction.



Colors

Complementary palette

In complement to our identity color palette, we have created subtone variations to better communicate across different digital media.

Thus, our Charcoal color is accompanied by lighter shades of grey to enable varied contrasts in our digital communications, particularly in TV graphics, on our website, our app, and for data processing.

The defined Green, Orange, Red, and Yellow are useful colors for specific elements such as: ranking arrows, cards, etc.

All colours other than Charcoal, Archive Red, White and Silver are not integral parts of the territory's colour palette and should only be used in the cases mentioned.

WHITE R255 V255 B255 #FFFFFF	ARCHIVE RED R138 V21 B56 # 8A1538	
CHARCOAL 5% #F2F2F2		#0CD905
CHARCOAL 30% #BDBDBD		
CHARCOAL 60% #7D7D7D		#FF8324
CHARCOAL 80% #525252		
CHARCOAL R38 V38 B38 #262626		#D90000
		#FFF200

05. TYPOGRAPHY

Typography Design

To ensure the successful development of the new brand image, a proprietary typeface has been created.

The brand icon and the custom typeface are designed in harmony. The stroke widths of the icon and the letter stems of the typeface are identical, as are the angle degrees and cuts.

The brand platform is the inspiration for its design and name: Insatiable.



Typography
Design

The Insatiable typeface is a custom-made font. It is used as the primary typeface, designed for increased visibility. It is a key element in strengthening our identity and embodying French football.

INSATIABLE TYPE

BC EGS

LA LIBERTÉ
COMME TERRAIN
LE BALLON PLUS GROS
QUE LE VENTRE
NOUVEAUX ROIS
NOUVELLES LOIS
LA LOI DU
PLUS FORT
SOIF DE VICTOIRE
INSATIABLE

FOOTBALL.
À LA FRANÇAISE. 3-5-2

Three families of our Insatiable typeface have been developed for different uses within our brand, such as Display, TV Type, and Jersey Type (includes shorts).

The Insatiable Display and Insatiable Jersey typefaces are variable fonts, designed to adapt best to the mediums on which they are used.

INSATIABLE DISPLAYTYPE / VARIABLE FONT

INSATIABLE DISPLAY

REGULAR CONDENSED / BOLD CONDENSED / REGULAR COMPRESSED / BOLD COMPRESSED

INSATIABLE TV TYPE / CLASSIC FONT

INSATIABLE TV

REGULAR / BOLD

INSATIABLE JERSEY L1 TYPE / VARIABLE FONT

INSATIABLE JERSEY

REGULAR CONDENSED / REGULAR COMPRESSED

Typography

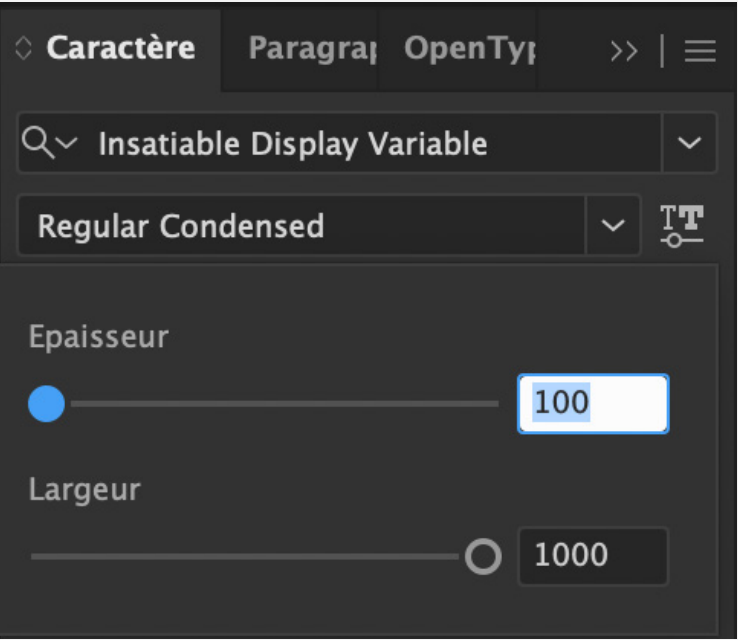
Primary typography

The Insatiable Display typeface is available in 4 fixed weights and ranges from compressed to condensed widths. It is our headline typeface and is available as a variable font to use with Adobe CC Suite software.

It can adapt to all our communications within our flexible graphic system and dynamic modular grid.

In digital formats where we can utilize vertical space, the Compressed style allows for large headlines without line breaks, for example.

It is essential to use this typeface with elegance in mind. For large sizes, the Insatiable Compressed Regular version can be sufficiently bold. The bold styles are more suitable for large headlines in smaller formats or as subtitles.



INSATIABLE DISPLAYTYPE

«LA PLUS LARGE VICTOIRE»
13 NOUVEAUX TRANSFERTS
(AILIER GAUCHE, N°6)
REPRISE DE VOLÉE!

←—————→
variable

Typography
TV graphics typography

Insatiable TV is based on the same characteristics as our Insatiable Display. It drives our identity in digital applications.

Insatiable TV is further more optimized for screen applications and broadcast contexts, as its name suggests.

It comes in two weights: Regular and Bold. It is not a headline font and should not be confused with Insatiable Display.

INSATIABLE TV TYPE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Typography
Jersey Type

Insatiable Jersey TDC is an adaptation of our typeface family, created specifically for Jerseys (includes shorts). Like the Display typeface, it is a variable font that allows adjustment to the designated printing areas on jerseys and shorts, depending on the length of the players' names.

Numbers come in a variety of styles designed for the individual needs of the clubs in the Trophée des Champions. Styles can be found in the typefaces's glyphs.

The Jersey Guideline provides the necessary details for using this typeface.

INSATIABLE JERSEYTYPE

1234567890

O.DEMBÉLÉ

AUBAMEYANG

PEREIRA DA COSTA

10

In-line

6

Extrusion

38

Shadow

Typography

Complementary typeface

For body text, we use a complementary typeface called GT America. It is a versatile font that works well at small sizes with optimal legibility.

In body text, we use GT America Standard in the styles: Regular, Regular Italic, Bold, Bold Italic.

For technical elements like data and supplementary information, and especially our highlight blocks, we use the Mono style of GT America.

The default system typeface used will be Arial in Regular and Bold.

[→ Download GT America Type](#)

GT AMERICA

ABCDEFGHIJKLM abcdefghijklm
NOPQRSTUVWXYZ nopqrstuvwxyz

REGULAR

AaBbCc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumm nibh euismod tincidunt ut laoreet dolore magna

BOLD

AaBbCc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumm nibh euismod tincidunt ut

REGULAR ITALIC

AaBbCc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumm nibh euismod tincidunt ut laoreet dolore magna

BOLD ITALIC

AaBbCc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumm nibh euismod tincidunt ut

THE GT AMERICA MONO IS MAINLY USED FOR DATA PROCESSING.

GT AMERICA MONOSPACE
GT AMERICA MONOSPACE
GT AMERICA MONOSPACE

REGULAR / MEDIUM / BOLD

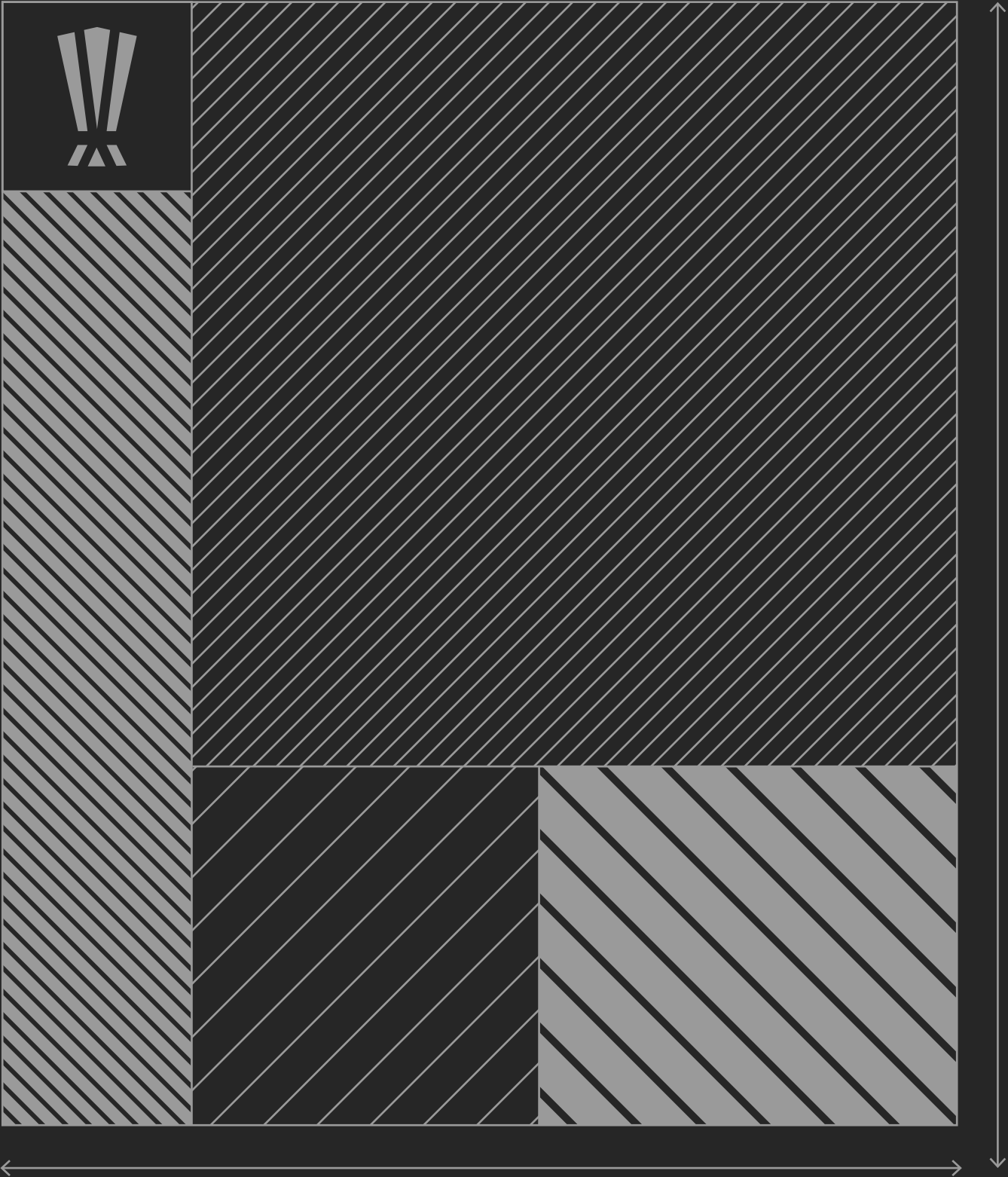
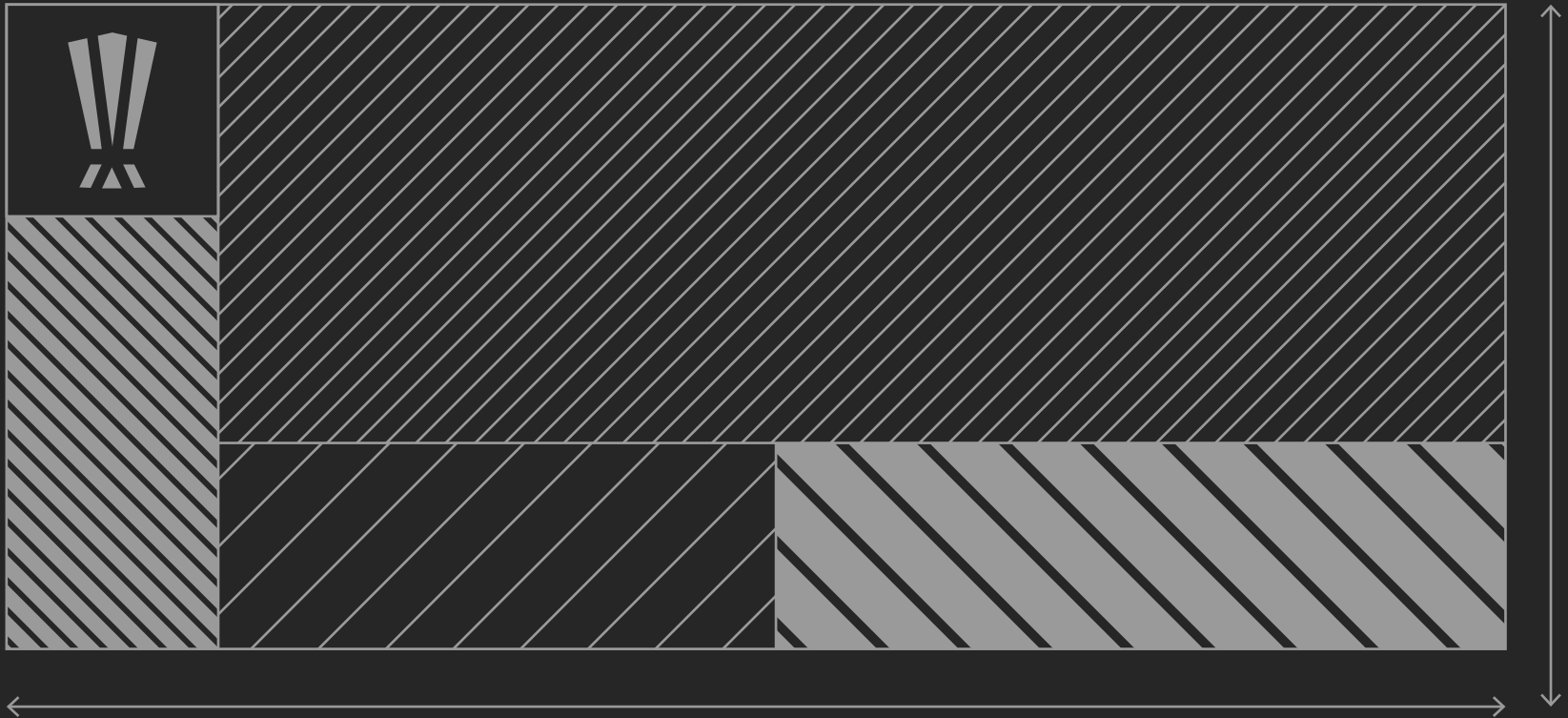
06. GRAPHIC SYSTEM

Graphic system

Design

Our modular system consists of a combination of color blocks that enables placement of information and prioritize them among each other. It adapts to any format.

This infinitely variable composition is truly dynamic and adaptable.



Graphic system

Design

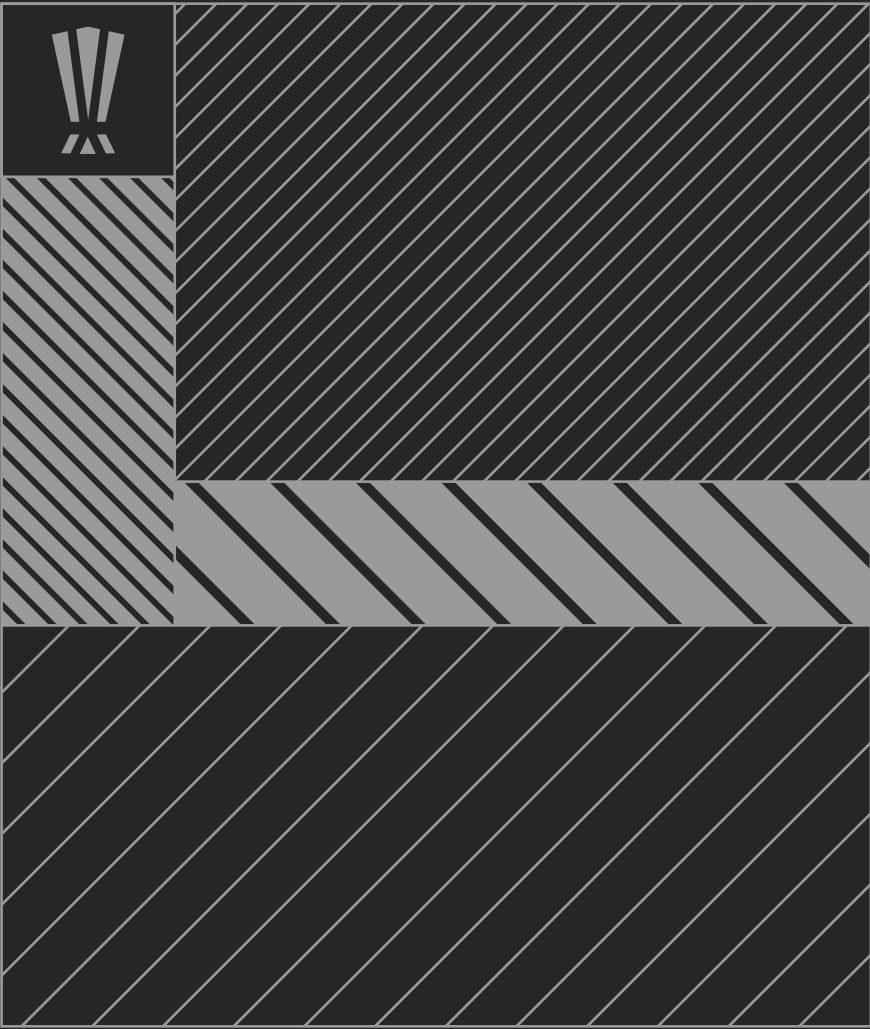
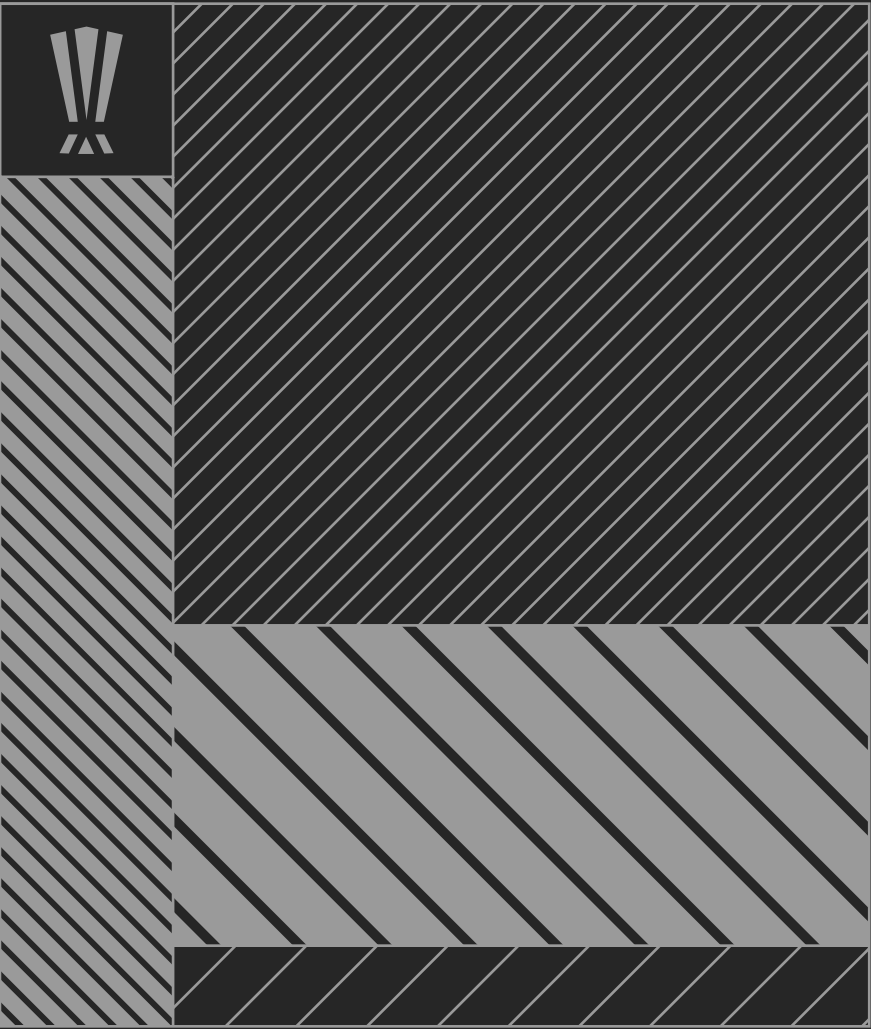
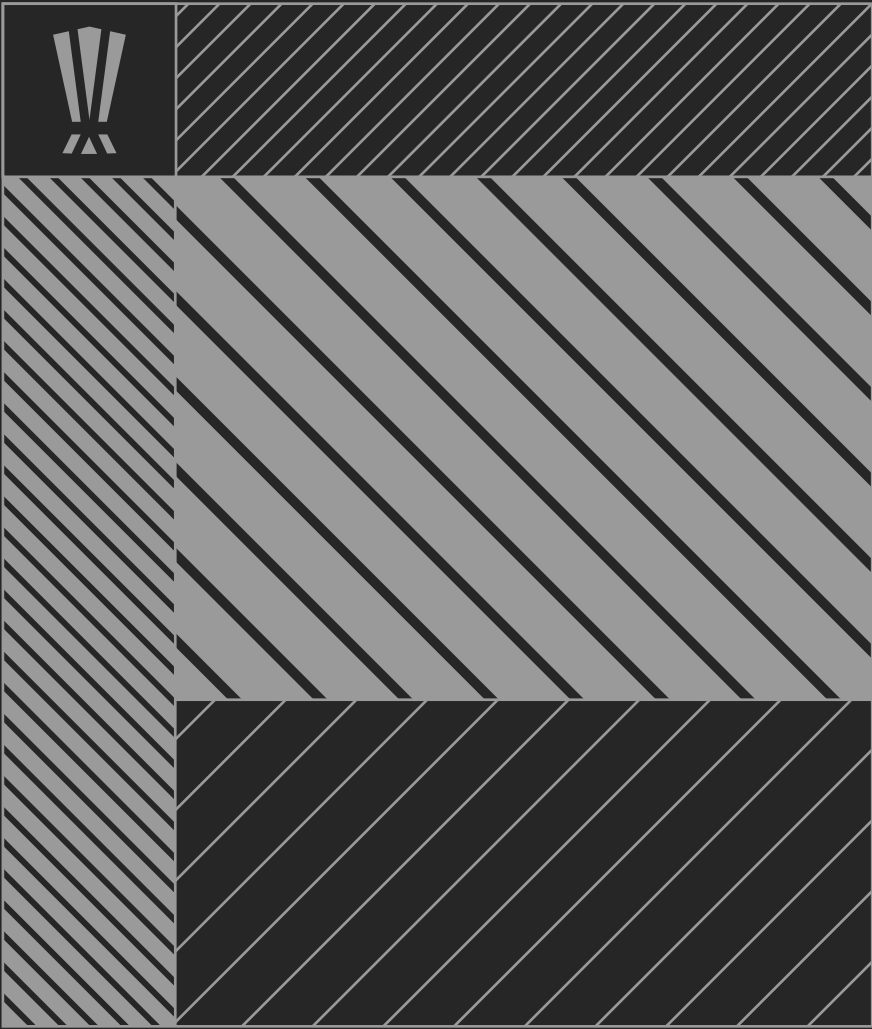
When creating a support, it can be expressed in various ways depending on the necessary information and what needs to be highlighted.

It's important to use both vertical and horizontal shapes within the same composition. At a minimum, this could be the logo symbol.

The position of the symbol can change depending on the application and what is most relevant.

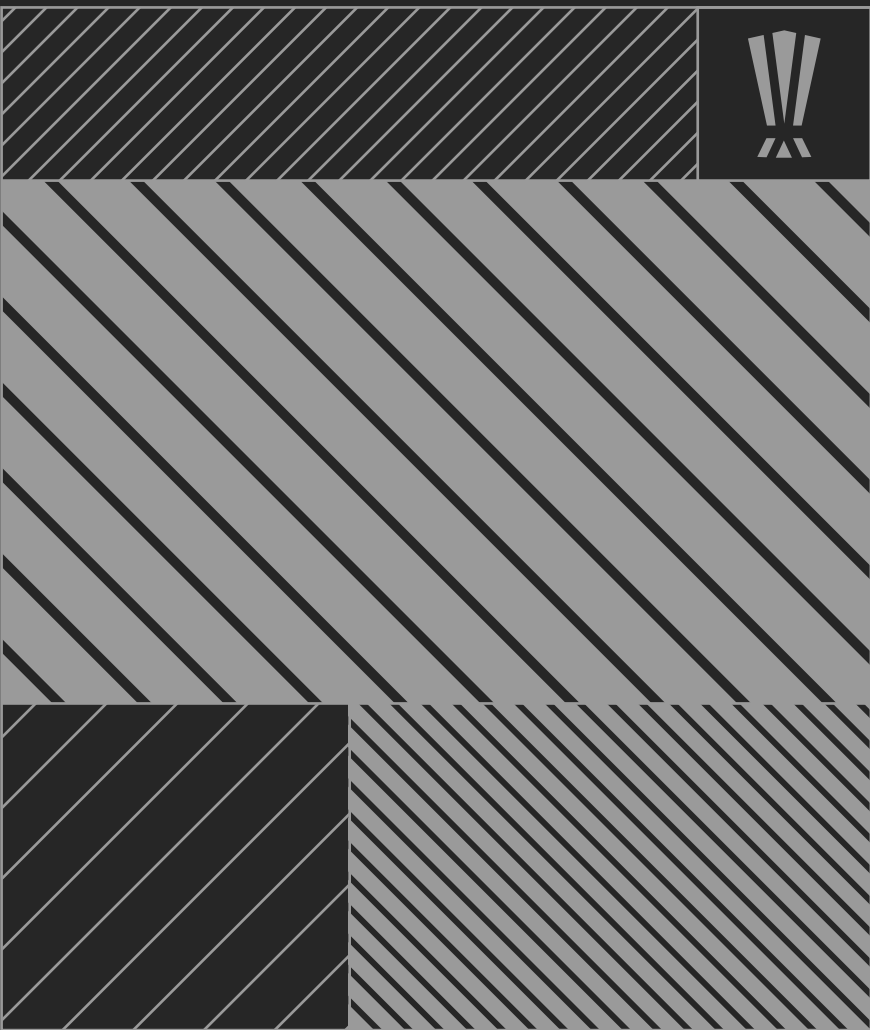
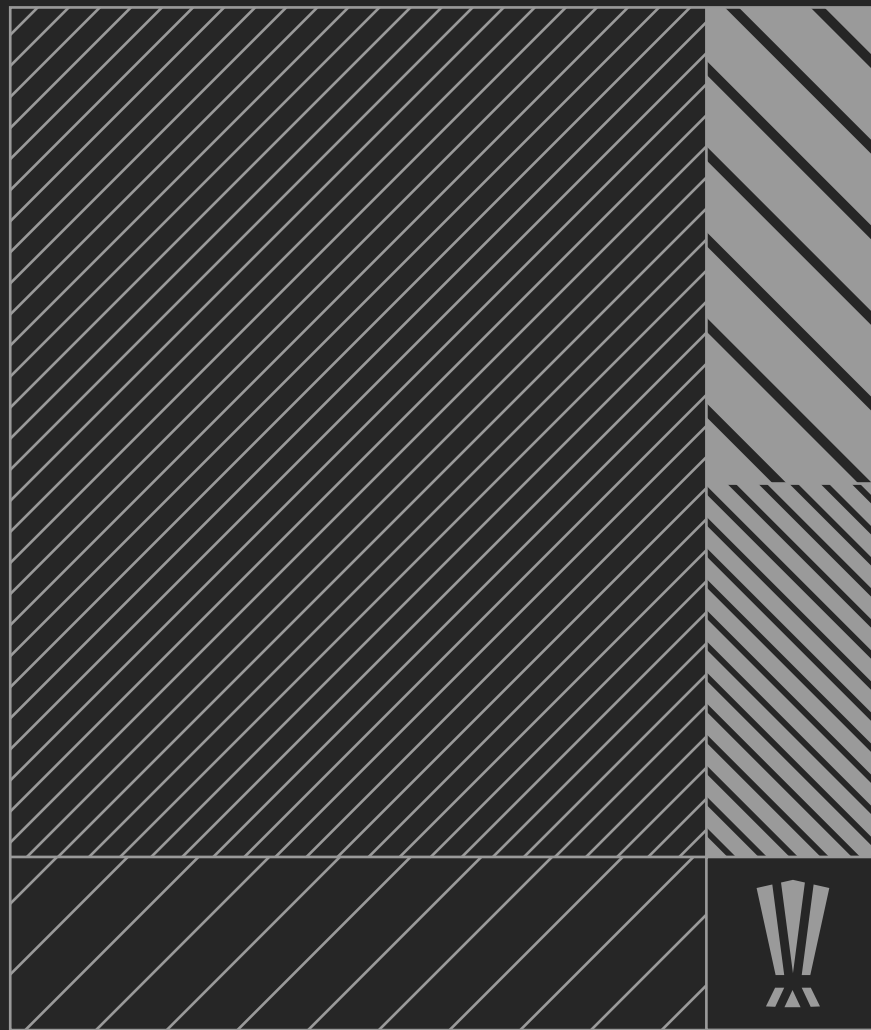
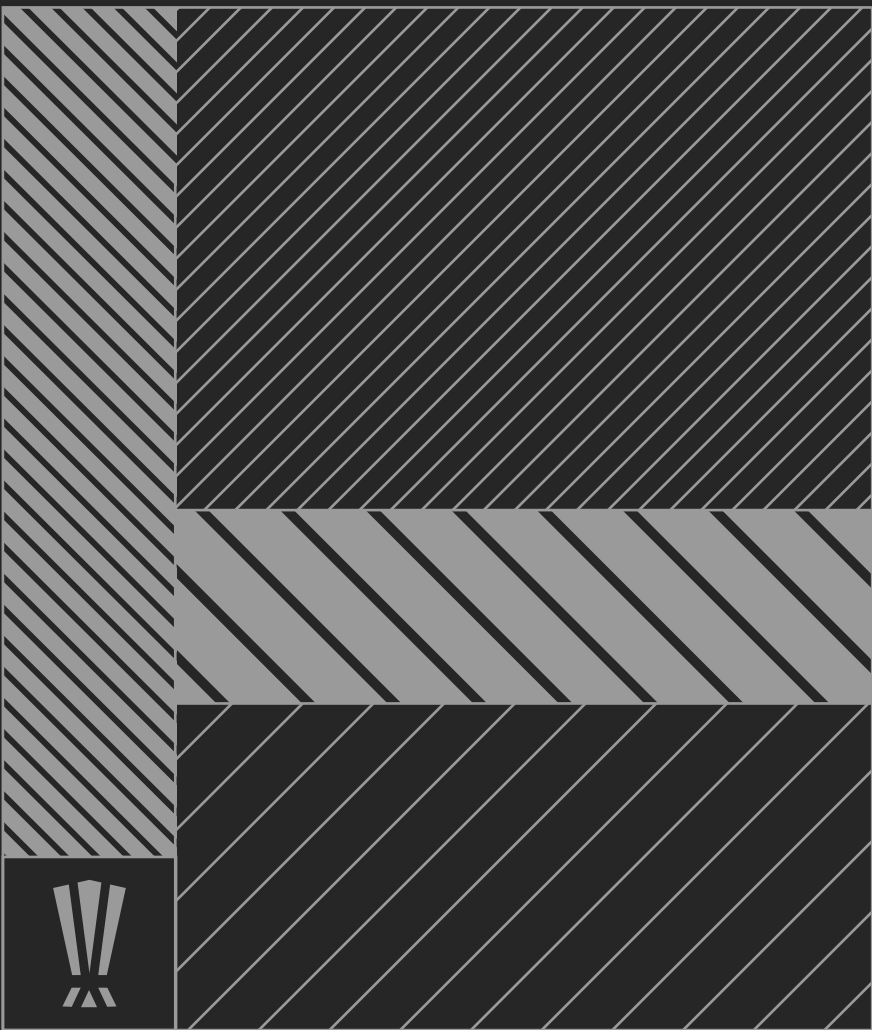
On social media, the brand icon is not always necessary, in which case the system can function without it.

Examples with the icon remaining in the top left corner of the format.



...

Examples where the icon resides in other corners of the format.



...

Graphic system
Event pattern

An event pattern has been specially created for this tournament. It highlights French football by "turning the spotlight on".

This pattern incorporates dynamic shapes and the Silver colour to capture the excitement and prestige of the Trophée des Champions, evoking stadium spotlights.

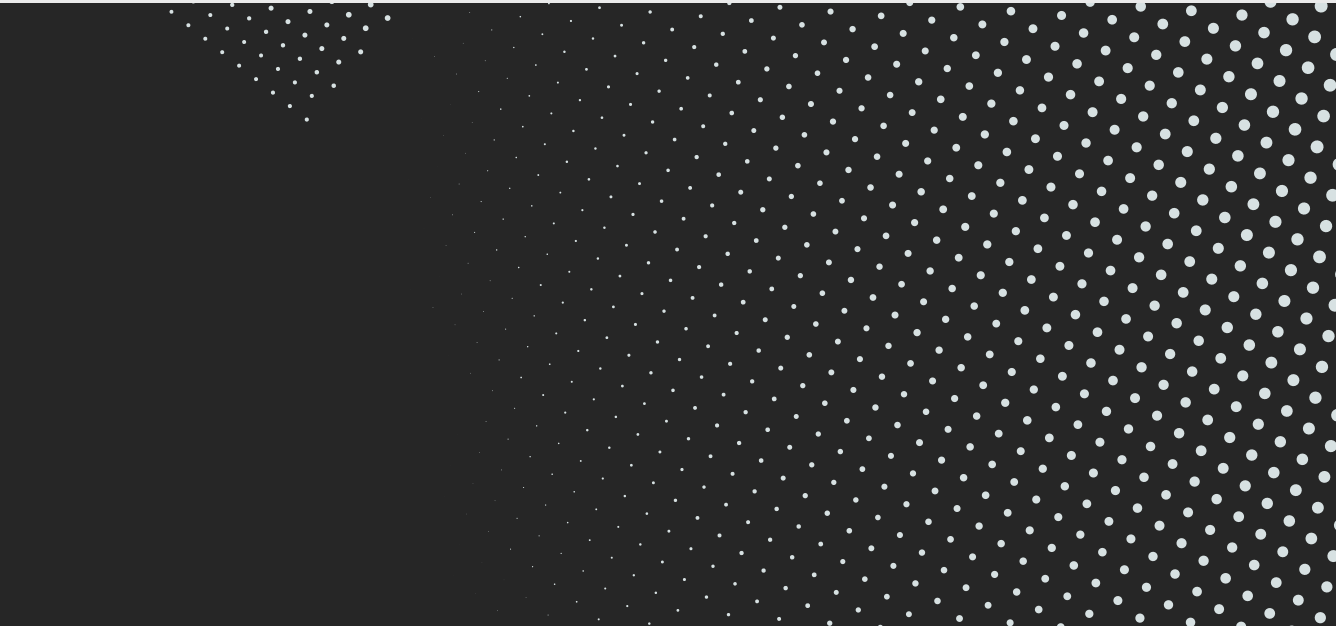
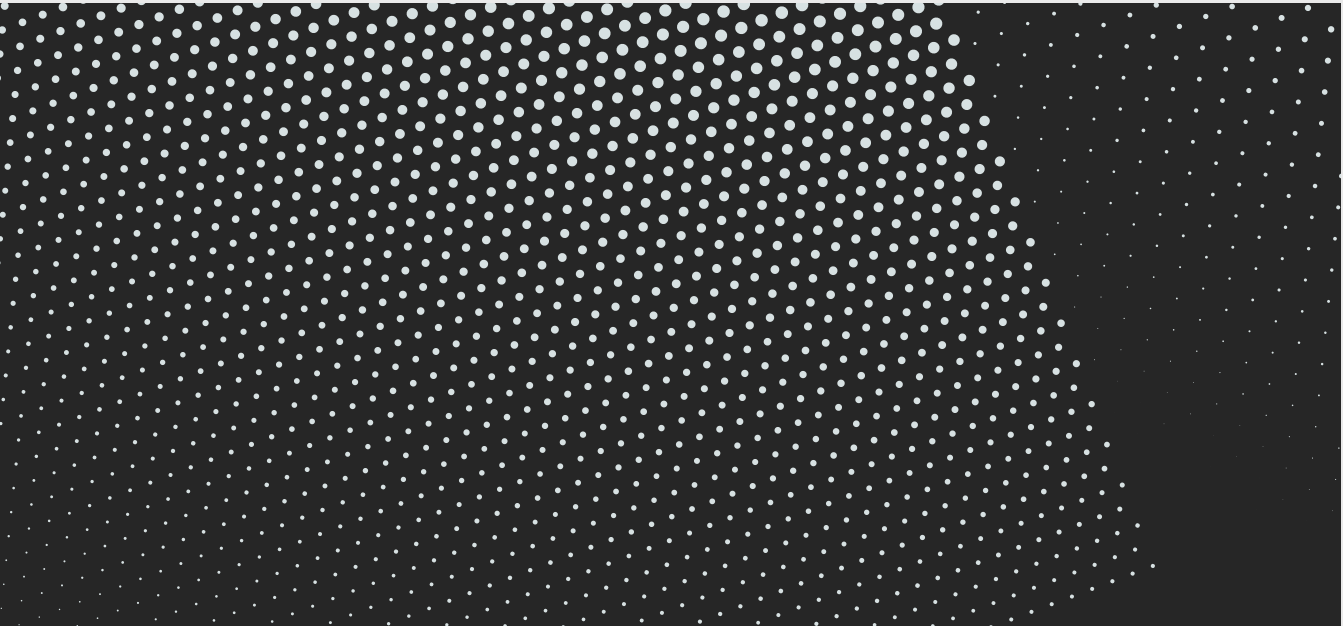
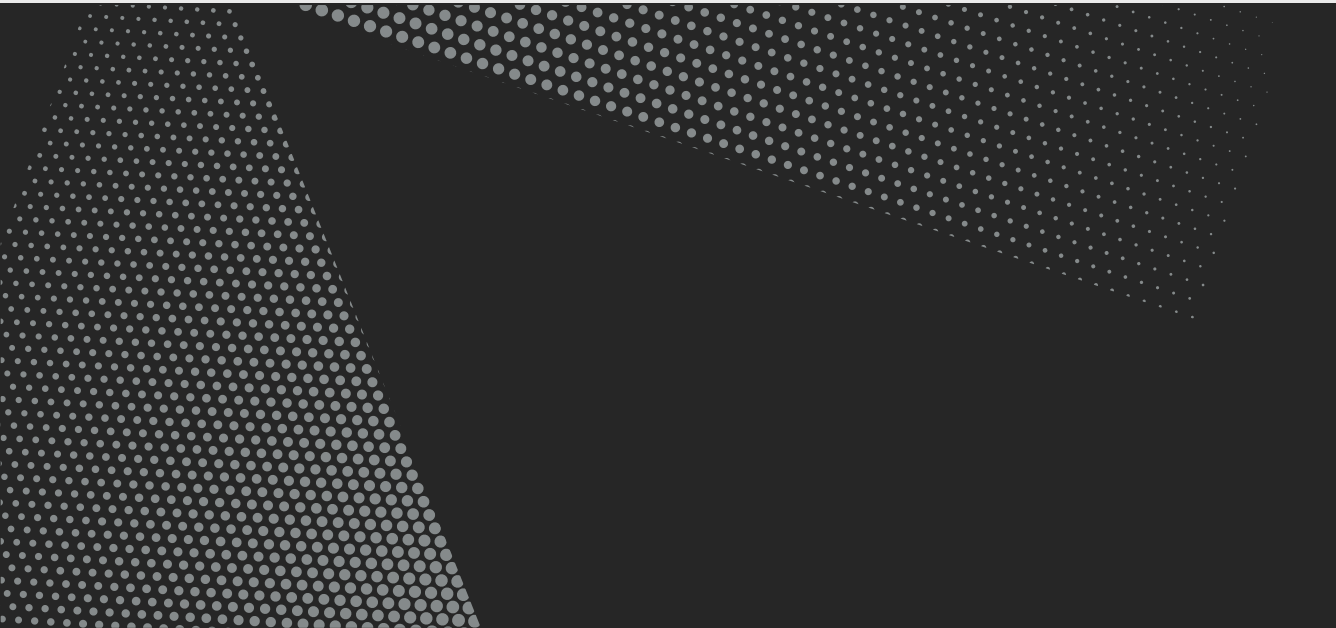
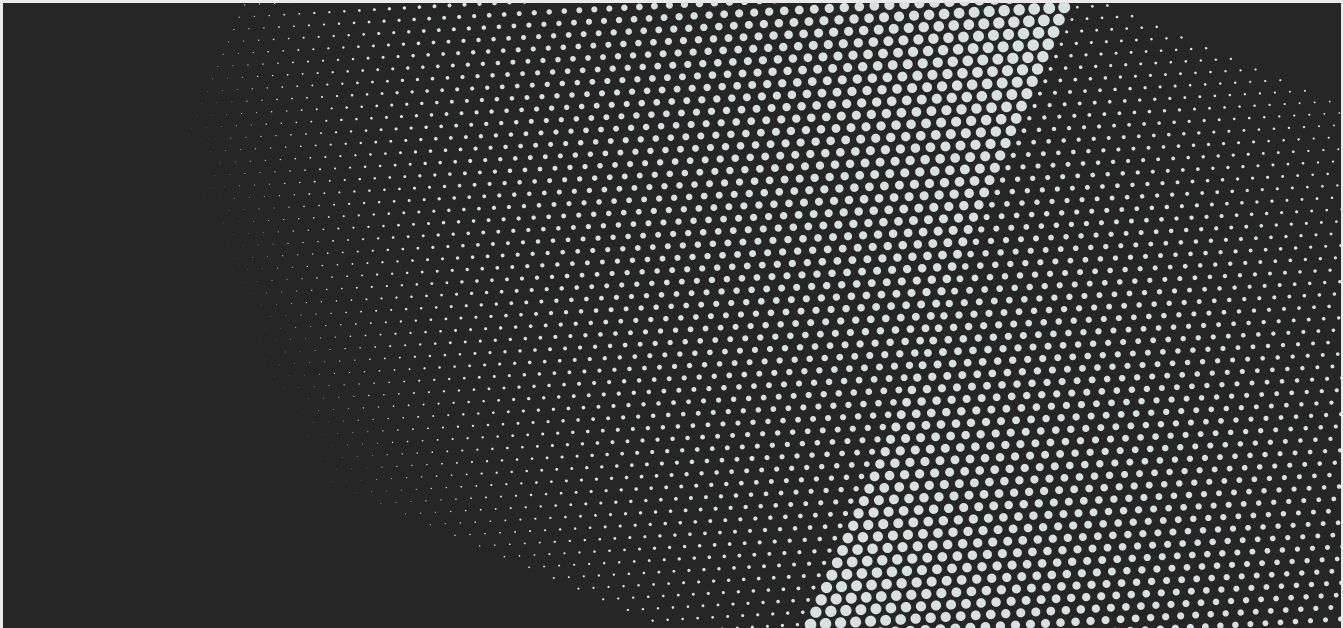


Graphic system

Event pattern

The event patterns can be composed in different ways to adapt to various situations and visuals.

The patterns can work on both charcoal and white backgrounds.



Graphic system

Usage principles

Following our dynamic grid, we apply our information to each desired format and dimension.

The design presented here features 7 blocks to handle 7 different pieces of information.

As previously mentioned, GT America Mono can be used for data processing.

→ iconography



→ level 1 text - teams



→ level 2 text - score



→ one-line millésime logo



→ informations

LOREM IPSUM XX '
LOREM IPSUM XX '
LOREM IPSUM XX '

→ club logos



→ event pattern



exemple de mise en page



1

TROPHÉE DES CHAMPIONS

TROPHÉE DES CHAMPIONS

2 - 1

1

TAKUMI MINAMINO

ME DU MATCH

HOMME DU MAT

1

PARIS SAINT-GERMAIN

2024

CHAMPIONS

Graphic system

Don'ts

To ensure graphic consistency and optimal legibility of each element across our communication materials, it's important to adhere to the rules we have defined in the previous pages.

Our graphic system allows for creative expression within boundaries, so please ensure to follow the points below

1/ No floating blocks.

2/ No highlights, text, or data on iconography.

3/ No divided blocks, one information = one block.

4/ Do not alter the color contrasts of the text as described above.

5/ Do not let blocks extend beyond the artboard.

6/ Blocks are straight and follow a vertical or horizontal axis.

1/



2/



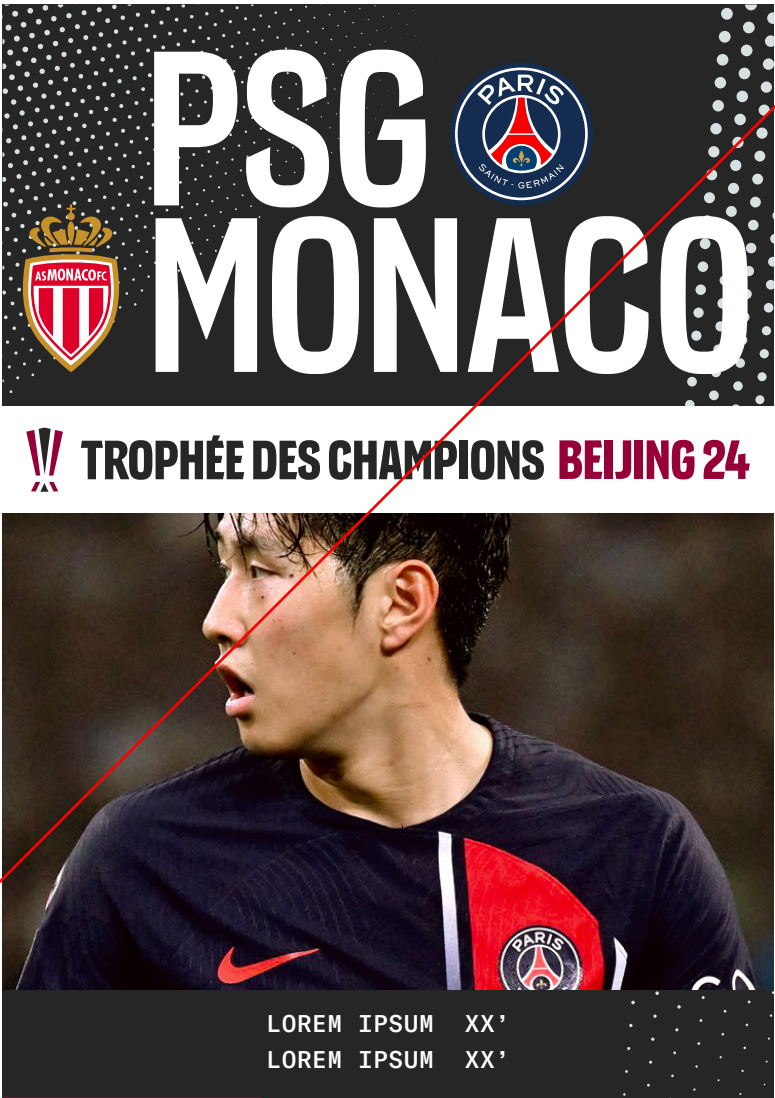
3/



4/



5/



6/



Graphic system

Club logos treatment

During certain communications, we will use club logos in macro size. In line with our modular brand approach, there are three different ways to handle them.

1/ Corporate logos
The logos are used as they exist to represent the clubs, and should be of equal size.

2/ Cropped logos
By zooming in completely on the club logos, we create new graphics and textures. They should be zoomed to the same size relative to each other.

3/ Monochrome cropped logos
Following the same principle as cropped logos, these are used in a single color to fully embody the Ligue 1 McDonald's identity.

1/ Logos



2/ Cropped logos



3/ Monochrome cropped logos



Graphic system

Club logos treatment

When using cropped logos, several framing options are possible. The club's logo must remain recognizable, and its main graphical elements should occupy a central place.

A library of existing framings, especially for TV graphics, will be available after approval from LFP Media and each club.

For the use of cropped logos, please consult our marketing team for advice.



Graphic system

Club Logos
treatment

When using cropped monochrome logos, several shades are possible. The logo can appear in black against Charcoal background, in Charcoal 5% (Gray F2F2F2) against white background, or in white against Charcoal background.

They should not overshadow other elements on communication material, which is why they are treated subtly in tone-on-tone.



Graphic system

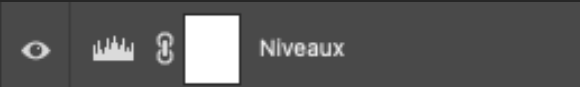
Image styling

The images need to be processed and retouched to create greater consistency across our communication materials. Depending on the diversity of the mediums (print or digital), it's important to use high-quality photographs.

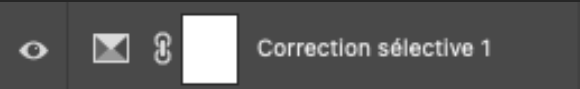
Refer to the settings established here as a baseline. Several examples are provided on the following page.



First, enhance the contrasts with the Levels filter



Then use the Selective Correction filter on gray and black to slightly tint the image with gold.



The settings may change depending on the source image. Observe the tones and adjust accordingly.





Pictograms

Design

Each pictogram is designed on a grid with special characteristics such as stroke width, proportions and geometrics. Overall harmonising with our custom brand typeface.

This approach ensures that the pictograms naturally integrate into the visual identity of our brand, creating a consistent and recognizable user experience.

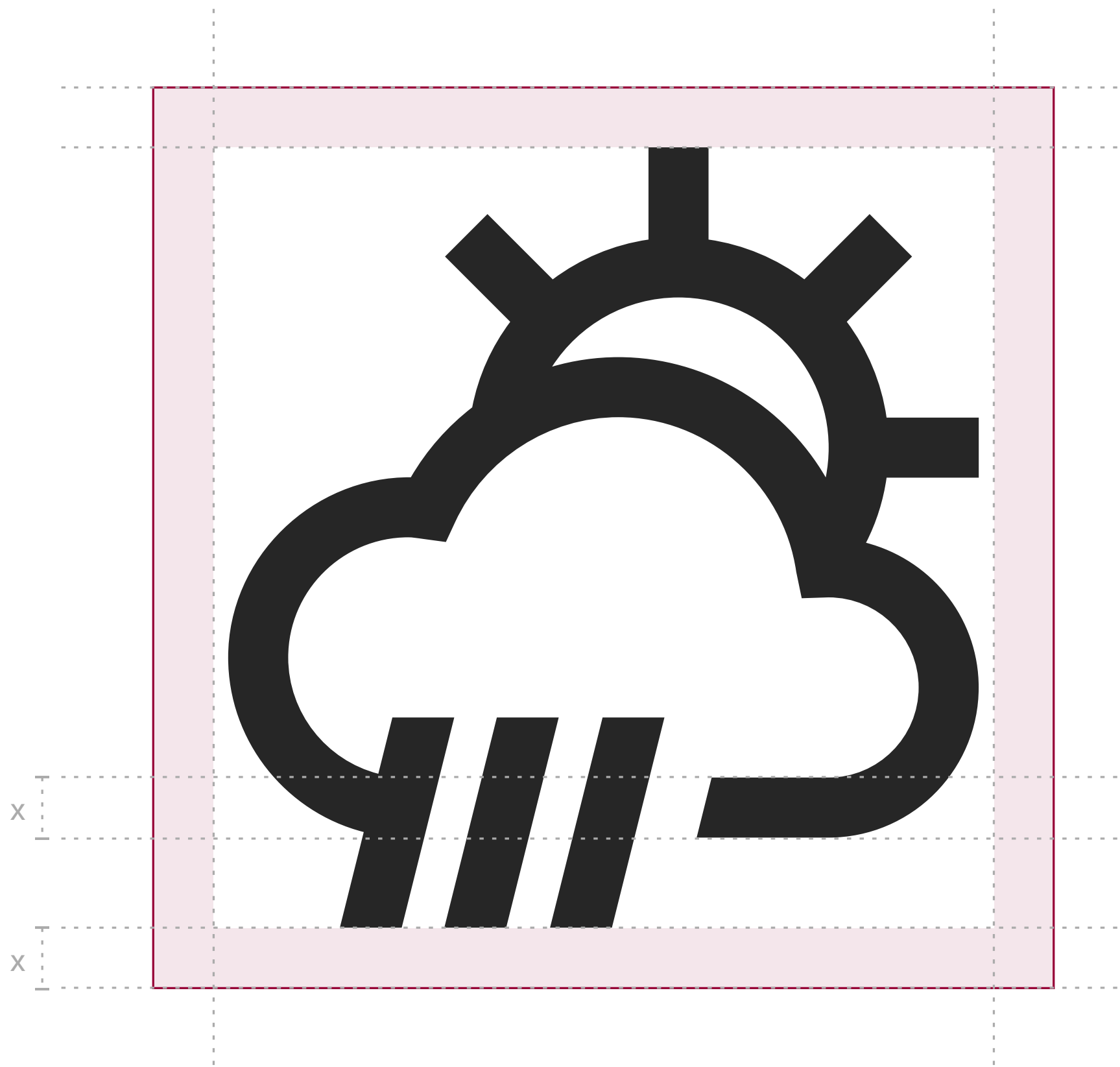


Pictograms

Protection zone

Our pictograms will be used in a square-shaped frame, providing them with clear and immediate visibility.

The protection zone is used to ensure optimal placement of each pictogram.

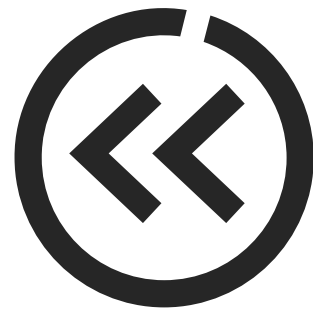
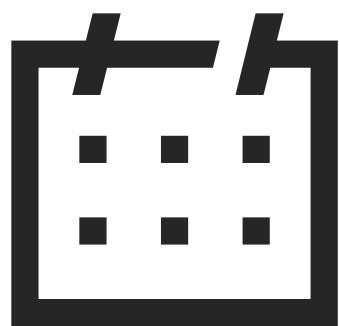
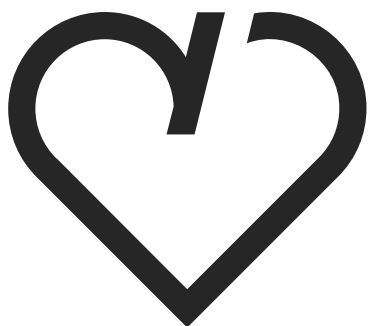
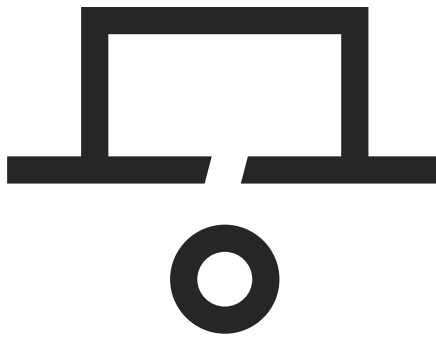
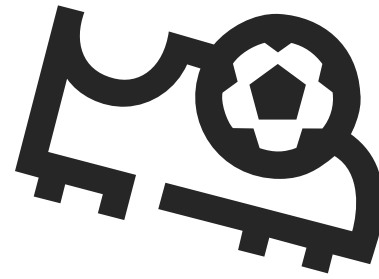
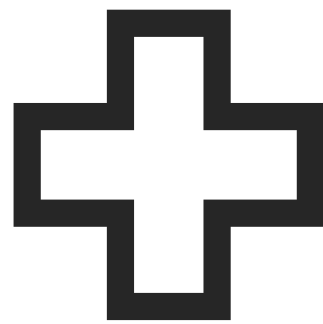
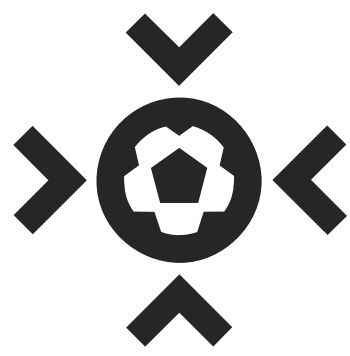
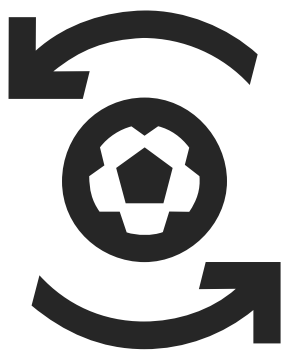


Pictograms
Variations

Our pictograms simplify and accelerate the understanding of information, while making messages accessible and universal.

There is a complete library of all pictograms for corporate, digital, or TV graphics available.

exemple

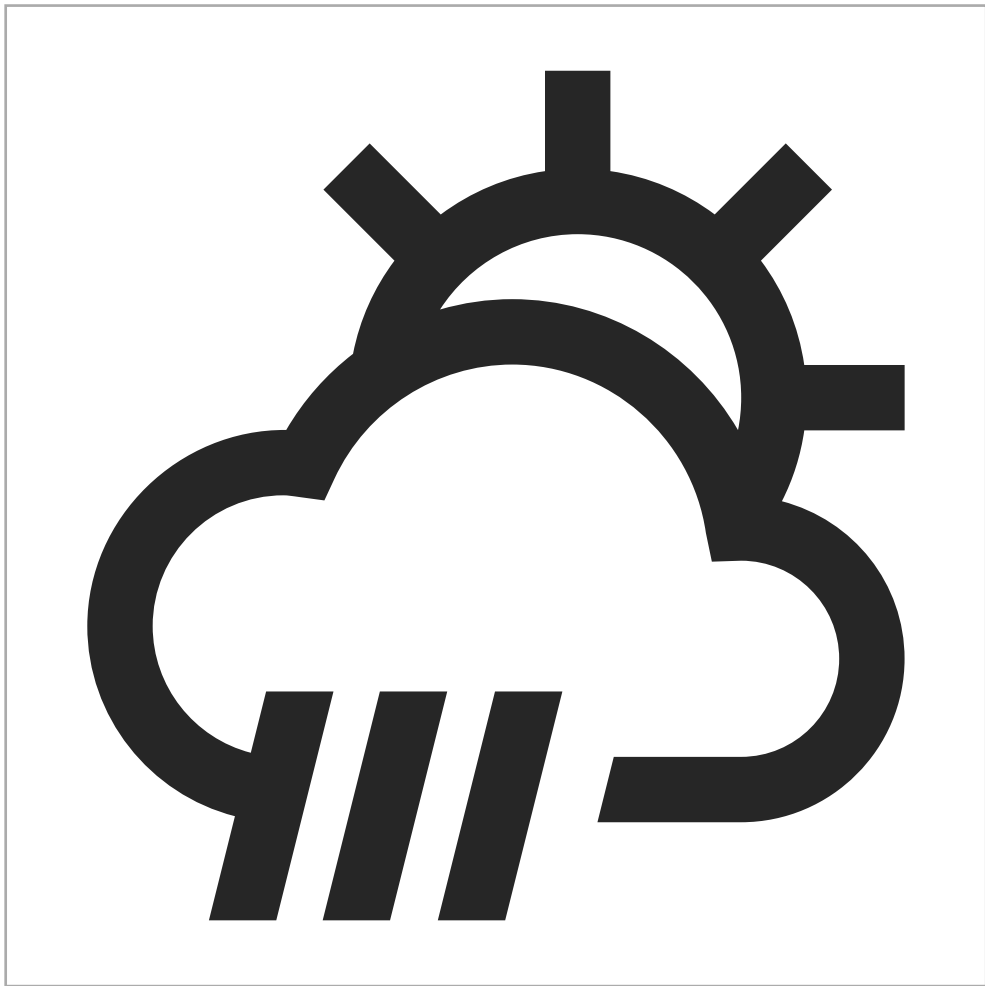


Pictograms

Colors usage

Depending on the communication, the pictograms can be presented in various color ways.

Based on our color palette pictogrammes can be used in high contrast as well as in more subtle tones.



07. APPLICATION EXAMPLES



EXCELLENCE
DIVERSITÉ
FOOTBALL
PERFORMANCE

TAKUMI MINAMINO

08.08
2024



BEIJING
CHINA



!! TROPHÉE DES CHAMPIONS **BEIJING 2024**

AUGUST 08, 8PM

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21



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**FRENCH FOOTBALL,
WORLD PREMIERE**

AUGUST 08, 2024
NATIONAL BEIJING STADIUM

!! TROPHÉE DES
CHAMPIONS



FRENCH FOOTBALL, WORLD PREMIERE

August 08, 2024

8 P.M.

Beijing, China





TROPHÉE DES CHAMPIONS BEIJING 24 ! TROPHÉE DES CHAMPIONS BE

Contacts

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