

# 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.

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).



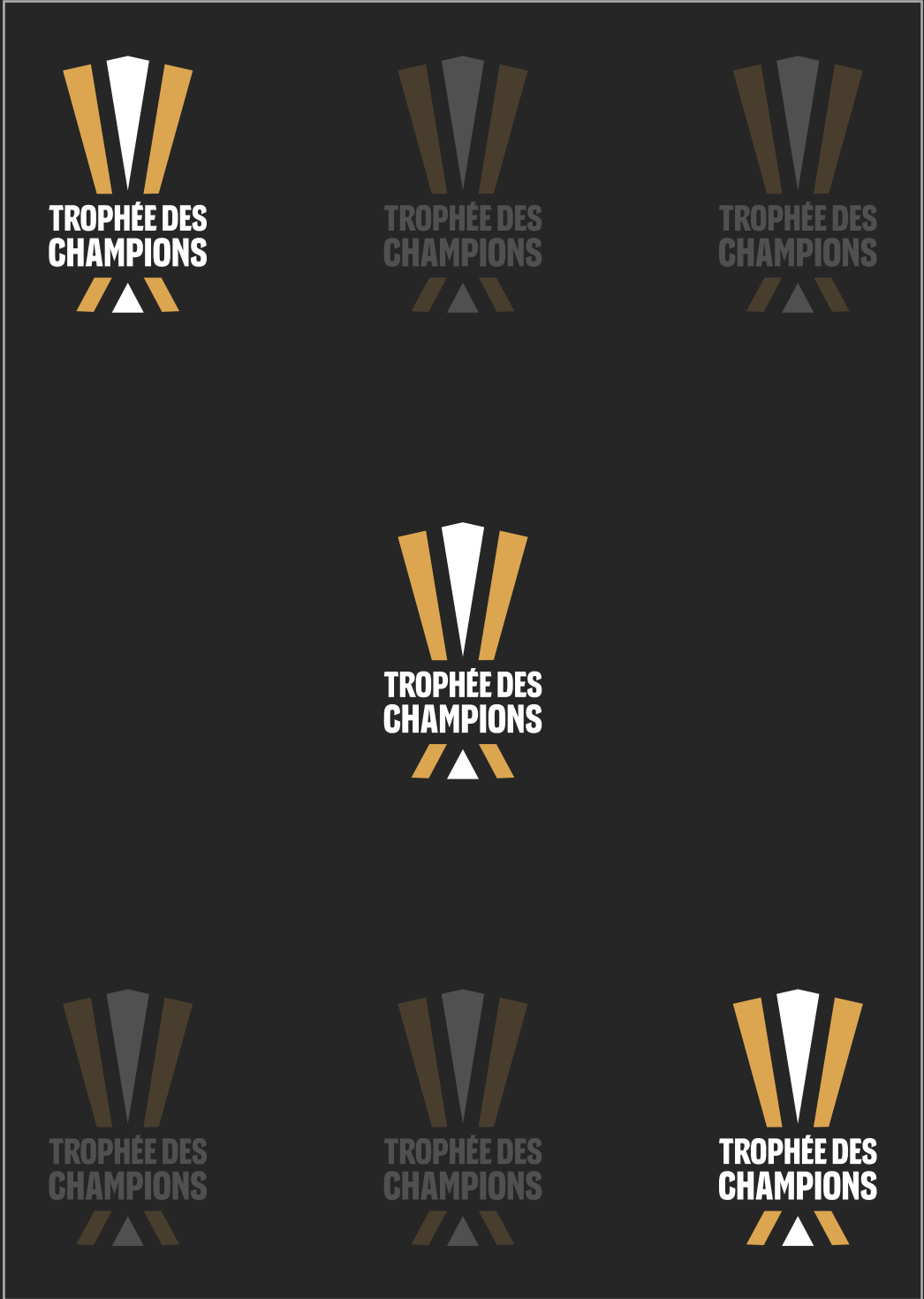
# Logo Placement

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.

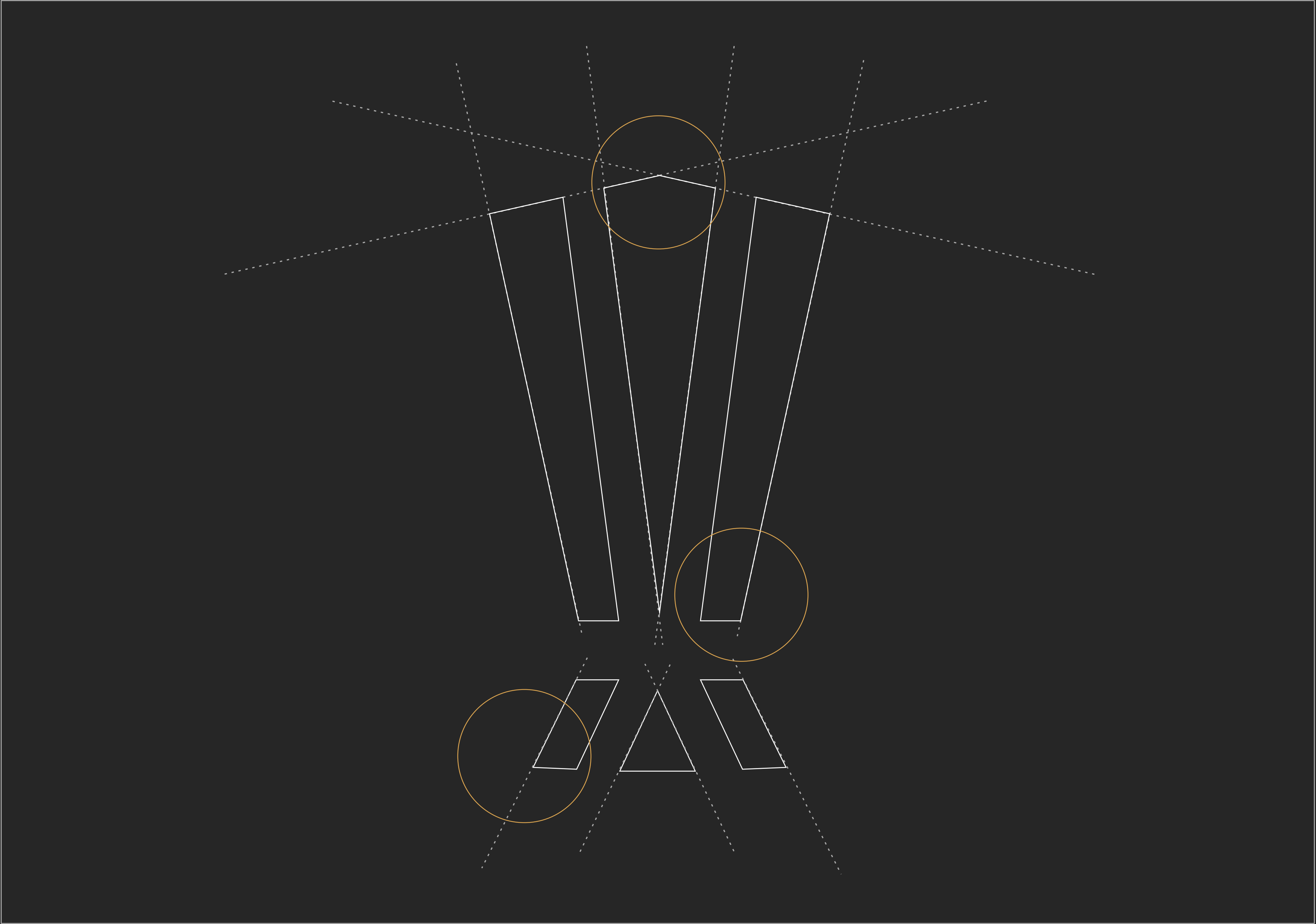
The same rules apply to the stacked and one-line versions of the Logo.



# 03. ICON

# Icon Design

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



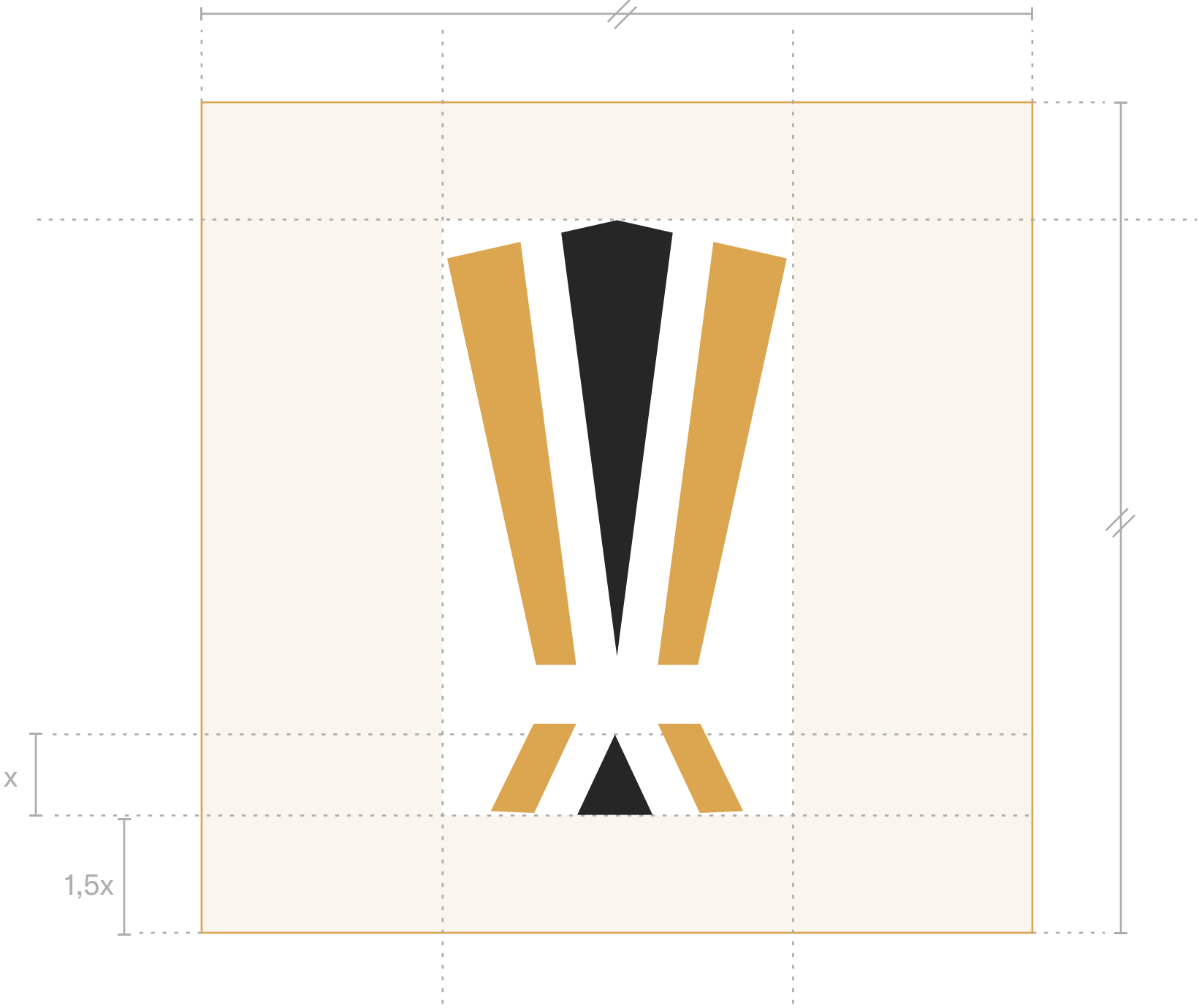


Icon

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.



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 a tint of charcoal 5% (#F2F2F2 gray) on a white background.



Icon

# Graphics

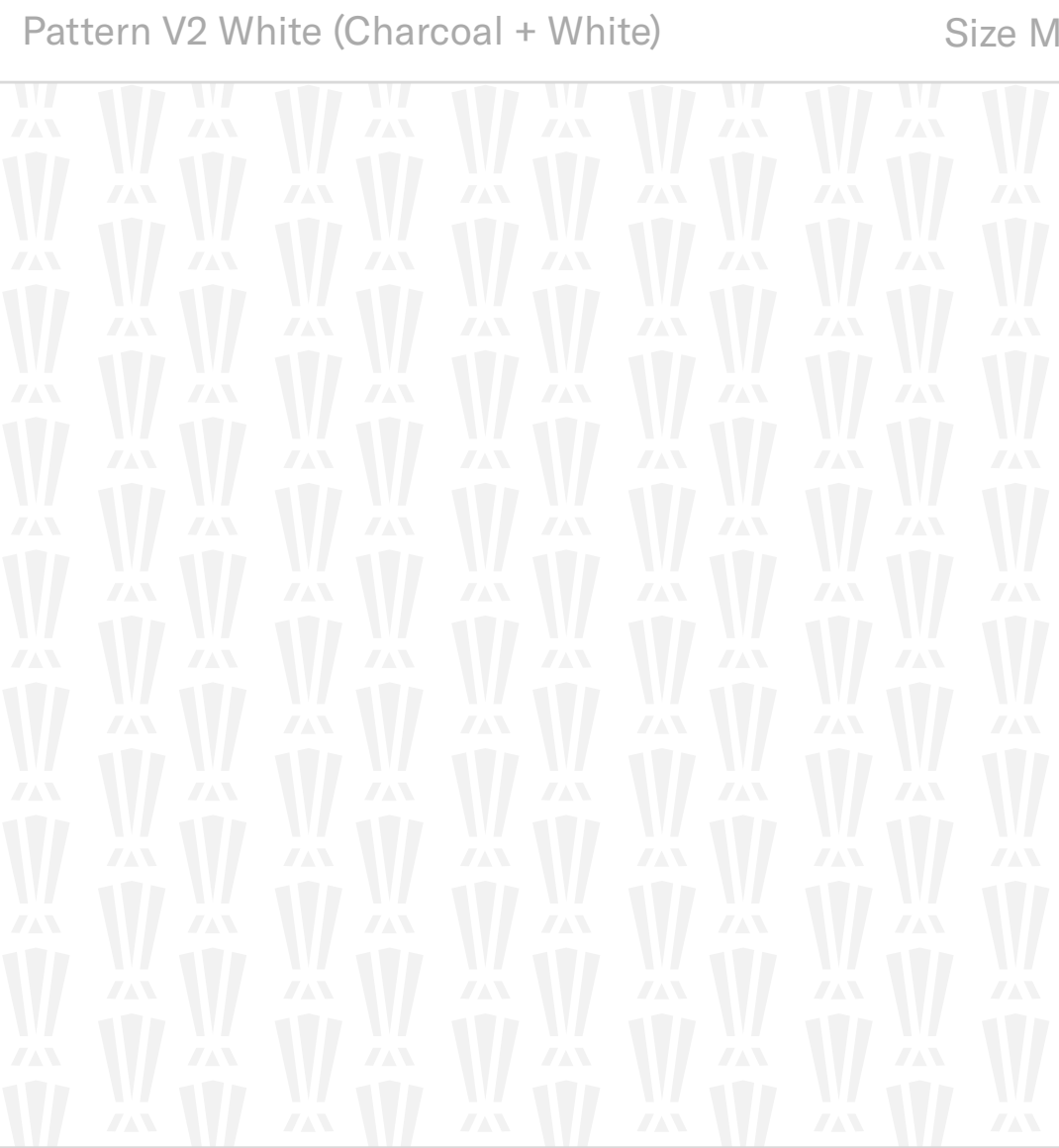
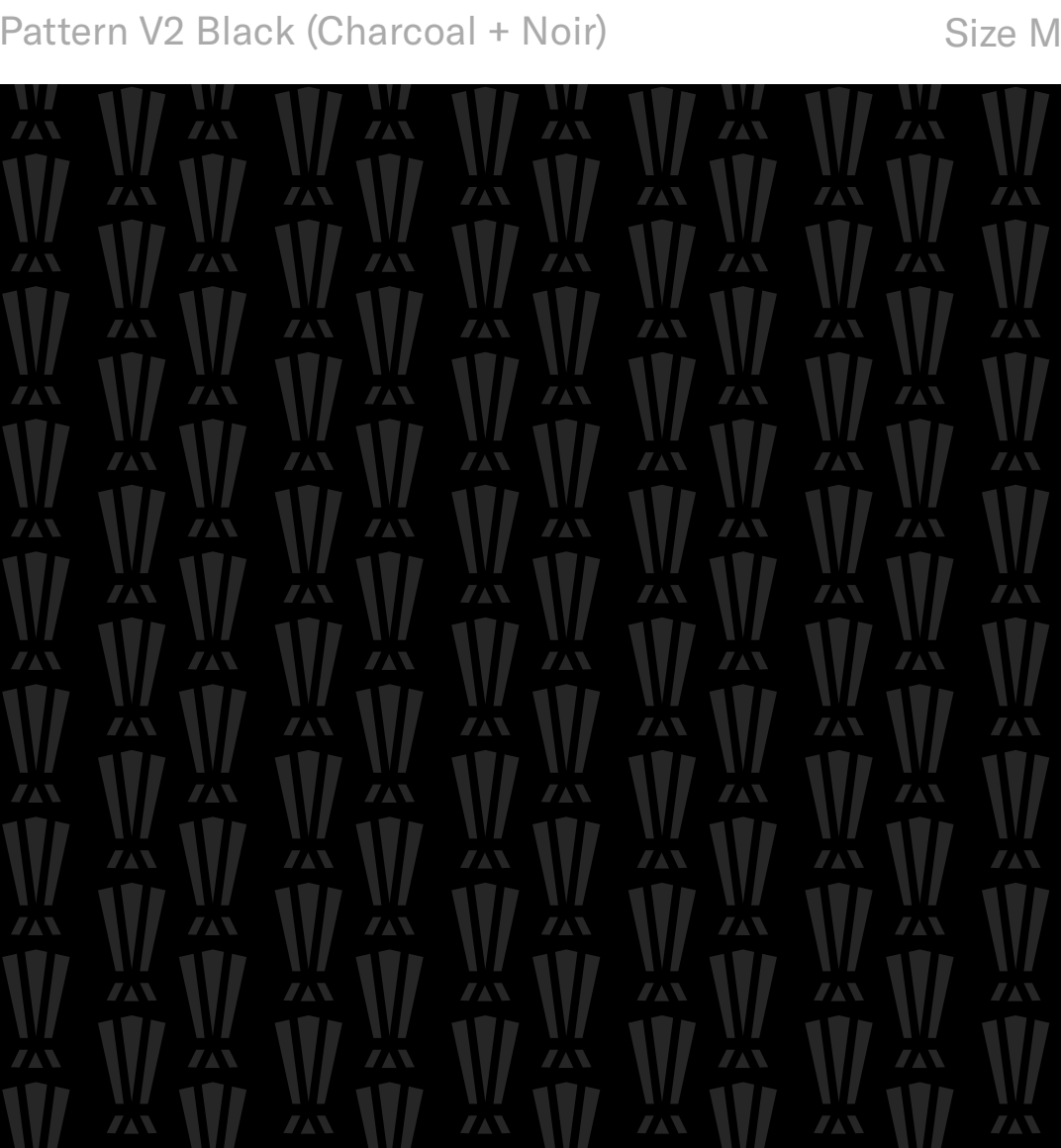
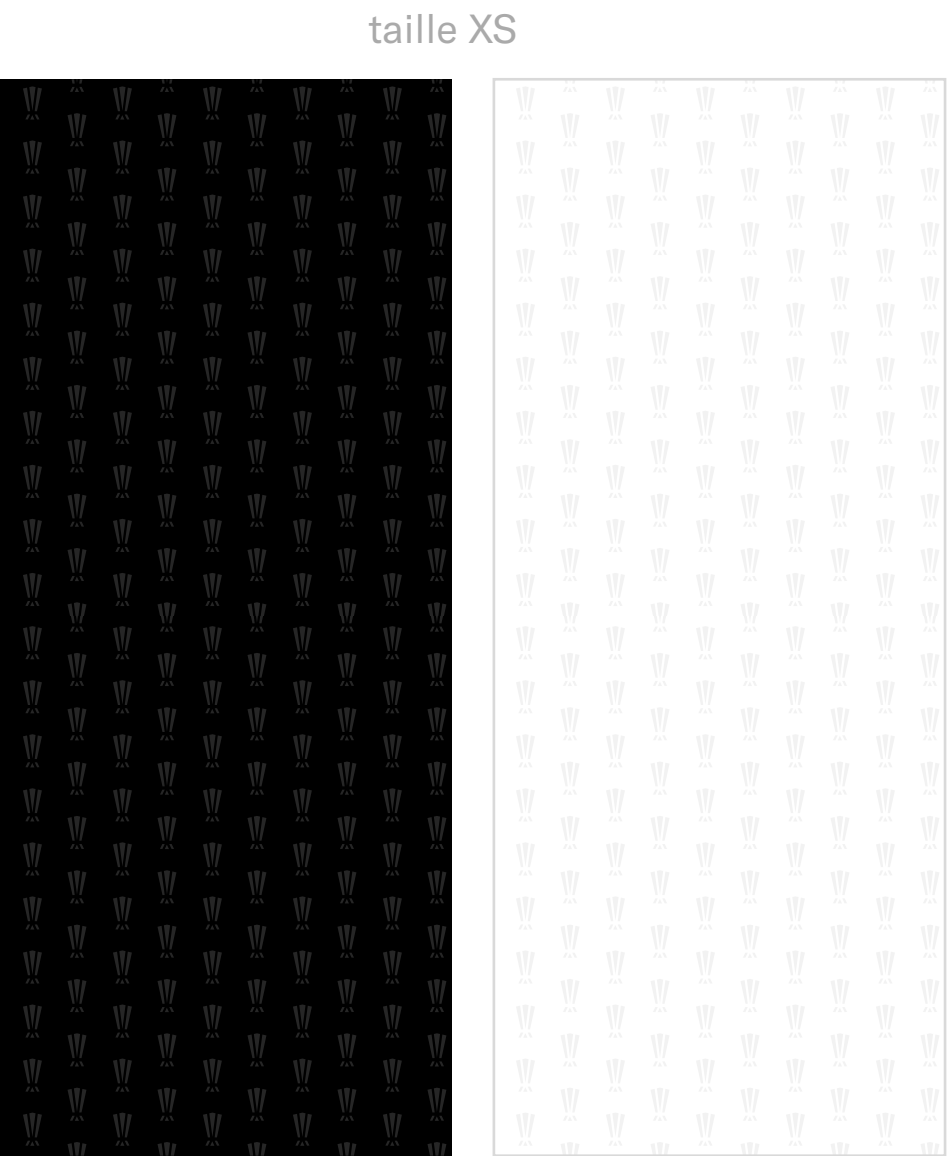
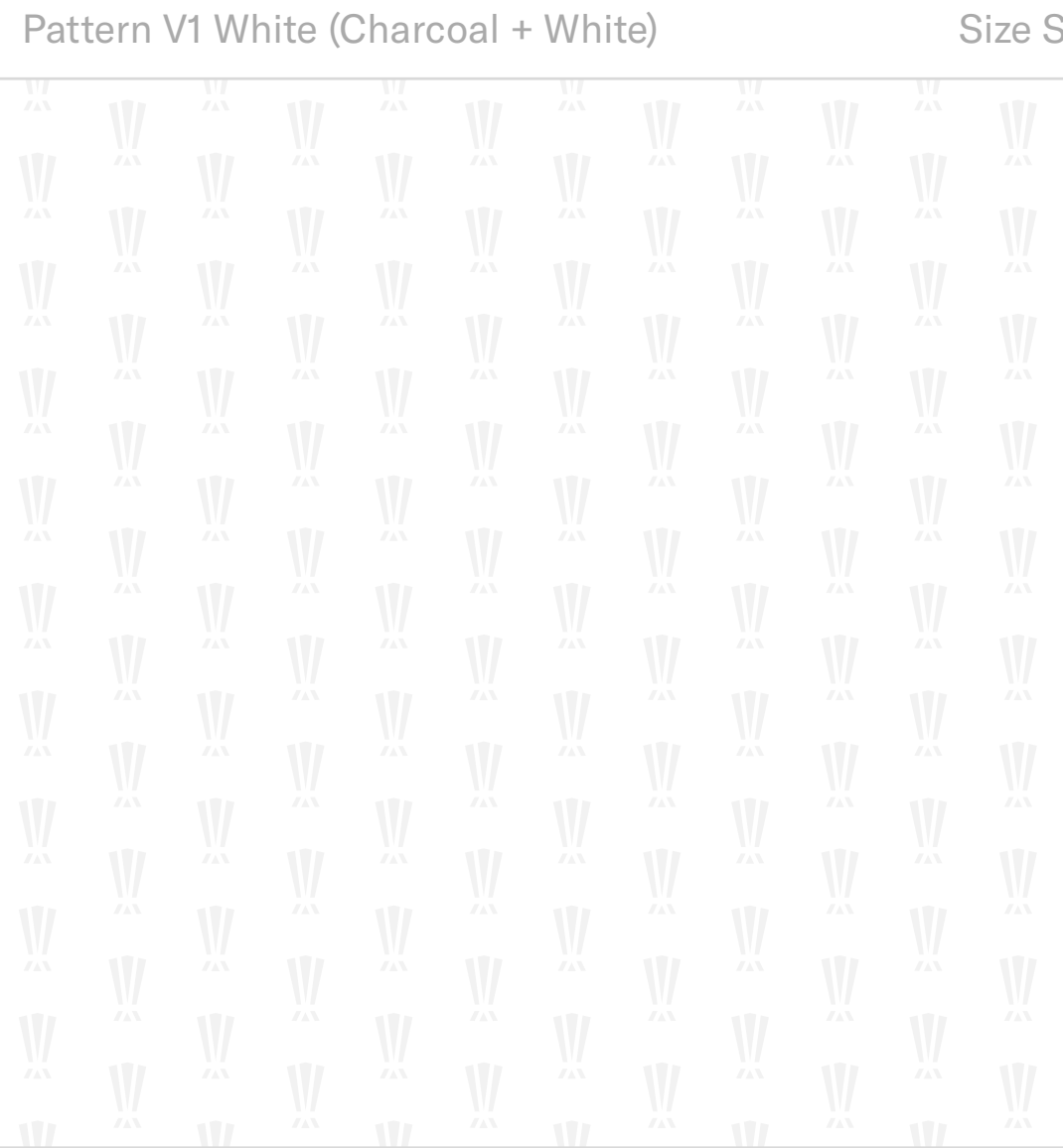
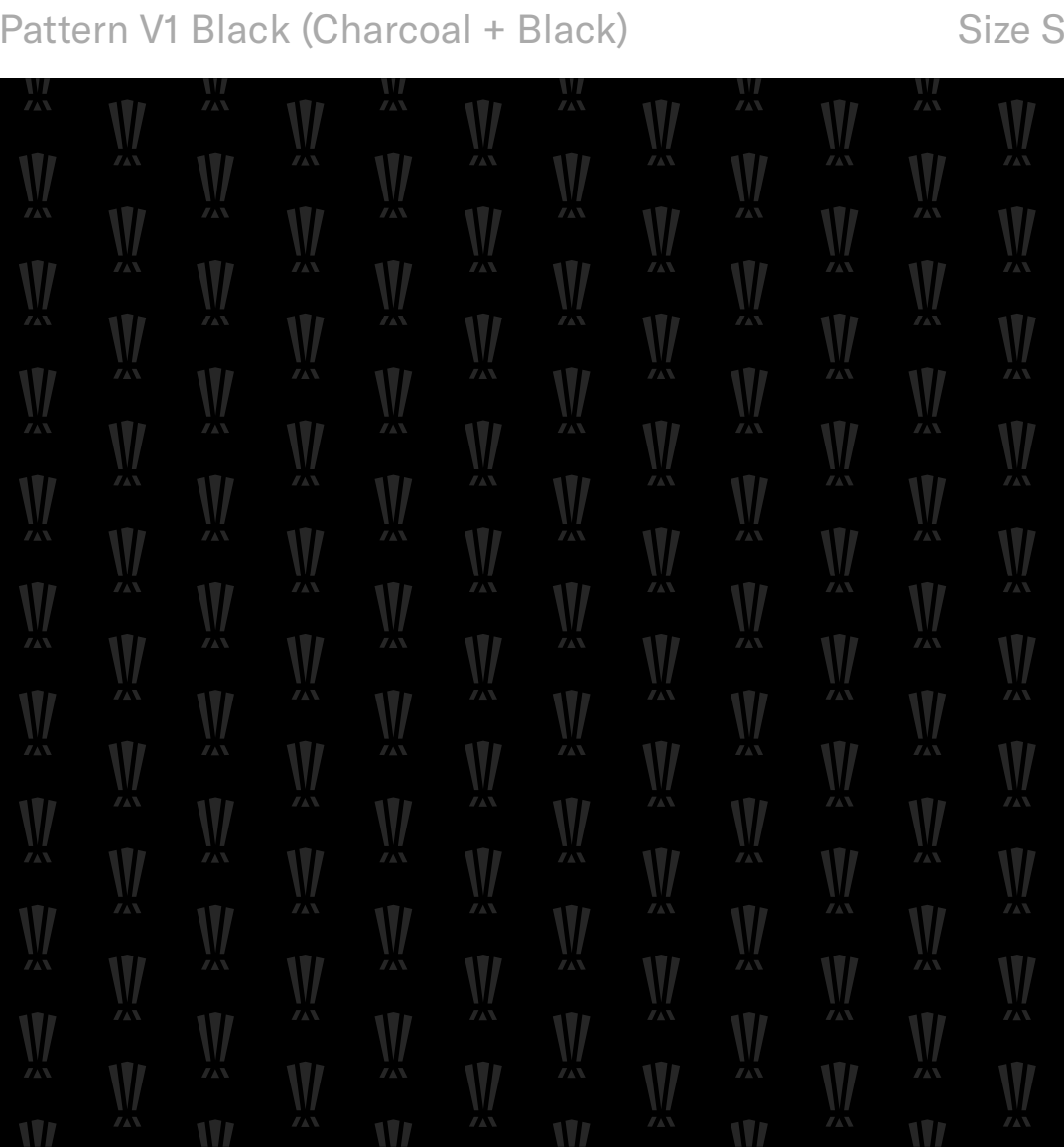
We have developed a pattern based on our symbol. This pattern should be used subtly and for premium applications.

The patterns will be treated exclusively in monochrome charcoal on a black background or charcoal 5% (#F2F2F2 gray) 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 Gold Sand. White is also part of our palette and is applied to provide more contrast to headlines and text.

Important: when printing Pantone colors are preferred to ensure consistency and constrast also in relation to the respective RGB colours.

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

<div><div>GOLD SAND</div><div>PANTONE 7555C</div><div>#DCA550</div></div> <div><div>R220 V165 B80</div></div> <div><div>C15 M35 J75 N0</div></div>	<div><div>CHARCOAL</div><div>PANTONE BLACK 7C</div><div>#262626</div></div> <div><div>R38 V38 B38</div></div> <div><div>C35 M35 J35 N90</div></div>	<div><div>WHITE</div><div>PANTONE WHITE 000C</div><div>#FFFFFF</div></div> <div><div>R255 V255 B255</div></div> <div><div>C0 M0 J0 N0</div></div>
--	---	---

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 for the information we convey (text level 1), we use white typography on Charcoal backgrounds or vice versa, and Gold Sand typography on Charcoal backgrounds, and Charcoal typography on Gold Sand backgrounds to ensure maximum contrast.

The color contrast between Gold Sand and white is less powerful and legible, so it is reserved for text at level 2.



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



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



Charcoal + Gold Sand  
**Contrast +++**  
→ Use on logotype and text level 1



Gold Sand + Charcoal  
**Contraste +++**  
→ Use on logotype and text level 1



Gold Sand + White  
**Contrast -**  
→ Use on icon and text level 2



Gold Sand + Charcoal  
**Contrast -**  
→ Use on icon and text level 2



Charcoal + White  
**Contrast +++**  
→ Logotype and body text



White + Charcoal  
**Contrast +++**  
→ Logotype and body text



# Colors

## Usage and contrast

The use of our color palette must follow a certain hierarchy.

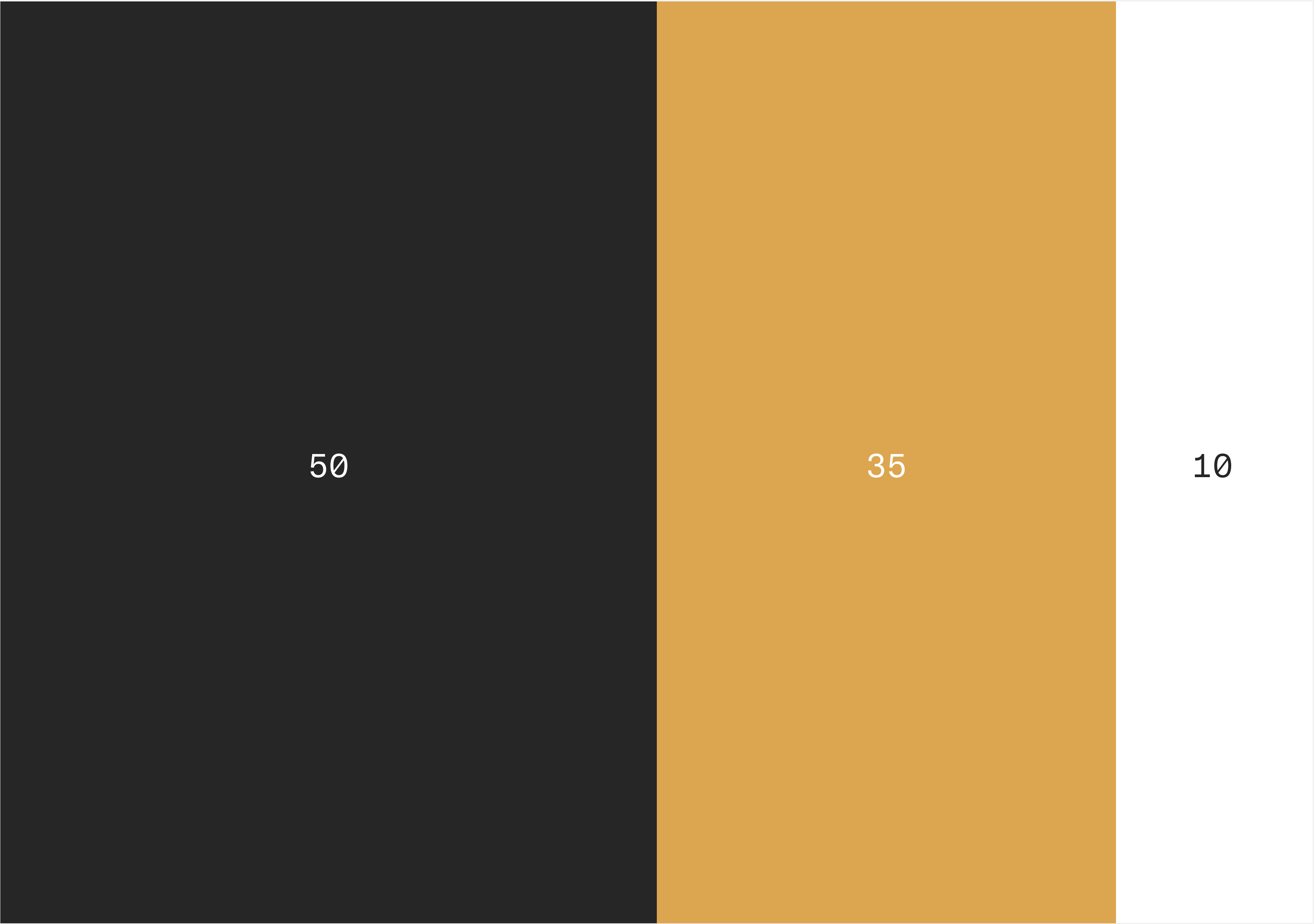
Charcoal is our primary color, common to both Ligue 1 McDonald's and Ligue 2 BKT.

Gold Sand is our signal color, bringing prestige to the identity of the Trophée des Champions. It is a digital color used in all types of digital communications.

When printing Pantone colours are preferred to ensure accurate reproduction.

White is mainly used for text, as it contrasts strongly with Charcoal.

We will sometimes use black for tone-on-tone patterns.



# 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 colors other than Charcoal, Gold Sand, and white are not integral parts of the territory's color palette and should not be used in any other cases than those mentioned.

<div>WHITE</div> <div>R255</div> <div>V255</div> <div>B255</div> <div>#FFFFFF</div>	<div>GOLD SAND</div> <div>R220</div> <div>V165</div> <div>B80</div> <div>#DCA550</div>	
<div>CHARCOAL 5%</div> <div>#F2F2F2</div>		<div>#0CD905</div>
<div>CHARCOAL 30%</div> <div>#BDBDBD</div>		
<div>CHARCOAL 60%</div> <div>#7D7D7D</div>		<div>#FF8324</div>
<div>CHARCOAL 80%</div> <div>#525252</div>		
<div>CHARCOAL</div> <div>R38</div> <div>V38</div> <div>B38</div> <div>#262626</div>		<div>#D90000</div>
		<div>#FFF200</div>

# 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.



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 DISPLAY TYPE / 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

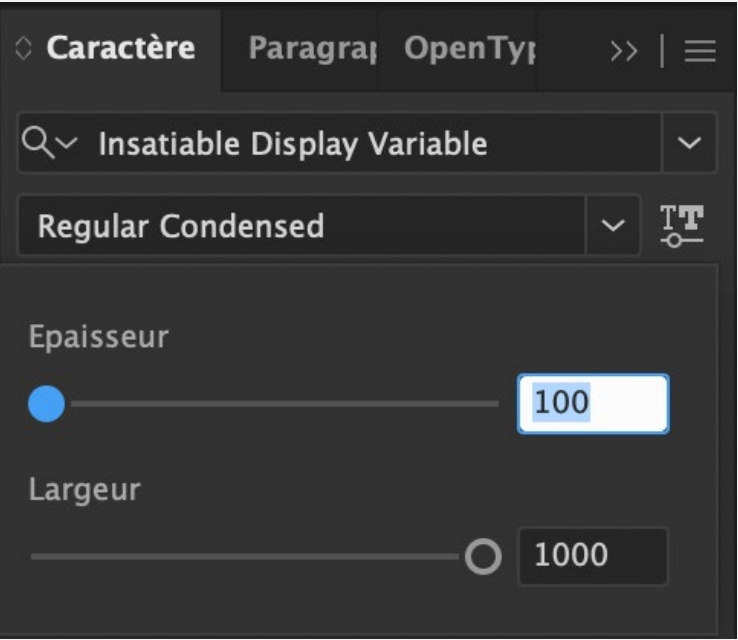
Primary typography

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 DISPLAY TYPE

«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 JERSEY TYPE

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 nonum nibh euismod tincidunt ut laoreet dolore magna

BOLD

AaBbCc

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

REGULAR ITALIC

*AaBbCc*

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

BOLD ITALIC

***AaBbCc***

***Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum 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

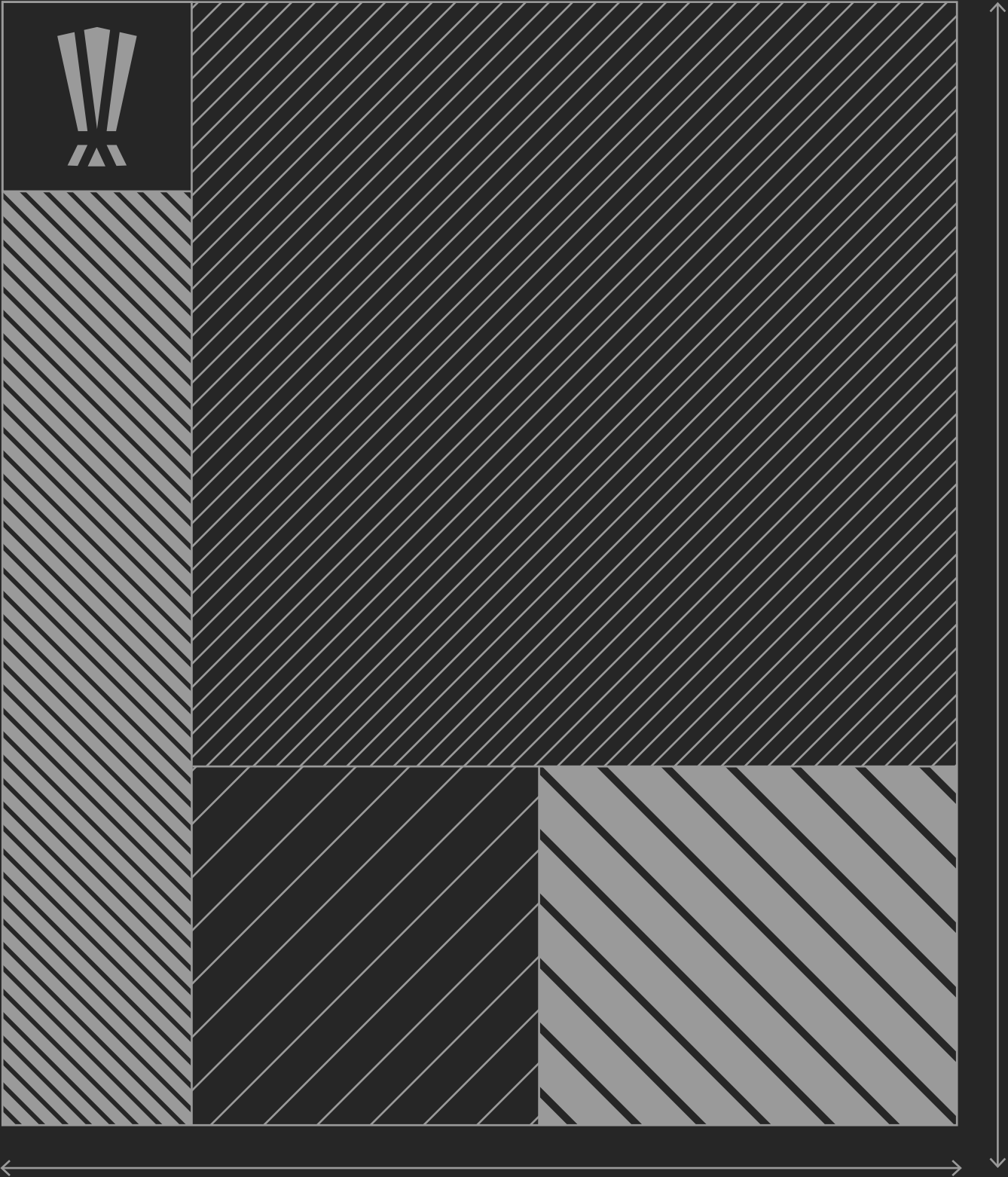
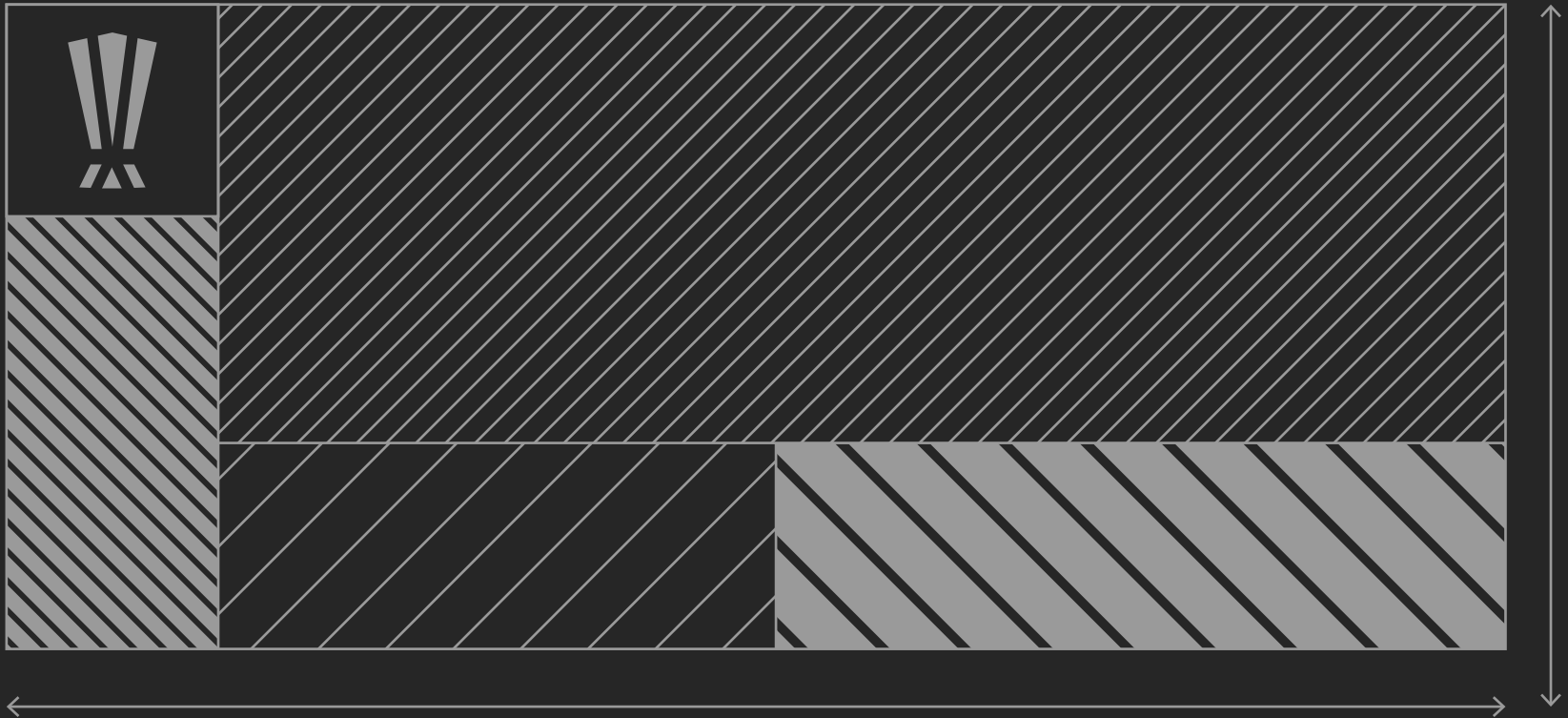
# 06. GRAPHIC SYSTEM

# 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

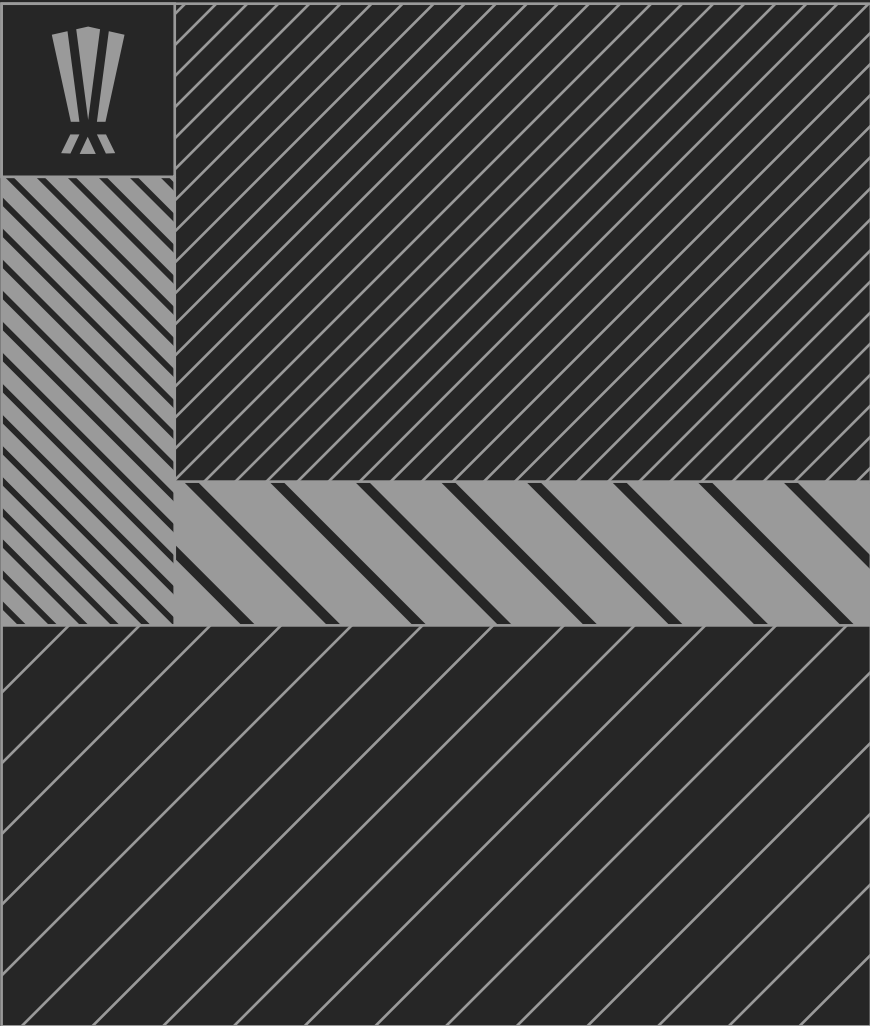
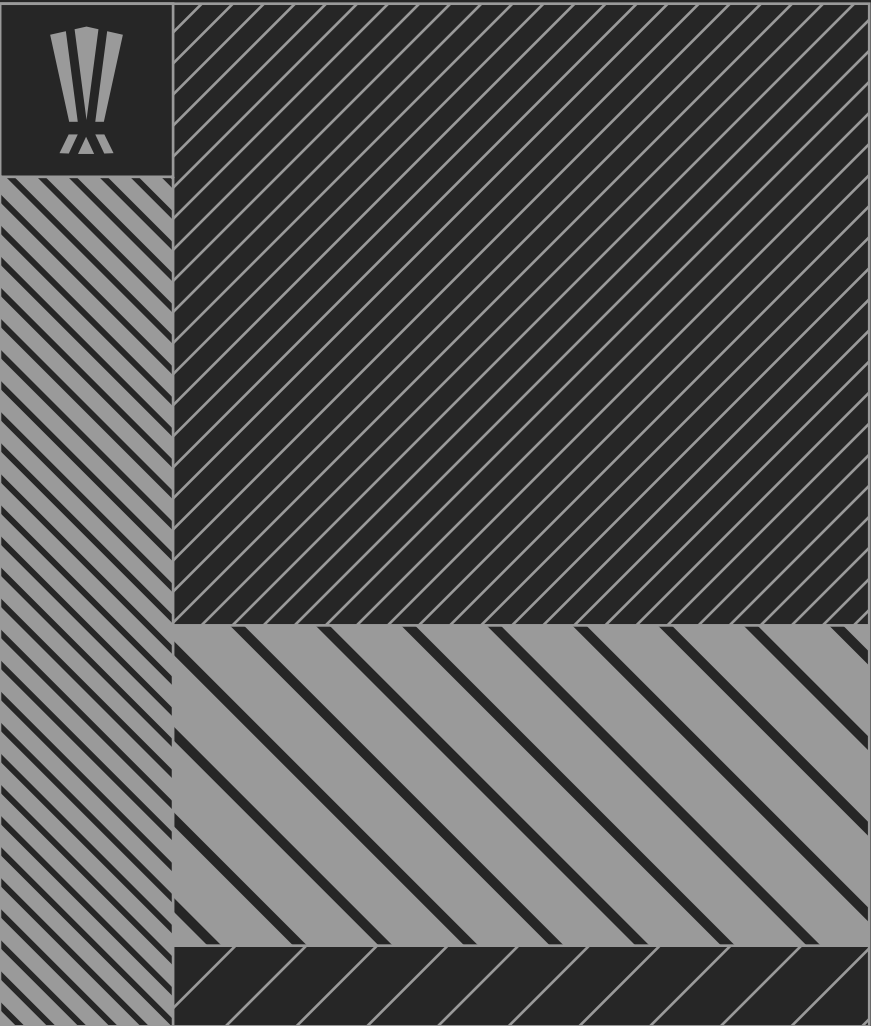
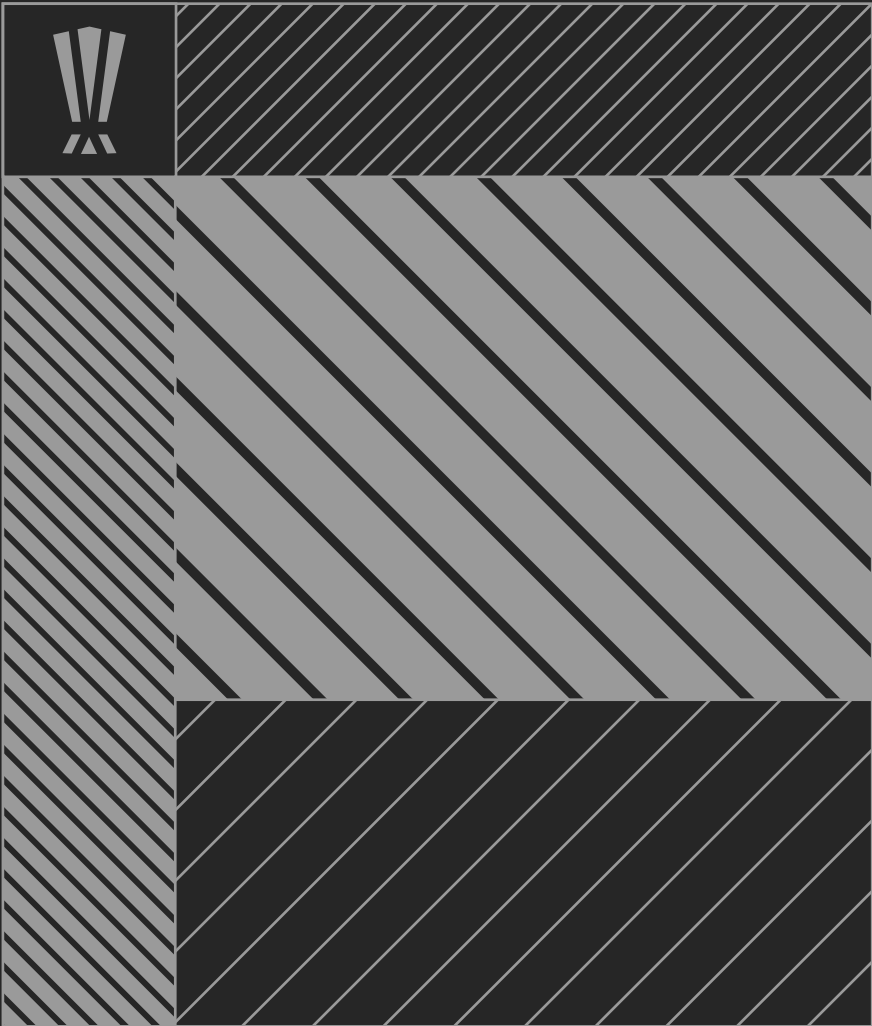
When creating a support, it can be expressed in various ways depending on the necessary information and what needs to be highlighted.

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.

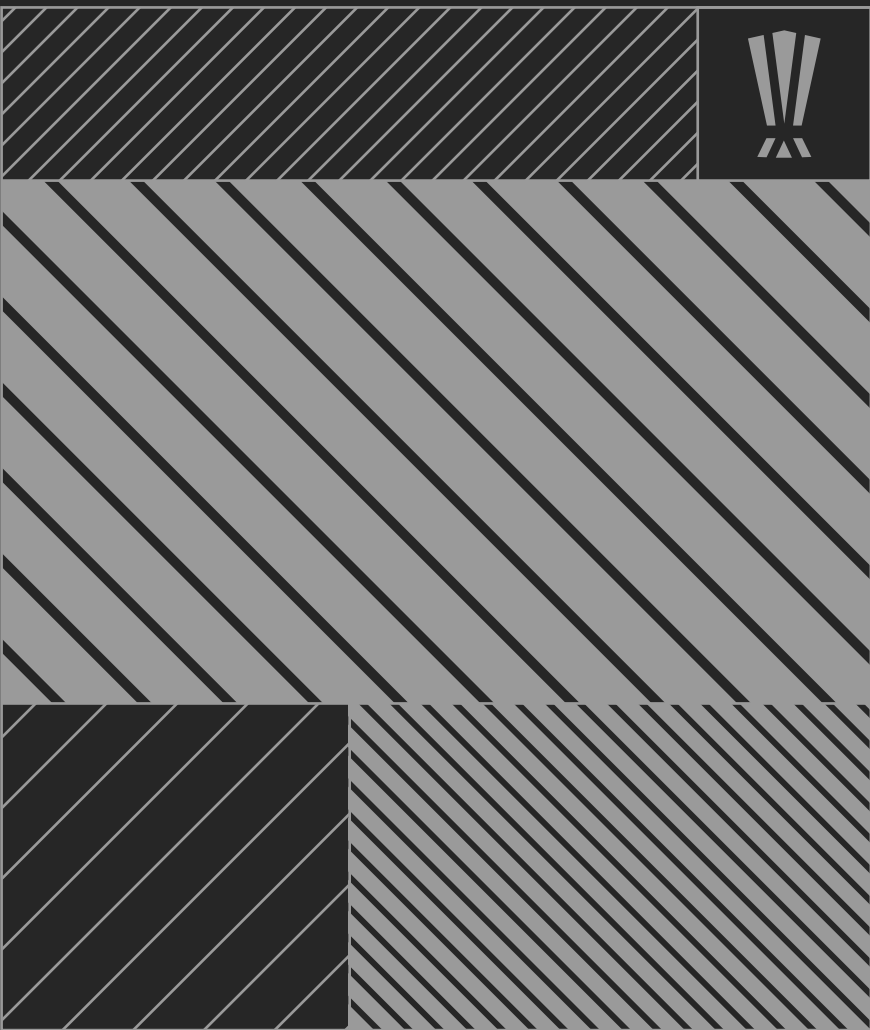
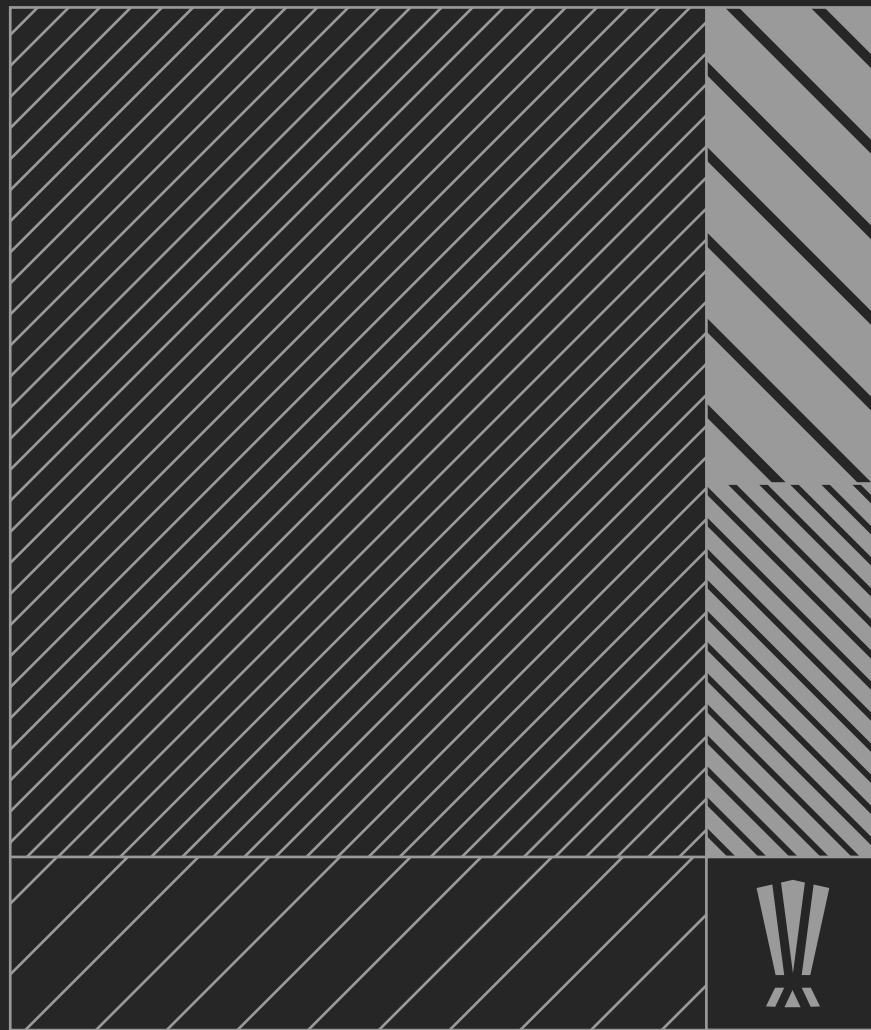
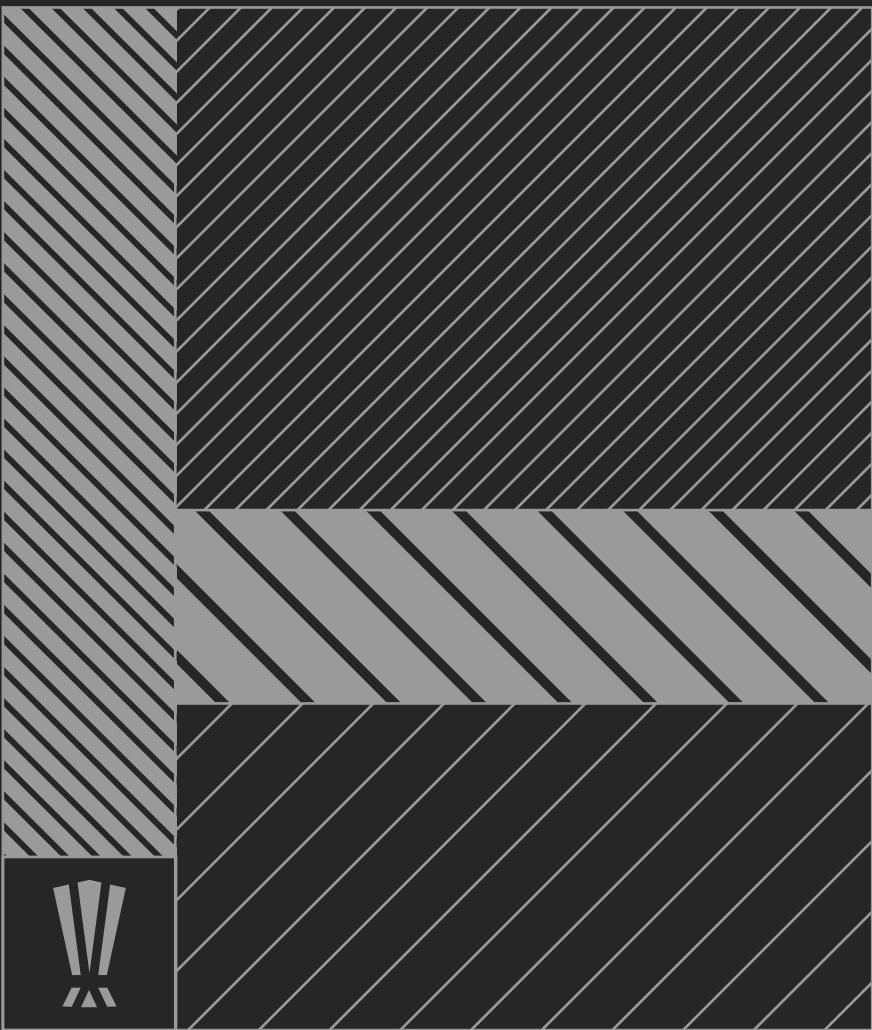
On social media, the brand icon is not always necessary, in which case the system can function without it.

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 Gold Sand color to capture the excitement and prestige of Trophée des Champions, making it a memorable visual identity for fans and participants alike.

TURN THE SPOTLIGHTS ON



TROPHÉE DES CHAMPIONS

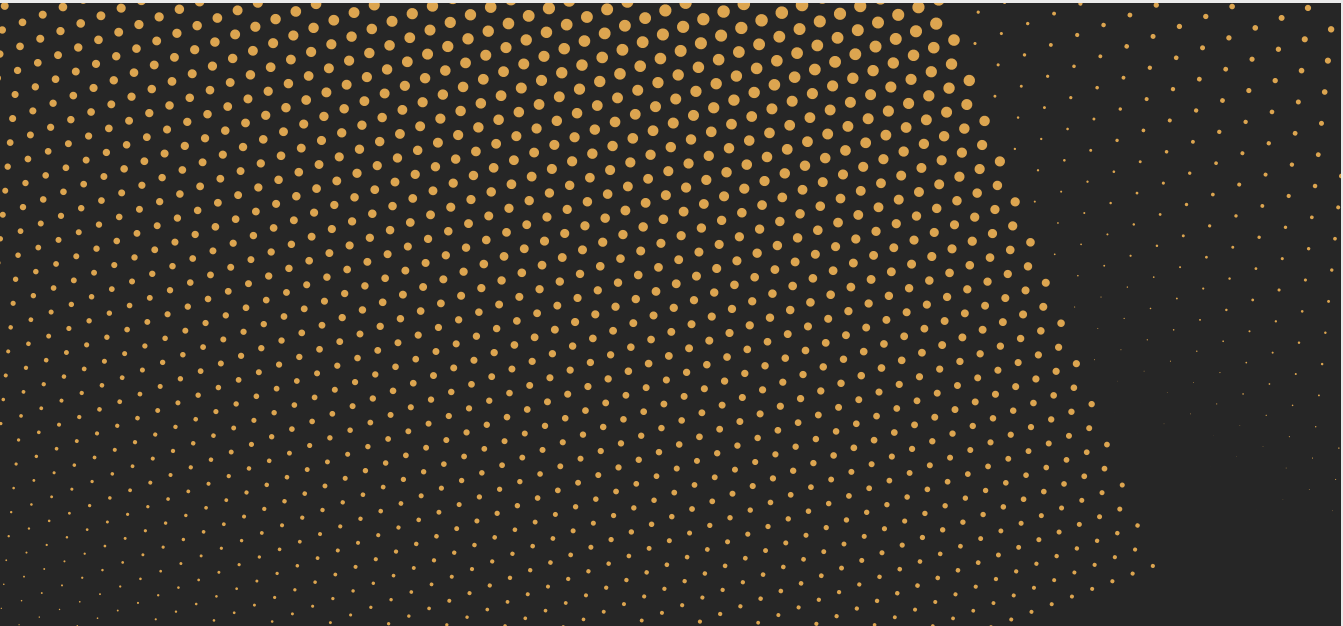
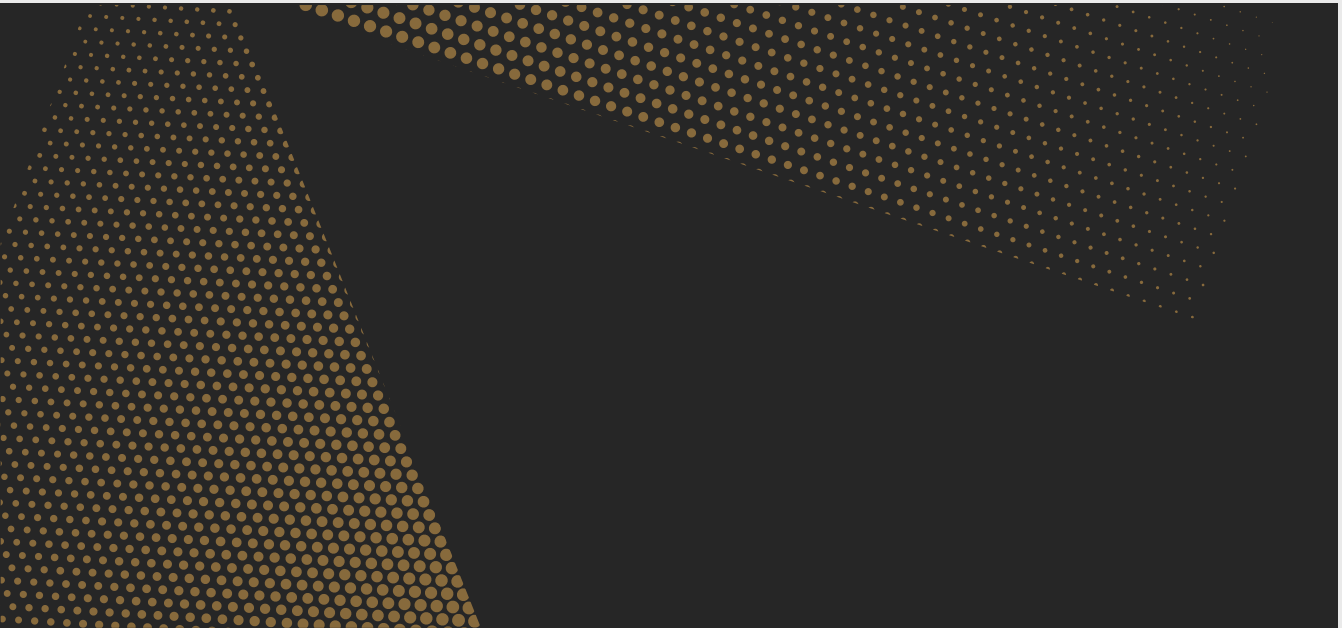
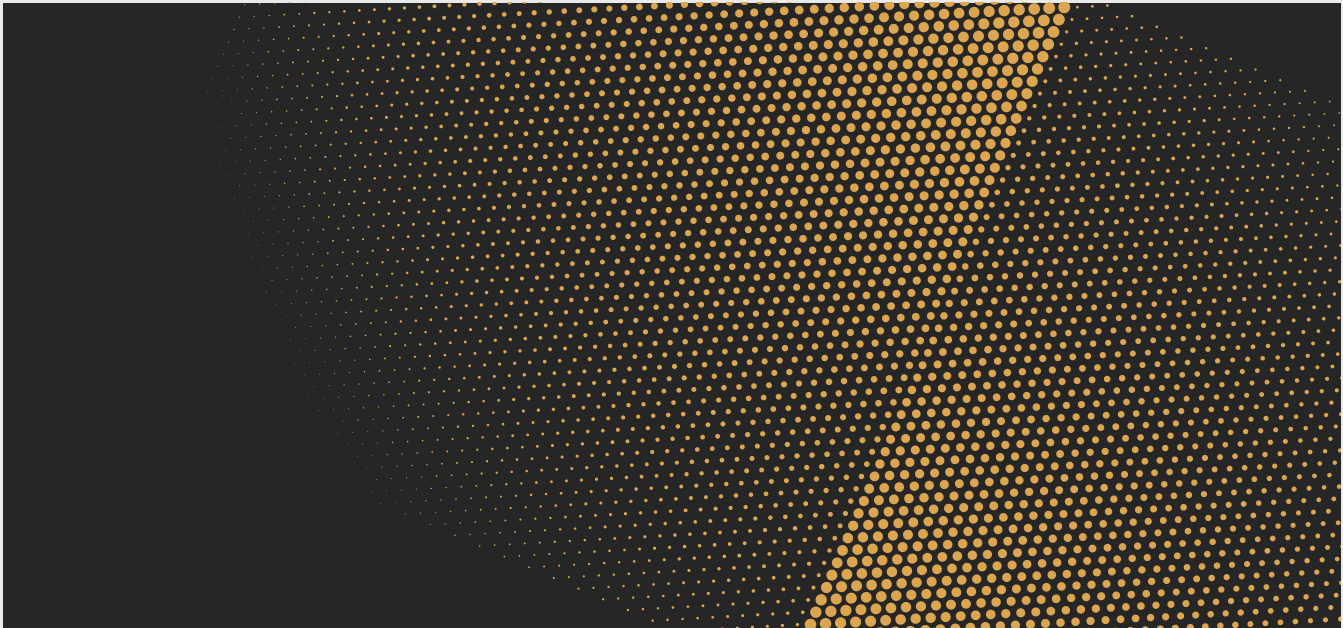


# Graphic system

## 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

PARIS SG  
AS MONACO

→ level 2 text - date

08.08.24

→ one-line event logo

! TROPHÉE DES CHAMPIONS BEIJING 24

→ informations

LOREM IPSUM AMET  
LOREM IPSUM AMET

→ 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.

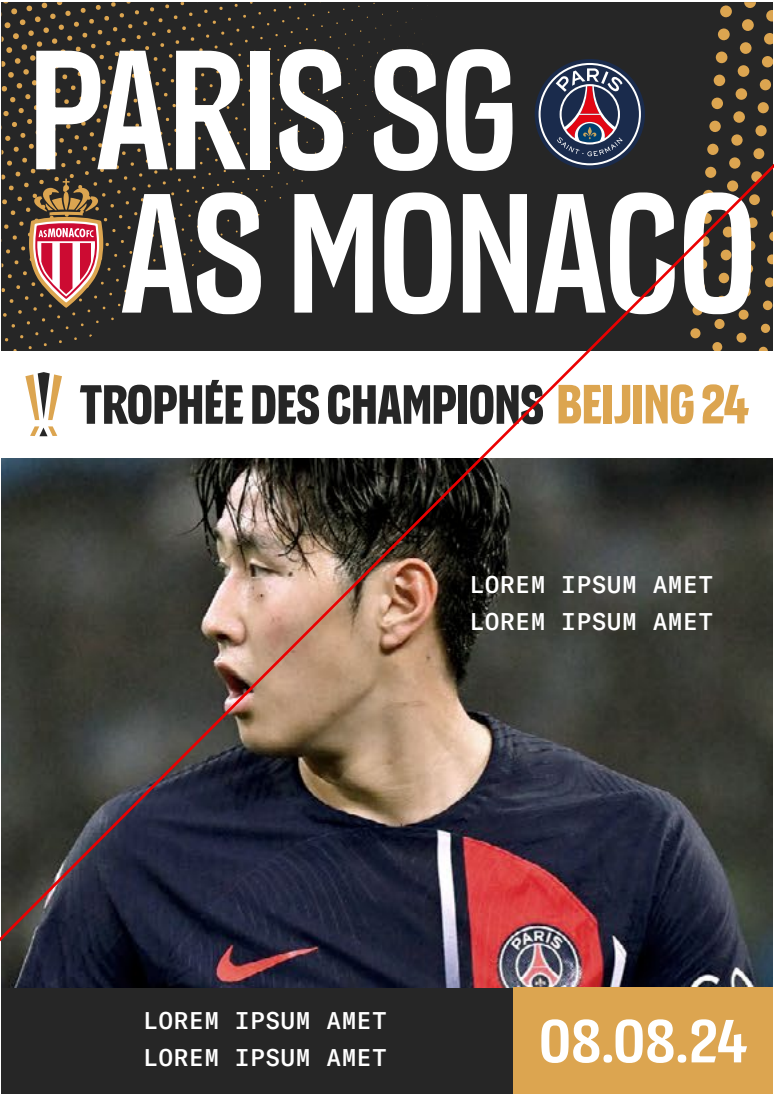
5/ Do not let blocks extend beyond the artboard.

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

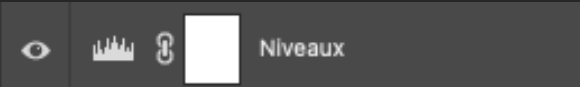
## Image styling

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.

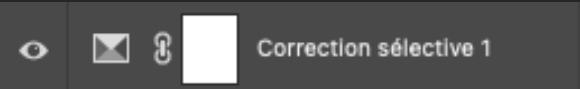
Refer to the settings established here as a baseline. Several examples are provided on the following page.



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.



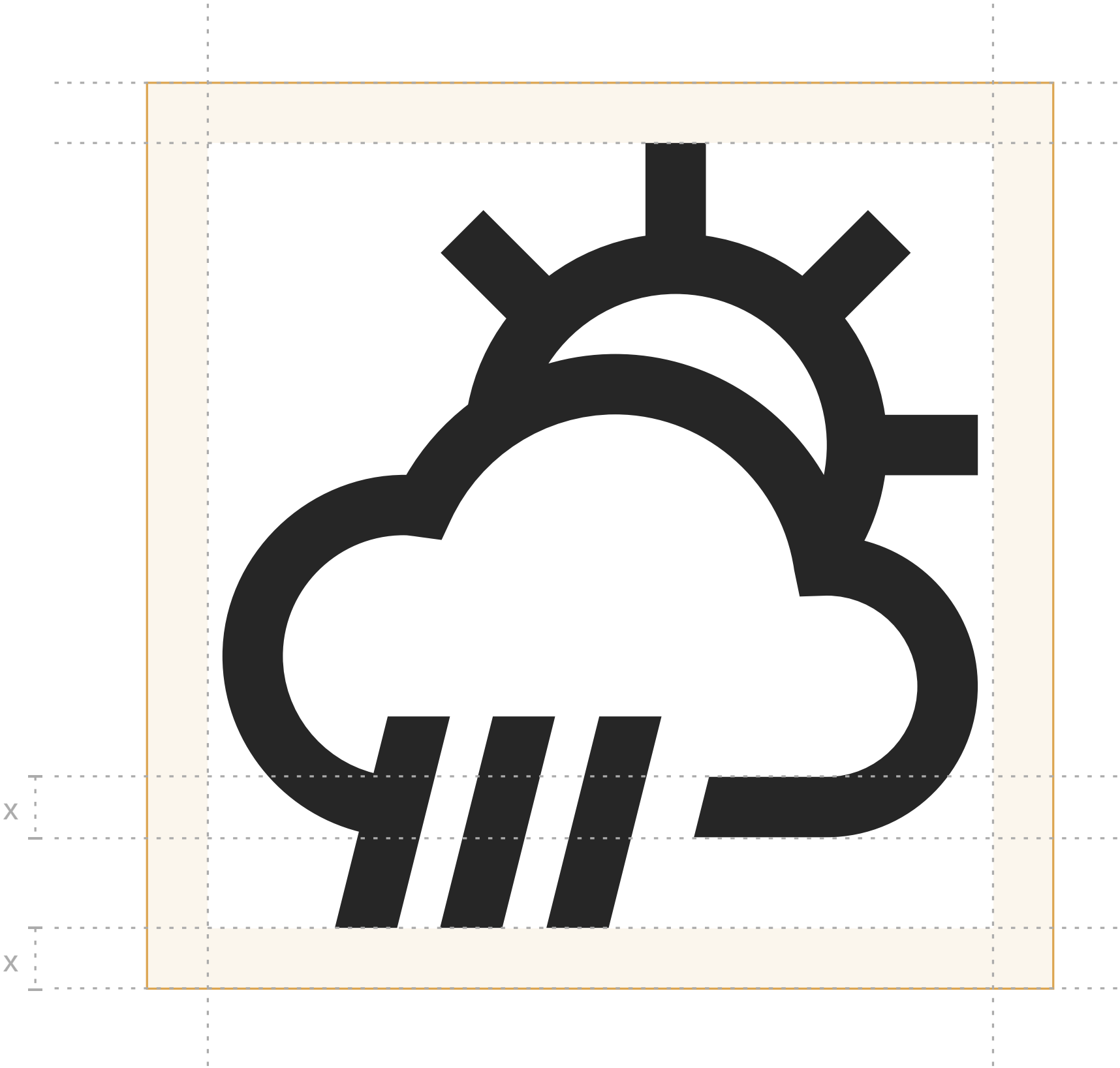


# Pictograms

## 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.

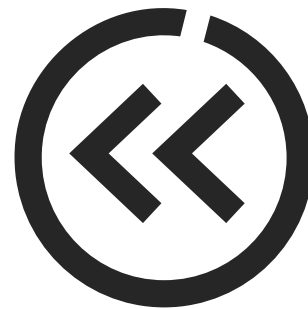
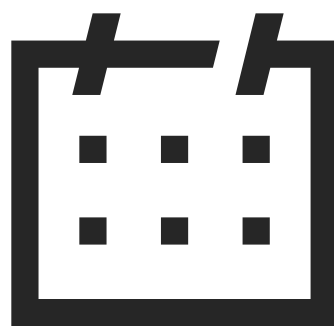
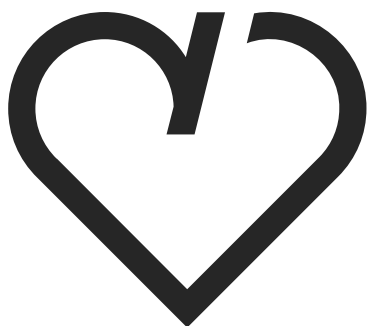
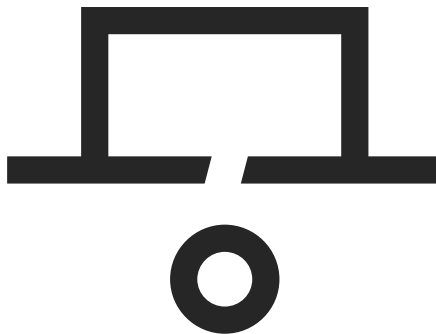
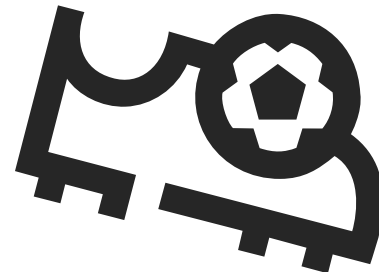
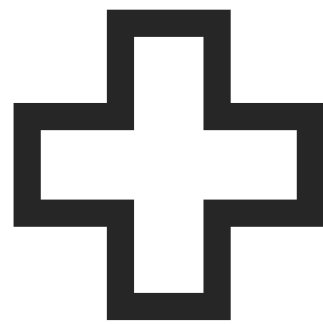
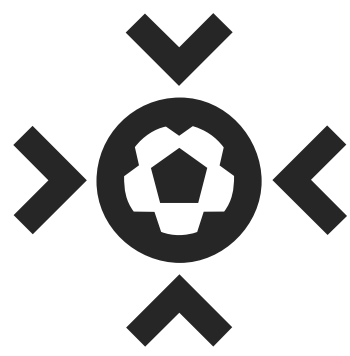
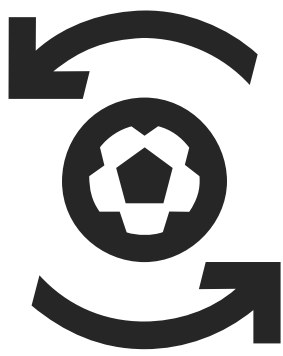


Pictograms  
Variations

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

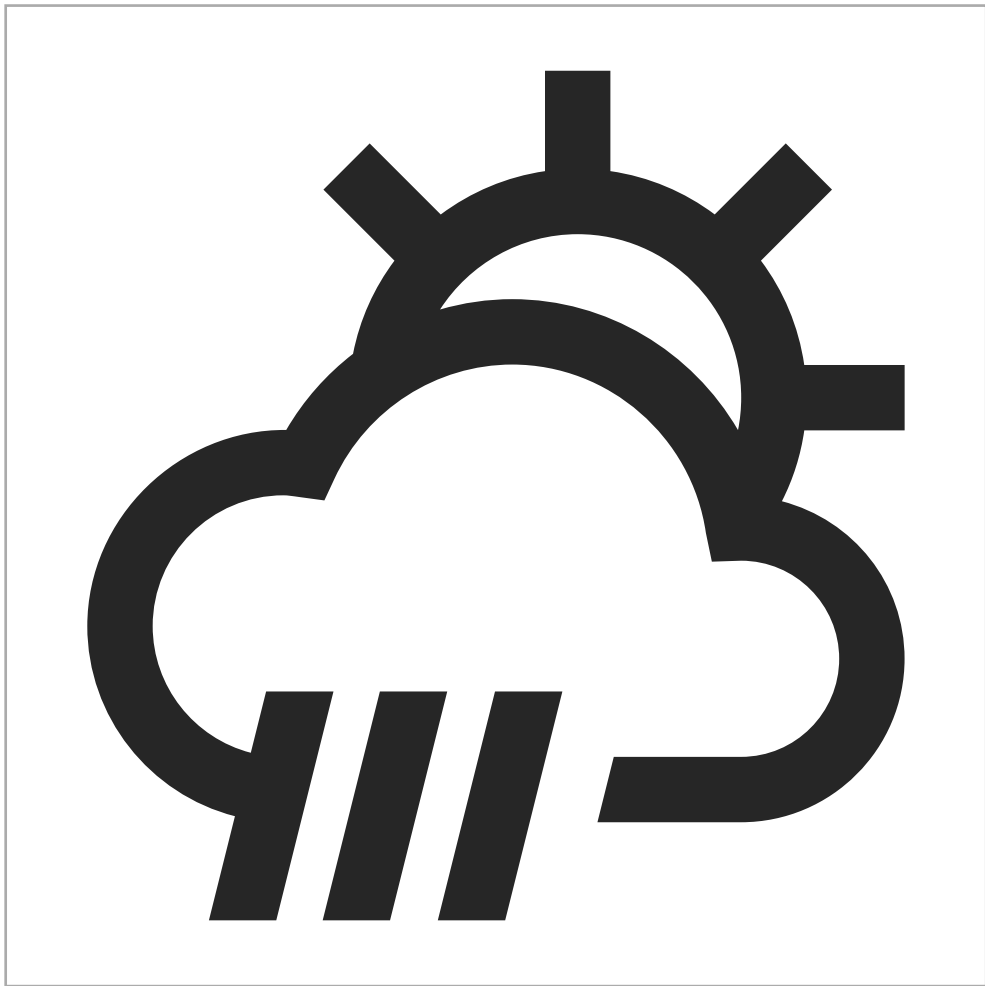


Pictograms

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

08 PARIS SG  
08 AS MONACO



AS MONACO  
PARIS SG



21  
PARIS SG  
AS MONACO



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







**FRENCH  
FOOTBALL,  
WORLD  
PREMIERE**

**08.08  
2024**

**BEIJING WORKERS' STADIUM**



**TROPHÉE DES  
CHAMPIONS**

**BEIJING 24**



COMMUNIQUÉS

31/05

AFFLUENCES : LA LIGUE 2 BKT TOUJOURS PLUS ATTRACTIVE

JOUONS LA COLLECTIF

27/05

JOUONS LA COLLECTIF : LES CLUBS S'ENGAGENT - MAI 2024

JOUONS LA COLLECTIF

24/05

L'OM LAURÉAT DES TROPHÉES PHILIPPE-SÉGUIN

3 JUIN 2024

JOUONS LA COLLECTIF

23/05

LA 3E ÉDITION DU TOURNOI DES SOIGNANTS AU STADE DE REIMS



TROPHÉE DES CHAMPIONS BEIJING 2024

AUGUST 08, 8PM

08 PARIS SG  
08 AS MONACO



LIGUE 1 M LIGUE 1 M LIGUE 1 M LIGUE 1 M

ACCÉDEZ AU SITE

LIGUE 2 BKT

ACCÉDEZ  
AU SITE



SUIVEZ NOUS SUR







ÉE DES CHAMPIONS **BEIJING 24** !! TROPHÉE DES CHAMPIONS **BEIJING 24**



# Contacts

For any questions, please  
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