

VILLARREAL BRAND IDENTITY MANUAL



2024

The aim of this manual is to regulate the use of the corporate identity of Villarreal C.F. as a sports limited company in order to standardise the elements that make up the visual identity in the domestic and international context. Respect for this manual and, consequently, adherence to these rules, constitutes an important element in achieving a coherent, strong, positive and satisfactory public image.

It is important to note that this manual allows for some flexibility as it can be built upon, respectfully but creatively. Its implementation requires its correct use in order to guarantee in all cases the correct use of graphic elements, colours and typefaces. The obligatory nature of the use of this document also includes those who are entrusted with the dissemination of the identity of Villarreal C.F., especially in the media, printers, signage companies, etc.

Therefore, in these cases, the manual must be provided and the work must be checked to ensure that it complies with the standards. Cases not covered in this manual or those that cause difficulties or doubts about the application of the visual identity rules should be consulted with the staff in charge of managing the institutional image, who will resolve the matter.

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1.1

THE GRAPHIC BRAND

The Villarreal C.F. graphic brand is made up of the symbol or logo, which is the club's badge, its most identifiable symbol.

This is combined with the logotype, i.e. the official name of the entity presented in its corporate typography.

This set, the brand, will always be presented in the colours that we specify below and with the rules set out in this document.

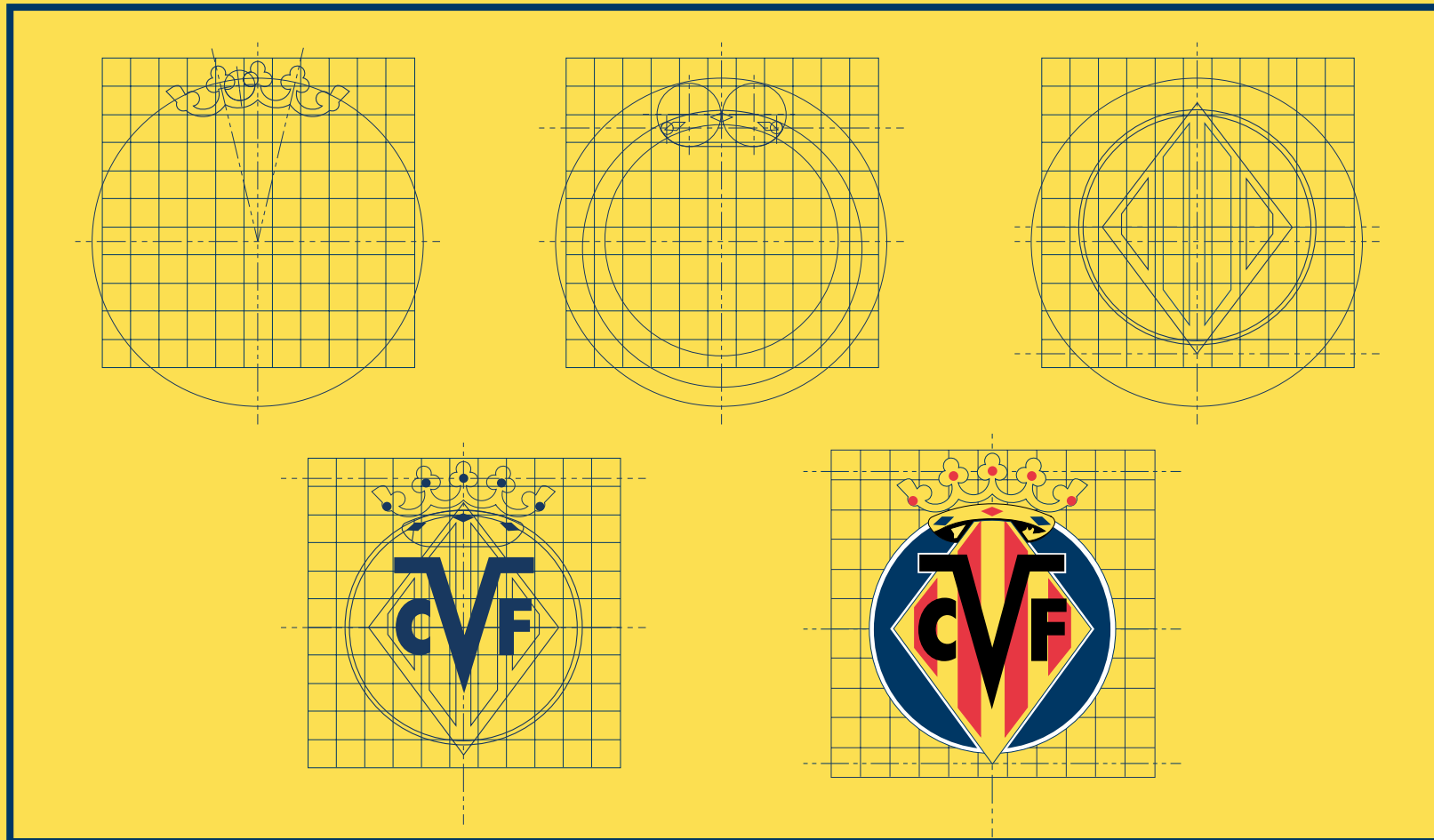
The Villarreal C.F. brand can be presented in two different ways: combining the symbol with the logo on the right or placing the name below the badge.



1.1.1

CONSTITUTIVE SYMBOL

The following diagram shows the process of creating each of the graphic elements that make up the symbol. It is presented on a grid for better reproduction.



1.1.2

LOGOTYPE

The logotype of the brand accompanies the symbol and is the adaptation of the name of the club.

Of the following options, the first option is preferred. The others are shown as alternatives that can be used depending on the use given to the brand.

The typography used in the Villarreal C.F. logo is Trade Gothic.

¹ **VILLARREAL C.F.**

² **VILLARREAL C.F. SAD**

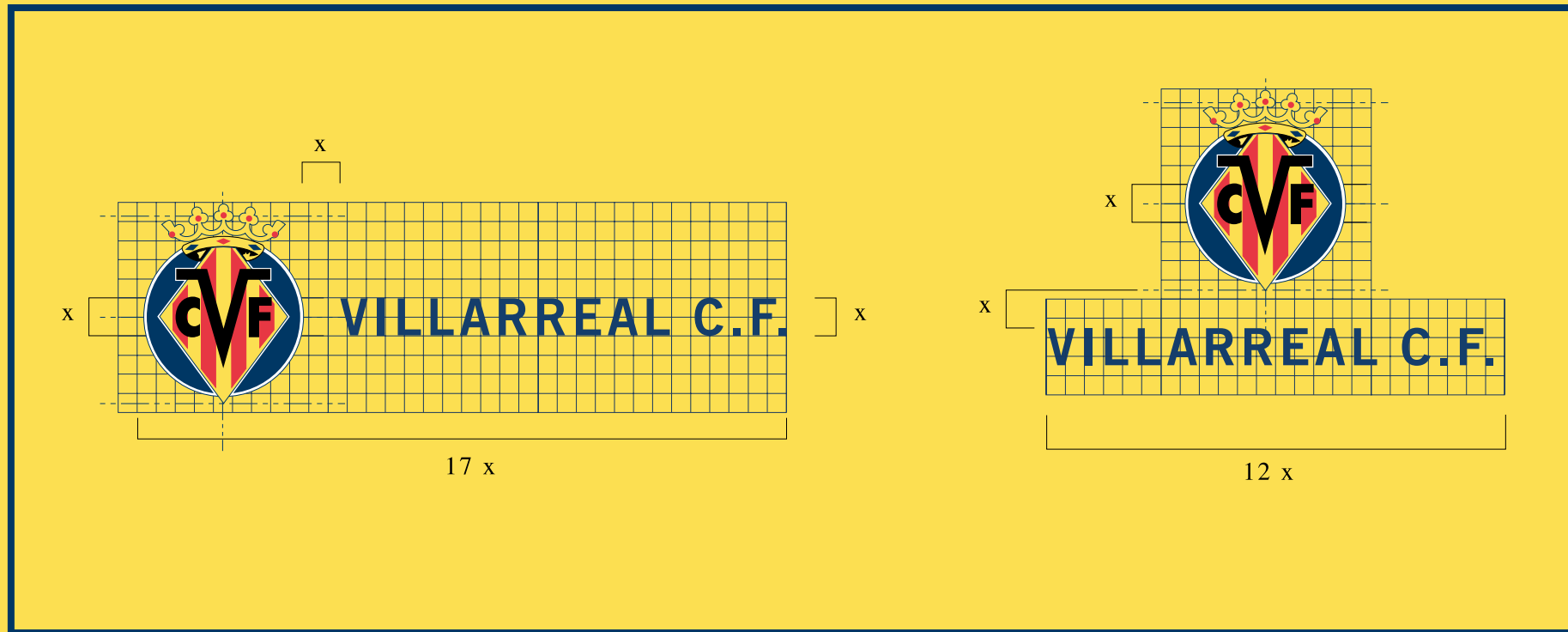
³ **VILLARREAL**
Club de Fútbol

⁴ **VILLARREAL**
Club de Fútbol
Sociedad Anónima Deportiva

1.1.3.1

PROPORTIONS

The following illustrations show the relationship of proportions in the integration of the symbol and the logo-type in the two versions of the brand.



1.1.3.2

AREA OF RESPECT

A clear space around the brand shall always exist which must be respected. Thus, when the brand is accompanied by an element, this element must maintain the distance indicated.



1.1.3.3

SHRINKING TEST

The maximum possible reduction to which the two versions of the brand may be subjected is shown. In any case, the brand must not be reproduced in conditions which do not allow it to be properly legible.



VILLARREAL C.F.
Club de Fútbol

20 mm



VILLARREAL C.F.
Club de Fútbol

20 mm

1.1.3.4

VARIATIONS OF COLOUR IN RELATION TO THE BACKGROUND

The following shows the application of the brand name on different coloured backgrounds. Depending on the contrast of the brand with the background, we allow for the colour of the logo to be changed to corporate yellow or blue.



Greyscale



VILLARREAL C.F.
Club de Fútbol

Semitones



VILLARREAL C.F.
Club de Fútbol



VILLARREAL C.F.
Club de Fútbol

Positive (in any of the corporative colours)



VILLARREAL C.F.
Club de Fútbol



VILLARREAL C.F.
Club de Fútbol



VILLARREAL C.F.
Club de Fútbol

Secondary (inverted) versions
On coloured backgrounds

Negative (in any of the corporative colours)



2. CORPORATIVE COLOURS

2.1

CORPORATIVE COLOURS

The chromatic range of the brand is based on the following corporate colours, colours mainly used in the symbol (badge). For the logo we will use blue or yellow based on the parameters indicated previously.

YELLOW PANTONE 113C PANTONE 106U 0C-7M-66Y-0K R-246 G-226 B-48	RED PANTONE 179C PANTONE 179U 0C-100M-100Y-0K R-236 G-46 B-56	BLUE PANTONE 2955C PANTONE 301U 100C-45M-0Y-37K R-0 G-61 B-110	BLACK PANTONE PROCESS BLACK 0C-0M-0Y-100K R-0 G-0 B-0
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YELLOW EQUIVALENCE

Non-printed yellow support amarillo

PANTONE 102 C
10C-10M-100Y-0K
#FFFF00 AEX

Textile medium

1026 RAL

3. TYPOGRAPHY

3.1

TYPOGRAPHY

The standardisation of typography is an element that brings homogeneity to all the mediums contemplated in a visual identity programme.

The corporate typeface is TRADE GOTHIC, which will generally be used on company paperwork and all documentation originating from the club. In special cases and as a complement to this, we have established the use of FUTURA, as it forms part of the complementary symbol.

These typefaces are a sign of simplicity, modernity and legibility.

CORPORATE TRADE GOTHIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

COMPLEMENTARY FUTURA

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

4. SYMBOL COMPLEMENTARY

4.1

COMPLEMENTARY SYMBOL

This complementary symbol also forms part of the Villarreal C.F. visual identity. This composition is a combination of the initials of the official name that also appears on the badge.

For special occasions, this symbol may be used as a substitute for the brand name.



5. EXTENSION OF THE BRAND

5.1

VILLARREAL C.F. Travel Agency

Since the 2011/2012 season, the club has had its own travel agency, which diversifies the activity and broadens Villarreal C.F.'s horizons.

The graphic identity of the agency follows a consistent line, as the club's badge and logo are joined by a horizontal line of irregular thickness and the activity of the new company.

The complementary typography used is ARIAL in italics.

VILLARREAL C.F. TV

Villarreal C.F. has its own television programme whose corporate image has had to be adapted to the technical needs of the medium. For this reason, the corporate typography of the club's name, TRADE GOTHIC, has been respected.

In this case, DOCK 11 has been chosen to give more strength to the whole.

The corporate colours have also had to be toned down to match the tones and brightness of the television screens and computer monitors.



VILLARREAL C.F.
Agencia de Viajes

VILLARREAL CF TV

VILLARREAL CF TV

VILLARREAL CF TV

VILLARREAL ACADEMY

Project through which Villarreal C.F. creates international academies with the intention of disseminating the methodology used by the Submarine.



E-SPORTS

For many seasons now, Villarreal CF has been immersed in the world of eSports, a sector that has been growing in recent years. After starting out in the VFO (Virtual Football Organization) competition, the Yellow Submarine are currently participating in LALIGA FC PRO 24, the official Spanish EA Sports FC competition, created thanks to the collaboration between LALIGA and Electronic Arts (EA).



ENDAVANT

Villarreal CF, through the corporate brand 'Endavant', carries out its Corporate Social Responsibility programme, with the aim of collaborating with the promotion of the province of Castellón through the different activities that it has been carrying out for more than a decade for social, cultural, sporting, educational and tourism purposes.

ENDAVANT

ENDAVANT

VINARÒS

ENDAVANT

ESPORTS

ENDAVANT

ENDAVANT

IGUALTAT



FUNDACIÓN VILLARREAL C.F.

The graphic mark created as the Corporate Identity of the Fundación Villarreal C.F. (Villarreal C.F. Foundation), as can be seen below, contains the silhouette of the main symbol of the Villarreal C.F. brand.

The colour used is corporate blue with a 50% tint. The typography used is Neuropol.



FUNDACIÓN DEL VILLARREAL CF
de la Comunidad Valenciana



FUNDACIÓN DEL VILLARREAL CF
de la Comunidad Valenciana



FUNDACIÓN DEL VILLARREAL CF
de la Comunidad Valenciana



FUNDACIÓN DEL VILLARREAL CF
de la Comunidad Valenciana

VILLARREAL CF RUNNERS

Villarreal CF Runners is the official athletics team of the Yellow Submarine, with which season-ticket holders can participate in some of the most prestigious sporting events wearing the Villarreal CF colours.



**VILLARREAL
RUNNERS**

VILLARREAL PRO

Villarreal CF offers strategic consulting services to professional football clubs through the CVF PRO brand for the various areas within the structure of a football club.



Villarreal**PRO**



Villarreal**PRO**



Villarreal**PRO**



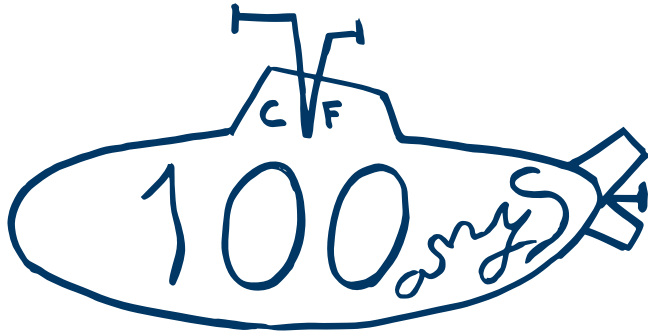
Villarreal**PRO**

CENTENARY

The graphic brand created as a Corporate Identity to commemorate the club's 100th anniversary.

The brand was created by Elena Negueroles in the summer of 2021 based on the shape of a submarine, the name by which the club is known by Villarreal CF fans.

The colour used is the corporate blue.





DECEMBER 2023