

BRAND GUIDELINES



MINI FOOTBALL

Brand
Guidelines
2022

Rebranding of Mini Football 2022

LOGO REBRANDING

Logo
Version 2



We made our old cute Mini Inu into new look with great features and 3d feel to make it look alive.

RATIONAL DESIGN

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Logo Placement



PRINTED MATERIAL



DIGITAL MATERIAL



MINI FOOTBALL

PRODUCTS AND SIGNAGE

TYPOGRAPHY

FOR HEADINGS AND TITLES



Aa

OPEN SAUCE SEMIBOLD

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Family of Fonts

WORLD CUP QATAR 2022

HEADING 1 - 64px

HEADING 2 - 48px

HEADING 3 - 40px

HEADING 4 - 24px

HEADING 5 - 20px

HEADING 6 - 16px

COLORS USAGE

Brand
Guidelines
2020

THEME COLORS



#8F1032



#E90346



#051139



#FCFCFC



#FF1616



LOGO COLORS



#0A0A32



#302F32



#CF8A0B



#ECB143



#FFB223



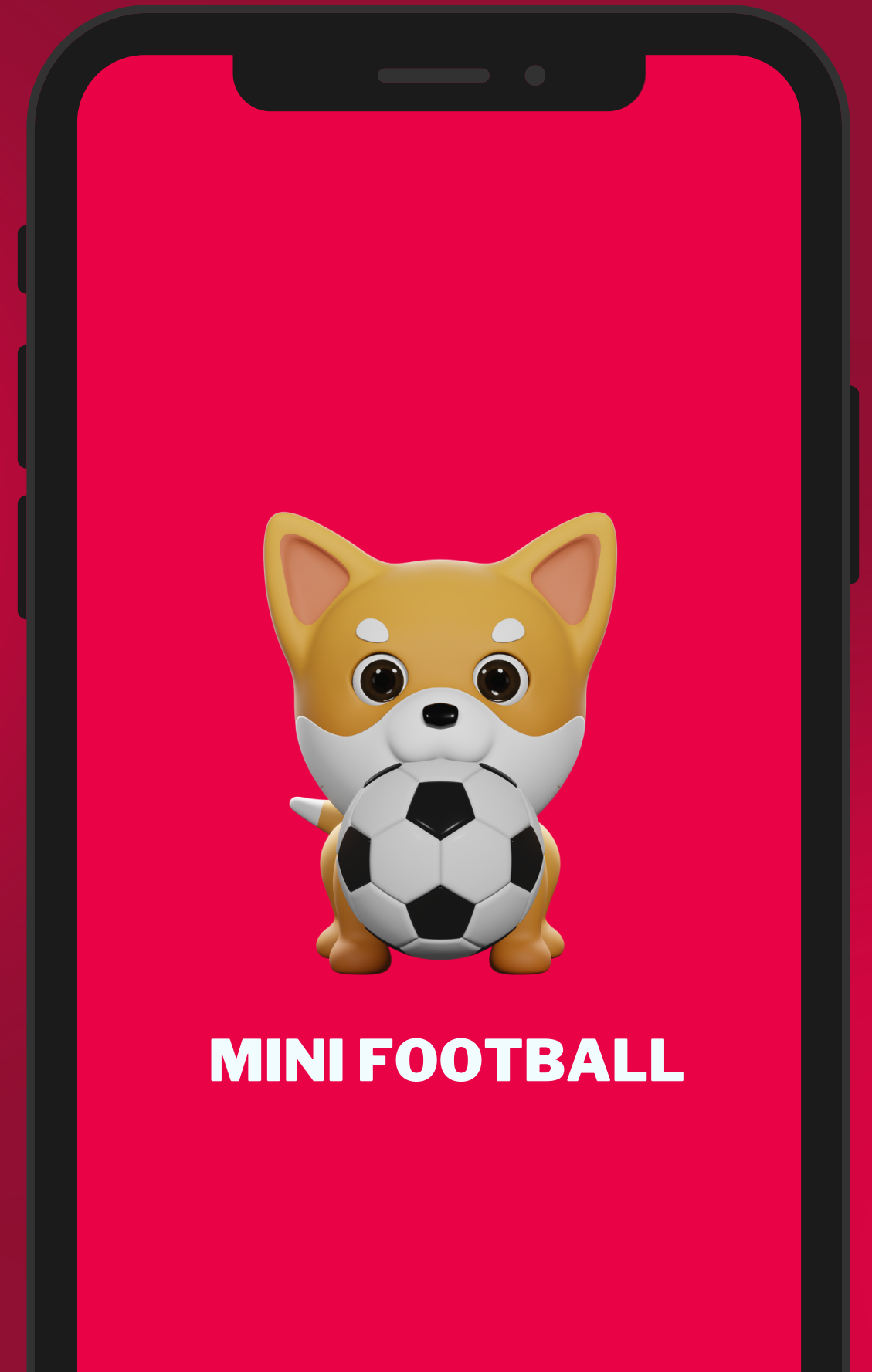
PRINTED MATERIAL

Our Logo will be used as a MASCOT,
TOYS and in more several ways on
shirts etc.

Applications



PRODUCTS AND STATIONERY



MINI FOOTBALL

BOOTH EXHIBIT

We will be using our logo in
Booths and events.

Applications



BOOTH AND EVENTS

SOCIAL MEDIA KIT COVERS

Our Logo will be used as a 3D versions in different styles and pose in various ways.

Applications



BANNERS AND SOCIAL POSTS



MINI FOOTBALL

SOCIAL MEDIA KIT POSTS

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Applications



BANNERS AND SOCIAL POSTS



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