

Corporate Global Brand Manual

2020
Simplified Version





LaLiga

WHAT ARE OUR GOVERNING VALUES?

Authenticity
Responsibility
Evolution
Transparency
Integrity
Teamwork
Self-improvement

Aim

To make LaLiga **a great brand**, and not just a great competition, by telling a relevant story through a powerful and differentiating visual landscape, and achieving greater consistency across all touchpoints.

-
- / This manual establishes the basic principles of LaLiga's corporate identity as an organisation.
 - / In the opening sections we will show the **main graphic elements** that make up our new visual style, such as the logo, colour and typography, and how to manage them.
 - / A description is also given of **how to combine them** with other elements, such as photography, pictograms and the visual universe.
 - / Our title sponsor, **Santander**, has its own logo application rules in co-branded pieces and projects, and these can be consulted in the specific manual.
 - / Finally, we apply all of these devices to **digital environments, events and corporate applications.**
-



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1. The beat

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It's time to feel the excitement

It's time to
feel
connect
surprise
enjoy
celebrate



It's time for LaLiga

It's time
to beat



At LaLiga, hearts beat

Because LaLiga is:

Emotive
Passionate
Energetic
Moving
Intense
Responsible

Because LaLiga is NOT:

Apathetic or artificial
Neutral or cold
Passive or static
Indifferent
Weak
Exclusionary

LaLiga expresses itself with:

Empathy
High contrast
Dynamism
Saturation
Force
Inclusiveness

The background features a series of concentric circles. The space between these circles is filled with red, creating a pattern of red segments separated by dark grey or black lines. The overall effect is a dynamic, rhythmic, and somewhat hypnotic visual.

A simple and powerful creative idea

the beat

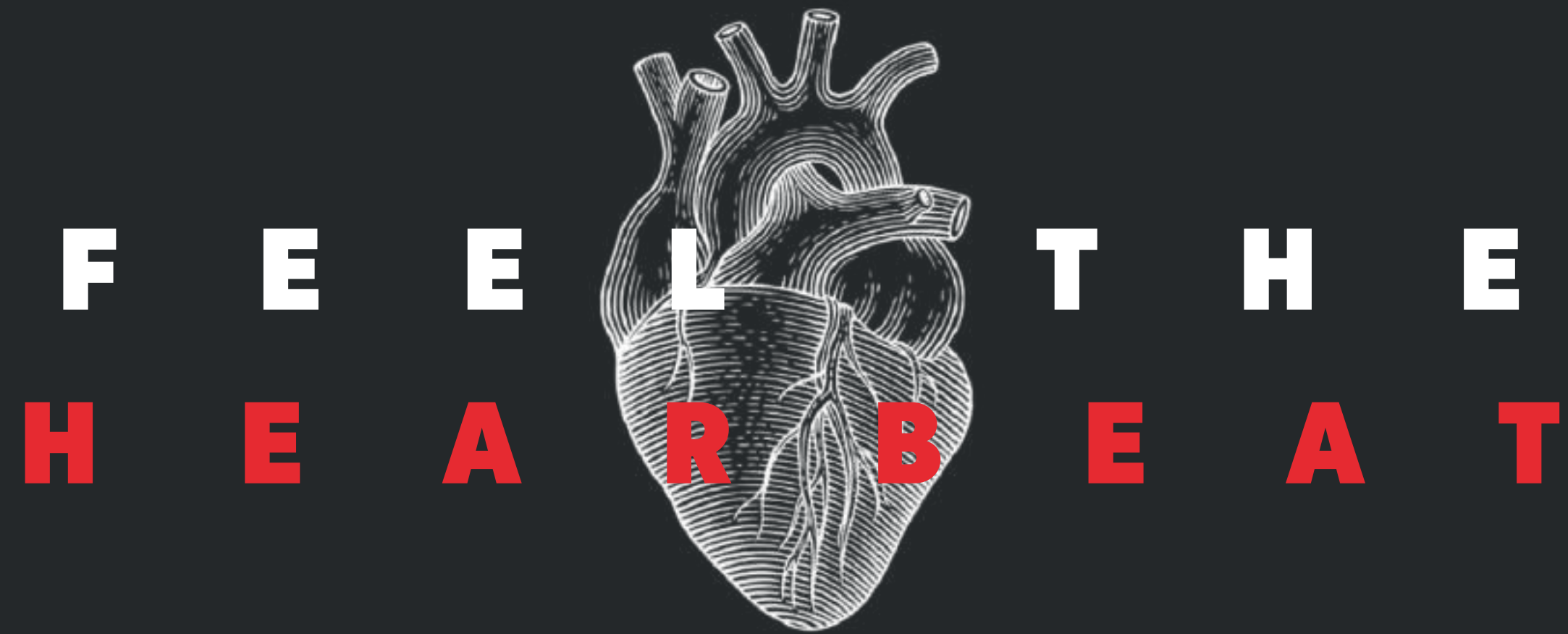
Manifesto of the beat

Our Brand Manifesto summarises the source of our graphical devices in an aspirational and poetic way.

The Manifesto is not a text for commercial use; rather something that everyone should internalise and that describes an attitude based on a lifestyle and genuinely experiencing LaLiga: uniting hearts and football. **It is something we should be renowned for all over the world.**

WITHOUT A BEAT, THERE'S NO HEART.
WITHOUT A HEART, THERE'S NO PASSION.
WITHOUT PASSION, THERE'S NO EMOTION.
WITHOUT EMOTION, THERE'S NO FOOTBALL.





#feeltheheartbeat



2. Logo

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LOGO

Positive
Colour Version

This is our logo. It is our signature and the organisation’s guarantee. It is the graphical synthesis of our values and serves as an identifier for everyone who represents us, for everything we do and say.

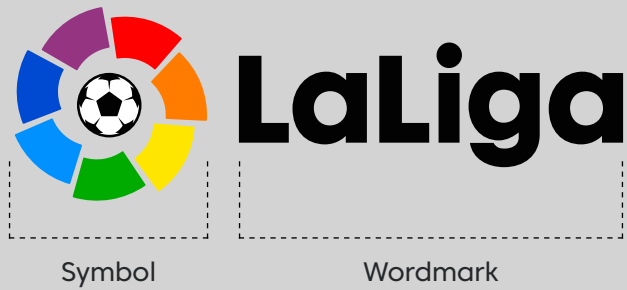
The logo is an asset of great value to LaLiga. It must not be altered or modified, and it must be applied in the way specified in this manual.

As it is our most recognisable element, it must be used consistently, visibly and clearly.

Whenever possible we must prioritise the horizontal version over the vertical one.

Our logo, as has been the case up until now, is composed of the wordmark (LaLiga text) and a symbol (the graphic), which are always inseparable.

The colours must be used consistently to reinforce the brand value. The order of the colours within the logo and their opacity level must not be altered.



Positive **horizontal** colour version



Positive **vertical** colour version



LOGO

Negative Colour Version

When we need to apply our logo on dark backgrounds, we use the negative version.

The logo should never be transformed from positive to negative automatically, because the “ball” graphic suffers an alteration that modifies the optimal perception of the logo.

Negative **horizontal** colour version



Negative **vertical** colour version



LOGO

Monochrome versions

We will use the monochrome version as the preferred option.

The logo should never be transformed from positive to negative automatically, because the “ball” graphic suffers an alteration that modifies the optimal perception of the logo.

Horizontal monochrome version
PREFERRED USE



Vertical monochrome version



LOGO

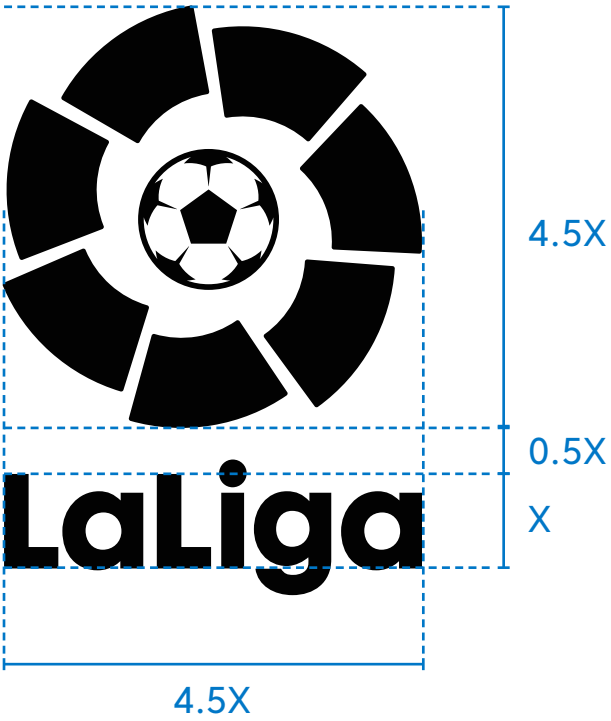
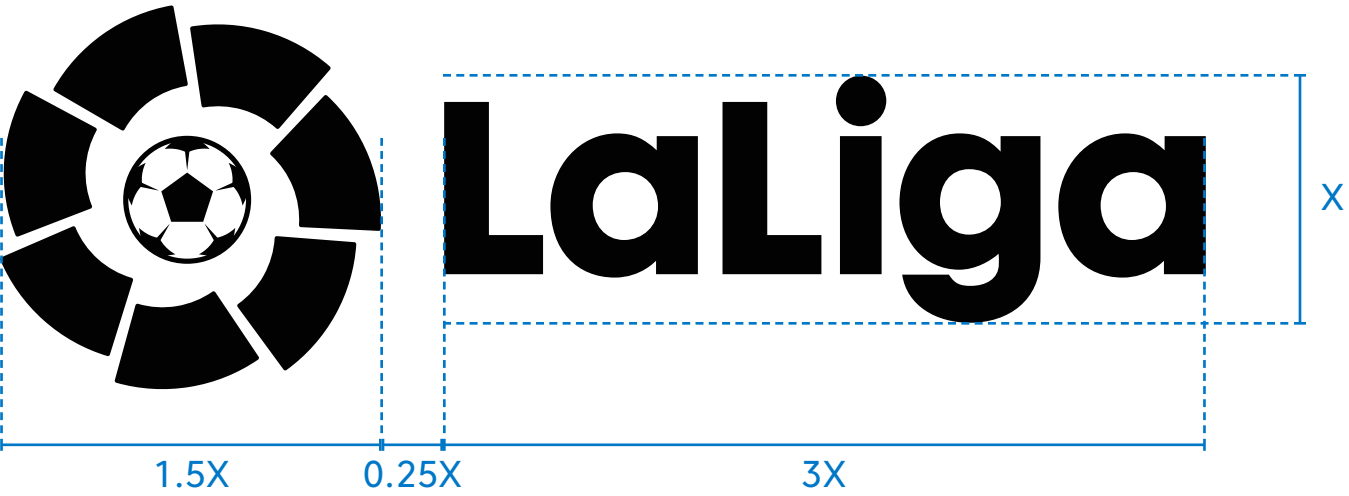
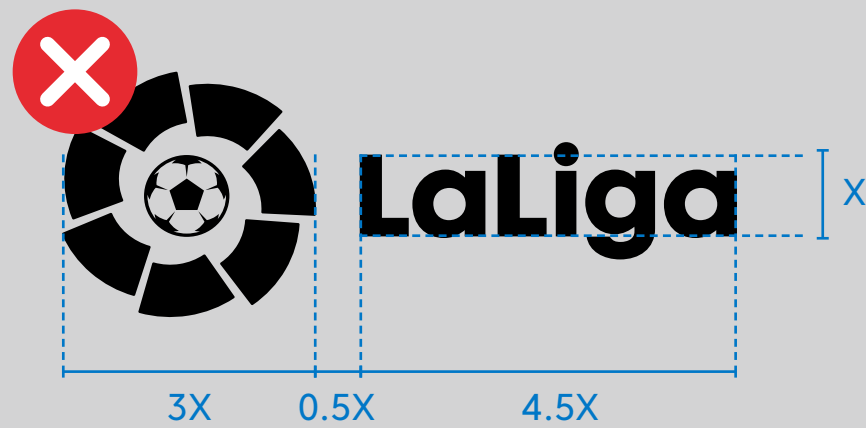
Construction

Our logo, as has been the case up until now, is composed of the wordmark (the word LaLiga) and a symbol (the accompanying graphic), which are always inseparable.

The horizontal version of the logo guarantees that it is correctly interpreted and read in any format.

The LaLiga logo must always be applied maintaining its original proportions. **As such, it is recommended to always use the final artwork.**

We must pay special attention not to confuse the current horizontal version with the old one, which had a smaller proportion between the wordmark and the symbol. In the current version, the LaLiga wordmark acquires greater weight to give it more emphasis in the composition.



LOGO

Protection Area

The protection area establishes the minimum distance between our logo and external text or graphical elements.

This protection area is constructed in terms of “X”.



Minimum size

To ensure adequate readability of the logo, it should not be reproduced in sizes smaller than 20 mm wide for the horizontal version and 15 mm high for the vertical version.



LOGO

Reproduction on
backgrounds

We will only apply the colour version of the logo on a black or white background.

On all other backgrounds, both from our own colour palette and those that do not belong to our brand, we will use the monochrome version.

We will use the positive or negative version based on which one guarantees the greatest visibility and contrast.

Whenever possible, we must prioritise the horizontal version over the vertical one.



LOGO

Reproduction on photographs

On photographic backgrounds we will always use the monochrome version.

Over light images:

We recommend the use of the positive version (in black). The negative version (in white) will have worse contrast and legibility over light backgrounds.

The possibility of using the colour versions will depend on the contrast generated over the background.

Over dark images:

We recommend the use of the negative version (in white). The positive version (in black) will have worse contrast and legibility over dark colours.

The possibility of using the colour versions will depend on the contrast generated over the background.



LOGO

Use of the symbol

Use of the logo as a separate feature is limited exclusively to the App icon – always its monochrome version (positive or negative depending on visibility) – and the Fav icon where, because it is small, we will use the colour version so it can be quickly identified.

Any other use of the symbol by itself is not permitted.

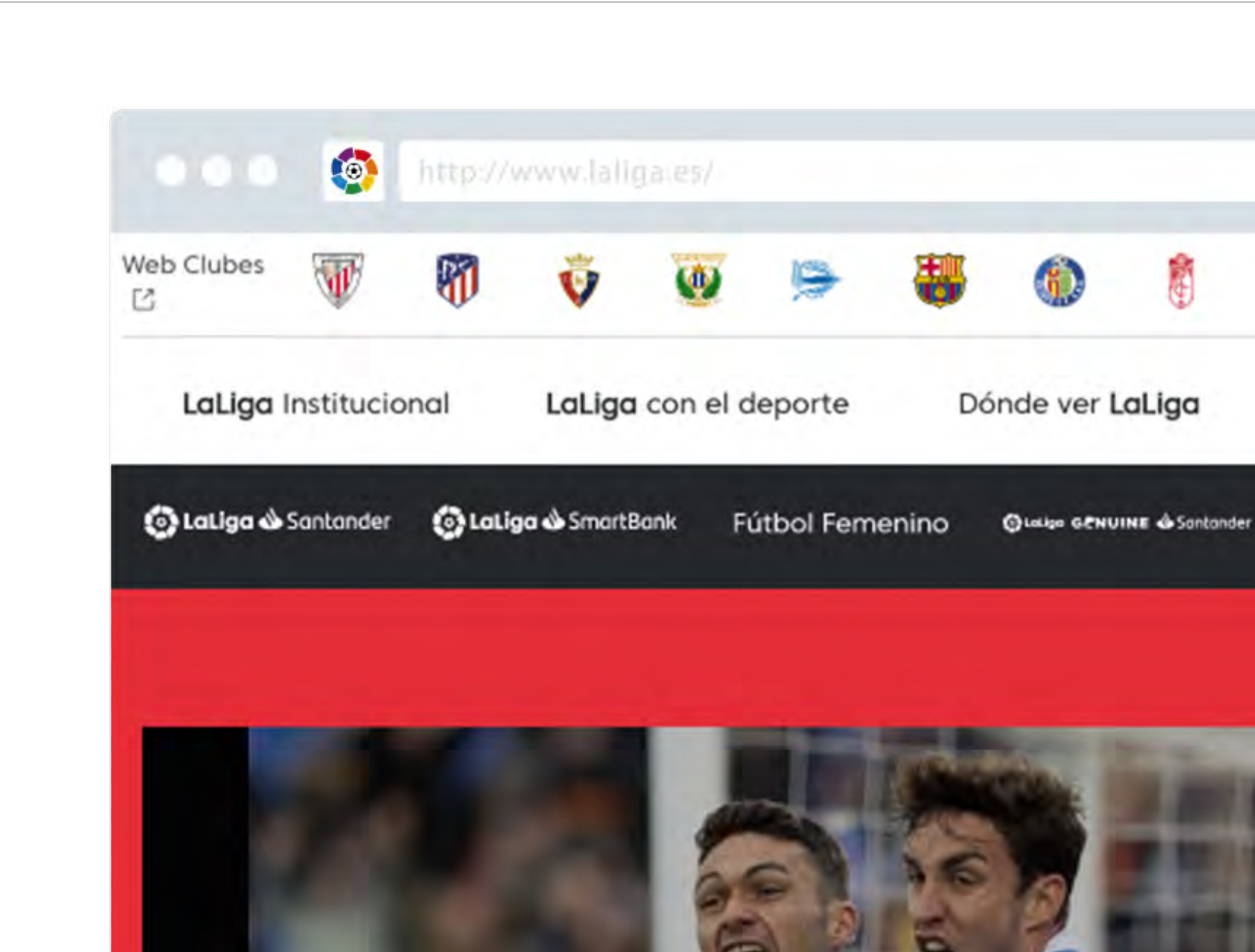
If you have any doubts about the use of the icon, check with the Brand Department.

The symbol should never be transformed from positive to negative automatically, because the “ball” graphic suffers an alteration that modifies the optimal perception of the logo.

Symbol positive version



Symbol negative version



Incorrect use

Maintaining and applying the graphical rules when implementing the logo ensures that it is easily identified.

Any modification of the logo that is not set out here is not permitted either.

- 1. On colour backgrounds, we must always apply the monochrome version of the logo.
- 2. We must select the positive or negative version that best contrasts with the images.
- 3. Never apply shadows or any other effect to the logo.
- 4. The logo should never be transformed from positive to negative automatically, because the “ball” graphic suffers an alteration that modifies the optimal perception of the logo.
- 5. Never use elements of the logo separately, other than the specified exceptions.
- 6. Select the monochrome version of the logo in the colour that best contrasts with the image.
- 7 Do not modify, rotate, distort or alter the design of the logo.
- 8. Do not change the composition of the logo or create different versions to the ones shown in this manual.
- 9. Do not use different fonts to remake the logo. Always use the final artwork.





3. Claim

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CLAIM

Essential aspects

One of the main aims is turning LaLiga into a strong, benchmark brand, not only in the world sports markets but also in the global entertainment market.

LaLiga is more than a sports competition. LaLiga is more than football. LaLiga is not just another sporting spectacle; it is a brand with a difference, and it has the capacity to positively impact on the lives of millions of people around the world.

“It’s not football. It’s LaLiga” will be our new positioning and tagline. It will serve as a new vehicle through which to communicate with the world, allowing us to talk to people of all ages and cultures.

With this new positioning, we will be able to amplify our playing field, making it possible for LaLiga to sign off on any initiative that it embarks on, whether within the football environment or away from it.

Our Typo is:
Core Sans C
65Bold

Spain and Spanish speaking countries

No es fútbol. Es LaLiga.

No es fútbol.
Es LaLiga.

No es fútbol.
Es LaLiga.

USA/Japan

It’s not soccer. It’s LaLiga.

It’s not soccer.
It’s LaLiga.

It’s not soccer.
It’s LaLiga.

Europe/Africa/Asia/Oceania

It’s not football. It’s LaLiga.

It’s not football.
It’s LaLiga.

It’s not football.
It’s LaLiga.

We will always use the lowercase version since it lays out better with our typographic logo: LaLiga.
Both “fútbol” “soccer” and “football” will be entirely in lower case.

No es fútbol. Es LaLiga.

It’s not soccer. It’s LaLiga.

It’s not football. It’s LaLiga.

It will always end with a full stop.
Never with a comma.

~~No es fútbol, es LaLiga.~~

~~It’s not soccer, it’s LaLiga.~~

~~It’s not football, it’s LaLiga.~~

CLAIM

Essential aspects

For better visibility and when there is enough space, there should be an exclusion zone of 100% the size of the tagline both above it and below it.

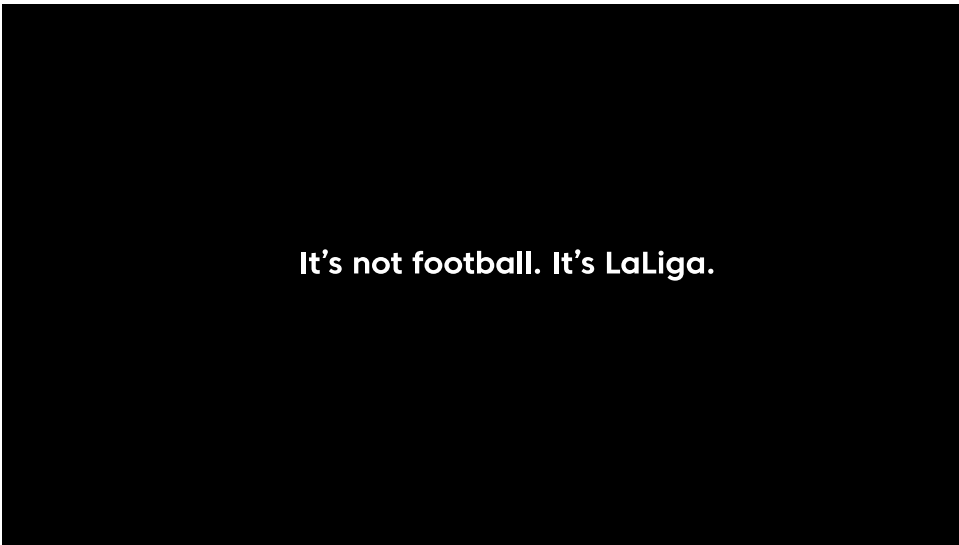


CLAIM

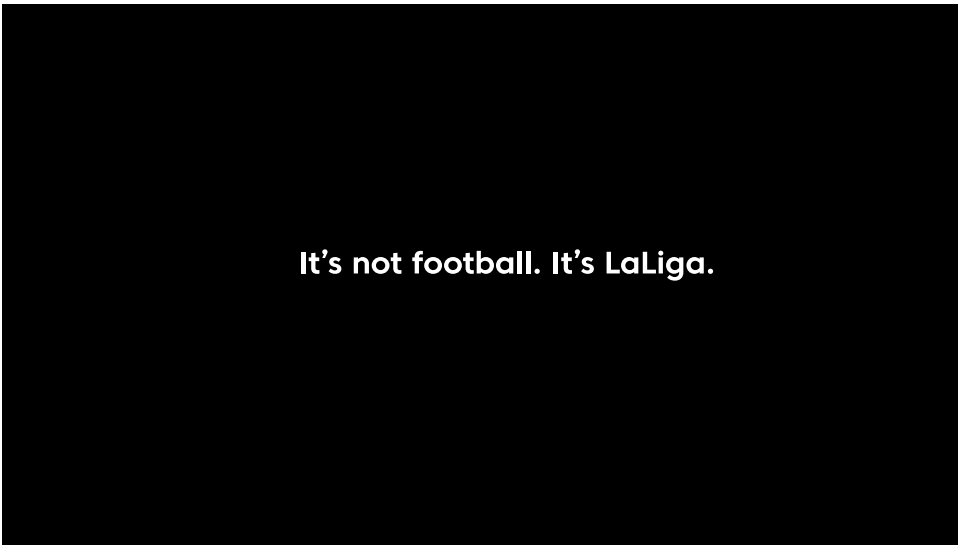
Audiovisual material.
End of corporate
videos.

These are some of the recommendations
for using the claim and logo at the **end of
sponsorship** audiovisuals.

End LaLiga Santander:



End LaLiga SmartBank:



CLAIM

Audiovisual material.
Corporate ending

These are some of the recommendations for using the claim and logo at the **end of other audiovisual projects**.

End LaLigaSportsTV:



End LaLigalcons:





4. Colour

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-
- / **LaLiga is a brand that pulsates**, with passion, with high contrast, with saturation, without gradations.
 - / The principal colours of LaLiga are the primary colours: **red, yellow and blue**, combined with black or white.
 - / No **more than two** colours can be used at the same time (+ photography when applicable).
 - / The coloured beat **is adapted to the colours of each club**, maintaining the specified principles.
-

COLOUR
Colour
principles

LaLiga

pulsates

with

the

colour

COLOUR

Principal colour palette

Our principal colours are the primary colours: red, yellow and blue, which are complemented by black or white.

As a rule, no more than three colours can be used at the same time in a single communication piece.

When we use the beat as a graphical device, we darken it by adding 20% black to the corresponding colour values.

Red.

Pantone® 186C

CMYK: 0 / 93 / 79 / 0
RGB: 200 / 16 / 46
HTML: D20028
RAL: 3020

Yellow.

Pantone® 7408C

CMYK: 0 / 29 / 100 / 0
RGB: 246 / 190 / 0
HTML: F6BE00
RAL: 1003

Blue.

Pantone® 3005C

CMYK: 100 / 31 / 0 / 0
RGB: 0 / 119 / 200
HTML: 0077C8
RAL: 5015

Black.

Pantone® 426C

CMYK: 90 / 75 / 53 / 90
RGB: 37 / 40 / 42
HTML: 25282A
RAL: 8022

White.

COLOUR

Complementary
colour palette

The colour palette is complemented by four secondary colours that have been defined to give chromatic support to the brand.

Only use these colours as an enhancement and never in greater proportion than the principal colours to prevent them from becoming too prominent.

When we use the beat as a graphical device, we darken it by adding 20% black to the corresponding colour values.

Orange.

Pantone® 1645C
CMYK: 0 / 65 / 75 / 0
RGB: 255 / 106 / 57
HTML: FF6A39

Green.

Pantone® 339C
CMYK: 80 / 0 / 58 / 0
RGB: 0 / 178 / 136
HTML: 00B388

Light blue.

Pantone® 311C
CMYK: 65 / 0 / 13 / 0
RGB: 5 / 195 / 222
HTML: 05C3DE

Purple.

Pantone® 2096C
CMYK: 76 / 75 / 0 / 0
RGB: 101 / 78 / 163
HTML: 654EA3



5. Typography

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LaLiga
pulsates
with
its
written
voice

TYPOGRAPHY

Our
fonts

Dynamic with geometric shapes, the “Core Sans” font family is a fundamental asset in our communications.

Our font has 9 weights that meet the needs for creating hierarchies in text. As such, we can use the heavier weights to write headlines and large highlighted items.

For the rest of the texts we have various lighter weights, with their italic versions.

System font

For compatibility reasons, a system font is needed that can be displayed on any computer.

We use **Arial** when we work with documents that we share with third parties in editable format.

If the document will be shared on PDF format we will keep our corporate font Core Sans

If collaborators need to work with The document, but it’s an own document of LaLiga, we will facilitate them the corporate font.

Core Sans

Thin / Extra Light / Light
Regular / Medium / Bold
Extra Bold / Heavy / Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
¿?!¡”\$%&/(<=+*~.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
¿?!¡”\$%&/(<=+*~.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
¿?!¡”\$%&/(<=+*~.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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¿?!¡”\$%&/(<=+*~.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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¿?!¡”\$%&/(<=+*~.;>@#[{

abcdefghijklmnopqrstuvwxyz
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¿?!¡”\$%&/(<=+*~.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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¿?!¡”\$%&/(<=+*~.;>@#[{

abcdefghijklmnopqrstuvwxyz
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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
¿?!¡”\$%&/(<=+*~.;>@#[{

Our
fonts

Firstly, we prioritise the use of the following font weights:

- Core Sans Regular: for writing body text or titles in small spaces.
- Core Sans Bold: to stand out over Regular weight.
- Core Sans Extra Bold: for composing large-format titles.
- Core Sans Bold: to stand out over Extra Bold weight.

Core Sans

Thin / Extra Light / Light
Regular / Medium / Bold
Extra Bold / Heavy / Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{}~:;<?~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{}~:;<?~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{}~:;<?~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{}~:;<?~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{}~:;<?~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{}~:;<?~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{}~:;<?~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{}~:;<?~

TYPOGRAPHY

Font use
hierarchy

These are some recommendations for the use of different font weights.

- 1. **Heading:**
Core Sans 65 Bold and Core Sans 85 Heavy to emphasise a word in the heading.
- 2. **Subhead or emphasised text:**
Core Sans 65 Bold.
- 3. **Body Copy:**
As a general rule, body copy shall be written in Core Sans 45 Regular. When we wish to emphasise text, we will do so in Core Sans 65 Bold and apply italic text for the names of works, foreign words, etc.

Line spacing: the use of automatic line spacing is recommended in all cases.

1. Main
heading

2. Subhead or second-level
emphasised information

3. Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Praesent malesuada** mauris eu pretium mollis. Donec sit amet dictum justo. Aliquam erat volutpat. In placerat consequat est, id rutrum ex gravida nec. Aliquam sed augue rhoncus, posuere ante a, fermentum velit. Vestibulum nec eros vel est egestas porta. Maecenas malesuada nulla id velit fringilla consequat.

Aenean in velit **vel diam suscipit feugiat** at in ipsum. Donec facilisis, dolor commodo congue semper, magna metus tempus nisi, vitae tempor sem arcu eget arcu. Suspendisse vitae tincidunt libero. Fusce a tellus scelerisque, placerat mi et, sagittis mauris. Donec sed nibh tellus. *Morbi accumsan* dolor nisl, vel lobortis justo luctus vitae. Donec semper, metus quis auctor rutrum, ante ipsum blandit enim, et efficitur nulla magna sed neque. Curabitur laoreet pretium velit eu porttitor.

Font usage

In order to obtain maximum performance from the font, basic use cases have been developed that ensure the visibility and legibility of the fonts in all of their manifestations.

-
- / Our font is **Core Sans**, which is used as both a desktop and webfont.
 - / **The boldest fonts** are used for headings and large-format emphasis.
 - / We always apply **automatic line spacing**.
 - / When composing text, we write in lowercase and **maintain left justification**.
 - / **Arial** must be used as the system font for sharing documents.
-

TYPOGRAPHY

Our
fonts

LaLiga expresses itself in multiple languages. As such, we also have fonts for writing our communications in Arabic and Chinese.

Font for Asian markets:
Noto Sans CJK

Noto Sans comprehensively covers simplified Chinese, traditional Chinese, Japanese and Korean characters.

Its simplified lines improve visibility even at small sizes. It has seven weights, which meet LaLiga’s communication needs.

Arabic font:
Cairo

The Cairo font family balances classic and contemporary strokes while maintaining easy readability. The lighter weights are used for body text, while the bolder weights are perfect for headings and emphasis.

It includes a wide range of glyphs that allow for text in Arabic, Farsi and Urdu languages.

Noto Sans CJK

得君新術治溫抗添

側經意責家

我喜欢踢足球并在电视上观看
123456789!?!+@#¢\$%+()

我喜欢踢足球并在电视上观看
123456789!?!+@# ¢ \$%+()

我喜欢踢足球并在电视上观看
123456789!?!+@#¢\$%+()

我喜欢踢足球并在电视上观看
123456789!?!+@#¢\$%+()

我喜欢踢足球并在电视上观看
123456789!?!+@# ¢ \$%+()

我喜欢踢足球并在电视上观看
123456789!?!+@#¢\$%+()

Cairo

التقرير السنوي
مرحبا

هـ هـ گ پ ٣٤ ف غ ض س د ئ ب
123456789!?!+@# ¢ \$%+()

هـ هـ گ پ ٣٤ ف غ ض س د ئ ب
123456789!?!+@# ¢ \$%+()

هـ هـ گ پ ٣٤ ف غ ض س د ئ ب
123456789!?!+@# ¢ \$%+()

هـ هـ گ پ ٣٤ ف غ ض س د ئ ب
123456789!?!+@# ¢ \$%+()

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123456789!?!+@# ¢ \$%+()

هـ هـ گ پ ٣٤ ف غ ض س د ئ ب
123456789!?!+@# ¢ \$%+()

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M

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TYPOGRAPHY

Beat
through repetition

We have a graphical device created with our font. Based on a series of repetitions of the same word, we achieve the typographic beat effect.

This device can only be used on words (never on a phrase), which should be no more than 6 characters long if possible, and are **always written in uppercase**. This provides us with greater impact and avoids saturation.



TYPOGRAPHY

LaLiga as a written brand

When we have to write LaLiga in text bodies or headings, we do so with the two “L’s” in uppercase and always together (no space between the words).

The LaLiga brand adopts the font and weight being used in the graphic we are developing. We should not emphasise it in **Bold** to avoid turning it into a logotype.

As a general rule, within uppercase text, LaLiga will maintain the composition of the headline, if it is in uppercase, it will be in uppercase.

LaLiga

LaLiga is always written
with two **capital LS**
and **no space** between La and Liga.

✗ laliga
✗ la liga
✗ La Liga
✗ La liga
✗ la Liga
✗ LALIGA

TYPOGRAPHY

LaLiga as
a written brand

We always apply this criterion, regardless of the type of font we are using. This way, we unify the style.

Examples in different media





6. Co-branding and projects

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-
- / We have a colour version and a monochrome version of the **composite** logo.
 - / Our title sponsor, **Santander**, has its own logo application rules in co-branded pieces and projects, and these can be consulted in the specific manual.
 - / We have **four levels** of sponsorship:
official sponsor, official supplier, official product and event partner
-

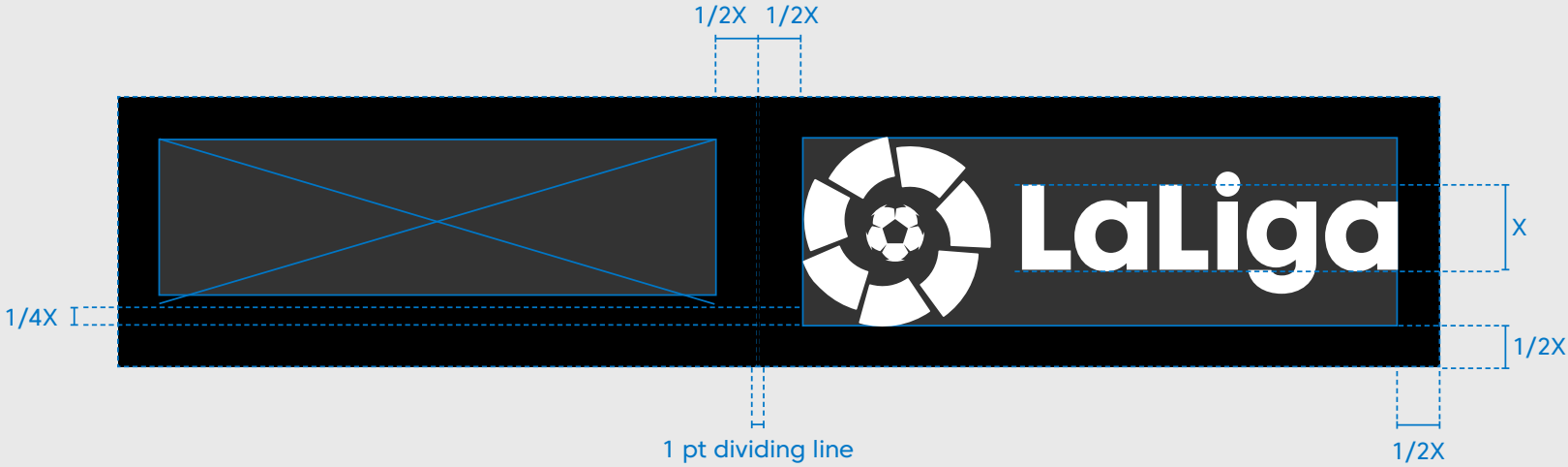
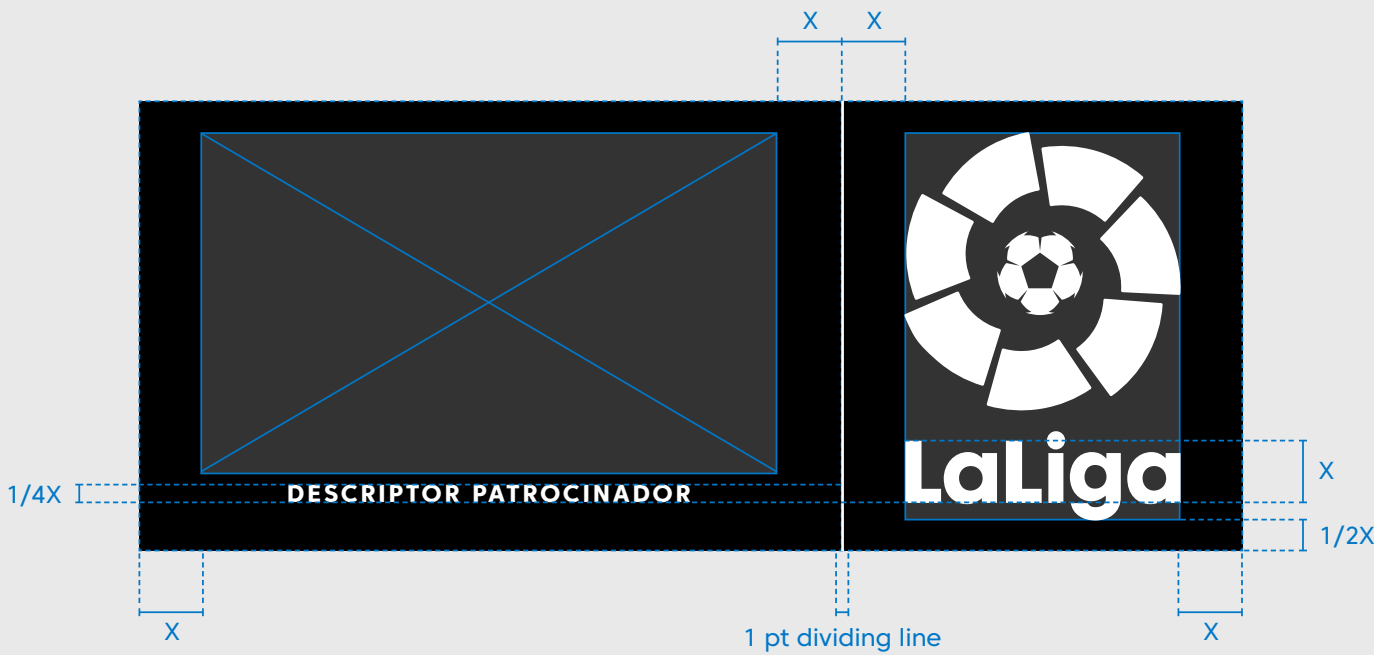
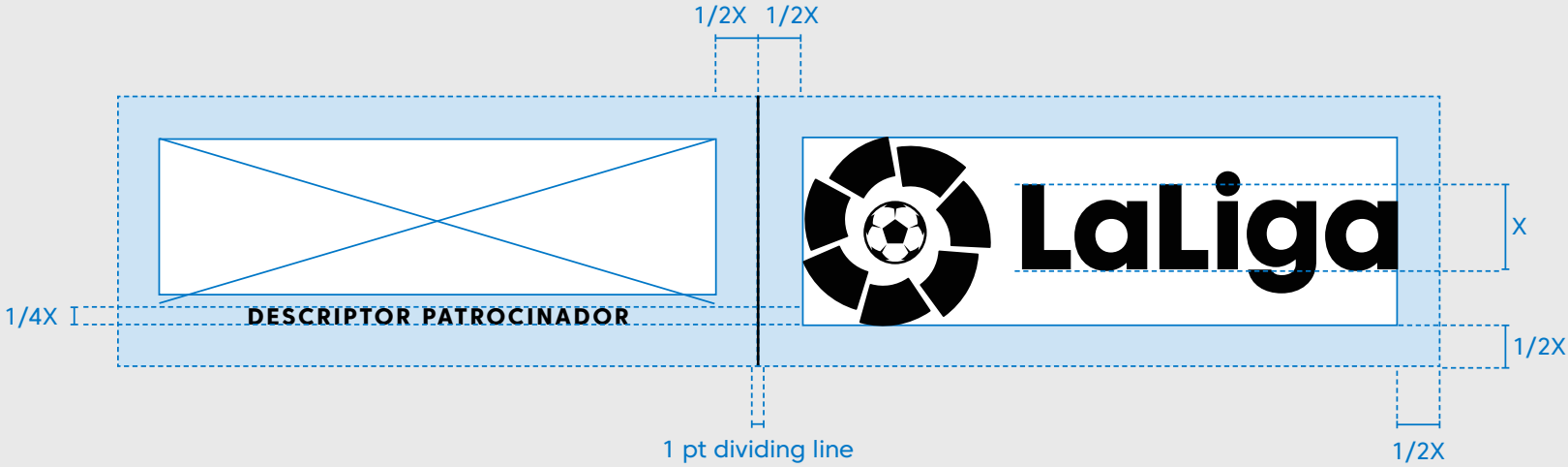
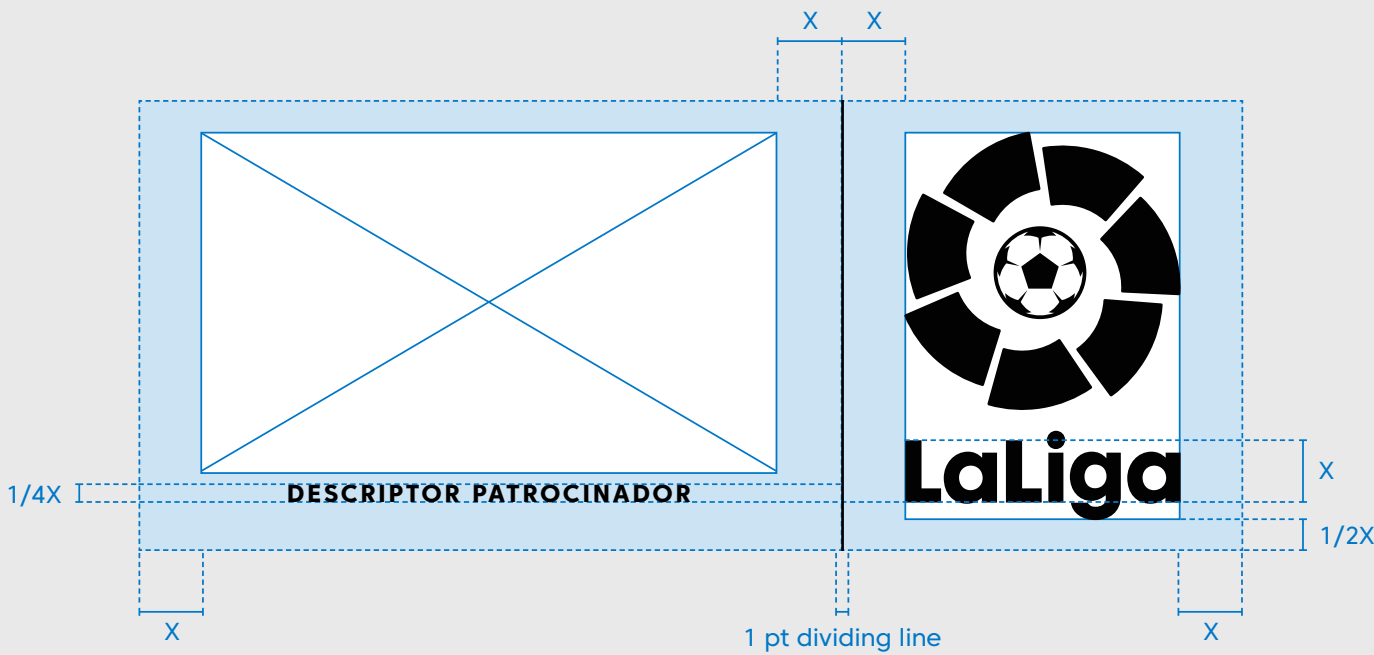
CO-BRANDING

Composite

The composite logo acts as our official seal and it is therefore important that the rules of use and proportions shown below are always respected.

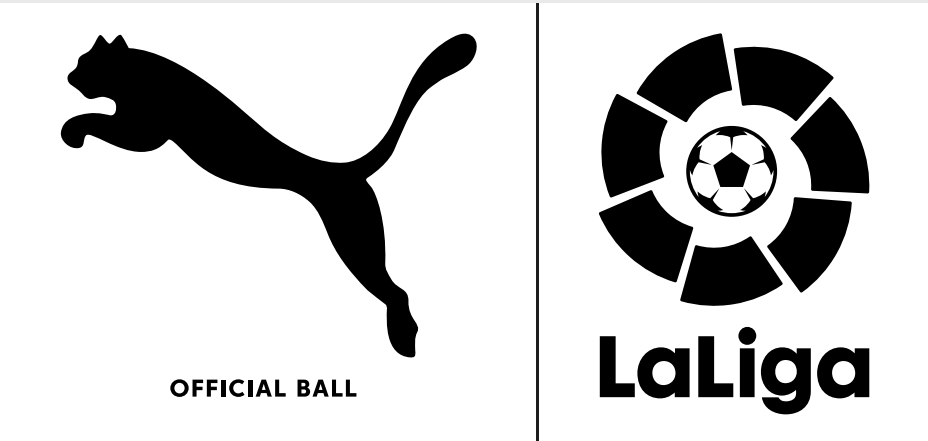
The creation of any other category must be consulted and approved by the Brand Department.
The department that requests it must provide all the necessary information to find the name of the most appropriate association.

This category descriptor will be written in the font Core Sans 75 ExtraBold and always in uppercase.
In this case, and as an exception, we applied tracking of 100 between the characters for improved legibility.



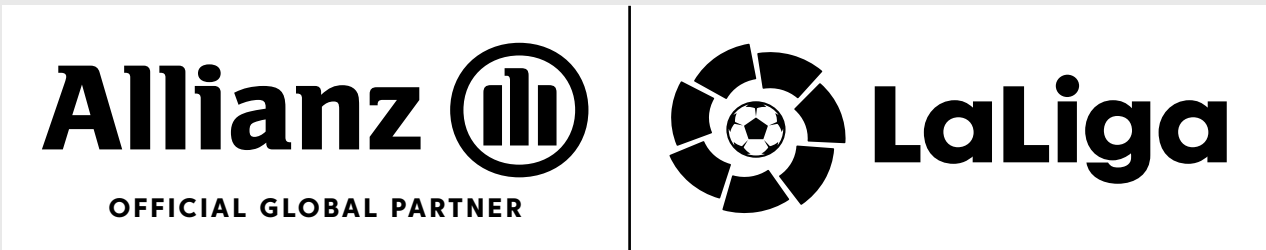
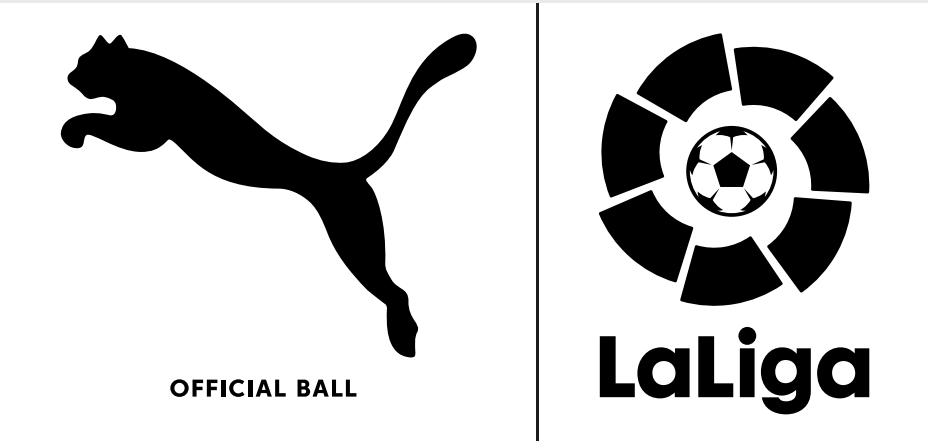
CO-BRANDING

All composite
versions Example



CO-BRANDING

All composite
versions Example



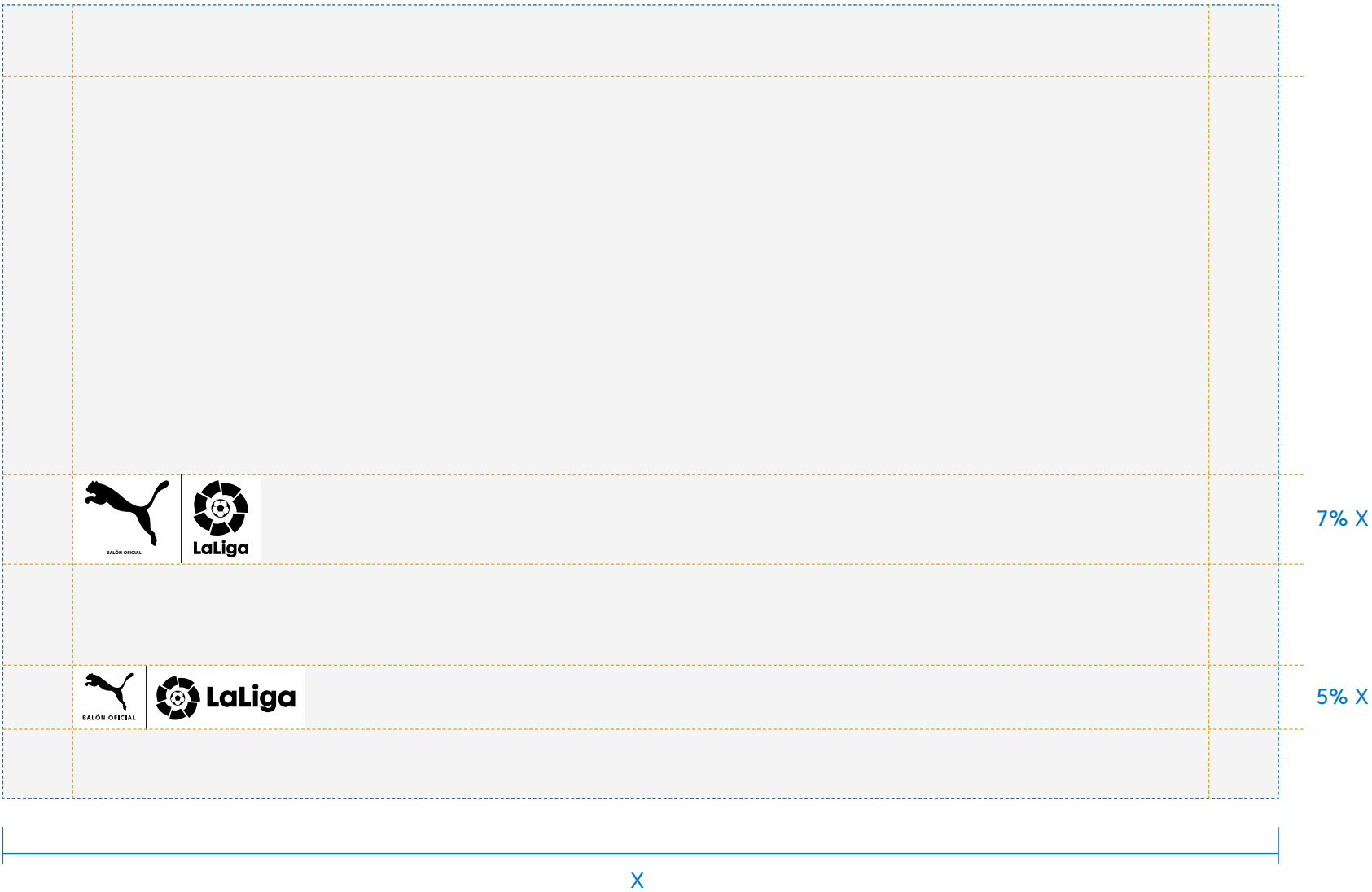
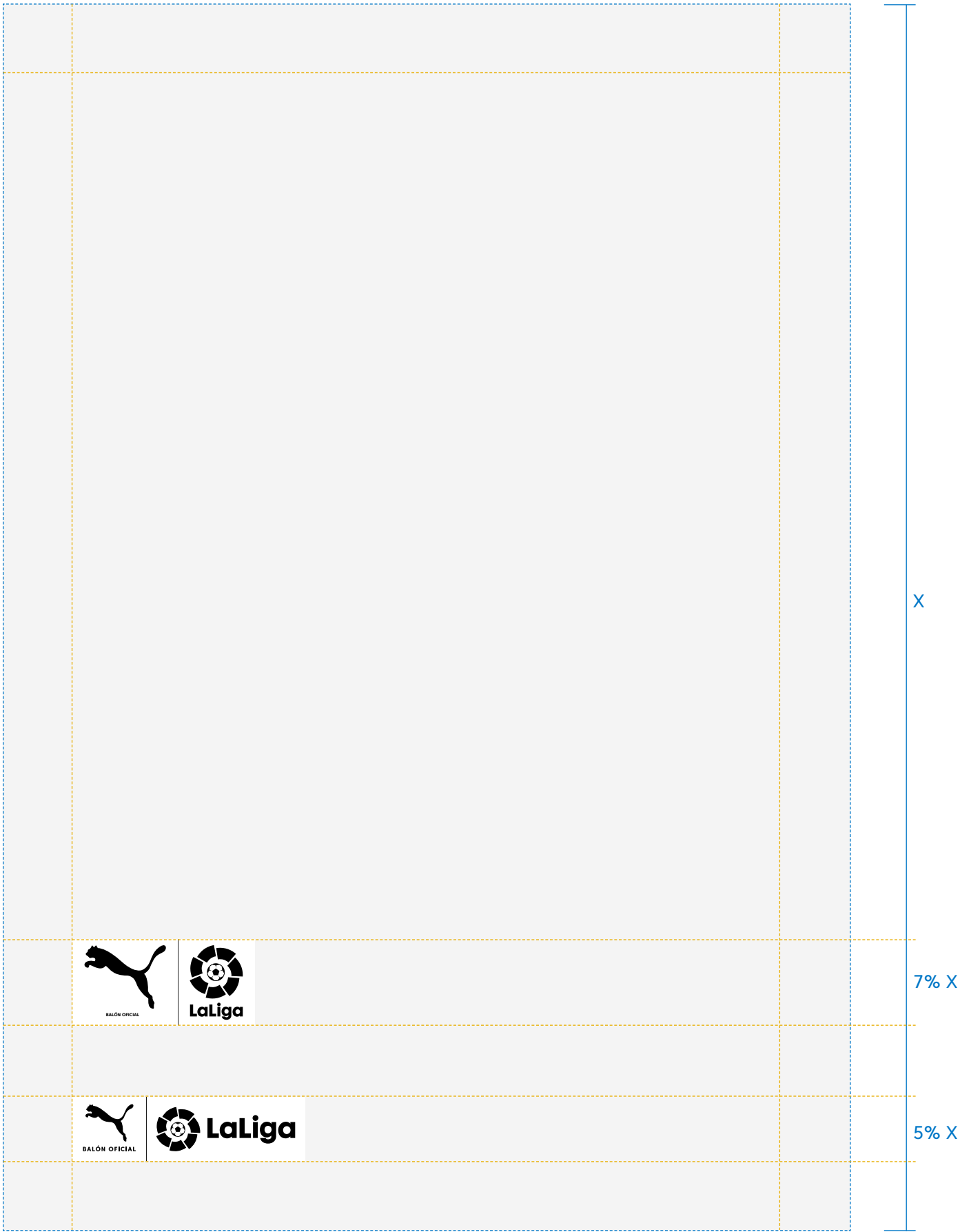
CO-BRANDING

Composite signature

The size of the composite logo should be proportional to the format in which it is applied, and it must have a height of 5% of the longest side in the case of the horizontal version and 7% for the vertical version.

The position is flexible, given that the composite logo is present alongside other elements and logos in the applications. Whenever the composition of the format permits, it should be on the left, and it may be placed at the top or bottom.

In the event that there are other logos on the left, we can move it to the right.



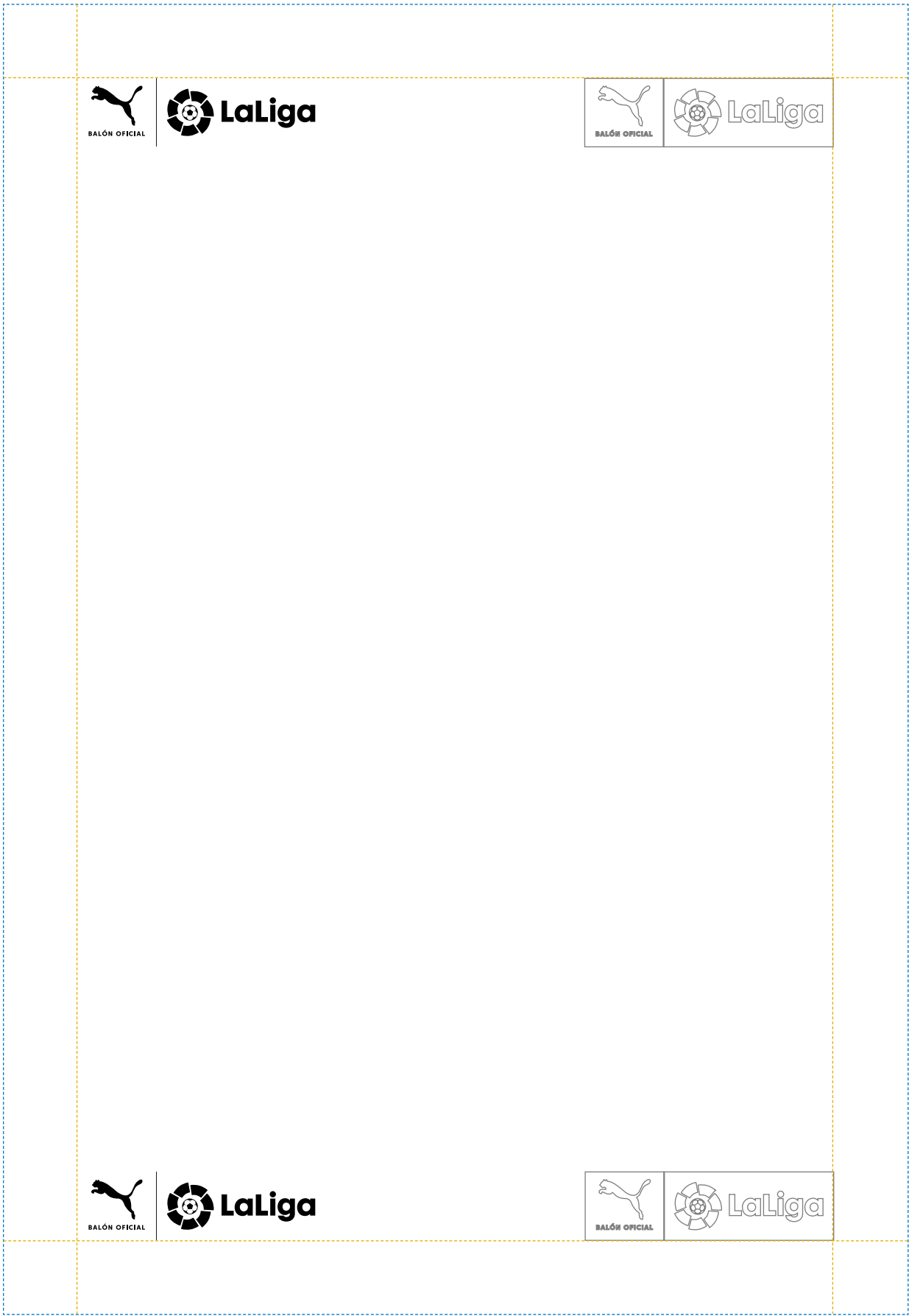
CO-BRANDING

Composite signature

The position of the composite logo is flexible, given that it is present alongside other elements and logos in the applications. Whenever the composition of the format permits, it should be on the left, and it may be placed at the top or bottom.

In the event that there are other logos on the left, we can move it to the right.

When the composite logo is placed on a white background, it has no outline.



CO-BRANDING

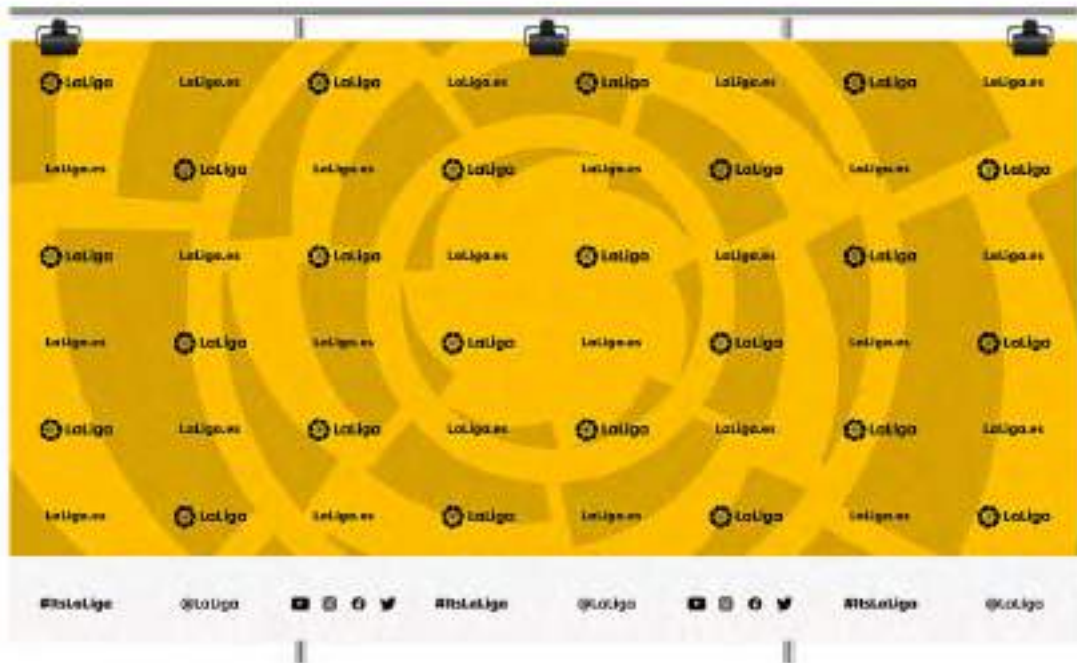
Photocall

LaLiga + web + social media

We have different composition options for the photocall based on usage, the event, the characteristics and the sponsorship agreements.

We can use the entire LaLiga colour palette to adapt to the needs of each event.

Whenever possible, we will use the recommended version of the logo, except when some special feature of the composition makes it preferable to use the vertical version.



CO-BRANDING

Photocall

LaLiga + sponsor + social media

We have different composition options for the photocall based on usage, the event, the characteristics and the sponsorship agreements.

We can use the entire LaLiga colour palette to adapt to the needs of each event.



CO-BRANDING

Photocall

LaLiga + sponsor with header

We have different composition options for the photocall based on usage, the event, the characteristics and the sponsorship agreements.

We can use the entire LaLiga colour palette to adapt to the needs of each event.



CO-BRANDING

Photocall

Competitions

We have different composition options for the photocall based on usage, the event, the characteristics and the sponsorship agreements.

We can use the entire LaLiga colour palette to adapt to the needs of each event.



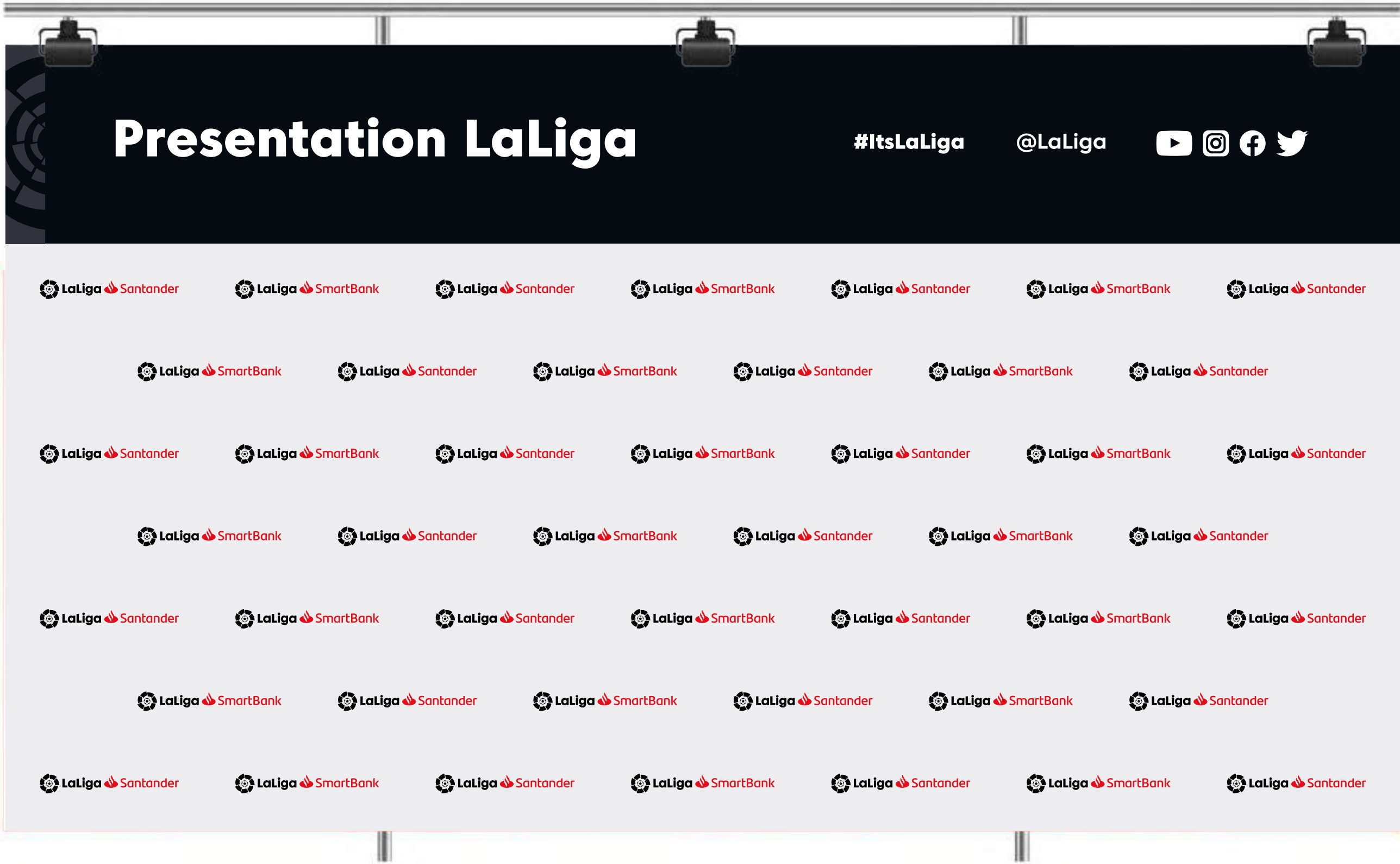
CO-BRANDING

Photocall

Competitions + event heading

We have different composition options for the photocall based on usage, the event, the characteristics and the sponsorship agreements.

We can use the entire LaLiga colour palette to adapt to the needs of each event.



CO-BRANDING

Photocall

Competitions + sponsors,
monochrome version

We have different composition options for the photocall based on usage, the event, the characteristics and the sponsorship agreements.

We can use the entire LaLiga colour palette to adapt to the needs of each event.



CO-BRANDING

Photocall

Competitions + sponsors,
colour version V1

We have different composition options for the photocall based on usage, the event, the characteristics and the sponsorship agreements.

We can use the entire LaLiga colour palette to adapt to the needs of each event.



CO-BRANDING

Photocall

Competitions + sponsors,
colour version V2

We have different composition options for the photocall based on usage, the event, the characteristics and the sponsorship agreements.

We can use the entire LaLiga colour palette to adapt to the needs of each event.



7.

Merchandising

1.	The beat	p.07
2.	Logo	p.17
3.	Claim	p.27
4.	Colour	p.32
5.	Typography	p.37
6.	Co-branding and projects	p.48
7.	Merchandising	p.63

LaLiga competes for our entertainment time and in order to capture our attention it appeals to emotions.

At LaLiga we are experts at eliciting emotions.

To ensure that the same terminology is used throughout the company, we have to differentiate between two main product categories:

Merchandise

- More affordable items
- Mass consumption items
- High turnover

Corporate gift

- High-priced items
- Not for mass consumption
- Requires definition of the purpose and recipient
- Designed to create “1 to 1” public relations
- Institutional ability to give gifts

**Greater brand visibility
(logo + Brand World)**

Less brand visibility

/ The correct application of the logo and the Brand World is essential both for merchandise and for corporate gifts.

/ Nevertheless, while merchandise must be immediately identifiable, corporate gifts must be identified more discreetly.

Reinforcing Our identity

Corporate gifts and merchandise are brand tools and a unique opportunity to communicate our values.

	Leadership	Innovation that excites	Quality and performance	Ethical responsibility and commitment towards people	Future of energy and the environment
Objective	LaLiga is the best league in the world, meaning that it must stand out as a leading organisation, with a global presence and expertise in eliciting emotions.	To be perceived as an innovative brand, that leads others and is up to date with the latest technological advances.	To be renowned as an organisation that offers quality products and entertainment, which creates financial value today and in the future.	To be perceived as an organisation that acts in a manner that is ethical, responsible and committed to the well-being of society and its customers.	To be considered a brand committed to the environment, that works to reduce its environmental impact and promotes renewable energy.
Activation	/ A gift can be an object, but it can also be something intangible or an experience that invites us to become excited. / Corporate gifts are a brand tool and they should therefore be unique. We should try to choose differentiating items and check with the suppliers to ensure our competitors are not offering the same item.		/ Search for quality materials and attention to detail. / Propose products linked to our activity (and which go a step further too).	/ Include several suppliers in proposals and tenders. / Try to collaborate with charity organisations or to include in-house initiatives, whenever possible.	/ Propose eco-friendly products and packaging / Pay special attention to product development in the local country. / Propose technologically relevant products.

MERCHANDISING

Reinforcing Our identity

Corporate gifts and merchandise are brand tools and a unique opportunity to communicate our values.

The following products are not recommended:

- / Items that may be discriminatory on grounds of race, nationality, religion, gender or sexual orientation.
- / Items that may incite violence, harmful behaviour and/or illegal behaviour.
- / Items that may be considered offensive or that might hurt the feelings of certain groups.
- / Items that may promote behaviours that damage the environment.
- / Items that might encourage the consumption of substances harmful to human health. We recommend avoiding the link with strong alcoholic beverages and tobacco (for example: cigars, lighters, corkscrews, etc.).
- / Items that may promote the use of drugs and similar.

General examples: lighters, wastepaper baskets, knives, handkerchiefs, wine glasses, products with non-rechargeable batteries, spray deodorants, etc.

Supplier selection:

Although the final decision will depend on the quality, price and contractual conditions, it should be attempted to select a supplier that supports and improves the values of the LaLiga brand and image. As a general rule, the selected supplier must be:

- / Renowned as a company that offers quality products and services.
 - / Renowned as a company that acts ethically and responsibly.
 - / Renowned as a company committed to the environment.
 - / Renowned as a company with ethical, responsible and transparent business practices.
-

MERCHANDISING

Beautiful utility

Functionality. Protection. Movement.

It is important to define materials and brands that are aligned with LaLiga's values.

Products that excite through their excellence in design, because they fulfil a clear function, because they include intelligent materials.

They simplify, protect, inform and accompany our movement and, furthermore, are carefully designed and aesthetically executed.



MERCHANDISING

Technology and accessories

Devices that facilitate work, incentivise movement and are part of technological progress:
LaLiga is part of this progress.
Utility or quality with meticulous design.

Examples:
LED Brazaleta
Wireless Charger
Bluetooth auricular



Office

Tools that provide functionality, are useful for performing tasks better and, furthermore, have meticulous aesthetics using quality materials.

Examples:
Notebook A5 deluxe
Pen Prodir (QS04 Curve)



MERCHANDISING

Travel items

LaLiga is a global brand and these items go hand in hand with people who are continually on the move, facilitating the transport of their materials.

Functionality. Protection. Movement.

Examples:

Bagpack

Suitcase identifier

Computer Case



Textiles and sport

More specific to the area of sports competitions and projects.

Examples:

Sportwear Jacket

Water sack



MERCHANDISING

Balls

LaLiga balls are emblematic and everyone wants one. They should be delivered in containers that increase their value and make them a really iconic gift.

The official Nike ball is a gift that identifies us, is unique and is different every season.

- Examples:
- Container for deflated ball
 - Special edition ball
 - Container for ball



MERCHANDISING

Bags

Reference images without licence for use.
Our calling card, constructing a brand
wherever they go and consolidating our
presence.
The fabric must be high quality, with textile
drawstrings.



Reference images without licence for use.

MERCHANDISING

Partner
shirts

Reference images without licence for use.
For shirts featuring our partners, we will
select technical and sports materials,
placing the partner logo on the sleeve.

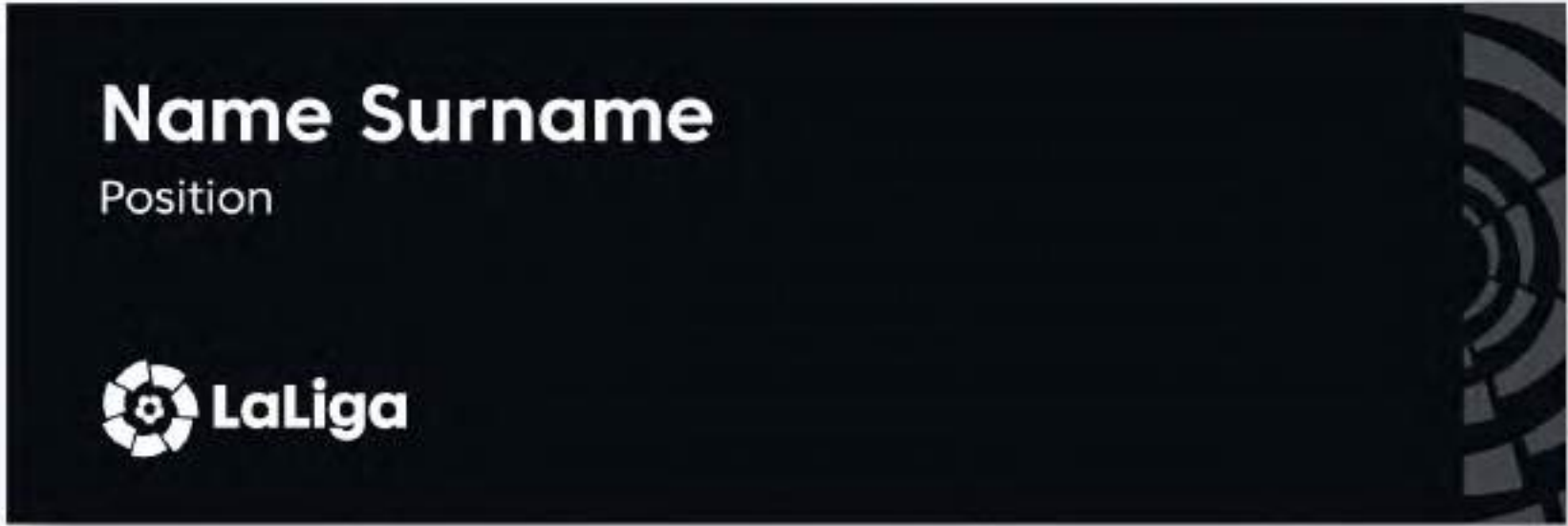
Functionality. Protection. Movement.



OTHER ELEMENTS

Ball pedestal





OTHER ELEMENTS

LaLiga
position

Lanyards may come in the
4 principal colours.



OTHER ELEMENTS

TV compound

España
LaLiga + Claim /
LaLiga Santander /
LaLiga SmartBank

TV compounds may come
in the 5 principal colours.



OTHER ELEMENTS

TV compound

International
LaLiga / Claim

TV compounds may come in
the 4 principal colours.



MERCHANDISING

More than
football

LaLiga is more than football and, to reinforce the fact that it is a lifestyle brand, it is important that its Brand World and visual devices can go further and become decorative elements or souvenirs that transmit the brand's values. Reference images without licence for use.



Reference images without licence for use.



LaLiga

Thank you

If you have any doubts about the content of this manual or about the application of the brand in cases not covered here, contact the LaLiga Brand Department.

This Manual is update on March 2020

