



BRAND GUIDELINES · 2026

MINERVA FC

Logo, colour, type and usage rules for the club's identity.



01 · THE MARK

Athena, in profile

Minerva is the Roman name for Athena, goddess of strategy. The mark carries her three attributes in one silhouette.

Helmet	Discipline and defence
---------------	------------------------

Olive branch	Athena's tree; the club's roots
---------------------	---------------------------------

Spear	Attack and forward motion
--------------	---------------------------

Always reproduce from the master files. Never redraw, trace or rebuild the mark.



Horizontal. Default for headers, pitch boards and web.



Stacked. For kit, social avatars and square formats.

Clear space

Keep empty space around the logo at least one quarter of the mark's height (dashed line).

Minimum size, print

Mark 15 mm tall · Horizontal 45 mm wide ·
Stacked 20 mm wide

Minimum size, screen

Mark 32 px · Horizontal 160 px · below that,
use the app icon

PRIMARY

Minerva Black

HEX #0A0A0A

RGB 10 10 10

CMYK 0 0 0 96

PMS Black 6 C

PRIMARY

White

HEX #FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

PMS —

MERCHANDISE

Deep Minerva Green

HEX #0B3D2E

RGB 11 61 46

CMYK 82 0 25 76

PMS 3435 C

MERCHANDISE

Antique Gold

HEX #B89B5E

RGB 184 155 94

CMYK 0 16 49 28

PMS 4515 C



MINERVA FC

BLACK ON WHITE · PRIMARY



MINERVA FC

WHITE ON BLACK · PRIMARY



MINERVA FC

GOLD ON GREEN · MERCHANDISE



MINERVA FC

GREEN ON WHITE · MERCHANDISE

MINERVA FC

Archivo Bold for headlines

Archivo Regular for body text, fixtures, player bios and everything else. One family, free on Google Fonts, with widths from condensed to expanded.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Wordmark

Archivo SemiBold 600, 112% width,
tracking +320, all caps

Headlines

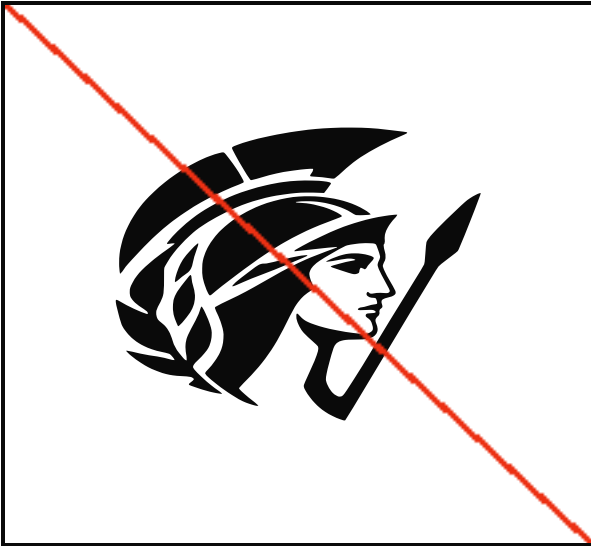
Archivo Bold 700, tracking 0, sentence case

Body

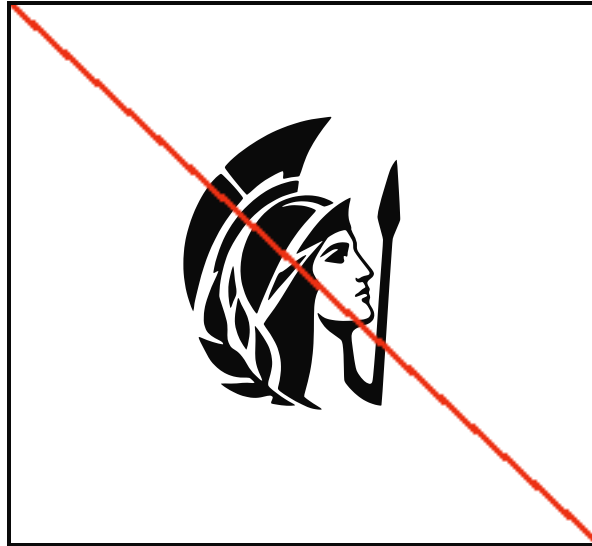
Archivo Regular 400, 1.5 line height

Don't

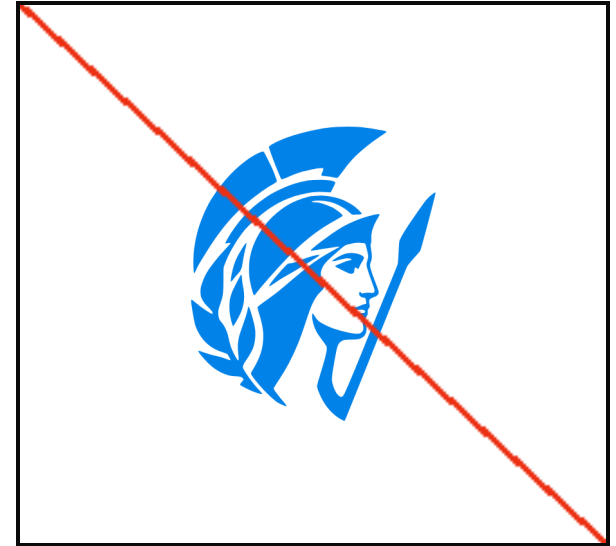
05 · MISUSE



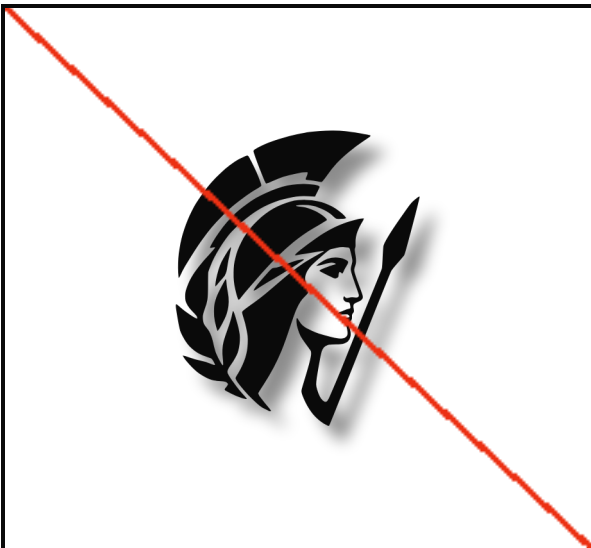
Stretch or squash



Rotate



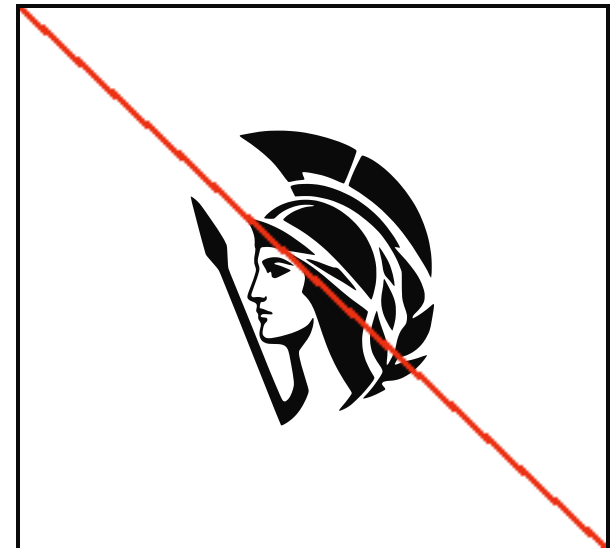
Use off-palette colours



Add shadows or effects



Place on low-contrast grounds



Flip the mark



MINERVA FC

06 · FILES

Which file to use

Print, embroidery	01 Logo / SVG
-------------------	---------------

Slides, documents	01 Logo / PNG
-------------------	---------------

Web, apps, social	02 Icons
-------------------	----------

Printed matter	03 Print
----------------	----------
