



JUVENTUS F.C

Rebrand Style Guide

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Brief History

Chosen Brand

Juventus Football Club

Mission

Juventus Football Club aims to promote the value of respect, sharing and social inclusion.

Visual Identity

Historically the brand has become synonymous with the black and white stripes design, incorporating it in each one of its logos. In addition, animals such as bulls and zebras have always been incorporated within their logos until their most recent one. Moreover, they usually lean towards a more oval shape but have experimented from time to time, and their most recent logo has the iconic oval shape but has added edges and points. Also, as mentioned before, the logo's colour palette has remained consistently made up of Black and White, with some variations of Gold and Yellow thrown in now and again to add more vibrance and colour.



1905 - 1921



1921 - 1929



1929 - 1931



1931 - 1977



1977 - 1982



1982 - 1989



1989 - 2004



2004 - 2017



2017 - Present

Reason for Change

Why Juventus F.C?

I chose to pick Juventus for my rebrand assignment because they are an iconic team whose logo can be seen on shirts worn by people around the world to kids using them in video games. Their long and rich history and legacy tie not only to football but the country of Italy as well. So it is only appropriate that their logo is up to that standard.

Why rebrand?

When Juventus first unveiled its current logo, fans and members of the football community could not understand the need to completely go away from past logos and create such a simplistic and boring design. Therefore, by choosing them, I want to show my take on how they could have refreshed the look without removing aspects that showed the legacy, history and tradition of such a fantastic club.

Nickname tied to Juventus's legacy and history:

THE OLD LADY

Logo



Primary Logo



Secondary Logo



Monotone Black



Monotone White

Wrong Practices

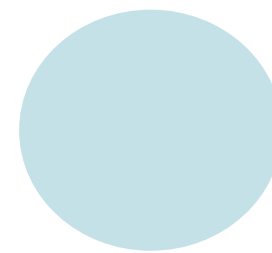
DO NOT distort the logo



DO NOT place logo in front of background of similar colour



DO NOT change color and styling of logo



DO NOT alter the crown in anyway



Typography

The font used on the logo is Myriad Pro. I used this font because it has the iconic J structure that can be seen through the logo history. The simple block letters reflect the structure of the logo and complement it very well.

Myriad Pro

HEADING

Subheading

Body paragraphs

links

Avenir Semibold

HEADING

Subheading

Body paragraphs

links

If the use of Myriad Pro is not possible, please use the secondary font Avenir Semibold as a replacement.

Myriad Pro

Aa Bb

Cc Dd

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
1234567890!@#\$%^&*()

Aa Bb

Cc Dd

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
1234567890!@#\$%^&*()

Aa Bb

Cc Dd

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
1234567890!@#\$%^&*()

Color Palette

Black

Hex: #010101

RGB: (1, 1, 1)

C:2 M:2 Y:2 K:100

White

Hex: #FFFFFF

RGB: (255, 255, 255)

C:0 M:0 Y:0 K:0

Sunglow

Hex: #FEC72E

RGB: (254, 199, 46)

C:0 M:22 Y:82 K:0

Design Decisions

There were many choices and design decisions that went into making my logo.

I emphasized at the beginning of the document how the new logo lost a lot of historical attributes, such as the crown and animal within the logo. I wanted to keep the new logo's minimalistic look but enjoin it with aspects that pay homage to the club's past. Therefore I readded the crown but made it much more prominent and placed it right on the logo as if it was wearing the crown.

The crown was included for legacy reasons but also because Juventus are considered the kings of Italy due to having the most titles in the history of Italian soccer. I made the crown sunglow to bring some spark to the logo like seen historically, and it gave a royal/gold look to the crown. As for the logo's silhouette, I went towards a more historically seen oval-type shape but kept some edges as they fit well with the points of the crown.

Furthermore, I decided to bring the bull back to the logo. I made the bull larger than it has been historically on the logo. I chose to bring it back as the bull is on the flag of Turin, Italy, where the club plays, and it would be an excellent way to show respect to the city. The inclusion of the 'Juventus' was to help people connect the logo to the name. Finally, I incorporated the J in the centre of the logo to keep a part of the actual logo but more because it added a sense of black and white stripes for which Juventus are synonymous.

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