



# BRAND GUIDELINES

GUÅHAN CHINÅLAN MO'NA | GUAM LEADING THE WAY



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The Guam Football Association has been organizing, developing, and representing football on island since 1975. Over five decades, the brand has evolved — reflecting the growth of the sport, the community, and Guam's place in global football.

This is not a rejection of what came before. It is a recognition that 50 years of work created the foundation for what comes next.

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# BRAND EVOLUTION

HONORING THE JOURNEY

# A BRIEF VISUAL HISTORY

## Legacy Logos



Original Logo



Outdated Logo



50th Anniversary Logo

Each mark reflected its era. Functional. Purposeful. Representing Guam with pride at every stage.

# A NOTE ON HISTORICAL IMAGERY



The past informs. The new identity leads.

Past logos, photography, and campaign materials appear in this section as context — honoring the journey. All future visual communications follow the updated brand system defined in this document.

# THEN. NOW. FORWARD.



The new GFA identity does not replace that pride — it elevates it. Where past marks illustrated the familiar, the new mark abstracts the essential. The movement, the navigation, the collective forward motion — all present, all intentional, all rooted in the same values the association was built on.

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01

INTRO-  
DUCTION

# The Guam Football Association identity represents more than a governing body.

## It represents:

- Direction
- Cultural clarity
- Youth development
- International professionalism
- Collective progress

This visual system was designed to feel institutional yet modern, rooted in Chamorro heritage yet aligned with global football standards.

Every element in this identity – from the shield to the typography – is intentional.

This document defines how the identity is constructed, protected, and expressed across all applications.



# 02

The GFA identity is built around movement, navigation, and leadership.

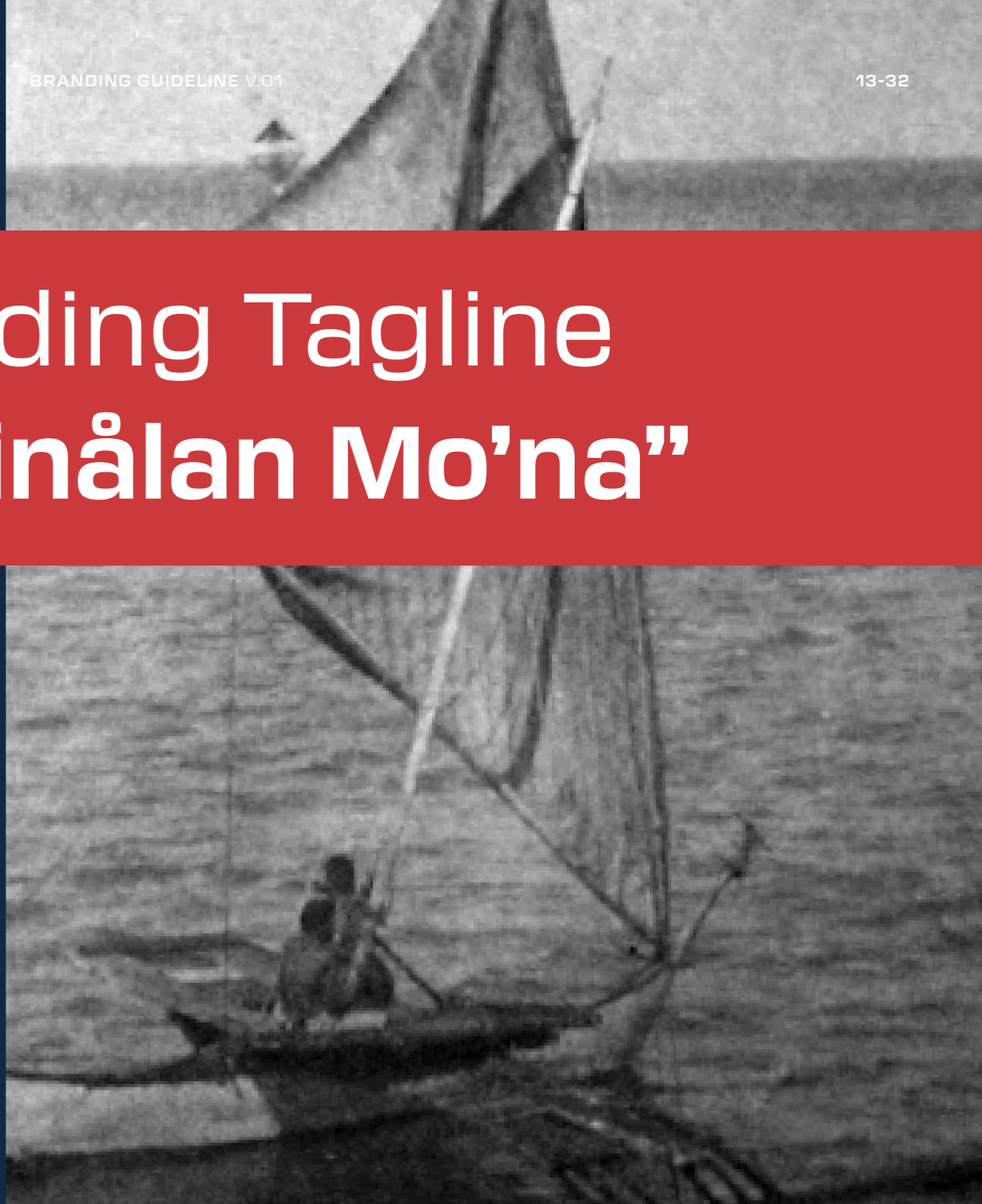
The guiding idea behind the brand is simple:

Guåhan Chinålan Mo'na | Guam Leading the Way.

This principle shapes every visual and verbal decision.

## GFA: The Guiding Tagline “Guåhan Chinålan Mo'na”

# BRAND FOUNDATION



Translation:

*“Guam the path forward”*

or

*“Guam leading the way”*

This phrase is not a slogan.  
It is the organizing principle  
of the federation.



It represents:

- Forward motion
- Community unity
- Cultural grounding
- Competitive ambition

It should be used with intention — never casually.

# 03

## SECTION BRIEF:

The GFA mark was designed to avoid literal representation while capturing cultural essence. It is abstract by design. The proa is felt — not illustrated.

# CONCEPT

# GFA LOGO CONCEPT

01

## Cultural Authenticity Without Literalism

We avoided creating “just another boat logo.”

**Instead, we captured the essence of the proa through abstraction**

- The spirit of navigation and wayfinding
- People’s ability to navigate challenges together
- Collective progress and shared journey
- Balance between tradition and modernity

## GFA LOGO CONCEPT

**02**

### Local Distinction Through Abstraction

In a market saturated with proa imagery, GFA differentiates through:

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- Geometric abstraction vs. literal boat shapes
  - Horizontal emphasis vs. traditional sailing poses
  - Integrated navigation symbolism (star, waves, movement) creating a cohesive narrative
  - Professional execution quality that elevates the cultural symbol
- 

## GFA LOGO CONCEPT

**03**

### International Professionalism

The shield format, clean geometry, and balanced composition align with global football association standards — England FA, German DFB, Spanish RFEF.

Yet the content is unmistakably Guamanian, making GFA distinctive on the world stage.

## GFA LOGO CONCEPT

**04**

### Scalability & Versatility

The straight-edged shield and bold graphic elements ensure:

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- Clean reproduction from embroidery to billboards
  - Legibility at thumbnail size in digital applications
  - Strong silhouette recognition
  - Professional presence across all media
- 

## GFA LOGO CONCEPT

**05**

### Timeless Design With 50+ Year Staying Power

By balancing tradition (shield format, heritage recognition), culture (proa symbolism, Chamorro identity), modernity (geometric abstraction, clean execution), and meaning (every element intentional, nothing decorative), the identity avoids trend-chasing while feeling contemporary and purposeful.



*The proa is felt through the composition — horizontal movement, layered depth, the guiding star — rather than being illustrated literally.*

# 04

## SECTION BRIEF:

The GFA logo system is structured for flexibility without sacrificing authority. There are two primary formats.

[DOWNLOAD LOGO-SET](#)

# LOGGO SYSTEM

# MAIN: BADGE LOGO

- Used for:**
- Official federation documentation
  - Institutional signage
  - Governance communications
  - Jerseys and formal apparel

Represents institutional authority. Available in full black, full white, and navy for production environments requiring simplified reproduction.



# MAIN: COMBO LOGO

- Used for:**
- Marketing
  - Digital applications
  - Sponsorship placements
  - Broadcast graphics

Provides horizontal flexibility while maintaining integrity. Available in full black, full white, and navy for production environments requiring simplified reproduction.

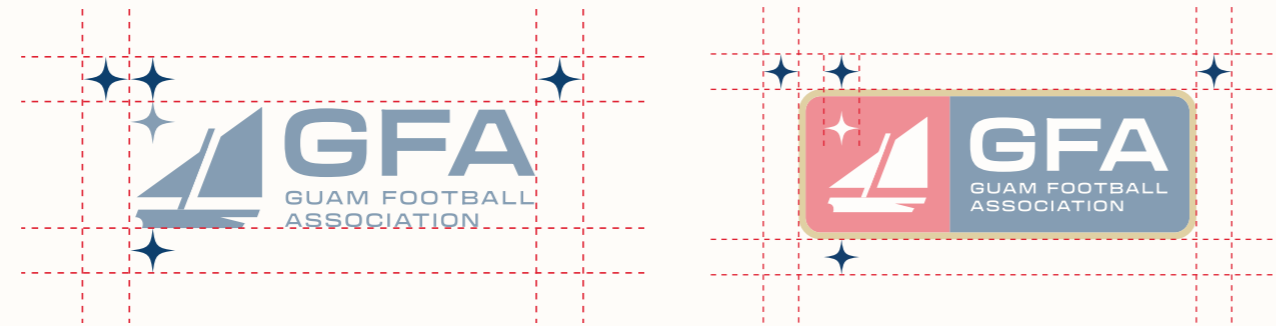


# CLEAR SPACE

Define "X" as the diameter of the star element within the GFA logo mark.

Minimum clear space = 1X on all sides.

No elements may enter this protected area.



# MISUSE

The shield must remain intact.

DO NOT



Stretch



Distort



Rotate



Change official colors



Add drop shadows



Add gradients



Rearrange elements



Low contrast backgrounds



Violate clear space

# 05

The GFA color system balances authority, clarity, and energy. The palette is intentional and limited to maintain recognition and discipline. Blue, White, and Red form the primary identity. Gold and Black support as secondary accents.

# COLOR

# PRIMARY PALETTE

## Blue Waves

PMS **534 C**  
CMYK **69 / 39 / 0 / 58**  
HEX **#21406A**

## Youth Red

PMS **1797 C**  
CMYK **0 / 72 / 71 / 20**  
HEX **#CD393B**

## White Star

PMS **White**  
CMYK **0 / 0 / 0 / 0**  
HEX **#FFFFFF**

# SECONDARY PALETTE

## Gold Frame

PMS **7562 C**  
CMYK **0 / 12 / 51 / 26**  
HEX **#BCA45C**

## Black

PMS **Black**  
CMYK **0 / 0 / 0 / 100**  
HEX **#000000**

<b>BLUES</b>	Dark Navy — #132E4B
	Blue Waves — #21406A
	Mid Blue — #2B5D96
	Light Blue — #2E6AA8

<b>REDS</b>	Deep Red — #8E1E24
	Youth Red — #CD393B
	Bright Red — #E51E2A

<b>GOLD TONES</b>	Dark Gold — #8A6F2C
	Gold Frame — #BCA45C
	Light Gold — #C9A94A

<b>NEUTRALS</b>	Black — #000000
	Dark Gray — #6E6E6E
	Mid Gray — #BDBDBD
	Light Gray — #E6E6E6

# BRAND COLOR TONE

# COLOR PROPORTION GUIDANCE

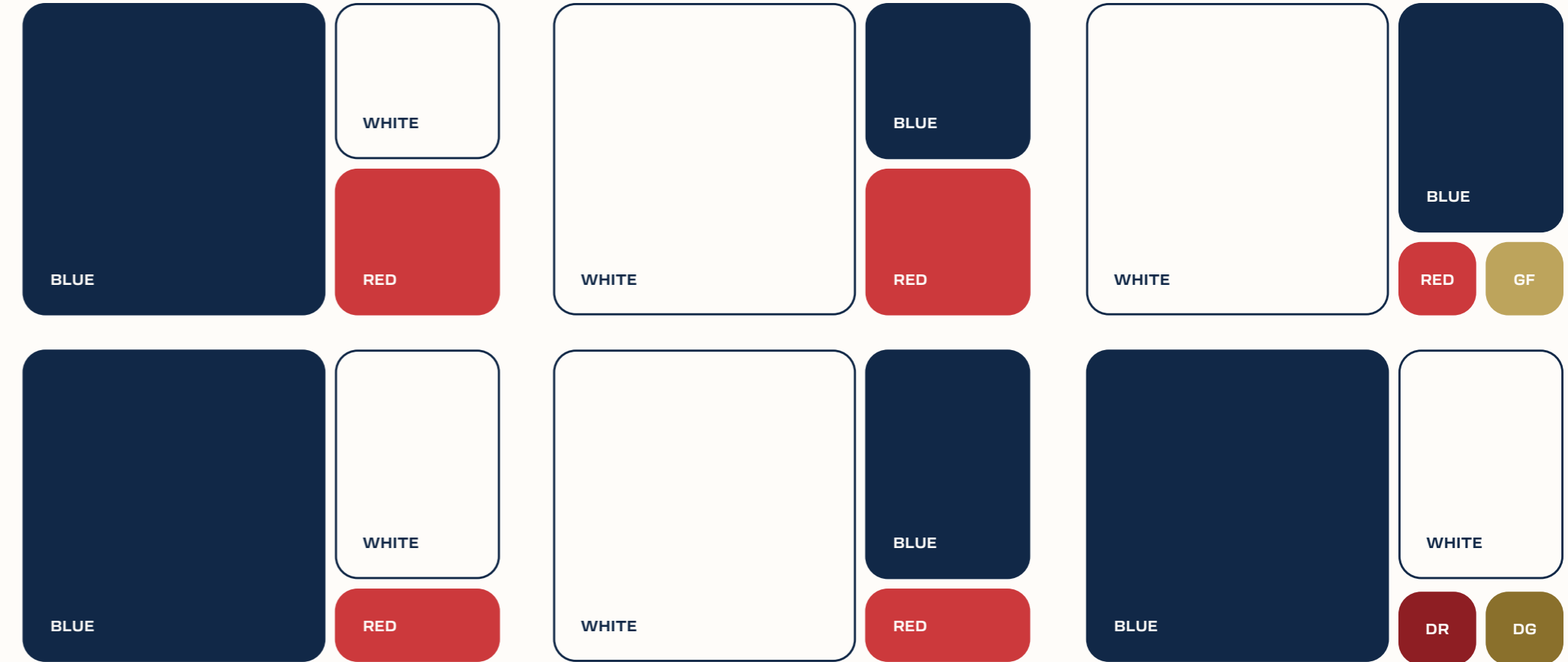
The brand is built on Blue, White, and Red.

**Blue** and **White** are interchangeable as dominant fields.

**Red** is controlled energy.

The primary logo presentation should live on Blue Waves whenever possible.

## Color Guidance



06

## SECTION BRIEF:

Typography must communicate professionalism, clarity, and institutional strength.

[DOWNLOAD FONT](#)

 TYPO
 

# PRIMARY TYPEFACE

Selected for its balance of authority and approachability.

Its geometric sans-serif construction conveys professionalism and institutional credibility essential for a governing sports body.

Its clean, contemporary forms ensure the brand feels current and forward-thinking.

Strong vertical emphasis and uniform letterforms create excellent legibility across digital platforms and stadium signage.

It complements the maritime heritage embedded in the proa sail icon.

Most importantly, Transducer VF possesses a timeless quality that ensures long-term brand consistency.

FONT NAME

# Transducer VF

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  
 1 2 3 4 5 6 7 8 9 0 # ? !

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  
 1 2 3 4 5 6 7 8 9 0 # ? !

# TYPHO HIERARCHY

H1 H2

H3

H4

H5

**Header**

Transducer | Bold

Font Size:  
150 pt

**Sub-Header**

Transducer | Medium

Font Size:  
100 pt

**Body Text**

Transducer | Regular

Font Size:  
50 pt

**Small Copy**

Transducer | Regular

Font Size:  
20 pt

**Caption**

Transducer

Font Size:  
12 pt

07

**SECTION BRIEF:**

The GFA identity must live confidently across real-world applications. The system was built to scale — from social media posts to stadium signage.

**Applications must feel:**

- Structured
- Professional
- Energetic
- Forward-moving

[DOWNLOAD APPS](#)

APPLI-  
CATIONS

# SOCIAL APPLICATIONS

- Tone must feel:**
- Aspirational
  - Confident
  - Community-focused
  - Disciplined

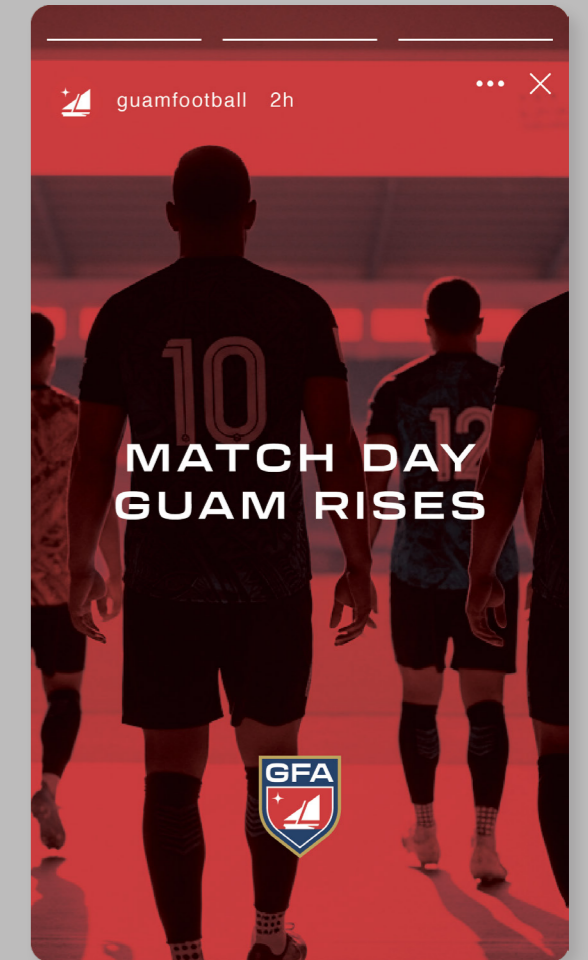
**Use strong color blocking.**  
 Maintain hierarchy.  
 Ensure logo clarity.

**Sample messaging includes:**

- *WE CHART OUR OWN COURSE*
- *EVERY DAY / COUNTS*
- *WE RISE TOGETHER*
- *THE FUTURE TRAINS TODAY*
- *SAVE THE DATE*
- *MATCH DAY GUAM RISES*



## SOCIAL APPLICATIONS



# PRINTED MATERIALS

## Includes:

- Letterhead
- Official correspondence
- Event documents
- Sponsorship proposals

## Letterhead

### must maintain:

- Top-aligned logo
- Clear margins
- Structured contact footer
- Professional spacing



# PRINTED MATERIALS



# ENVIRONMENTAL APPLICATIONS

- Large-scale signage should:**
- Use bold shield placement
  - Maintain high contrast
  - Ensure visibility from distance
  - Use durable materials

**Environmental applications must feel permanent — not temporary.**

## ENVIRONMENTAL APPLICATIONS



# APPAREL APPLICATIONS

**Apparel must maintain:**

- Accurate color reproduction
- Proper scaling
- Clear contrast
- No distortions

**Example: GFA Polo Shirts**

- Left chest
- 3.5-4 inches width
- Embroidery preferred



## APPAREL APPLICATIONS



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## RULE

All official logo files must be distributed by GFA.

GOVERNANCE

The **strength** of the **identity** depends on **disciplined** use.

**When in doubt:**

- Preserve the shield.
- Respect the hierarchy.
- Follow the system.

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CON-  
TACT

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# CONTACT

## QUESTIONS

For questions regarding the GFA brand and visual identity, please contact the Guam Football Association or GuamTime Media directly.

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## INFORMATION:

### Guam Football Association

P.O. Box 20008  
Barrigada, Guam 96921  
+1 (671) 637 4321  
guamfa.com  
info@theguamfa.com

## Brand & Identity Inquiries:

### GuamTime Media

guamtime.net/media  
media@guamtime.net

# GUÅHAN TOGETHER, WE LEAD THE WAY. CHINÅLAN MO'NA.

This identity represents leadership.

It represents direction.

It represents the next  
chapter of Guam Football.

**Structured.**

**Confident.**

**Forward.**