



BRAND COLOURS & FONTS

A QUICK REFERENCE FOR MEDIA & PARTNERS

How to use the Active Sports FC palette and typefaces in print and online. For logo files and approved imagery, see the press kit at activesportsfc.com. If in doubt, ask — the press contact can supply the right file.

ACTIVE. ALWAYS.

VERSION 1.0 · JUNE 2026

01 / Colour

THE PALETTE

A gold-on-black identity. Black and white do the heavy lifting; gold is the accent. Surfaces are a warm near-black, not pure black. Yellow is held in reserve.

PRIMARY

<p>BRAND BLACK</p> <p>BRAND BLACK #000000</p> <p>The literal brand black — logo reference and ink.</p>	<p>WHITE</p> <p>WHITE #FFFFFF</p> <p>Page surfaces and reversed type on dark.</p>	<p>GOLD — FEATURED</p> <p>GOLD (FEATURED) #EADAA7</p> <p>The working gold — kickers, fine rules, accents on dark.</p> <p>PREFERRED GOLD</p>	<p>GOLD — SUPPORTING</p> <p>GOLD (SUPPORTING) #DBBF74</p> <p>A deeper gold for moments needing more weight.</p>
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RESERVED & SURFACE

<p>YELLOW — RESERVED</p> <p>BRAND YELLOW #FEE100</p> <p>Used sparingly and only where specified — best on black, never as a default.</p> <p>RESERVED</p>	<p>NEAR-BLACK SURFACE</p> <p>WARM NEAR-BLACK #181510</p> <p>Dark sections are painted with this warm near-black, not pure #000.</p>
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GOLD TINT RAMP — FOR FILLS, BACKGROUNDS & TABLE STRIPING

#FCF9F2	#F8F3E3	#F5EDD4	#F1E7C6	#EEE1B7	#EADAA7
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50 — lightest Dark text only on every tint

WARM NEUTRAL RAMP — TEXT, BORDERS & MUTED SURFACES

50	100	200	300	400	500	600	700	800	900
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Body text uses #0A0A0A on light 900 = warm near-black surface

01 / Colour

USING COLOUR ACCESSIBLY

The golds and yellow are all light, so they take **dark text, never white** — and they're never used as text on white. The pairings below meet WCAG AA.

APPROVED PAIRINGS

<p>ACTIVE SPORTS FC Near-black text on white</p> <p>#0A0A0A on #FFFFFF 20.1 : 1 ✓</p>	<p>ACTIVE SPORTS FC White text on near-black</p> <p>#FFFFFF on #181510 17.6 : 1 ✓</p>
<p>ACTIVE SPORTS FC Gold kicker on near-black</p> <p>#EADAA7 on #181510 11.7 : 1 ✓</p>	<p>ACTIVE SPORTS FC Dark text on reserved yellow</p> <p>#181510 on #FEE100 15.4 : 1 ✓</p>

DON'T DO THIS

<p>GOLD TEXT</p> <p>✗ Gold on white — 1.8:1, fails</p>	<p>YELLOW TEXT</p> <p>✗ Yellow on white — 1.3:1, fails</p>	<p>WHITE TEXT</p> <p>✗ White on gold — 1.8:1, fails</p>
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LINKS

✓ On light: **black + underline** — colour is never the only signal.

✓ On dark: **white + underline** — same rule, reversed.

Accessibility target is WCAG 2.2 AA, baked in at the design-system level. Contrast ratios are indicative, measured against the warm near-black surface (#181510) and white. When placing the crest or type on a photograph, keep a dark scrim behind it so the same minimums hold.

02 / Type

TYPEFACES

Two typefaces, both free from Google Fonts: **Oswald**, a condensed athletic face for headings, and **Inter** for body copy. Headings are set in uppercase.

AA

OSWALD — HEADINGS

Condensed and athletic. All headings are uppercase with slight positive letter-spacing. Display sizes use Semibold (600); section headings use Regular (400) for a deliberate step in hierarchy.

Regular 400

Medium 500

Semibold 600

Bold 700

ABCDEFGHIJKLM 0123456789

Fallback: Roboto Condensed, Arial Narrow, sans-serif.

Aa

INTER — BODY

A clear, neutral workhorse for paragraphs, labels, captions and UI. Set sentence-case at comfortable line lengths. Regular and Medium carry most copy; Semibold for emphasis.

Regular 400

Medium 500

Semibold 600

Bold 700

abcdefghijklm 0123456789

Fallback: system-ui, -apple-system, Segoe UI, sans-serif.

HEADING SCALE — OSWALD, UPPERCASE**HERO DISPLAY**

72px · 600

CHAMPIONS

DISPLAY

56px · 600

PRESS & MEDIA

DISPLAY

40px · 600

ACTIVE SPORTS FC

SECTION

30px · 400

KEY FACTS & FIGURES

SUB-SECTION

24px · 400

USING OUR BRAND

KICKER / LABEL

11–14px · 600 · tracked

FOR JOURNALISTS

Headings are stored sentence-case in the CMS and rendered uppercase via CSS, so screen readers and search engines read them correctly. Self-host the WOFF2 files with `font-display: swap` in production.

03 / Usage

USING OUR BRAND

A few rules that keep the identity consistent wherever it appears.

- ✓ Use the crest and logo **as supplied** — don't recolour, stretch, rotate or add effects.
- ✓ Keep **clear space** around the crest; don't place it on busy backgrounds where it loses contrast.
- ✓ The club name is **Active Sports FC** — not "Active FC" in formal references.
- ✓ Colours: **black, gold and white**. Fonts: **Oswald** (headings), **Inter** (body).
- ✓ If in doubt, **ask** — the press contact can supply the right file.

CREST ON THE RIGHT BACKGROUND



FULL-COLOUR CREST

On near-black or dark photography with a scrim. The default lockup.



MONO / REVERSED CREST

Where a single-colour mark is needed, or contrast is tight.

NEED THE FILES?

Logo lockups (SVG + PNG), approved photography and the film's cleared key art are in the press kit. Email press@activesportsfc.com (or info@activesportsfc.com) and we'll send the right format.