



KINGDOM FCA

MEDIA KIT

Brand Guidelines · Press Assets · Partnership Standards

Ready to Reign.

A traditional club for a new era.

Kingdom FCA is a high-performance football academy built on discipline, technical development and character. We form athletes on the pitch and prepare them for life beyond it — through academic scholarships, vocational training and mentorship from former professionals, army veterans and volunteers.

Our doors are open to boys and girls from every background. For many, this is their first real opportunity. For all, it's a place to grow with purpose.

01

TECHNICAL

Elite methodology, individualized development plans.

02

DISCIPLINE

Structure inspired by tradition and military rigor.

03

CHARACTER

Values, respect and responsibility on and off the field.

04

OPPORTUNITY

Scholarships and vocational paths for every athlete.

GLOBAL FOOTPRINT

BÚZIOS (HQ) · SÃO PAULO · MIAMI · MILAN · LONDON

The Crest.

Two heraldic lions. One crown. One kingdom.

Two rampant lions face each other across a central shield, guarding the crown and the football at the heart of the club.

The lions represent courage, loyalty and the two families of Kingdom FCA — athletes and educators — who protect the mission together. The crown signals the standard we hold ourselves to. The ball is the language we speak in every city we operate.



HIGH-RESOLUTION DOWNLOADS

Master crest (PNG, transparent, 2048px):

kingdomfca.com/press · executive@kingdomfca.com

Using the Logo.

Clear space, minimum size and correct backgrounds.



MINIMUM SIZE



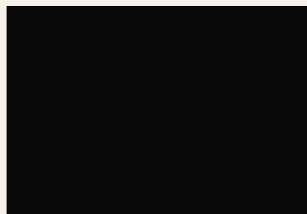
Digital: 48 px height minimum.

Print: 18 mm height minimum.

CLEAR SPACE

Leave a margin equal to the crown's height on all sides. No text or graphic may enter this zone.

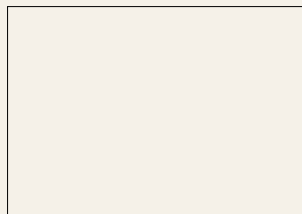
APPROVED BACKGROUNDS



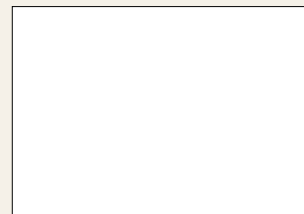
Preferred — Black



Royal deep



Bone / off-white



Pure white

DO

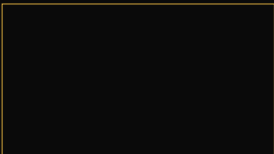
- Use the full-color crest on dark surfaces.
- Preserve the exact proportions of the shield.
- Keep the crown, lions and ball together as one lockup.
- Reproduce in metallic gold on print for premium contexts.

DON'T

- Do not recolor the lions or the crown.
- Do not distort, rotate or add drop shadows.
- Do not place the crest on cluttered photography.
- Do not separate the lions from the shield or the crown.

Color System.

Four brand colors. Two accents. One kingdom.



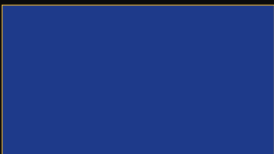
Kingdom Black

#0A0A0A · PANTONE Black 6 C
CMYK 75 68 67 90 · Primary surface



Royal Gold

#D4A63C · PANTONE 7563 C
CMYK 20 35 90 5 · Primary accent



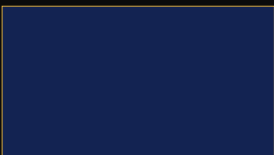
Royal Blue

#1E3A8A · PANTONE 2757 C
CMYK 100 92 15 5 · Secondary accent



Bone White

#F5F1E8 · PANTONE 9184 C
CMYK 3 4 10 0 · Light surface



Deep Royal

#132352 · PANTONE 2767 C
CMYK 100 96 30 40 · Depth / halos



Soft Gold

#B8892A · PANTONE 7562 C
CMYK 25 45 100 15 · Print / muted gold

Typography.

One display face. One workhorse. Nothing else.

KINGDOM

DISPLAY — Bebas Neue (uppercase, condensed, tracking +40)

Used for headlines, section titles and the wordmark. Never body copy.

We form athletes and prepare them for life beyond the pitch.

BODY — Inter (400 / 500 / 600)

Used for all running text, captions, UI and press materials.

PRESS & PARTNERSHIPS

Executive Office

Avenida 12 de Novembro, 1300
Caravelas · Búzios — RJ, Brazil

Contact

executive@kingdomfca.com
+55 (22) 99804-5045
kingdomfca.com

Global Offices

- Búzios — Headquarters
- São Paulo
- Miami
- Milan
- London