



BRAND KIT

Coach Smail Ferroudj

USSF Pro Coach License · Player Development · Speaking

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Logo

Lion shield mark. Keep clear space equal to 25% of the logo height on all sides.



Primary — on light



Reversed — on navy

Minimum size

Do not use the mark below 0.5" tall in print or 32px on screen.



Logo files

Print-ready master files. Download: [Ferroudj_Logo_Files.zip](#)

svg/ferroudj-logo-light.svg	Scalable, transparent. Web and print, any size.
svg/ferroudj-logo-dark.svg	Scalable, navy #003175 background.
png/ferroudj-logo-light-2048.png	Print master, transparent. Up to ~7" at 300 DPI.
png/ferroudj-logo-light-1024.png	Web hero, transparent.
png/ferroudj-logo-light-512.png	Standard web / social, transparent.
png/ferroudj-logo-dark-2048.png	Print master on navy.
png/ferroudj-logo-dark-1024.png	Web hero on navy.
png/ferroudj-logo-dark-512.png	Social on navy.
png/ferroudj-logo-favicon-256.png	Favicon and app icon.

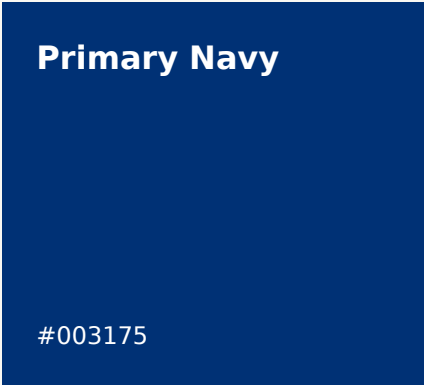
How to use

- Prefer SVG for anything digital. It stays crisp at every size.
- Use the 2048 PNG for print pieces up to letter size.
- For signage or large-format work beyond 24 inches, request a vector redraw.
- Never recolor, outline, stretch, or add shadows to the mark.



Color palette

Rooted in the Amazigh flag. Navy anchors the identity; blue, green, yellow, and red give it life.



HEX #003175
RGB 0, 49, 117



HEX #0076D2
RGB 0, 118, 210



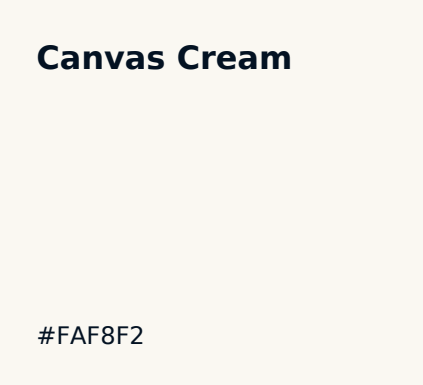
HEX #3DB44A
RGB 61, 180, 74



HEX #FFD32E
RGB 255, 211, 46



HEX #E62C2C
RGB 230, 44, 44



HEX #FAF8F2
RGB 250, 248, 242



Typography

Editorial serif for headlines, humanist sans for body. Available free on Google Fonts.

Headline — Instrument Serif

From Algeria to the sideline

Use for hero titles and section leads. Regular weight, tight tracking.

Body — Work Sans

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

Coach Smail Ferroudj develops the whole athlete: touch, tactics, and character.
Weights: Regular 400, Medium 500, SemiBold 600, Bold 700.

Type scale

Display	48 / 52 px
H1	36 / 42 px
H2	24 / 30 px
Body	16 / 26 px
Caption	12 / 18 px



Voice & usage

Confident, not loud.

Speak from experience. Skip hype words.

Warm and specific.

Name the player, the club, the moment.

Bilingual roots.

Honor Amazigh, French, and American context.

Player first.

Every message ties back to development.

Do

- Pair navy with generous cream space.
- Use the flag stripes as accent, not dominant.
- Keep the lion shield clean; no drop shadows.

Don't

- Recolor or outline the logo.
- Stretch or crop the shield.
- Place body text on yellow at small sizes.

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