



**FENERBAHÇE FUTBOL A.Ş.**

Brand and Emblem Usage Guide



## Index

---

1	Brand and Official Title	01
1.1	Examples of Misusage of the Brand	02
2	The Emblem of <b>Fenerbahçe Futbol A.Ş.</b>	03
2.1	The Emblem's Characteristics	04
2.2	The Emblem Security Zone	05
2.3	Color and Emblem Use	06
2.4	Examples of Proper Usage of the Emblem	07
2.5	Examples of Misusage of the Emblem	08

## 1 | Brand and Official Title

---

The company that was established in 1998, with the title of "1907 Fenerbahçe Sportif Hizmetler San. ve Tic. A.Ş.", operated business in production, marketing and retailing of Fenerbahçe Sports Club (FB SK) licensed products until 2002.

The company that transferred these activities to "Fenerbahçe Spor Ürünleri San. ve Tic. A.S." (Fenerium), in 2002, reorganized to manage the revenues of FB SK Football Branch and in 2004, its shares were offered to public and started to be traded in Borsa Istanbul. In 2011, it was restructured to take over the entire activities of FB SK Football Branch and "**Fenerbahçe Futbol A.Ş.**" became the name of the Company.

The company still represents FB SK Football Branch before UEFA and TFF. It is also the controlling shareholder of Fenerium with 82.5% of the capital.

## 1.1 | Examples of Misusage of the Brand

---

Followings are some examples of misusage of "**Fenerbahçe Futbol A.Ş.**" brand;

**Fener Futbol** ("Bahçe" and "A.Ş." missing)

**Bahçe Futbol** ("Fener" and "A.Ş." missing)

**Fener Bahçe Futbol A.Ş.** (No space in between)

**Fener.Bahçe Futbol A.Ş.** (No point in between)

**Fenerbahçe Spor A.Ş.** (Should be "Futbol" instead of "Spor")

**Fenerbahçe Futbol Kulübü A.Ş.** (There should not be "Kulübü")

**Fenerbahçe Kulübü A.Ş.** (It should be "Futbol" instead of "Kulübü")

**Fenerbahçe Futbol** ("A.Ş." missing)

**Fenerbahçe Sportif** (It should be "Futbol" instead of "Sportif" and "A.Ş." missing)

**Fenerbahçe Sportif A.Ş.** (It should be "Futbol" instead of "Sportif")

## 2 | The Emblem of Fenerbahçe Futbol A.Ş.

The registered Emblem of **Fenerbahçe Futbol A.Ş.** is as seen below. Its colors are yellow and navy blue. It is formed by a picture specifically drawn on red background in a white round frame and a branch of a green oak in the middle of yellow-navy blue colors. **White area;** contains the name of the club and the date of establishment written in it. It is an expression of pureness and candidness. **Red area;** symbolizes purity and love and loyalty between Fenerbahçe and its fans it also symbolizes Turkish Flag. **Navy blue area;** heart shaped navy blue represents nobility. **Yellow area;** describes envy and jealousy against Fenerbahçe. **Green area;** oak branch symbolizes the power and strength of being a Fenerbahçe fan. **Stars;** 28 Turkish championships that Fenerbahçe has won so far in national football organizations that were first started to be organized in 1924, right after the establishment of Turkish Football Federation in 1923, are demonstrated with these stars.



03

## 2.1 | The Emblem's Characteristics

It is the Emblem of **Fenerbahçe Futbol A.Ş.**

- Except for Turkish Flag, red and similar colored backgrounds can never be used.
- No changes can be made on the fonts and colors which take place in the emblem.
- The width and height of the area under the stars should always be used equally in the emblem.
- The inscription in emblem cannot be written in another font.
- The number of stars symbolizing the championships of the team should exactly be 5 in the emblem.
- The way the stars are used, cannot be changed.



04

## 2.2 | The Emblem Security Zone

The minimum recommended space (safety areas) around the emblem should be equal to the height of the white area which is marked as “B”.



05

## 2.3 | Color and Emblem Use

Emblem usage and registered CMYK color values are as follows. Color values cannot be manipulated or cannot be used in different colors.

### Colorful Use



13-0858 TPX

YELLOW C			
C	M	Y	K
0	0	100	0

### Linear Use



19-3939 TPX

288 C			
C	M	Y	K
100	80	6	32

### Full Use



BLACK			
C	M	Y	K
0	0	0	100

### Full Use 2



18-5633 TPX

341 C			
C	M	Y	K
95	5	82	24

### Negative Use



19-1763 TPX

200 C			
C	M	Y	K
3	100	70	12

06

## 2.4 | Examples of Proper Usage of the Emblem

Proper use samples of the emblem are as follows.

### Proper uses



07

## 2.5 | Examples of Misusage of the Emblem

Misuse examples of the emblem as follows.

### Misuses



08



Zühtüpaşa Mah. Recep Peker Cad. Ülker Stadyumu Fenerbahçe Şükrü Saracoğlu Spor Kompleksi,  
Kapi No: 3A Kızıltoprak, Kadıköy-İstanbul / Türkiye • +90 216 542 1907 • [www.fenerbahce.org](http://www.fenerbahce.org)