

LIGUE 1+

MINI GUIDE



01. LOGOTYPE

MASTER	4
SYMBOL	5
VARIATIONS	6
MASTER / ZONE DE PROTECTION	7
ICÔNE / ZONE DE PROTECTION	8
FAVICON	9
DON'TS	10

02. CHANNELS

VARIATIONS	12
LOGOTYPE / SAFETY	13
SYMBOL / SAFETY	14
SYMBOL	15
LOGOTYPE	16
EXPERT	17
SCREEN USAGE	18

3

03. TYPOGRAPHIES

CONCEPT	20
EXPRESSIVE	21
EXPRESSIVE USAGE	22
INFORMATION	23
SCREEN	24
SCREEN USAGE	25

19

04. COULEURS

PRINCIPLE	27
USAGE COLOR	28
DON'TS	30

26

05. TERRITORY

OVERVIEW	32
FLAT	33
FLAT / CLUB ADAPTATION	34
SHADOW	35
SHADOW / CLUB ADAPTATION	36
ILLUMINATION	37
ILLUMINATION / CLUB ADAPTATION	38

31

06. KEY VISUAL

MASTER	40
ASPECT RATIO	41

39



01.
LOGO

Logo Master

The logo Ligue 1+ is created with an emphasised symbol '1' and an italic wordmark which is visually aligned with the symbol.

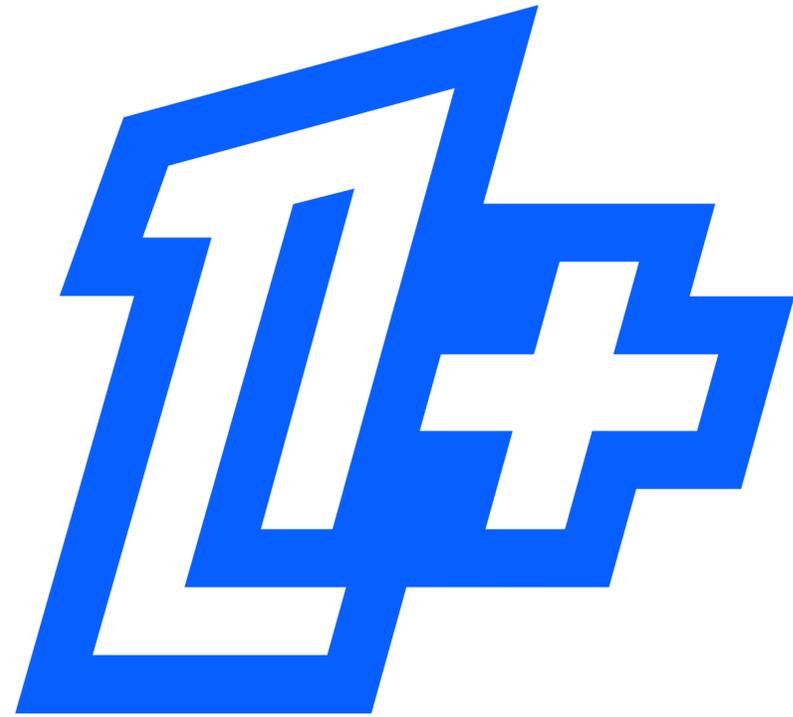
The channel identity is purposefully part of the championship Ligue 1 McDonald's and therefore related, but remains significantly different.

The image shows the Ligue 1+ logo in a vibrant blue color against a solid black background. The word 'LIGUE' is written in a bold, italicized, sans-serif font. To its right, the number '1' is stylized with a thick outline and a slight 3D effect, followed by a plus sign '+' that is also stylized with a thick outline and a slight 3D effect.The image shows the Ligue 1+ logo in a vibrant blue color against a solid white background. The word 'LIGUE' is written in a bold, italicized, sans-serif font. To its right, the number '1' is stylized with a thick outline and a slight 3D effect, followed by a plus sign '+' that is also stylized with a thick outline and a slight 3D effect.

Logo Symbol

The Ligue 1+ symbol is derived from the iconic symbol of the Ligue 1 McDonald's logotype: The One.

In order to create a logo specific to the TV channel, a "+" was incorporated into the design of the symbol, while retaining the distinctive features of The One symbol.



Logotype Variations

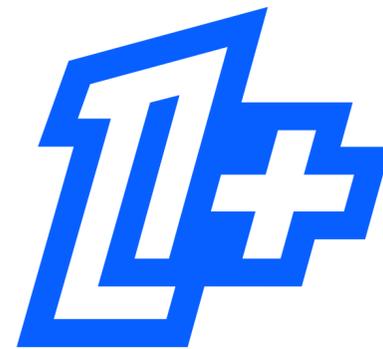
Our logotype exists in both a horizontal version and an icon version in order to adapt to the various communication media of the championship, for both print and digital formats. Their proportions are immutable.

LOGOTYPE L1+



LIGUE 1+

ICÔNE L1+



Logotype

Master / safety

The protection zone is used to ensure the optimal placement of the logotype. The logotype must always be positioned with sufficient prominence and spacing.

For the master logotype, this zone is defined based on the thickness of the stem of the letter "L" in Ligue 1, with a defined value x . The outer protection zone of the namer logotype is set to this value x .

A defined minimum usage size must be respected depending on the required application.

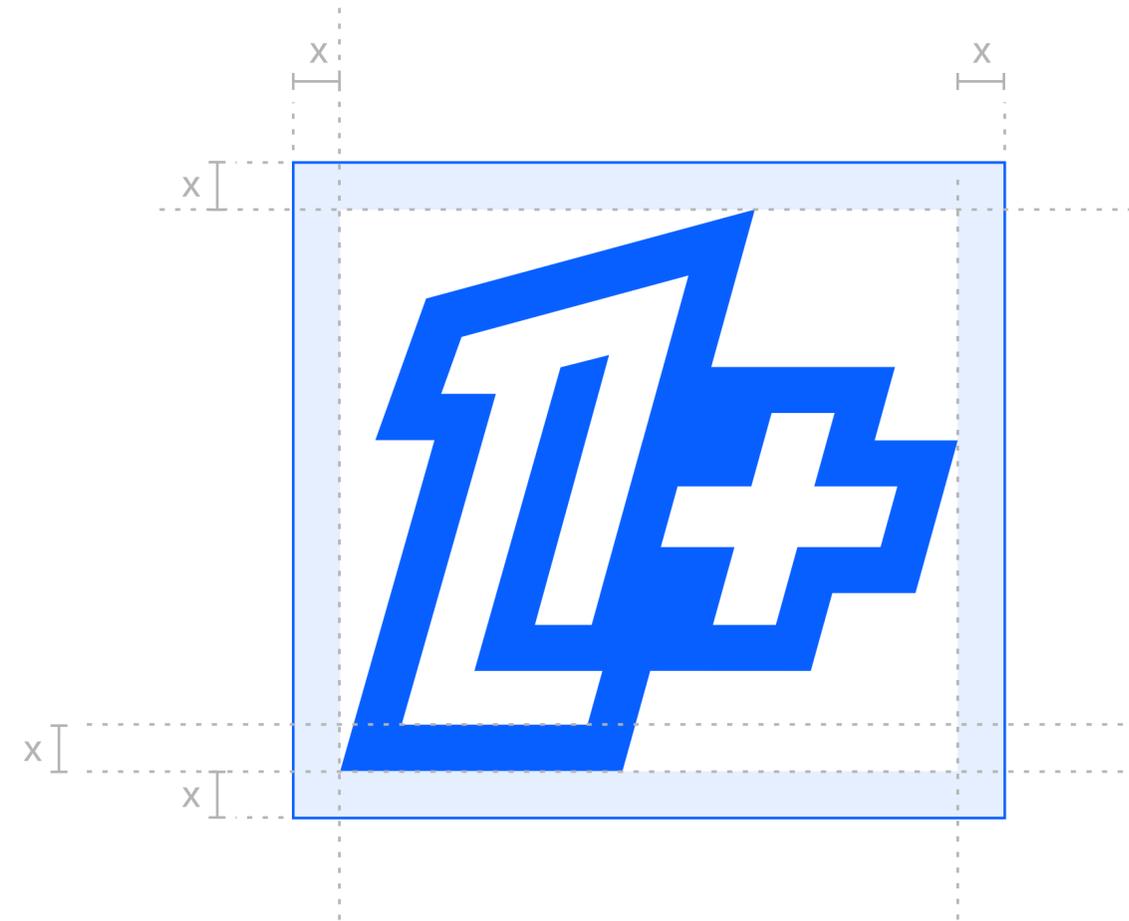


Logotype

Symbol / safety

The L1+ icon – the symbol of the TV channel – plays an important role in its own right. It will be used in different forms and content, so it is important to respect its minimum protection zone.

The protection zone of the symbol is constructed using the thickness of the base of our symbol. This forms the value x , which defines the protection zone of the symbol, ensuring it has clear visibility.



Logotype

Favicon

In its most common use, flat design, our symbol will be used in a square-shaped cartouche, or as a favicon in a circular shape, giving it clear and immediate visibility.



Logotype

Don'ts

1/ Do not outline or alter the logotype

2/ Do not modify any element of the logotype

3/ Do not use the logotype in multiple colors

4/ Do not use the logotype in colors other than those of the brand palette

5/ Do not use the logotype with low contrast against the background

6/ Do not distort or add perspective to the logotype

7/ Do not rotate the logotype

8/ Do not change the order of the logotype elements

9/ Do not change the proportions of the logotype elements

LIGUE 1+

LIGUE 1+

LIGUE 1+

LIGUE 1+

5/

LIGUE 1+

6/

LIGUE 1+

LIGUE 1+

8/

1+ LIGUE

9/

LIGUE 1+

02.

CHANNEL

Channels Variations

Our logotype exists in both a horizontal version and an icon version in order to adapt to the various communication media of the championship, for both print and digital formats. Their proportions are immutable.

LOGOTYPE L1+ CHAÎNE 2



LIGUE 1+2

ICÔNE L1+ CHAÎNE 2



1+2

Channels

Logotype / safety

The protection zone is used to ensure the optimal placement of the logotype. The logotype must always be positioned with sufficient prominence and spacing.

For the master logotype, this zone is defined based on the thickness of the stem of the letter "L" in Ligue 1, with a defined value x. The outer protection zone of the namer logotype is set to this value x.

A defined minimum usage size must be respected depending on the required application.



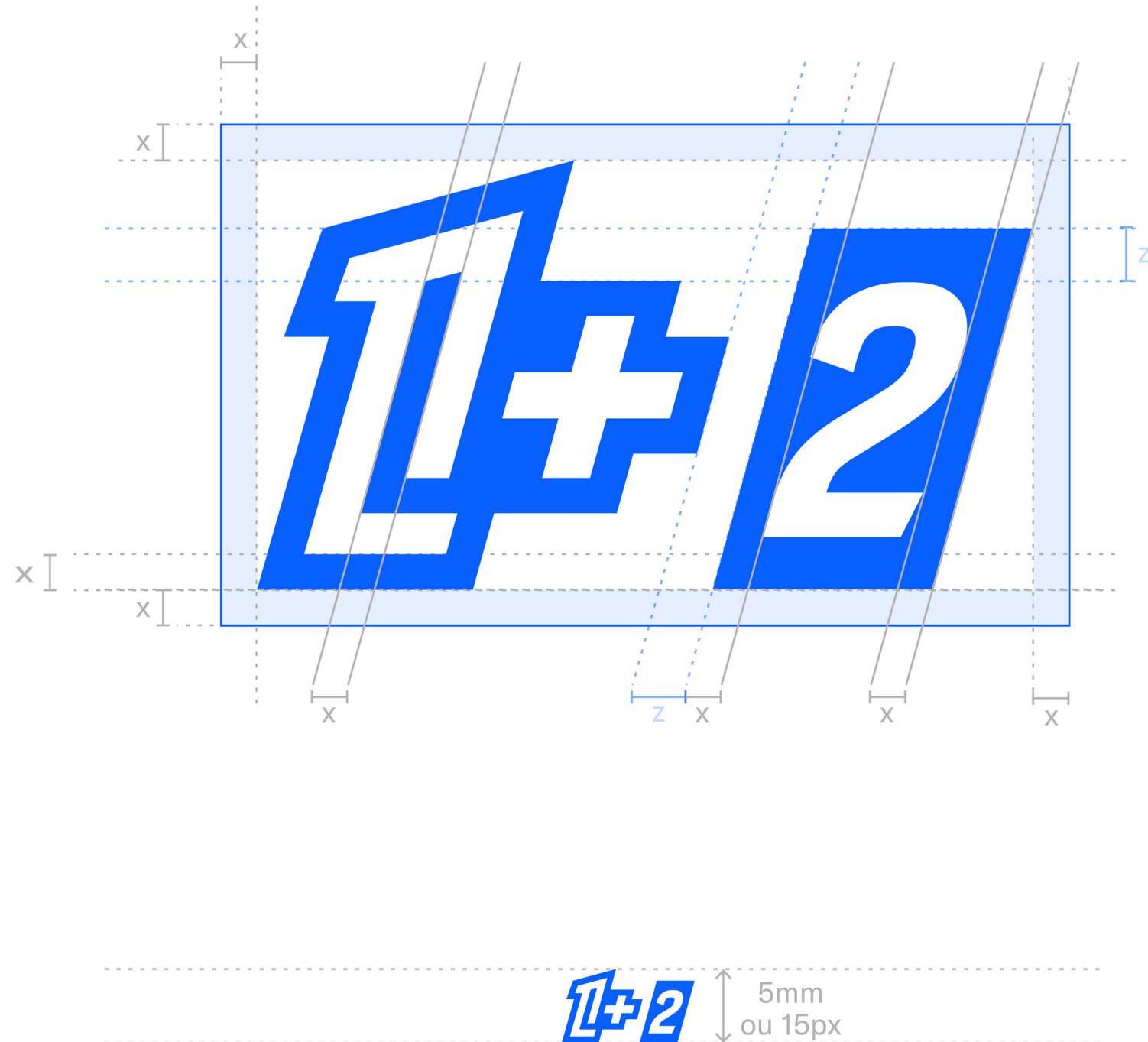
Channels

Symbol / safety

The L1+ icon – the symbol of the TV channel – plays an important role in its own right. It will be used in different forms and content, so it is important to respect its minimum protection zone.

The protection zone of the symbol is constructed using the thickness of the base of our symbol. This forms the value x , which defines the protection zone of the symbol, ensuring it has clear visibility.

For the spacing between the L1+ icon and the channel, this zone is defined based on the “+” and “L” in Ligue 1, with a defined value z .



Channels

Symbol

1+2

1+3

1+4

1+5

1+6

1+7

1+8

1+9

1+10

Channels

Logotype

The Ligue 1+ symbol is derived from the iconic symbol of the Ligue 1 McDonald's logotype: The One.

In order to create a logo specific to the TV channel, a "+" was incorporated into the design of the symbol, while retaining the distinctive features of The One symbol.

LIGUE 1+2

LIGUE 1+3

LIGUE 1+4

LIGUE 1+5

LIGUE 1+6

LIGUE 1+7

LIGUE 1+8

LIGUE 1+9

LIGUE 1+10

LOGOTYPE L1+ EXPERT

LIGUE 1+ EXPERT

ICÔNE L1+ EXPERT

1+ EXPERT

Channels
Screen usage

INSATIABLE TV TYPE - USAGE



TITRE ANNONCEMENT: INSATIABLE TV BOLD
ANNONCEMENT GT AMERICA THIN / GT AMERICA BOLD



TITRE : INSATIABLE DISPLAY
TABLE : INSATIABLE TV BOLD / REGULAR



ANNONCEMENT L'HEURE : GT AMERICA THIN / GT AMERICA BOLD
MATCH: INSATIABLE TV REGULAR

03.

TYPOGRAPHY

Typography

Concept

Ligue 1+ uses the same typefaces as the championship's LIGUE DE FOOTBALL PROFESSIONNEL. Fonts are used with legibility in mind.

We differentiate in expressive, information and on screen.

Whenever we want to drive our brand and be expressive in our communication we use Insatiable Display.

In certain places we can also use Insatiable outlined provided it is applied in large as a headline.

Information needs to be featured with clarity. We use GT America in Regular and Bold.

On screen information is using Insatiable Bold.

FACE AU JEU

INSATIABLE
DISPLAY TYPE

Ce soir **21h**
Tous les vendredi **19h**

GT AMERICA THIN / GT AMERICA BOLD

PREVIEW

INSATIABLE OUTLINE

Typography

Expressive

Insatiable is a custom font created for the French Professional League Ligue 1 McDonald's. It comes in four weights and ranges from compressed to condensed in regular and bold.

It's particular characteristics are distinct and a strong visual asset in the toolkit of the identity of Ligue 1.

For the channel Insatiable Display is used whenever we want to communicate expressively and distinctively.

INSATIABLE DISPLAY

INSATIABLE

REGULAR COMPRESSED / BOLD COMPRESSED / REGULAR CONDENSED / BOLD CONDENSED

B C E E G S

**FOOTBALL
CHAINE
SPECTACLE
TV**

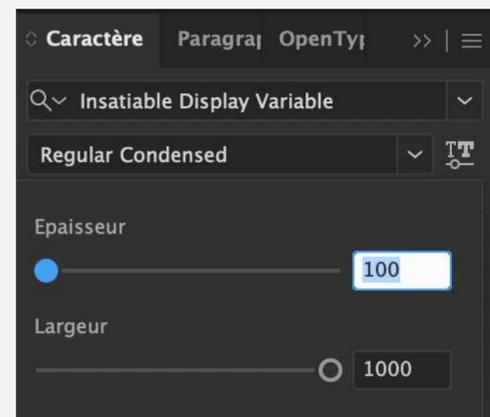
**FOOTBALL.
À LA FRANÇAISE**

3-5-2

Typography

Expressive usage

Noticeable are the different widths of the font. When using the variable font users may adjust and fine tune the width of words or sentences as required.



INSATIABLE DISPLAY - USAGE

**UNE LIGUE 1
D'UN BLEU AZUR**

**UNE LIGUE 1
D'UN BLEU AZUR**

OGC NICE - AS MONACO

24.03.2026

Vivez le derby
exclusivement sur



INSCRIVEZ-VOUS

LIGUE 1+

Offre valable jusqu'au 27.03.25

**«LA PLUS LARGE VICTOIRE»
13 NOUVEAUX TRANSFERTS
(AILIER GAUCHE, N°6)
-REPRISE DE VOLÉE!**

**CLASSIQUE
COMME CLASSICO**

Typography Information

As a channel communicating information clearly and with highest legibility is priority. We strive for a restraint modern and sophisticated typography.

GT America is the typeface used in Regular and Bold, whilst the latter can furthermore accentuate.

GT AMERICA - SECONDARY FONT

GT AMERICA

abcdefghijklmnop
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

REGULAR

AaBbCc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

REGULAR ITALIC

AaBbCc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

BOLD

AaBbCc

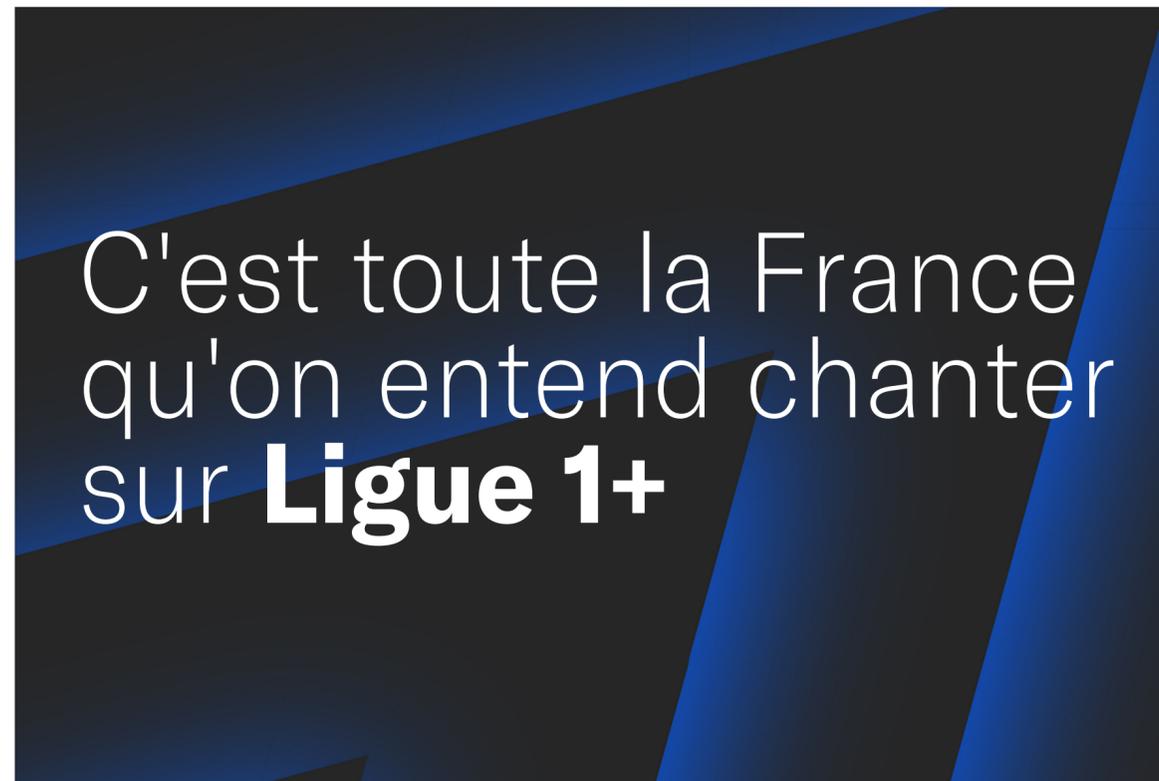
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

BOLD ITALIC

AaBbCc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

USAGE



Typography

Screen

Instiable TV is a custom made font for on-screen usage. Legibility has been optimised. It comes in Regular and Bold.

We use this typography whenever we announce programmes and titles on screen.

The font has less expression than Insatiable Display and is therefore not used for communication outright.

INSATIABLE TV TYPE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Typography

Screen usage

Bold usage enables a sophisticated and confident look.

Information is always displayed with clarity and legibility in mind.

INSATIABLE TV TYPE - USAGE



TITRE ANNONCEMENT: INSATIABLE TV BOLD
ANNONCEMENT GT AMERICA THIN / GT AMERICA BOLD



TITRE : INSATIABLE DISPLAY
TABLE : INSATIABLE TV BOLD / REGULAR



ANNONCEMENT L'HEURE : GT AMERICA THIN / GT AMERICA BOLD
MATCH: INSATIABLE TV REGULAR

A large, stylized, dark gray letter 'E' is positioned in the background, tilted slightly to the right. It has a thick, blocky font style with a slight shadow effect.

04. COLORS

Colors

Principle

The colour palette of Ligue 1+ is almost identical to the championship with some changes to how we apply colours.

Colour is used as illumination Blue is applied as a gradient conveying the idea of blue lighting.

Pink remains a highlight accent color. Light blue is a highlight color in the territory and part of the illumination color concept.

Charcoal is dominantly used in form of backgrounds, ux and sets up our environment.

CHARBON
PANTONE BLACK 7C
#262626

R38 V38 B38

C35 M35 J35 N90

BLEU ÉLECTRIQUE
PANTONE 285C
#085FFF

R8 V95 B255

C90 M50 J0 N0

BLEU CLAIR
/
#96DAFF

R150 V218 B255

C45 M0 J0 N0

ROSE LUMINEUX
PANTONE 231C
#FF7FDE

R255 V127 B222

C0 M75 J5 N0

BLANC
PANTONE WHITE 000C
#FFFFFF

R255 V255 B255

C0 M0 J0 N0

Colors

Usage color

The blue shine is based on a gradient.
Blue remains a light. We use the effect
in moderation.



Colors

Usage color

We use pink as the accent color for buttons.



RCL vs LOSC

REJOINDRE LE LIVE

Colors

Don'ts



05.

TERRITORY

Territory

Overview

There are three territory expressions.
These are designed to give texture and depth to any context where we seek to generate a dynamic and immersive communication.

There are:
Flat / Shadow / Illumination

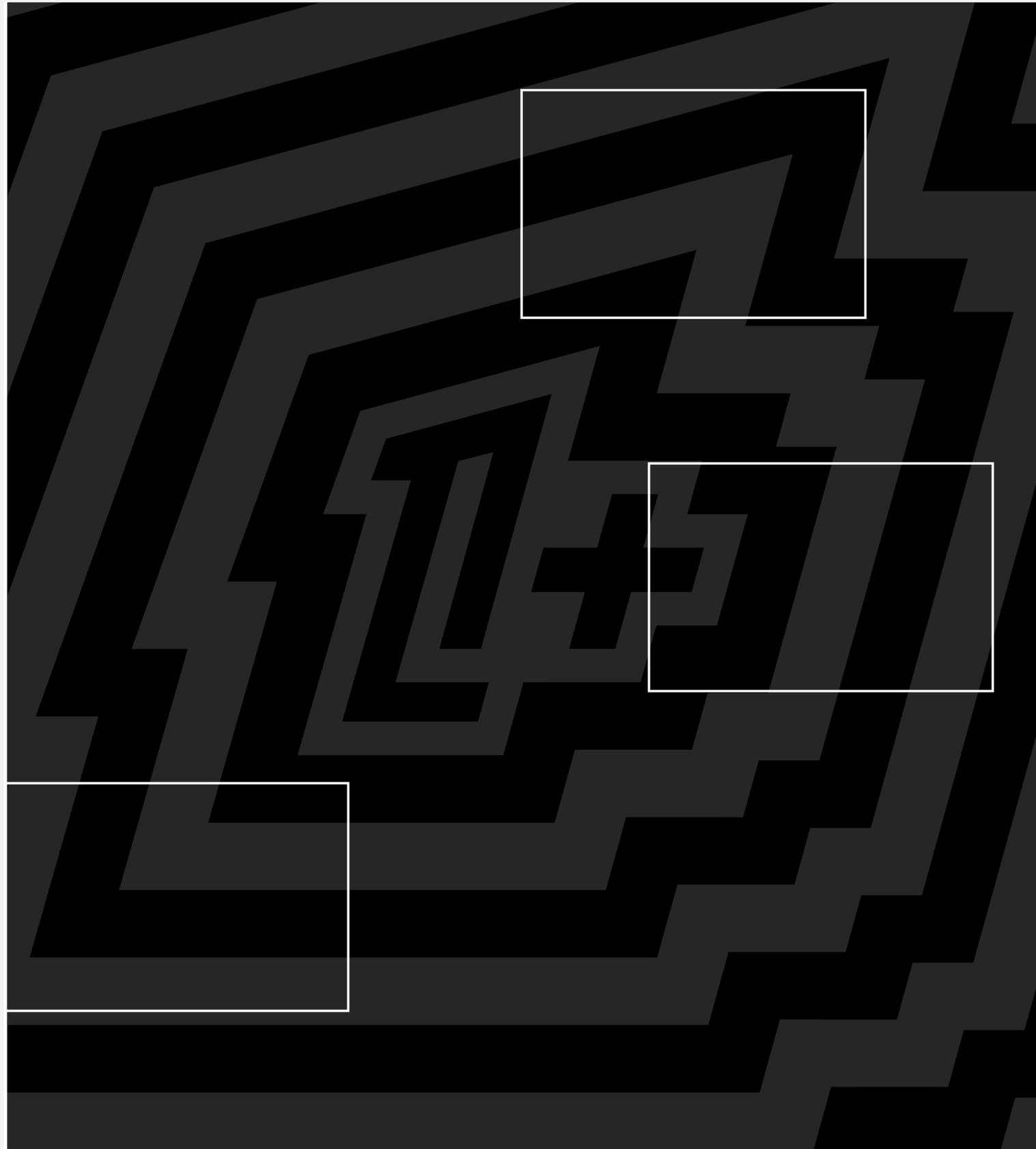


Territory

Flat

The simplest and most graphic expression is the Flat version. Cropping will generate multiple opportunities to design variable backgrounds.

Note: when cropping make sure you don't create 'SS' which can happen with the corners in the territory.



Territory

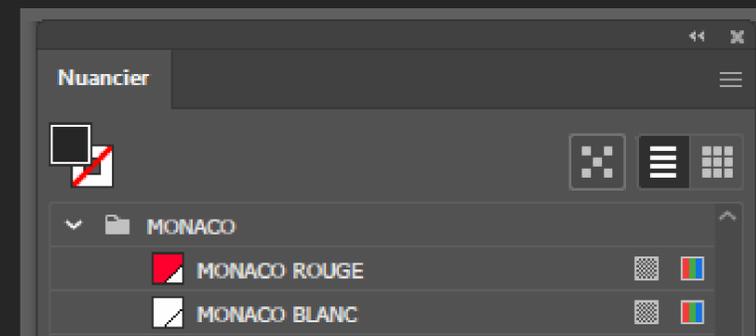
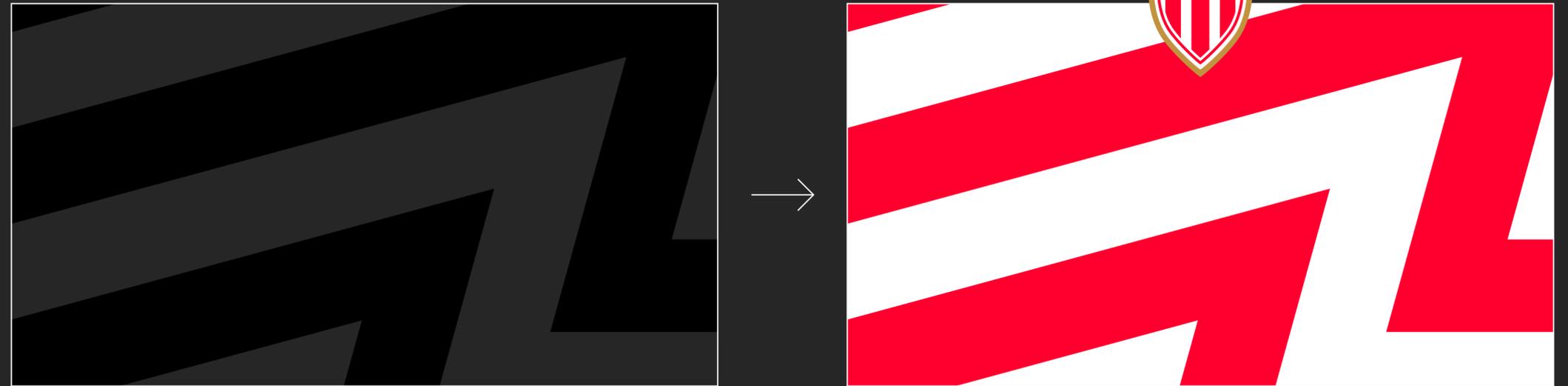
Flat / club adaptation

The territory can be adapted for any club and their colors.

For the Flat version, use the file “LFP_L1+_PATTERN_FLAT_COLORS_RVB.ai”.

Select all the Charcoal paths in the file (for example, using the Magic Wand tool with the tolerance set to 0). Then, in the Swatches panel, click on the first color located in the folder of your chosen club. Next, select all the black paths in the file and click on the second color of the club.

Note: when cropping make sure you don't create 'SS' which can happen with the corners in the territory.



Territory

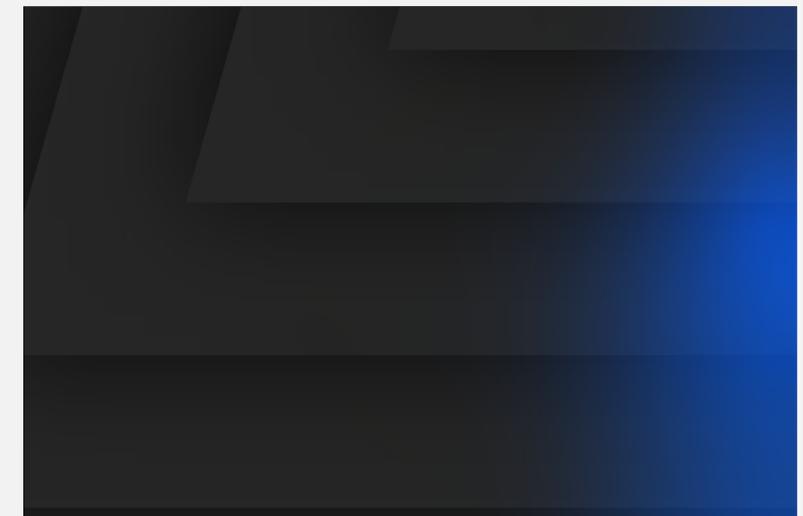
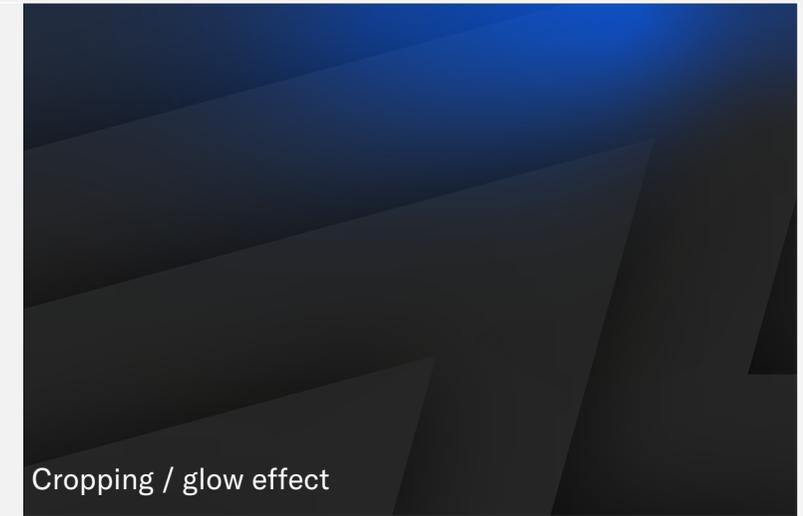
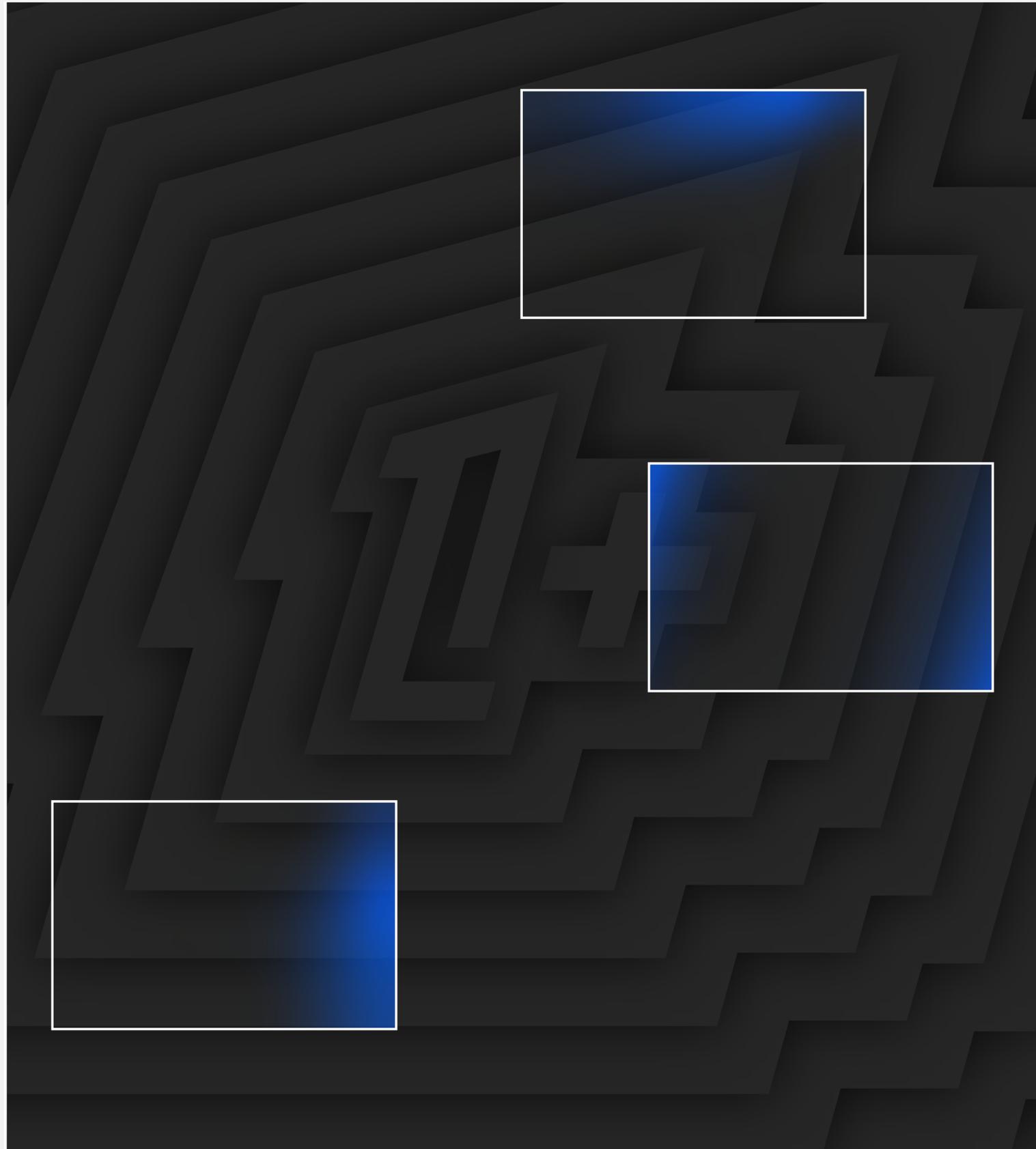
Shadow

Shadow is subtle and feels 3D creating depth with shadows.

We intensify the feel of light by adding a blue glow to accentuate the image.

Cropping will generate multiple opportunities to design variable backgrounds.

Note: when cropping make sure you don't create 'SS' which can happen with the corners in the territory.



Territory

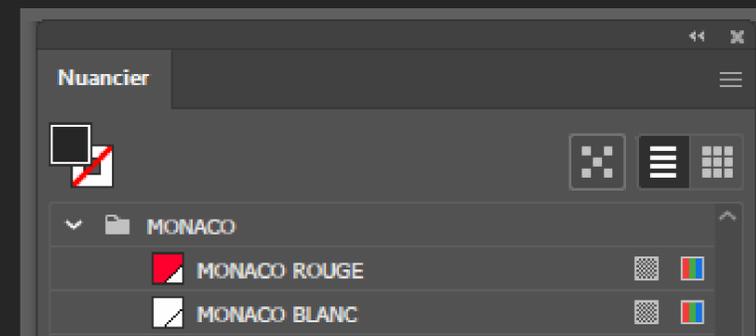
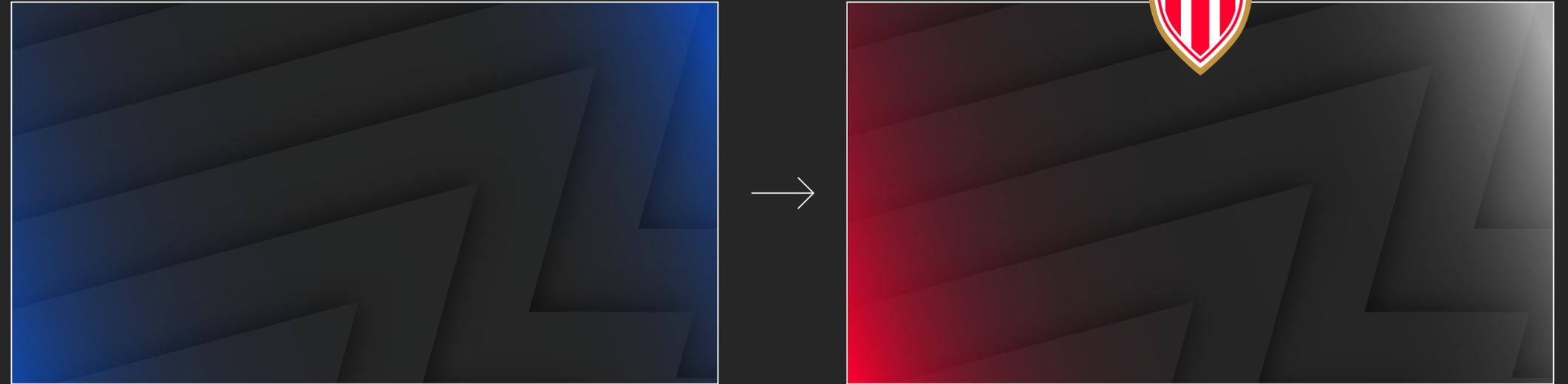
Shadow / club adaptation

The territory can be adapted for any club and their colors.

For the Flat version, use the file “LFP_L1+_PATTERN_SHADOW_COLORS_RVB.ai”.

For the Shadow version, the paths do not change color. Using the Gradient Tool, select the blue pin, then click on the first color from your chosen club's folder in the Swatches panel. If there is a second blue pin in the gradient you selected, you can apply the club's second color to it.

Note: when cropping make sure you don't create 'SS' which can happen with the corners in the territory.

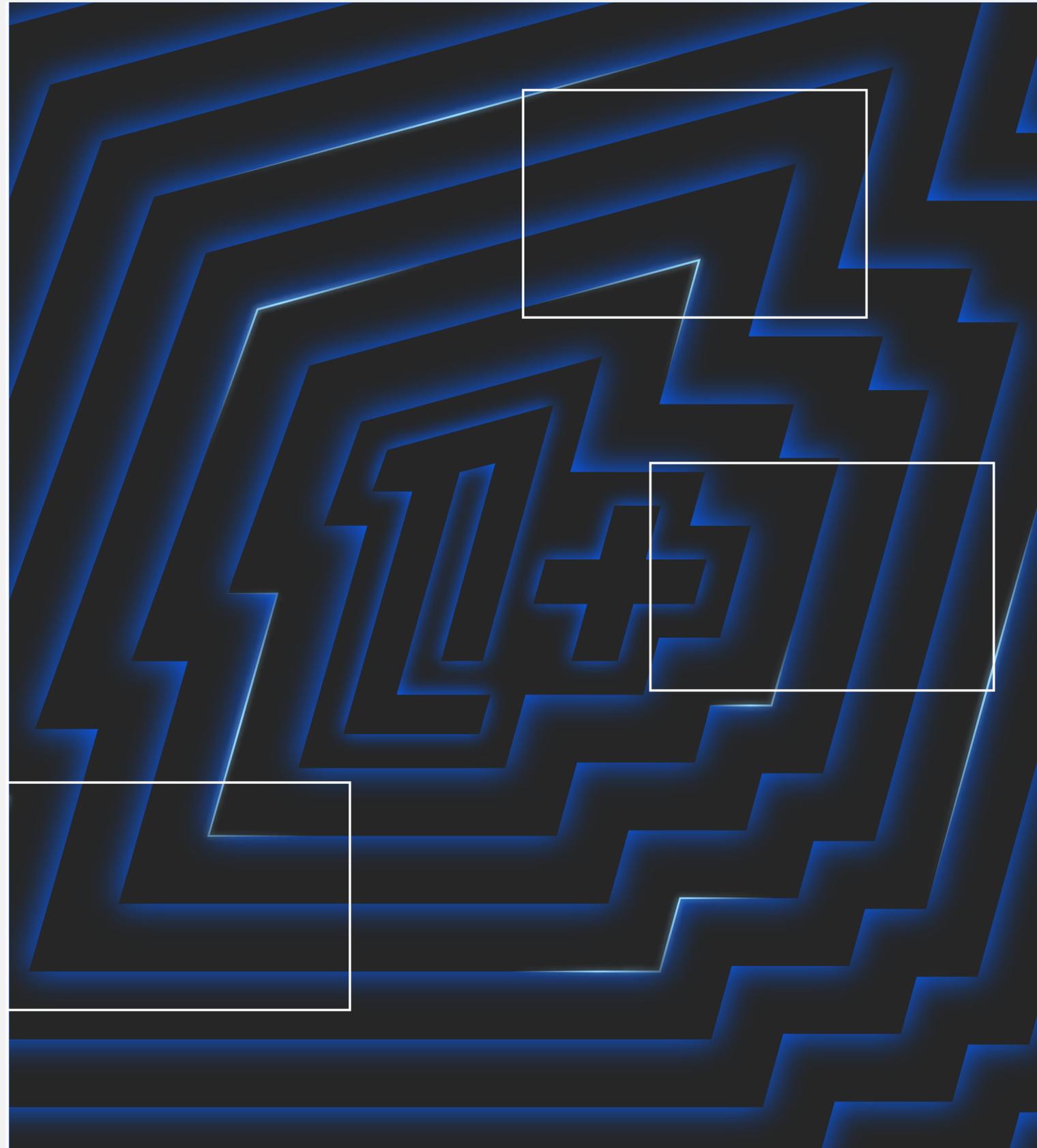


Territory illumination

Illumination transforms the territory graphic to light. We furthermore accentuate this with beams of light which are created with a gradient made of light blue. A special colour is used – see colour palette.

Cropping will generate multiple opportunities to design variable backgrounds.

Note: when cropping make sure you don't create 'SS' which can happen with the corners in the territory.



Territory

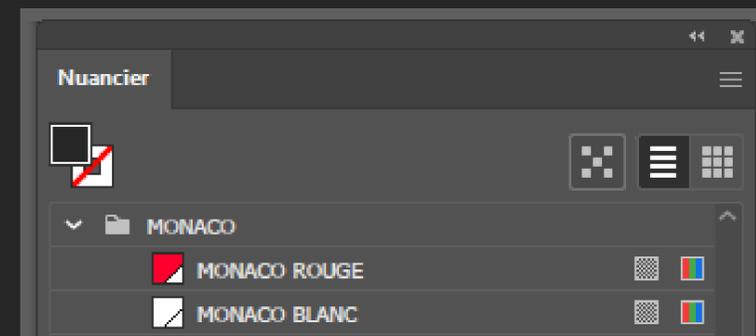
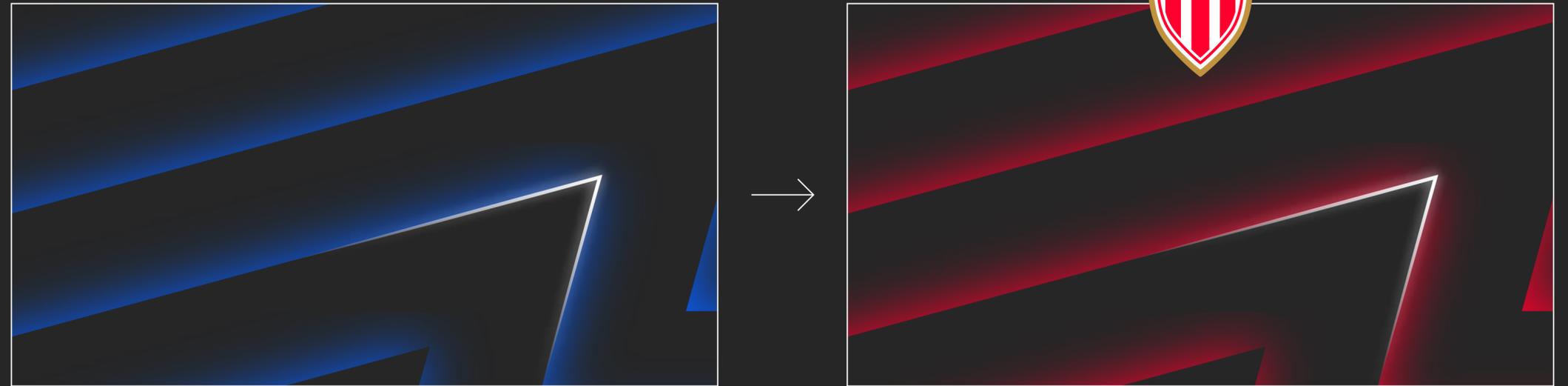
illumination / club adaptation

The territory can be adapted for any club and their colors.

For the Flat version, use the file “LFP_L1+_PATTERN_ILLUMINATION_COLORS_RVB.ai”.

For the Illumination version, select all the blue paths in the file (for example, using the Magic Wand Tool with the tolerance set to 0). Then, in the Swatches panel, click on the first color located in your chosen club’s folder.

Note: when cropping make sure you don’t create ‘SS’ which can happen with the corners in the territory.



06.

KEY VISUAL

Key Visual

Master

The key visual features the key players to promote the league.

The graphic system applied here is based on the territory and concept of illumination.

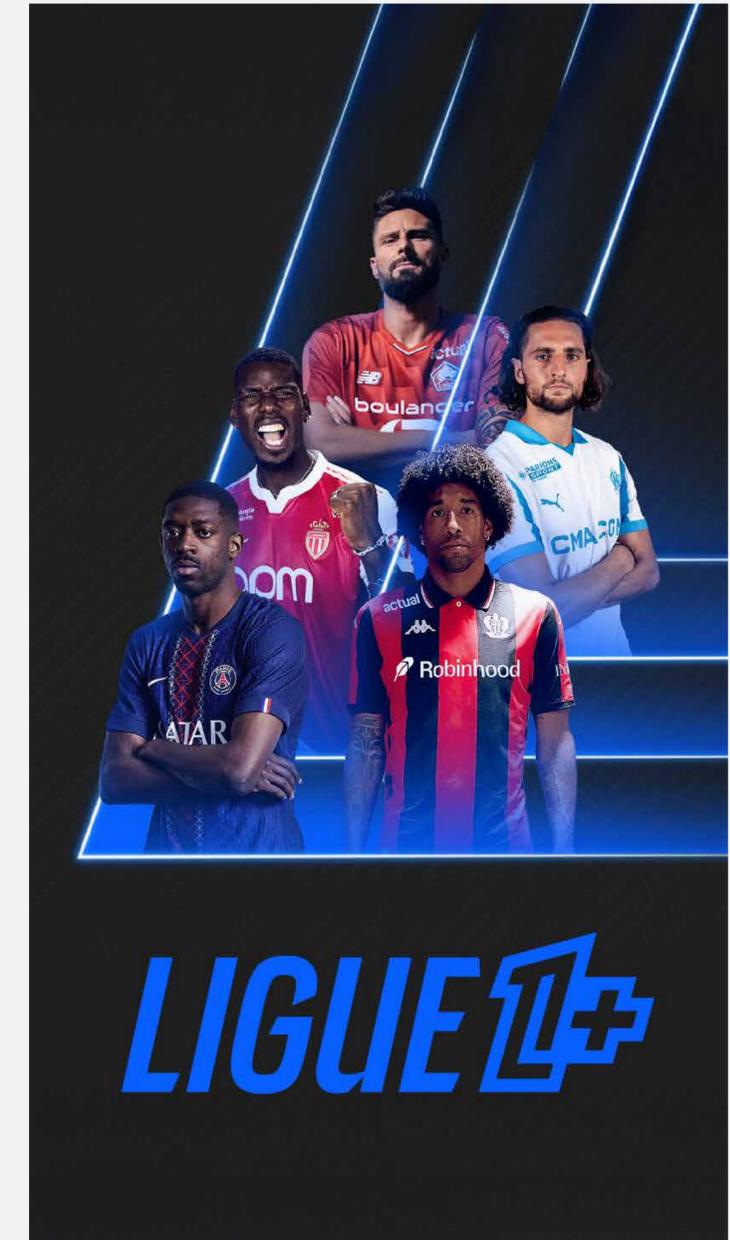
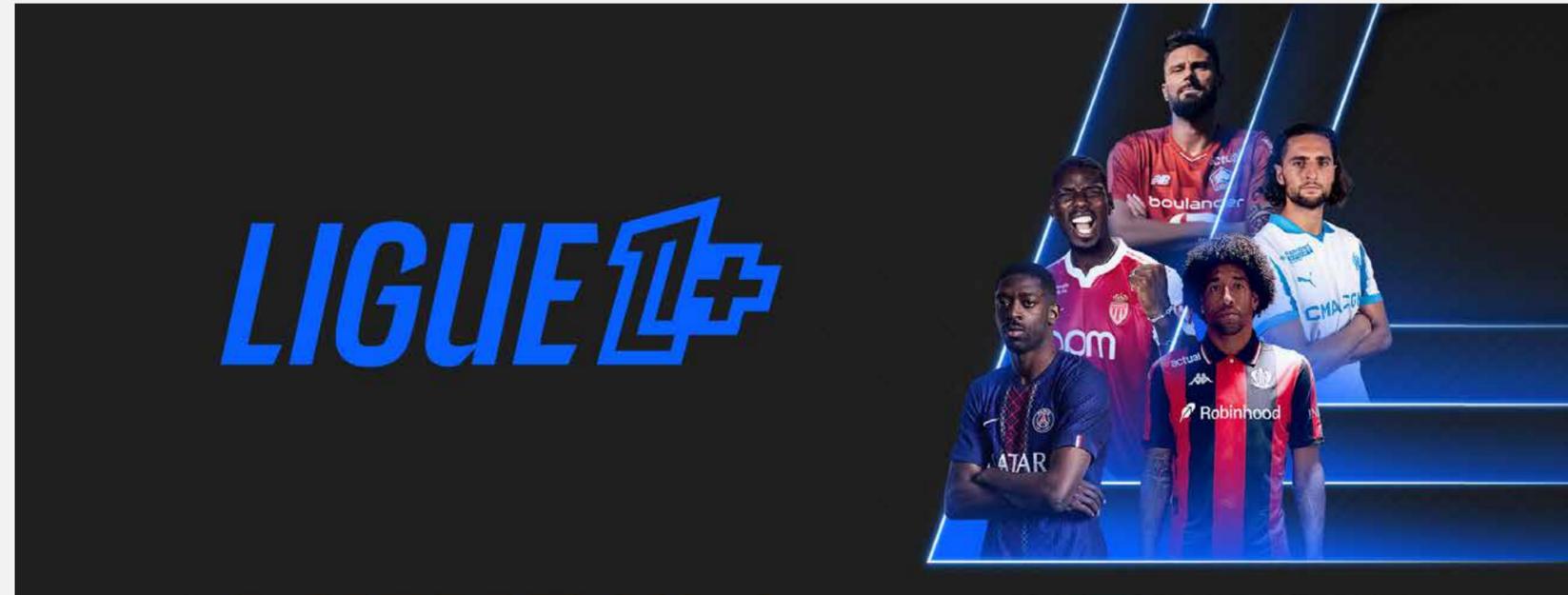
The territory design is based on the logo 1+.

Blue is representative of the channel Ligue 1+.



Logo

Aspect ratio



Contacts

Pour toute question,
veuillez contacter notre équipe marketing.

Alexis Michel
BRAND MANAGER

T : +33 7 72 36 13 16
alexis.michel@LFPmedia.fr

David Girardet
CHARGÉ DE PROJET MARQUE

T : +336 76 59 52 70
david.girardet@lfpmedia.fr