

KOREA AFRICA
CUP OF NATIONS
26

KOREA AFRICA CUP OF NATIONS - PYEONGTAEK 26 BRAND GUIDELINES 2026

Logotype

Primary logo - Institutional logotype



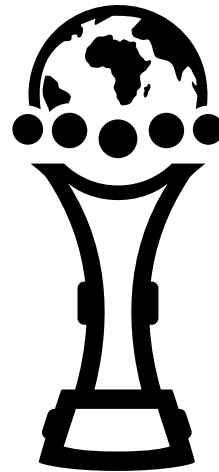
Usage

The polychrome logotype is the official institutional version. It should be used as the primary choice whenever the medium and background color ensure good legibility, particularly on white, light, or bright backgrounds.

Color breakdown

The KAFCON logotype draws its identity from three powerful symbols: the African continent, the trophy, and the spirit of the Cup of African Nations. The colors reflect the energy and pride of African football.

Alternative logo - Alternative logotype



Usage

The alternative logotype combines the symbol from the institutional version. This more corporate-looking version is intended for professional materials.

Color breakdown

The alternative logotype shares the same colors as the institutional version. On dark backgrounds, this version must be used in white, and conversely on light backgrounds.

Logotype - The Wordmark

The wordmark 'KAFCON' is rendered in a bold, black, sans-serif typeface. The letters are closely spaced, and the overall design is minimalist and impactful.

Usage

The Wordmark features only the tournament name, with no symbolic element. It is designed to highlight KAFCON's specific typography and brand name.

Color breakdown

This logo is exclusively black and its color cannot be modified. On dark backgrounds, it must be used in white.

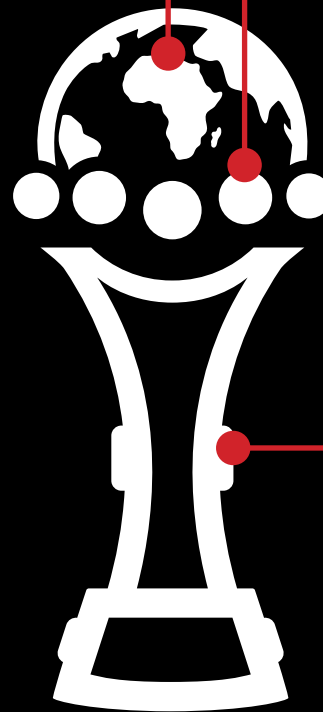
Design concept

AFRICAN CONTINENT

The shape of the African continent is embedded within the KAFCON logo, serving as a constant reminder of the tournament's roots and the community it represents.

INSPIRED BY AFCON 2026

The visual direction draws direct inspiration from the Cup of African Nations 2026, celebrating the rich football heritage of the African continent and bringing it to life in South Korea.



TROPHY SHAPE

The trophy sits at the heart of the KAFCON identity, symbolizing competition, excellence, and the spirit of the game. It is the visual anchor of the entire brand.

Logo variations

White monochrome versions



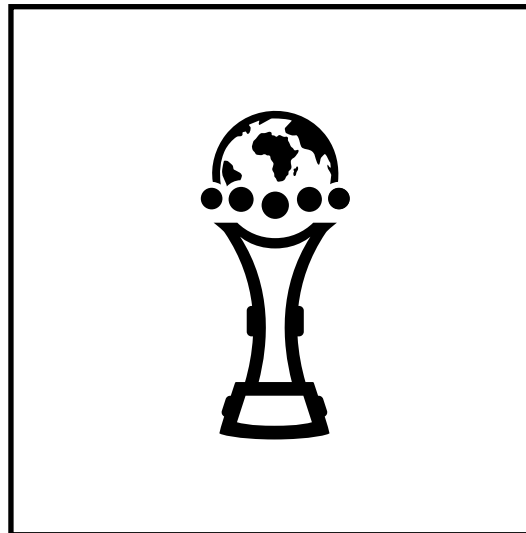
Usage

White monochrome logos must be used on all materials featuring a solid black background, other dark colors, or dark photography.

Color breakdown

All colors from both the institutional and alternative logotypes are rendered in white monochrome. In this version, certain elements are made transparent to ensure better contrast and optimal differentiation.

Black monochrome versions



Usage

Black monochrome logos must be used on all materials featuring a solid white background, bright colors, or light photography.

Color breakdown

All colors from both the institutional and alternative logotypes are rendered in black monochrome. In this version, certain elements are made transparent to ensure better contrast and optimal differentiation.

Logo usage rules

Logo usage rules



Do not distort the logo.



Do not crop the logo.



Do not reduce the logo's opacity.



Do not tilt the logo.



Do not add a drop shadow to the logo.



Do not alter the logo's colors.



Do not use colors outside the brand guidelines.



Do not place the logo directly on a photograph.

Instagram content

Group Scores

Match results posted on Instagram follow a consistent visual format featuring both teams, their flags, and the final score. Each post is branded with the KAFCON identity and the tournament sponsors



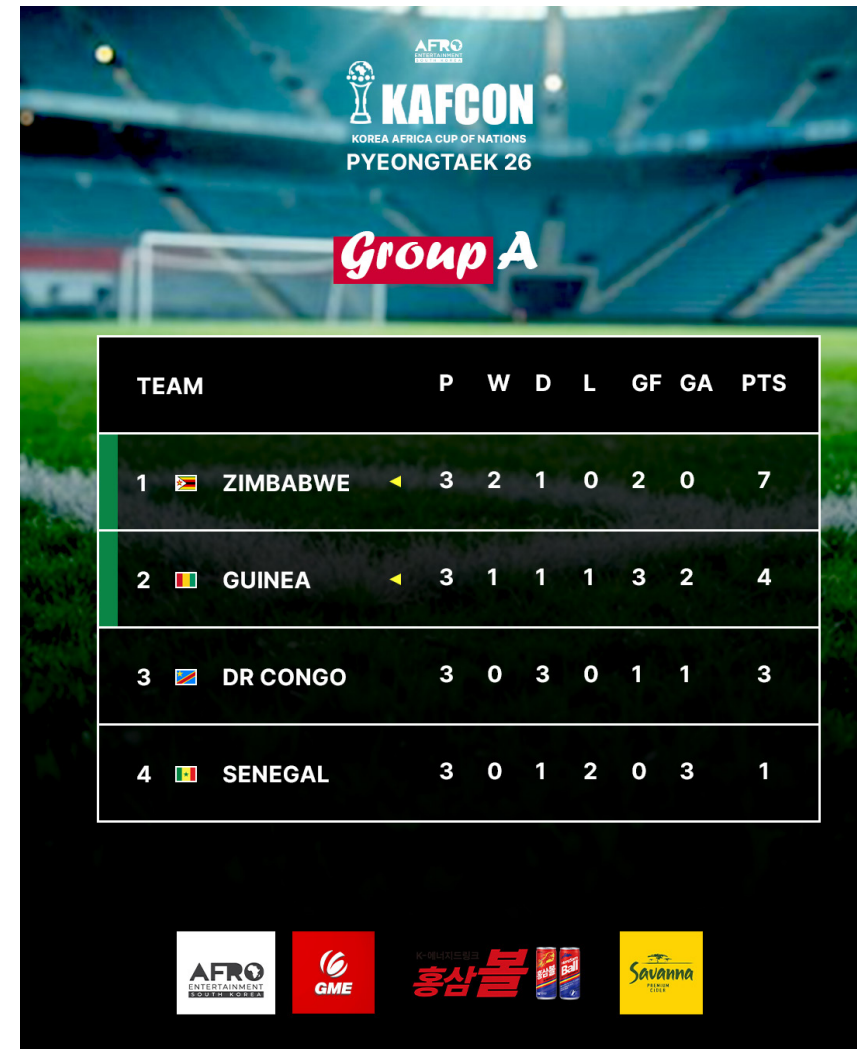
The graphic displays the match results for Group A of the KAFCON 2023 tournament. It features a background image of a soccer stadium. At the top, the KAFCON logo is shown with the text 'KAFCON KOREA AFRICA CUP OF NATIONS PYEONGTAEK 26'. Below this, the group name 'Group A' is written in a stylized font. The match results are listed in a table format, with each row representing a match. Each match entry includes the team names, their flags, and the final score. At the bottom of the graphic, there are logos for the tournament sponsors: AFRO Entertainment, GME, and Savanna.

KAFCON KOREA AFRICA CUP OF NATIONS PYEONGTAEK 26		
Group A		
DR CONGO 	0 - 0	 ZIMBABWE
SENEGAL 	0 - 2	 GUINEA
DR CONGO 	1 - 1	 GUINEA
SENEGAL 	0 - 1	 ZIMBABWE
DR CONGO 	0 - 0	 SENEGAL
ZIMBABWE 	1 - 0	 GUINEA

AFRO ENTERTAINMENT GME KAFCON 2023 흥삼볼 Savanna

Group Standings

Group standings are shared after each round, displaying the full table with points, wins, draws, losses, goals for, goals against, and total points for each team.



The graphic displays the Group A standings for the KAFCON 2026 tournament. It features a background image of a soccer stadium at night. At the top, the KAFCON logo is shown with the text 'AFRO KAFCON KOREA AFRICA CUP OF NATIONS PYEONGTAEK 26'. Below this, 'Group A' is written in a stylized font. The main table lists the teams and their performance metrics. At the bottom, there are logos for the tournament's sponsors: AFRO Entertainment, GME, Hongsam-bol, and Savanna.

TEAM	P	W	D	L	GF	GA	PTS
1  ZIMBABWE	3	2	1	0	2	0	7
2  GUINEA	3	1	1	1	3	2	4
3  DR CONGO	3	0	3	0	1	1	3
4  SENEGAL	3	0	1	2	0	3	1

Quarter-final Scores

Quarter-final results are shared in a dedicated visual format, highlighting the matchups and final scores for each game of the round.



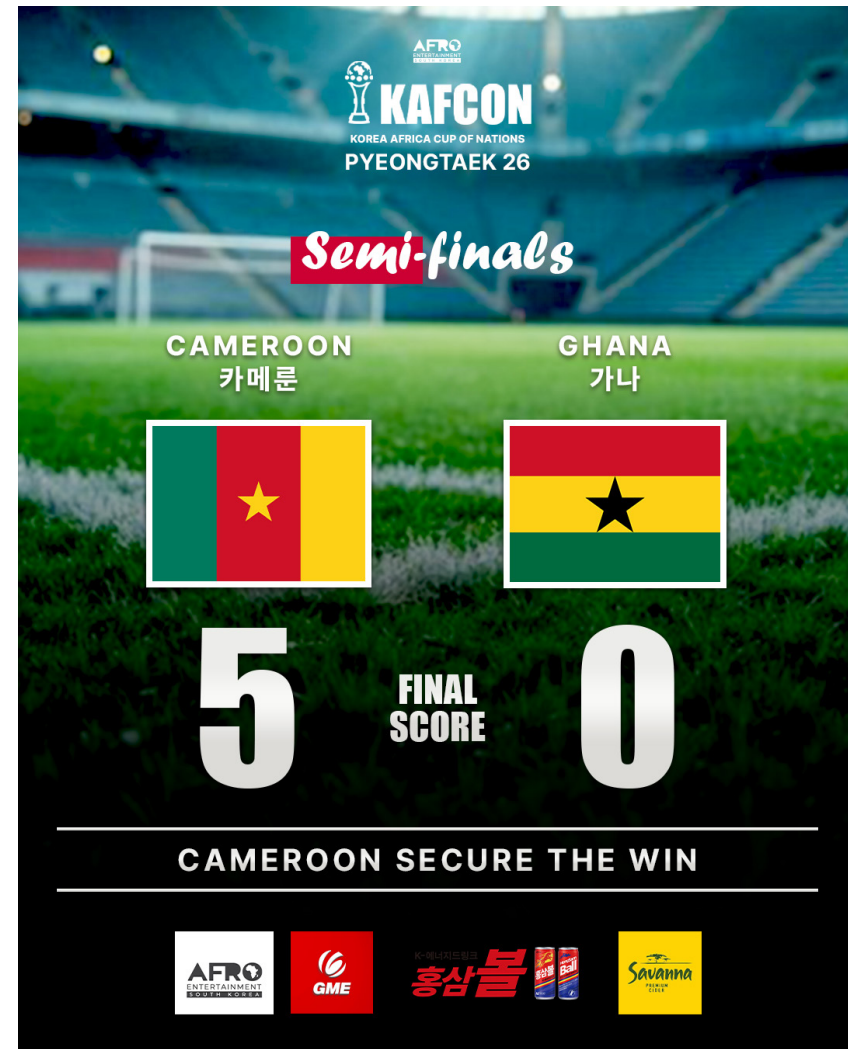
A graphic showing the quarter-final results of the KAFCON (Korea Africa Cup of Nations) tournament. The background is a blurred image of a soccer stadium at night. At the top, the KAFCON logo is displayed with the text 'AFRO KAFCON KOREA AFRICA CUP OF NATIONS PYEONGTAEK 26'. Below the logo, the word 'Quarter-finals' is written in a stylized red font. The results are presented in four rows, each representing a match. Each row includes the names of the two teams in English and Korean, their respective flags, and the final score. At the bottom, there are logos for the tournament sponsors: AFRO ENTERTAINMENT, GME, HONGSAMBOL, and SAVANNA.

Team 1	Team 2	Final Score
NIGERIA 나이지리아	LIBERIA 라이베리아	3 - 3
CAMEROON 카메룬	GUINEA	1 - 0
SOUTH AFRICA 남아프리카공화국	KENYA 케냐	1 - 1
ZIMBABWE 짐바브웨	GHANA 가나	2 - 3

AFRO ENTERTAINMENT GME HONGSAMBOL SAVANNA

Semi-final Scores

Semi-final results follow the same visual format, with a stronger emphasis on the competing nations and the stakes of each matchup.



A graphic for the semi-final match of the KAFCON 2022 (Korea Africa Cup of Nations) held in Pyeongtaek. The background is a blurred image of a football stadium at night. At the top, the KAFCON logo is displayed with the text 'AFRO KAFCON KOREA AFRICA CUP OF NATIONS PYEONGTAEK 26'. Below this, the word 'Semi-finals' is written in a stylized white font with a red shadow. The match is between Cameroon and Ghana. Cameroon's name is written in English and Korean (카메룬), and Ghana's name is written in English and Korean (가나). Below the names are the national flags of Cameroon and Ghana. The final score is displayed in large white numbers: 5 for Cameroon and 0 for Ghana, with the words 'FINAL SCORE' in between. A horizontal line separates the score from the text 'CAMEROON SECURE THE WIN'. At the bottom, there are logos for AFRO Entertainment, GME, and Savanna, along with Korean text 'K-리그 후원사' and '홍삼볼'.

AFRO KAFCON KOREA AFRICA CUP OF NATIONS PYEONGTAEK 26

Semi-finals

CAMEROON 카메룬 GHANA 가나

5 FINAL SCORE 0

CAMEROON SECURE THE WIN

AFRO ENTERTAINMENT GME K-리그 후원사 홍삼볼 SAVANNA

Final Score

The final result is shared in a premium visual format, celebrating the champion and the closing moment of the tournament.



A celebratory graphic for the KAFCON 2025 final match. The top features the AFRO logo, the KAFCON trophy icon, and the text 'KAFCON KOREA AFRICA CUP OF NATIONS PYEONGTAEK 26'. Below this is a large group photo of the Cameroon national football team in their green and yellow kits, celebrating with a coach in a black suit. The background is dark with falling gold confetti. In the center, the word 'Finals' is written in a stylized red font. Below it, the final score '1 0' is displayed in large white numbers, with 'FINAL SCORE' written in smaller white text between the digits. To the left of the score is the flag of Cameroon, and to the right is the flag of South Africa. Above the Cameroon flag is the text 'CAMEROON 카메룬' and above the South Africa flag is 'SOUTH AFRICA 남아프리카공화국'. At the bottom, a white banner reads 'CAMEROON WIN THE CUP OF NATIONS'. The footer contains logos for AFRO ENTERTAINMENT, GME, HONGSAMBOL (홍삼볼), and Savanna.

AFRO
KAFCON
KOREA AFRICA CUP OF NATIONS
PYEONGTAEK 26

Finals

1 0
FINAL SCORE

CAMEROON 카메룬

SOUTH AFRICA 남아프리카공화국

CAMEROON WIN THE CUP OF NATIONS

AFRO ENTERTAINMENT GME HONGSAMBOL (홍삼볼) Savanna

Call for volunteers

A dedicated visual was created to recruit volunteers across two key areas:



Print content

Winner announcement visuals

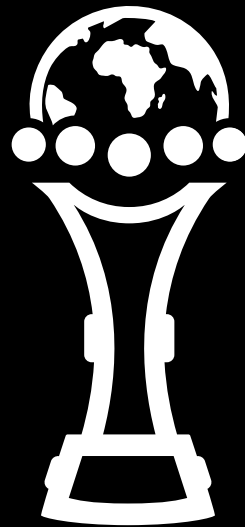
A set of print visuals was designed to announce the tournament results and award winners across four categories:

- Champions - KAFCON 2026 winner
- 2nd Place - Runner-up
- Highest Goal Scorer Of The Tournament
- Best Player Of The Tournament

Each visual follows a consistent format using the KAFCON green and red color palette, the tournament logo, and the sponsor logos.







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