



ISE FOOTBALL CLUB – BRAND BOOK

Brand Book.

Ras Al Khaimah · United Arab Emirates

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ISE FC
RAS AL KHAIMAH · UAE

01 · BRAND STORY

Built on heritage. Designed for the world.

ISE Football Club is building the next great football institution of the Middle East — with vision, discipline, and a design system that scales as far as the ambition.

Founded in Ras Al Khaimah in Q2 2026, the club is more than a football team: it's a long-term institution — a platform for talent, technology, community, and Emirati pride, competing in the UAE Third Division League with a vision toward MENA 2030.

ONE LINE

One club.
Endless
horizon.

HOME PAGE HERO · LIVE



02 · BRAND VALUES

Six lines. One club.

The values below appear verbatim in the site's value ticker (EN — lib/i18n.js). They are the club's on-brand vocabulary; do not rewrite or reorder them without brand approval.

01

Innovation

VALUE · 01

02

Respect

VALUE · 02

03

Power

VALUE · 03

04

Speed

VALUE · 04

05

Heritage

VALUE · 05

06

Global Vision

VALUE · 06



03 · VOICE & TONE

Luxury through restraint.

Not flashy, not overloaded – minimal, premium, timeless. The brand should never resemble a generic sports template; it should read as a premium technology / lifestyle brand that happens to be a football club, drawing inspiration from the design philosophy of Apple, Nike Football, Formula 1, and the UEFA Champions League – without copying any of them.

Copy is confident and short. Reference lines already live on the site:

"The Falcon Rising."

"One club. Endless horizon."

"A young club. A long horizon."

04 · MOTION PRINCIPLES

Expensive. Never gimmicky.

PARALLAX	hero + section backgrounds
BLUR / MASK REVEAL	headings and section entries
MAGNETIC HOVER	primary CTA buttons
SMOOTH SCROLL	Lenis, global
RESTRAINT	no bounce; no gimmicks; 400–800 ms curves



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05 · LOGO

The mark.

The falcon crest is the single primary mark of ISE Football Club. Three approved variants sit alongside – the full-color mark used everywhere on-brand, plus monochrome white and monochrome navy variants for restricted contexts.



FULL COLOUR



MONOCHROME WHITE



MONOCHROME NAVY

USAGE RULES

ASPECT LOCK

The mark is drawn from BrandMark.jsx which locks aspect via CSS `aspect-square`. Never stretch or squash.

CLEAR SPACE

Keep at least 25% of the mark's width free on all sides (matches the site's `p-1.5` glass ring inset).

MIN SIZE

Digital: 32 px square (matches favicon-32). Print: 12 mm — verify with a proof.

DON'TS

- Do not stretch or squash the mark
- Do not recolor outside approved variants
- Do not rotate the mark
- Do not apply drop shadows or effects
- Do not place on low-contrast backgrounds
- Do not crop the falcon out of the mark



06 · COLOR PALETTE

Navy. Gold. Nothing else.

Every value below is pulled 1-to-1 from tailwind.config.js's `ise` color scale. CMYK conversion for print is not defined in the digital token set; get a paper proof before any print run.

ise-bg

Primary background · body

HEX #05101F · RGB 5, 16, 31

ise-surface

Elevated surface · card fill

HEX #0A1A2E · RGB 10, 26, 46

ise-panel

Panel midfield · section fill

HEX #0F2749 · RGB 15, 39, 73

ise-navy

Brand navy · borders

HEX #0B1F3A · RGB 11, 31, 58

ise-navy-2

Secondary navy · mid gradient

HEX #1E3A5F · RGB 30, 58, 95

ise-gold

Accent · CTA · dividers

HEX #D4AF37 · RGB 212, 175, 55

ise-gold-deep

Deep gold · pressed states

HEX #B8860B · RGB 184, 134, 11

ise-gold-soft

Soft gold · highlights

HEX #E8CC7A · RGB 232, 204, 122

ise-ice

Ice-blue accent · subtle glows

HEX #87CEEB · RGB 135, 206, 235

ise-paper

Off-white · light-mode paper

HEX #F4F1E8 · RGB 244, 241, 232



07 · TYPOGRAPHY

Two typefaces.

The site loads four families via @import in src/index.css. Two are structural — display and body — and two are contextual — Arabic and mono. Values below are pulled from tailwind.config.js fontFamily and the .ise-display / .ise-headline rules in index.css.

DISPLAY

Clash Display

Fontshare · Weights 500 · 600 · .ise-display .ise-headline hero titles

BODY

Manrope

Google Fonts · Weights 300 · 400 · 500 · 600 · 700 · 800 · site-wide body copy · buttons · UI

ARABIC

IBM Plex Sans Arabic

Google Fonts · Weights 300 · 400 · 500 · 600 · 700 · auto-applied when html[dir='rtl']

MONO

IBM Plex Mono

Google Fonts · Weights 400 · 500 · .ise-mono code · meta captions · numbers

TYPE SCALE (AS IMPLEMENTED)

Aa li Nn

H1 · Display · Clash Display 600 · 40 pt

Aa li Nn

H2 · Headline · Clash Display 500 · 28 pt

Aa li Nn

H3 · Sub-headline · Clash Display 500 · 20 pt

Aa li Nn

Body · Manrope 400 · 11 pt

Aa li Nn

Overline / caption · Manrope 500 uppercase · 8 pt



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08 · IMAGERY STYLE

Navy multiply. Gold radial.

Every hero and card image on the site sits under the same treatment: a soft navy multiply for depth, a gold radial for focus, and a subtle grain overlay. The three photos below are the real, live assets from the site.



PHOTO
Rise of a Legend

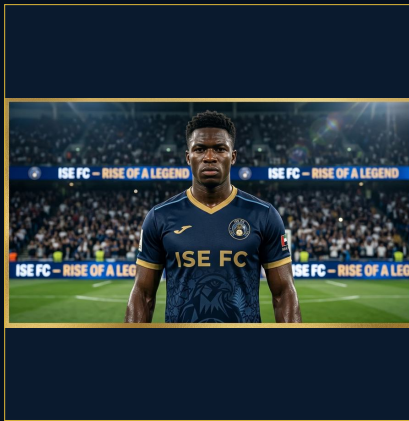


PHOTO
Home kit portrait



PHOTO
Training drill

TREATMENT (AS IMPLEMENTED)

BASE	Original image · sRGB · webp preferred
MULTIPLY	linear-gradient over image · #05101F @ 0.40–0.60
FOCUS	radial-gradient · #D4AF37 @ 0.06 · positioned to subject
GRAIN	SVG noise pattern · .ise-grain · 0.03 opacity
CORNER MARKS	1px gold hairlines · top-left / bottom-right · 12 px arms



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09 · COLOPHON

Contact the club.

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BASE Ras Al Khaimah · United Arab Emirates

This brand book is a working digital reference and pending formal legal & brand review. Values map 1-to-1 to the codebase at `tailwind.config.js` and `src/index.css` — the site is the authority, this document is the mirror. When the site updates, regenerate this PDF via `scripts/build_brand_book.py`.