



CHIOMA OKAFOR

BALANCE

STRENGTH

INFINITY

DURABILITY

RESILIENCE



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HERE

FOR AN
OVERVIEW

GOALS

OVERVIEW

Branding is a strategic asset for a soccer player seeking to attract endorsements in a competitive global market. Beyond athletic performance, corporate partners look for individuals whose values align with their organizational identity and audience. A well-developed personal brand communicates clarity, consistency, and a compelling narrative that distinguishes the player from peers. It transforms sporting excellence into a recognizable identity, increasing visibility, relatability, and commercial value to sponsors who prefer long-term association over temporary publicity.

Endorsement decisions are strongly influenced by perception, reputation, and digital presence. A soccer player who intentionally manages public image across interviews, appearances, and social media strengthens credibility and trust. Professional conduct, articulate communication, and disciplined lifestyle choices signal reliability to corporate stakeholders. Being seen as a professional outside the pitch is essential, as sponsors invest in ambassadors who can represent their brand in corporate settings, media engagements, and community initiatives with maturity and integrity.

Strategic branding also prepares the player for opportunities beyond active competition. By cultivating a reputation grounded in leadership, business awareness, and social responsibility, the athlete establishes a foundation for future business engagements and entrepreneurial ventures. Endorsements often evolve into broader commercial relationships, including equity partnerships and advisory roles. A strong personal brand therefore functions as long term capital, ensuring sustained relevance, influence, and economic empowerment well after a playing career concludes.

WHO

IS

BRAND
STORY

CHIOMA?



BRAND STORY

Chioma Okafor OON (born 20 March 2003) is a professional footballer who plays as a forward for the North Carolina Courage of the National Women's Soccer League (NWSL). Born in Malawi, she plays for the Nigeria national team. She played college soccer for the UConn Huskies, earning All-American honors three times.

Okafor was born in Malawi to a Nigerian father and a Malawian mother.

Okafor joined the women's soccer team at the University of Connecticut in 2022, after graduating from the Berkshire School in Sheffield, Massachusetts. She was a Hermann Trophy semifinalist in 2024 and was named to the prestigious trophy's watchlist in August 2025 ahead of her senior season.

On 10 December 2025, the North Carolina Courage announced that they had signed Okafor to a three-year contract through 2028, with the club option to extend another year.

Okafor was part of the Nigerian women's national team squad that won the 2025 Women's Africa Cup of Nations and was awarded the national honour Officer of the Order of the Niger (OON).

ARCHE- TYPE

RULER
HERO

ARCHETYPE

THE RULER

The Ruler represents leadership, authority, responsibility, and vision. This archetype reflects a player who demonstrates discipline on the pitch and strategic professionalism off it. It signals stability, credibility, and long-term influence, making the athlete attractive to brands seeking a dependable and boardroom-ready ambassador.

THE HERO

The Hero embodies excellence, resilience, and achievement. This archetype reflects a player who performs under pressure, overcomes challenges, and inspires others through results. It strengthens emotional connection with fans while reinforcing competitive credibility and ambition.

STONE & VOICE

CALM & CONFIDENT

MINIMAL

INTENTIONAL

TONE & VOICE

CALM AND CONFIDENT

The brand tone of voice is calm, confident, and composed, reflecting discipline, maturity, and quiet authority. Communication is clear, thoughtful, and measured, demonstrating control and professionalism in every interaction. It avoids exaggeration and unnecessary noise, instead projecting assurance through purposeful language and respectful engagement.

EXCELLENCE

The brand tone of voice expresses excellence through confidence, precision, and purposeful communication. Language is clear, focused, and intentional, reflecting high standards, discipline, and a relentless commitment to improvement. It emphasizes performance, preparation, and results while maintaining humility and respect for the game and its community.

MISSION

MISSION

IMPACT

To build a legacy that extends beyond football by achieving excellence at the highest level of competition while creating meaningful impact beyond personal success. Grounded in African heritage and strengthened by a global outlook, the mission is to represent culture, professionalism, and ambition on the international stage, inspiring others while pursuing victory, influence, and lasting contribution both within and beyond the game.

VALUES

VALUES

DISCIPLINE

FAITH-CENTERED

CONSISTENCY

EXCELLENCE

PILLARS

PILLARS

1. Excellence in Performance

Commitment to competing and winning at the highest level. This pillar focuses on discipline, preparation, resilience, and consistent elite performance on the pitch. It reinforces Chioma as a player driven by high standards and a relentless pursuit of improvement.

2. Professionalism and Leadership

Demonstrating maturity, composure, and responsibility in every environment. This includes conduct with teammates, media, fans, and corporate partners. The pillar positions Chioma as a dependable leader who represents brands and organizations with integrity and confidence.

3. Global Influence with African Heritage

Celebrating African identity while engaging with a global audience. This pillar highlights cultural pride, representation, and the ability to bridge continents through sport, business, and storytelling. It reinforces authenticity while expanding international relevance.

4. Business and Financial Intelligence

Building credibility beyond football through strategic thinking and professional engagement with the business world. This pillar prepares Chioma for endorsements, investments, and long term partnerships while positioning her as commercially aware and forward looking.

5. Legacy and Social Impact

Using success in football to inspire and empower others. This includes mentorship, youth development, and community engagement initiatives that create opportunities for future generations. The focus is on impact that extends beyond personal achievement.

IDENTITY

BALANCE / STRENGTH / INFINITE DURABILITY / RESILIENCE

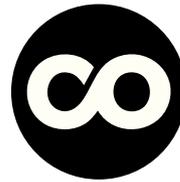
This logo merges the letters “C” and “O” into a bold, unified mark that represents connection, momentum, infinity loop, and global presence. The open curve of the “C” flowing into the complete “O” symbolizes ambition evolving into achievement, reflecting a soccer player whose style is fluid yet powerful. The structure conveys movement with direction, suggesting an athlete who not only creates opportunities but strategically connects play, teammates, and vision into one cohesive force.

The circular “O” reinforces strength, balance, and mastery, while subtly mimicking both a soccer ball and the globe. This dual symbolism positions the player at the center of the game and on the world stage. Together, the forms communicate durability, international reach, and brand influence — presenting Chioma, the soccer player as a globally connected professional whose impact extends beyond the pitch.

LOGO & WORDMARK

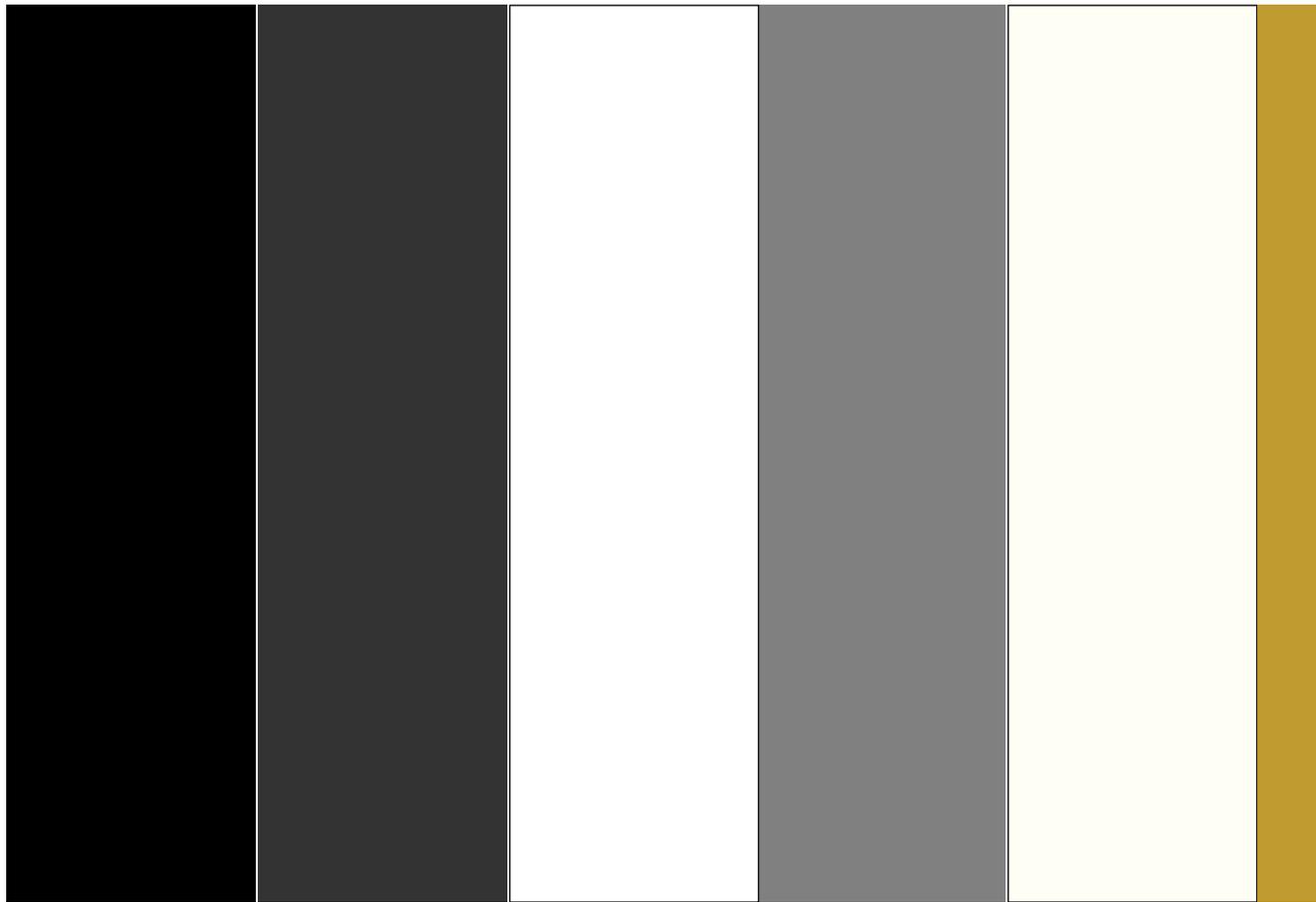


ICON



These Icons are to serve as logos where scalability presents a challenge. Example: Social Media logo / Icons, print media where size is below an inch.

COLOURS



Black
#000000

Charcoal
#333333

White
#ffffff

Grey
#808080

Off-White
#fffef4

Gold
#b9b30

R: 0
G: 0
B: 0

R: 51
G: 51
B: 51

R: 255
G: 255
B: 255

R: 128
G: 128
B: 128

R: 255
G: 254
B: 244

R: 191
G: 155
B: 48

TYPOGRAPHY

Aa

Bodoni 72 Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()_+<>?

Bb

TT Octosquare Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()_+<>?

Cc

Crimson Text Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()_+<>?

TYPOGRAPHY

HEADLINES

Bodoni 72 Family

SUB HEAD

TT Octosquare Family

BODY COPY

Crimson Text Family

COMPOS- ITION

50% IMAGE-DRIVEN 50% MINIMAL COPY

To create strong and lasting impressions, brand compositions will prioritize powerful visual storytelling supported by minimal, purposeful text. Imagery will serve as the primary communicator, capturing moments that project confidence, class, discipline, and resilience. This visual-led approach ensures immediate impact while maintaining clarity and sophistication. Carefully composed visuals will attract attention and guide the message toward the intended audience, including fans, corporate partners, and potential business collaborators.

DELIVER- ABLES

GOOGLE ADS.

I'M HERE FOR GOALS

*Discover Chioma Okafor, the latest signing
for North Carolina Courage*



I'M HERE FOR GOALS

*Discover Chioma Okafor, the latest signing
for North Carolina Courage*



GOOGLE ADS.

I'M HERE FOR GOALS

Discover Chioma Okafor, the latest signing for North Carolina Courage



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Today's Paper

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LIVE Mideast Conflict 2m ago Trump Administration 2h ago

LIVE 2m ago

Europe Ramps Up Response as Iranian Crisis Spills Beyond Mideast

Italy pledged air defense weapons to help Gulf nations. Iranian drones landed in Azerbaijan, a day after NATO shot down a missile headed to Turkish airspace.

See more updates

Iran Counts China and Russia as Friends. Where Are They?

6 MIN READ



ANALYSIS

Trump Wants a Quick Victory in Iran. But the War May Be Costly.

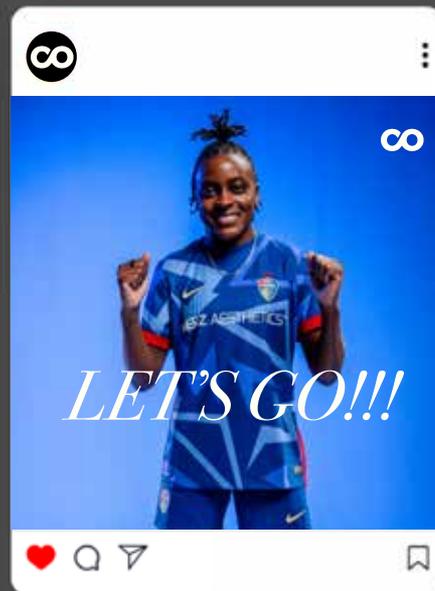
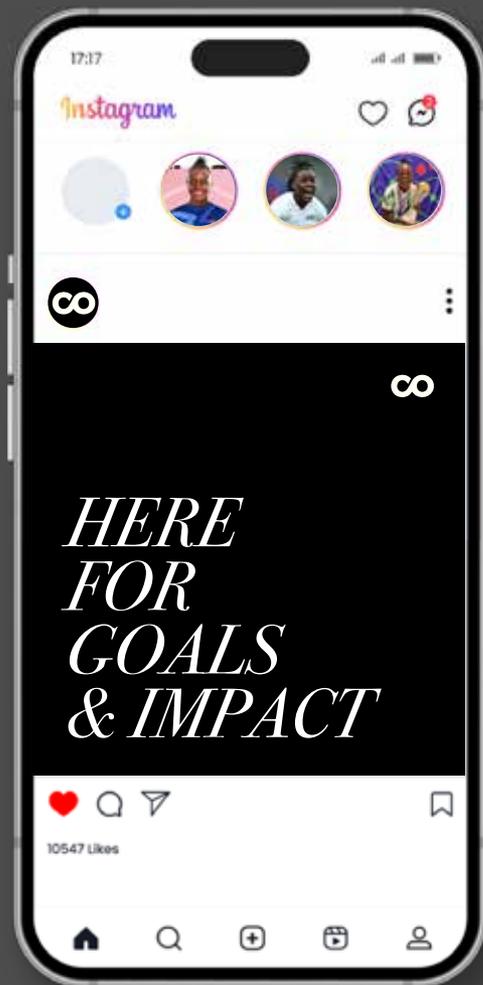
The opening days of the conflict are challenging the idea that President Trump can project force abroad while safeguarding American lives and the economy.

4 MIN READ

Pro-American Kurdish Forces Are Preparing Possible Iran Incursion

5 MIN READ

INSTAGRAM



WEBSITE



PLAYER

STATS

NEWS

THE BRAND

MERCH

HERE FOR GOALS

CHIOMA
OKAFOR

TAKE A SHOT!



WEBSITE


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THE PLAYER

CHIOMA

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2028

North Carolina Courage announced that they had signed Okafor to a three-year contract through 2028

2025

Won the Women's Africa Cup of Nations and awarded the national honour, Officer of the Order of Niger (OON)


[STATS](#)

LETTERHEAD & CALL CARDS



FUTURE MERCH.









THIS GUIDE...

For consistency and clarity in all communications, it is strongly recommended that the brand guidelines be followed at all times. Adhering to these standards will help maintain a cohesive visual and verbal identity while preventing off brand executions. All creative work and messaging should therefore rely strictly on the approved materials and information provided in this document.

For further enquiries, please contact the Brand Manager:

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