

*SPEED  
ACURACY  
GOALS*

B R A N D   G U I D E L I N E



**MONDAY GIFT**

# MONDAY GIFT



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# CHANGING NARRATIVES

A N O V E R V I E W

# 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.

# MONDAY GIFT

THE PLAYER



CVS  
Health

PLAYER OF THE MATCH  
SPIRIT SQUADRON • 2025

# BRAND STORY

Gift Nyakno Monday (born 9 December 2001) is a Nigerian professional footballer who plays as a striker for the Washington Spirit of the National Women's Soccer League (NWSL) and the Nigeria national team.

In January 2021, Monday was named the league's Player of the Month for the second consecutive month. In March 2021, Monday scored a brace to lift FC Robo to a 2–1 win over the undefeated Rivers Angels. Monday inspired Bayelsa Queens to winning the 2021–22 league title and also finished as the season's top scorer.

In September 2022, Monday joined Spanish Liga F club UD Granadilla Tenerife.

On 25 March 2025, NWSL club Washington Spirit acquired Monday from Tenerife and signed her to a three-year contract with an additional team option for 2028. She made her club debut on 12 April 2025, coming on as a substitute for Gabrielle Carle in a 2–0 win over Racing Louisville FC. One week later, Monday recorded her first NWSL start and goal. On 28 September, Monday registered the fastest NWSL hat-trick from kickoff in league history, netting three goals in under 36 minutes to help Washington beat the Houston Dash.

Monday competed at the 2018 FIFA U-20 Women's World Cup in France. In 2019, she captained the national team to its first gold medal in 12 years at the African Games after defeating Cameroon 3–1 on penalties. In February 2021, Monday was named to the senior national team squad ahead of the 2021 Turkish Women's Cup. She was part of the team that won the championship and was the first African team to do so. She scored the eighth goal in the team's 9–0 win over Equatorial Guinea.

On 16 June 2023, she was included in the 23-player Nigerian squad for the FIFA Women's World Cup 2023.

Monday was called up to the Nigeria squad for the 2024 Summer Olympics as an unrolled alternate player.

# ARCHETYPE

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.

# 1 TONE & VOICE

C O N F I D E N T / P R O F E S S I O N A L

# TONE & VOICE

## 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.

## PROFESSIONAL

The brand tone of voice expresses professionalism 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

REASON TO BE

# MISSION

## INFLUENCE

To build an influential legacy that extends beyond football by achieving excellence at the highest level of competition while creating meaningful impact beyond personal success.

# VALUES

FUNDAMENTAL BELIEFS

# VALUES

DISCIPLINE

INTEGRITY

CONSISTENCY

EXCELLENCE

# PILLARS

# PILLARS

## **1. 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.

## **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. 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.

## **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.

# IDENTITY

BRAND VISUALS

# PRECISION / INTELLIGENCE DISCIPLINE / CONTROL

The logo is constructed from the initials of Monday Gift, stylized through a series of sharp, geometric angles that communicate strength, focus, and technical mastery. Rather than using soft curves, the deliberate use of pointed edges and angular lines reflects the precision required in elite football, every pass, tackle, and strike must be calculated and exact. The interlocking structure of the initials creates a compact and balanced form, symbolizing discipline and control, qualities that define a player who reads the game intelligently and executes movements with clarity and purpose.

The sharp angles also visually evoke speed and direction. Much like the rapid changes of movement on the pitch, quick turns, explosive sprints, and accurate ball placement. The logo's edges appear to push forward, suggesting momentum and agility.

This geometric sharpness mirrors the player's style of play: decisive, accurate, and fast. As a personal emblem, the mark becomes more than initials; it represents a competitive identity built on precision, speed, and accuracy; core attributes that distinguish a high-performing female soccer athlete.

# LOGO & WORDMARK



**MONDAY GIFT**

# 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

R: 0  
G: 0  
B: 0

Moon Green  
#164b4f

R: 22  
G: 72  
B: 75

Lime Yellow  
#d4e419

R: 212  
G: 228  
B: 25

Grey  
#808080

R: 128  
G: 128  
B: 128

# TYPOGRAPHY

*Aa*

Bodoni 72 Family

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

**Cc**

Crimson Text Family

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

# TYPOGRAPHY

# HEADLINES

Bodoni 72 Family

## **BODY COPY**

Crimson Text Family

# COMPOSITION

IMAGERIES VS TEXT

# 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.

# DELIVERABLES

# GOOGLE ADS.

## SPEED & GOALS!

*Discover Monday Gift, the sensational goal-scorer for Washington Spirit.*



## SPEED & GOALS!

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# GOOGLE ADS.

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Today's Paper

# The New York Times

Nasdaq +1.29% ↑

U.S. ▾ World ▾ Business ▾ Arts ▾ Lifestyle ▾ Opinion ▾ Video ▾ Audio ▾ Games ▾ Cooking ▾ Wirecutter ▾ The Athletic ▾

**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?

5 MIN READ



ANALYSIS

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

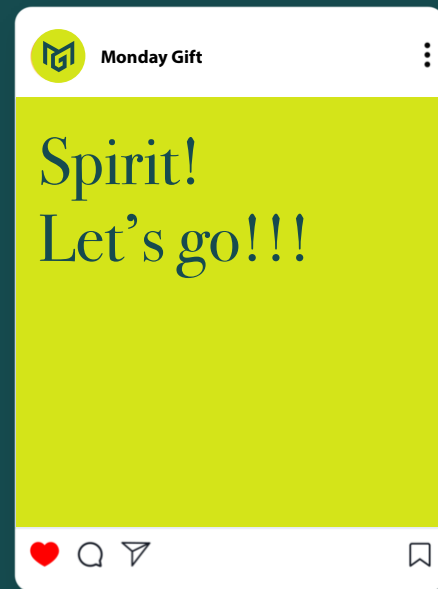
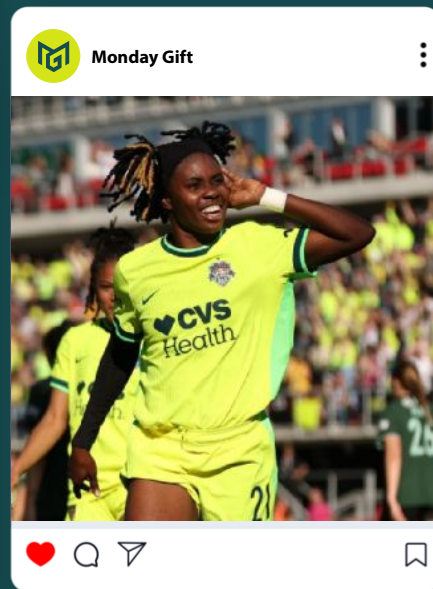
The opening days of the conflict are challenging the idea that President Trump can project force abroad while safeguarding American lives and the economy.

4 MIN READ

## Pro-American Kurdish Forces Are Preparing Possible Iran Incursion

5 MIN READ

# INSTAGRAM



# WEBSITE



# WEBSITE


[PLAYER](#)
[STATS](#)
[NEWS](#)
[THE BRAND & MERCH](#)

THE PLAYER

# MONDAY

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## 2025

Acquired by  
Washington Spirit to a  
three-year contract

## 36mins

Time taken by  
Monday to score a hat  
trick, helping  
Washington beat the  
Houston Dash.



# LETTERHEAD & CALL CARDS



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.

If additional information, clarification, or support is required, please contact the Brand Manager below.

**Bunmi Jinadu**  
+1 404 993 0008  
bunmijinadu@icloud.com