



BRAND GUIDELINES



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INTRO



CHICAGO FIRE SOCCER CLUB

The Chicago Fire Soccer Club competes in Major League Soccer (MLS), the top soccer league in the United States and Canada. The organization is named for the Great Chicago Fire of 1871, and was founded on October 8, 1997; the event's 126th anniversary.

In their first league season in 1998, the Fire won the MLS Cup as well as the U.S. Open Cup (the "double"). They have also won U.S. Open Cups in 2000, 2003, and 2006; in addition to the 2003 MLS Supporters' Shield.

Toyota Park is the Fire's home stadium. They are currently coached by Veljko Paunovic.

MLS CUP CHAMPIONS: 1998

LAMAR HUNT U.S. OPEN CUP CHAMPIONS: 1998, 2000, 2003, 2006

MLS SUPPORTERS SHIELD WINNERS: 2003

MLS WESTERN CONFERENCE CHAMPIONS: 1998

MLS EASTERN CONFERENCE CHAMPIONS: 2003

MLS CENTRAL DIVISION CHAMPIONS: 2000, 2001

SPORTS FANS OF AMERICA ASSOCIATION'S FAN FRIENDLIEST MLS TEAM: 2003

REFERENCE GUIDELINES

FIRST REFERENCE

Chicago Fire Soccer Club is preferred on first reference.
“Chicago Fire” or “Fire” are acceptable when brevity is a concern.

SECOND REFERENCE

“Chicago Fire” or “Fire” are acceptable on second reference.

INCORRECT REFERENCES

Do not refer to the team as “Chicago Fire Soccer” or “Chicago Soccer.”

BROADCAST REFERENCES

“Chicago Fire” is the full name that should be used as a nickname on broadcast elements.
“CHI” is the three-letter code that should be used on broadcast elements if desired.

SOCIAL MEDIA

FACEBOOK

facebook.com/chicagofire

TWITTER

twitter.com/chicagofire

YOUTUBE

youtube.com/officialfiresoccer

INSTAGRAM

instagram.com/chicagofire

CONTACT INFO

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OUR BRAND

BUILDING OUR BRAND

WHY GUIDELINES ARE IMPORTANT

The Chicago Fire Brand Guidelines allow us to communicate our brand properly and consistently. The following pages detail the proper treatment of our logo, wordmark, colors, typefaces and usage in various applications.

REVIEW PROCESS

This document should be referenced for every project involving the Fire brand. If a project falls outside the scope of the guidelines outlined here, or if you have further questions, you can make inquiries to the contacts listed on page 6. The ultimate approval of projects not readily meeting the brand guidelines will come from the internal Marketing staff. The timeframe for approval should be at least two weeks prior to hitting the market.

BEST PRACTICES

For best practices, always use our primary PMS colors and Fonts.
Please refrain from using Flames or any other reference to the element of Fire.

THE LOGO



PRIMARY & EMBROIDERY LOGO



PRIMARY LOGO DARK BACKGROUND

PRIMARY LOGO COLOR VARIATIONS



The full-color logo is always preferred. When used on a photographic background, drop shadows may be used to enhance legibility.

The grayscale logo is available as an alternate to the one-color or reversed versions when color printing is not available. Do not use on a background that provides insufficient contrast.

If used in one color on a white or light background, the shield should be presented in one of these colors.

[**DOWNLOAD LOGOS HERE**](#)

THE LOGO

CLEAR SPACE

A clear area equal to "X" (shown below) should be maintained around the logo. Type, graphics, and complex images should be kept outside the clear area.



MINIMUM SIZE

If it can be avoided, the logo should not be used any smaller than 1" tall. Absolute minimum size is 1/2" tall.



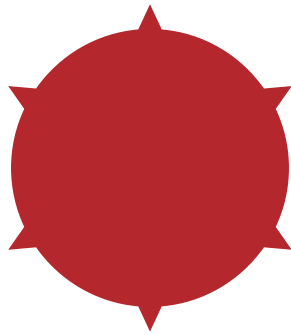
COLOR PALETTE

OFFICIAL COLORS

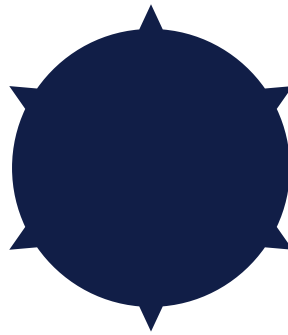
The official color of the Chicago Fire Soccer Club is Red, PANTONE (PMS) 1805.
Whenever possible, print the Red as a spot or fifth color to ensure accuracy.

The secondary color is Navy Blue, PANTONE (PMS) 2768. Navy Blue is seen on the logo as the dominating color.

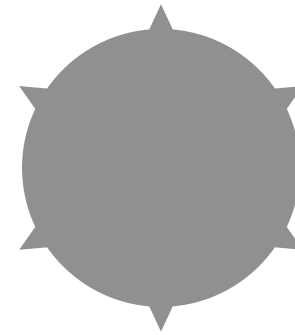
The tertiary color is Metallic Silver, PANTONE (PMS) 877. If Metallic Silver is not available please use PANTONE (PMS) 429.



PMS 1805



PMS 2768



**PMS METALLIC 877
OR PMS 429**

CMYK
20/100/100/15

CMYK
100/92/39/42

CMYK
50/40/40/0

RGB
175/30/35

RGB
13/32/74

RGB
140/143/144

HEX #
AF1E23

HEX #
0D204A

HEX #
8C8F90

LOGO USAGE

PLACEMENT & BACKGROUNDS

Use only approved files. Adhere to clear space and minimum size guidelines.

Place the logo on backgrounds that show the logo clearly. Backgrounds should be solid or with subtle variations that allow quick recognition and readability. Colored bars can enhance clarity on complicated backgrounds. Please be sure there's a white outline around the logo and the registered mark is legible. A drop shadow may be used if the background is busy to increase legibility.



USE ALONGSIDE OTHER LOGOS

When using the shield alongside other logos or in a lock-up, ensure that all logos appear equal in stature and adhere to minimum clear space guidelines. Always place the Fire logo on the left hand side of its partner logo.



**PARTNER
LOGO**

INCORRECT USAGE



DO NOT STRETCH OR DISTORT THE LOGO



DO NOT ALTER THE COLORS OF THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ALTER ELEMENTS OF THE LOGO



DO NOT PLACE THE LOGO IN A BOX



DO NOT OBSTRUCT LOGO

LOGO CROPPING



MAXIMUM LOGO CROPPING

When cropping the FIRE logo, use the direction at left as a general guide. Maximize the logo in the space available. It should be as big as possible without losing the “CHICAGO”, “FIRE” and the “C” in the middle. The guiding objective is to be sure each letter is fully represented and not lost to the abstract, and that the logo as a whole is readable.



EXAMPLE OF CORRECT LOGO CROPPING



EXAMPLE OF INCORRECT LOGO CROPPING

WORDMARK

The Fire wordmark is provided as a secondary mark and/or an alternative to the primary logo.



[DOWNLOAD WORDMARKS HERE](#)

TYPOGRAPHY

THE OFFICIAL FIRE FONT

CHICAGO FIRE is the official typeface for the Chicago Fire Soccer Club.

Online, when FIRE is not available, Arial is an acceptable alternate typeface family.

CHICAGO FIRE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

CAMPAIGN FONTS

USE THESE FOR BILLBOARDS, SIGNAGE, WEB BANNERS, ETC. USUALLY 1 - 7 WORDS

These fonts are strong, industrial and bold.

VALUCO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

UNITED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

[**DOWNLOAD FONTS HERE**](#)

TYPOGRAPHY

UNITED FONT FAMILY

UNITED SERIF REG LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SERIF REG BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

UNITED SERIF CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SANS REG LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SANS REG BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

UNITED SANS CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED ITALIC REG LIGHT

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

UNITED ITALIC SEMICONDENSED MEDIUM

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

UNITED ITALIC CONDENSED LIGHT

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

FILE TYPES

FILE TYPES

GUIDELINES FOR BEST FILE TYPES

JPEG and PNG files work best with Microsoft Office software such as Word, Excel and PowerPoint. Art should be used at actual size or smaller.

TIFF files work like JPEGs but are less compressed and therefore larger. They may result in better production quality. Art should be used at actual size or smaller.

VECTOR files are best for scalable and print production applications. Printers and designers typically request VECTOR files. VECTOR files may be placed in most design and layout software. VECTOR files generally include EPS and AI files.

PDF files provide a stand-alone file that can be viewed on most computer systems using Acrobat Reader. PDF files may be placed in most design and layout software. This art can be increased in size.

GIF files are typically the smallest file size available with low resolution and RGB color. They are for use in online executions like emails and websites and should not be used in printing.



THANK YOU