# **COLUMBUS CREW SC**

**Brandbook & Styleguide** Version 1.1 - 10/14





- 1 WELCOME TO COLUMBUS CREW SC
- 2 OUR NAME AND BADGE
- 3 USAGE STANDARDS
  - A Primary Badge
  - B Wordmark
  - C Applications
  - D Color Systems
  - E Brand Extensions
  - F Typography
  - G Vernacular
- 4 CONTACT

# WELCOME TO COLUMBUS CREW SC

As Columbus' professional soccer club, we identified the need to better align our brand with our city so that we can establish and grow strong emotional connections throughout the community.

Columbus has certainly matured as a city over the past two decades, and has established some very distinguishable traits to build civic pride.

We believe in and support the direction our city is heading, and are extremely proud to reveal the new attributes and identity for the Columbus Crew SC brand, which centers around three pillars: Original; Energetic; and Authentically Columbus.



## **Brand Pillars**

Our pillars are what make us different from the competition—the characteristics that are unique to us and that we build on and own.



### **ORIGINAL.**

Our history as a team of firsts – first club in Major League Soccer, first soccer-specific stadium, first major professional championship for Columbus – is well documented, and is our inspiration to continue to be original, bold, pioneering and innovative as we push forward to accomplish our goals as a club and a community.

## **ENERGETIC.**

We believe in bringing a youthful, passionate energy to everything we do, from offering exceptional experiences to building a winning culture. We embrace and foster the raw, unrivaled energy our fans contribute to our stadium atmosphere, which creates a contagious pride for our club and our city.

## **AUTHENTICALLY COLUMBUS.**

We are honored to call Columbus our home. We strive to embody the young, progressive culture of our emerging city and celebrate the authentic features that make it unique. We pledge to work together to shape the future of our sport and our city to create something special for our community.

# **OUR NAME AND BADGE**

The Columbus Crew SC name and badge are distinctive elements that unite our club, our fans and our community by making a strong connection to our city, distinguishing ourselves as a soccer club, representing the origins and history of our club and by celebrating the passion and energy of our fans. Our new identity is a badge of honor. A symbol of everything we represent.



# Expanding and Redefining Our Name

As a significant point of pride for our hometown, "Columbus" has been prominently added to our new badge, along with "SC" to further define the brand more accurately as a soccer club. The club's nickname, the Crew, is evolving from its original meaning as a hard-working construction crew to a new, more relevant one:

Crew = A tight-knit group of people who come together to share a passion for our club, our city and the sport of soccer.

The nickname, Crew, now symbolizes a unique bond of family and friendship between the club, the fans, and the communities who unite to embrace and celebrate the authenticity and heritage of our sport.

# Elements of Our Badge

Our badge is composed of elements that have deep significance for our club.

Circle

Inner Ring



Our Heart

**Original Crest** 

Diagonal Stripes

**Checkerboard Pattern** 

# The Story of Our Badge

Our badge is composed of elements that have deep significance for our club.



#### **CONTEMPORIZING THE SHAPE**

The unifying shape has evolved from the original crest into a circular badge, a strong symbol of unity, for the values embodied by the club and shared by players, staff, fans and the community.



#### THE CIRCLE

Also influenced by traditional German soccer club badges, the circle gives a nod to Columbus' German heritage.



#### **INNER RING**

This mirrors the "O" in the state flag of Ohio, of which Columbus is the capital.

#### **OUR HEART**

The heart of our brand is born from our historical accomplishments as a club and our unique fan culture, which are equally symbolized at the heart of our badge.



#### **ORIGINAL CREST**

The original crest pays tribute to our history as the first club in Major League Soccer, adorned with a "96" for the year the club and league were founded.



#### **DIAGONAL STRIPES**

The crest is set atop nine diagonal stripes to represent the other charter clubs in the league and our vision for the upward growth of our club.



#### CHECKERBOARD PATTERN

A symbol of our passionate fans and their unwavering support, this pattern is deeply rooted in Columbus Crew SC fan culture and in soccer cultures around the globe.

# The Story of Our Wordmark

Our wordmark signature is composed of elements that have significance for our city and our club.

#### **OUR CITY**

As a significant point of pride for our hometown, "Columbus" is prominently displayed in our wordmark signature.

# COLUMBUS CREWSC

#### THE ARCH

As a subtle reference to our city being known for its arches, "Columbus" is arched above the club nickname.

# **USAGE STANDARDS**

The following sections will provide guidelines and instructions for proper executions of the Columbus Crew SC brand.





## Minimum Size & Clear Space PRIMARY BADGE

#### **MINIMUM SIZE**

The Columbus Crew SC primary badge can appear in a variety of sizes to accomodate a range of applications, but it should not be sized so small that it becomes illegible.

Because of the complexity of the design elements in the badge, it should not be reproduced such that the optical size of the badge becomes less than 1/2 inch, as shown in the example.

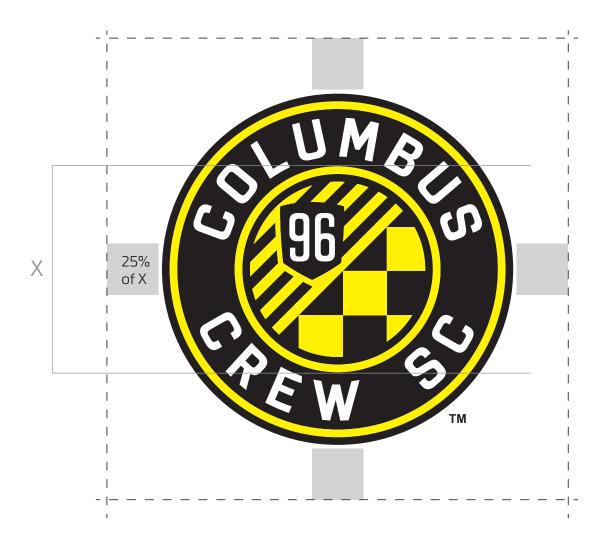
#### **CLEAR SPACE**

The Columbus Crew SC primary badge should be surrounded by a field of clear space to isolate it from competing graphic elements and ensure its visibility and impact.

The clear space minimum is equal to at least 25% of the width of the heart of the primary badge as represented by X in the example.

The only exception to the clear space requirement is when incorporated into brand extension or with a partner's logo.





#### **Color Variations**

**PRIMARY BADGE** 

#### **COLOR VARIATIONS**

The full-color Columbus Crew SC badge is always preferred for brand applications.

There is no approved grayscale version of the Columbus Crew SC badge.

When reproducing in a single-color format on a light colored field, the badge should be printed in black. In a single-color application on black, the preferred use is yellow, and on any other dark field, the single-color reverse in white is appropriate.



Full-color



Full-color reverse



single-color



preferred single-color reverse on black only



single-color reverse

# Incorrect Usage PRIMARY BADGE

#### **INCORRECT USAGE**

Incorrect use of the Columbus Crew SC badge compromises its integrity and effectiveness. Care should always be taken to ensure that correct and consistent use is maintained in every application. Some common misuses are listed below and shown as an example to the right.

#### DO NOT:

- Stretch or distort the badge
- Alter the colors of the badge
- Rotate the badge
- Alter or delete elements of the badge
- Crop the badge
- Obscure the badge
- Place the badge in a box
- Use the badge as a pattern
- Use in combination with the wordmark
- Remove the white retaining shape from the badge

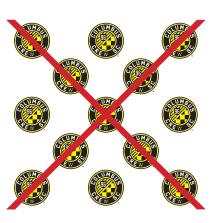




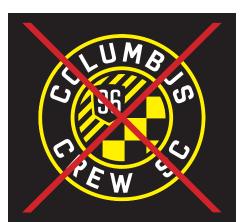














## Minimum Size & Clear Space wordmark

#### **MINIMUM SIZE**

The Columbus Crew SC wordmark can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible.

It should not be reproduced such that the optical size of the badge becomes less than 1/4 inch, as shown in the example.

#### **CLEAR SPACE**

The Columbus Crew SC wordmark should be surrounded by a field of clear space to isolate it from competing graphic elements and ensure its visibility and impact.

The clear space minimum is equal to at least 50% of the wordmark's height as represented by X in the example.

The only exception to the clear space requirement is when incorporated into brand extension or with a partner's logo.







#### **COLOR VARIATIONS**

The Columbus Crew SC wordmark is only represented as a single-color mark on light.

The club prefers the two-color wordmark for reproduction on dark backgrounds. When the two-color wordmark is not applicable, the single-color yellow version is the preferred on black. If displayed on a color outside of the brand's color palette single-color black or white is preferred.



single-color on light



single-color on light



two-color on dark is preferred



single-color yellow on dark is preferred to white



single-color on dark



#### **INCORRECT USAGE**

Incorrect use of the Columbus Crew SC wordmark compromises its integrity and effectiveness. Care should always be taken to ensure that correct and consistent use is maintained in every application. Some common misuses are listed below and shown as an example to the right.

#### DO NOT:

- Stretch or distort the wordmark
- Use in combination with the badge
- Use the "Columbus" or "Crew SC" elements of the wordmark independently
- Reproduce the single-color wordmark in any color outside the brand palette
- Alter the color















# Usage Examples APPLICATIONS

#### **USAGE EXAMPLES**

The full-color badge should only appear on color backgrounds that are part of the club's brand palette without prior club approval. Otherwise, if the badge is set on any other color field, the single-color version is preferred.

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

Also see Branding Extension section, starting on page 35, for greater detail on club and partner branding relationships.



























PARTNER

# Usage Examples - Photo Background APPLICATIONS

## USAGE EXAMPLES - PHOTO BACKGROUND

When an application calls for a photographic background, it is important that the imagery provides the badge with sufficient contrast to ensure its visibility. The badge should not be positioned in an area of an image where it loses definition and becomes ineffective.



Columbus Crew SC badge on a highly detailed photograph.



Do not place Columbus Crew SC full-color badge on a photograph with high contrast. This diminishes the visibility of and detail of the badge.



Columbus Crew SC badge placement on a photo should also maintain the clarity of the image.



Do not place Columbus Crew SC badge in a manner that diminishes the photography.



#### **INCORRECT USAGE - IN TEXT**

Do not use any of the Columbus Crew SC family of marks to replace "Columbus Crew SC" in text.

The badge and wordmark are symbols and should not act as a word.

Fans make Columbus Crew SC matchdays a unique experience.



Fans make COLUMBUS matchdays a unique experience.





#### **BRAND PALETTE**

Columbus Crew SC color palette consists of Crew SC Black and Crew SC Gold. Refer to the color values to the right to ensure their correct reproduction. When full-color printing is not available, the badge should be reproduced in only one color.

**CREW SC BLACK**PROCESS BLACK

process C:0 M:0 Y:0 K:100

hex 000000 video R:0 G:0 B:0 CREW SC GOLD

PROCESS YELLOW

process C:0 M:0 Y:100 K:0

hex fff200

video R:255 G:242 B:0

#### **CREW SC WHITE**

process C:0 M:0 Y:0 K:0

hex ffffff

video R:255 G:255 B:255

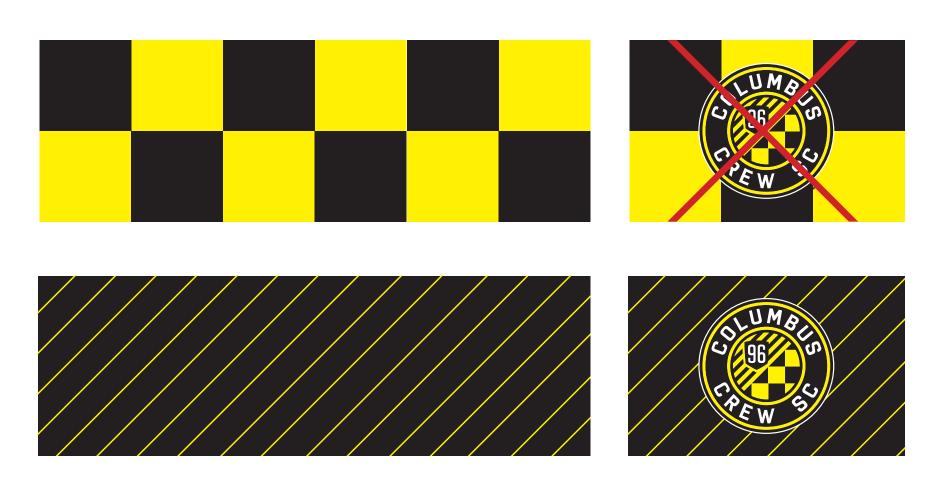
# Pattern Guidelines COLOR SYSTEMS

#### **PATTERN GUIDELINES**

Columbus Crew SC utilizes two specific patterns used within the team's badge.

The preferred pattern use is the checkerboard pattern, which represents the club's fan culture. The preferred use incorporates a two-block tall pattern. The Columbus Crew SC badge should never be placed over-top the checkerboard pattern, as shown on the right.

The stripes, because of their representation in the badge, are used as an accent element and less as an identifiable pattern for the club. To use as an accent, we recommend they be used as thin pinstripes. The Columbus Crew SC badge may be placed over-top of the stripe pattern, as shown on the right.





#### Crew SC Dominant

#### **BRAND EXTENSIONS**

#### **CREW SC DOMINANT**

Programs or initiatives that are actively managed and controlled by the club will be Crew SC dominant.

Examples: Get a Kick out of Reading, Crew SC Street Soccer Festival, Crew SC Copa Victoria.

Crew SC primary badge should be used. The brand extension name may not be larger than 60% of the total area. The primary badge and the extension name should never overlap. The extension name may fall within the clear space previsously discussed.

 $X^2$  = total area

If a sponsor is part of the brand extension, it should appear at the bottom and no larger than 20% of the total area.



EXTENSION NAME

60% of total area





**SPONSOR BRAND** 

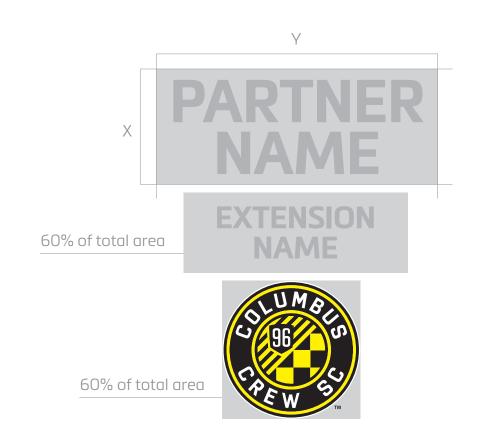
20% of total area

# Partner Dominant BRAND EXTENSIONS

#### PARTNER DOMINANT

Crew SC presence will be subordinate when programs or initiatives are actively managed and controlled by a partner, because of liability and partnership timeframe.

Crew SC primary badge should be used. The brand extension name and Crew SC badge should not be larger than 60% of the total area. The primary badge and the extension name should never overlap. The extension name may fall within the clear space previsously discussed.



# Crew SC Endorsed BRAND EXTENSIONS

#### **CREW SC ENDORSED**

When endorsing a partner, Crew SC primary badge may be used in a subordinate fashion. The designation "Official Partner" or "Proud Partner" are acceptable usages.

Crew SC primary badge should appear at 20% of the total area of the partner's name or logo. The placement of the designation with the primary badge should be a distance of 25% of the total height of the badge. When used in conjuction with the primary badge, the designation text should appear in all capitals.

If at 20% of the total area of the partner's mark the primary badge would appear smaller than 1/2 inch, the proper use will be text only.

When endorsing with text only, the entire club name "Columbus Crew SC" should always be used.

Examples shown here.

ANY PARTNERSHIP DESIGNATION MUST BE APPROVED BY COLUMBUS CREW SC PRIOR TO USE.







Proud Partner of Columbus Crew SC

# **PARTNER NAME**

**Proud Partner of Columbus Crew SC** 





#### **OFFICIAL TYPEFACE**

Typography plays an integral role in the Columbus Crew SC identity system. The consistent usage of the selected typefaces in all text applications contributes to a cohesive look and feel in Columbus Crew SC communications.

Metronic Pro, is our primary typeface, is a distinct and highly legible sans serif font. It is intended for principal and supporting text applications such as titles, sub-heads, as well as primary and secondary messaging.

\*For internal correspondence and website copy, Arial may be substituted for Metronic Pro.

## **METRONIC PRO FAMILY**

AIR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

**BOLD** 

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

**SEMI BOLD** 

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

**BOLD** 

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789



#### **OFFICIAL TYPEFACE**

Boris Black Bloxx is intended for headline messaging where deemed appropriate.

## **BORIS BLACK BLOXX**

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789



#### **TYPEFACE**

The Columbus Crew SC badge and wordmark use a custom typeface, Plexes SC. This font should be used minimally so as not to decrease the effectiveness of the badge or wordmark.

DO NOT USE THIS TYPEFACE WITHOUT THE APPROVAL OF COLUMBUS CREW SC.

## PLEXES SC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0123456789





#### FIRST REFERENCE

"Columbus Crew SC" is preferred on first reference. "Columbus" or "Crew SC" is acceptable when brevity is a concern. Do not use "The Columbus Crew SC," "The Crew SC" or "The Crew."

#### **SECOND REFERENCE**

"Crew SC" is acceptable on second reference.

#### **INCORRECT REFERENCES**

Do not refer to the club as "Columbus Crew," "The Crew," "Crew," "the Crew SC" or "Crew Soccer Club."

#### TERTIARY REFERENCE

The club's initials "CCSC" can be used as a tertiary reference if an abbreviation is desired.

#### **STADIUM REFERENCES**

Please reference the stadium as "Crew Stadium." Do not refer to the stadium as "Columbus Crew Stadium," "Columbus Crew SC Stadium," or "Crew SC Stadium."

#### WEBSITE

The official website of Columbus Crew SC is www.ColumbusCrewSC.com. When referencing the website it is preferred to reference as "ColumbusCrewSC.com"

#### **TWITTER**

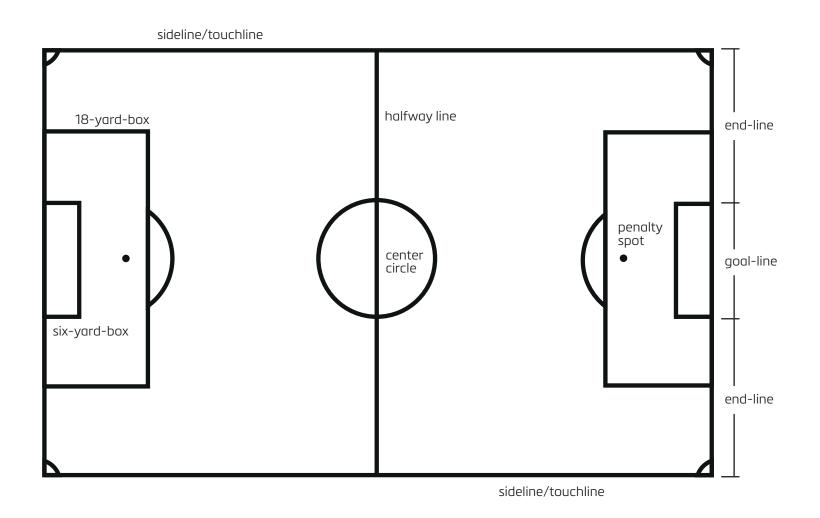
The official Twitter account of Columbus Crew SC is @ColumbusCrewSC. The official hashtag is #CrewSC

#### **FACEBOOK**

The official Facebook account of Columbus Crew SC is http://www.facebook.com/ColumbusCrewSC

# Reference Guide

- Season Ticket Members (preferred to season ticket holders)
- matchday
- supporters (preferred to fans)
- match (preferred to game)
- pre-match
- halftime
- post-match
- kickoff (n., adj.) kick-off (v.)
- goal-line
- corner-kick
- throw-in
- goal-kick
- goalkeeper
- fullback, rightback, leftback
- centerback
- offside
- shutout (n.) shut-out (v.)
- postseason
- playoff, playoffs (n., adj.) play-off (v.) MLS Cup Playoffs (n. proper)
- Crew Stadium
- Ticket Office
- Obetz Training Facility
- training (preferred to practice)
- Crew SC Shop (the official club shop)
- jersey
- kits (preferred to uniforms)
- badge (preferred to logo)
- club (preferred to organization)





#### **GOALKEEPER (GK)**

The goalkeeper is the last line of defense and protects the side's goal.

#### **CENTERBACK (CB)**

In a four-player defense, the centerbacks are the two defenders in the middle of the backline.

#### **FULLBACK (FB)**

A fullback is a defender positioned on the flanks. They are either classified as leftback (LB) or rightback (RB).

#### **DEFENDING MIDFIELDER (DM)**

A defending midfielder is stationed just in front of the backline. His responsibility is to prevent the ball from reaching his team's defensive third of the field.

#### **CENTRAL MIDFIELDER (CM)**

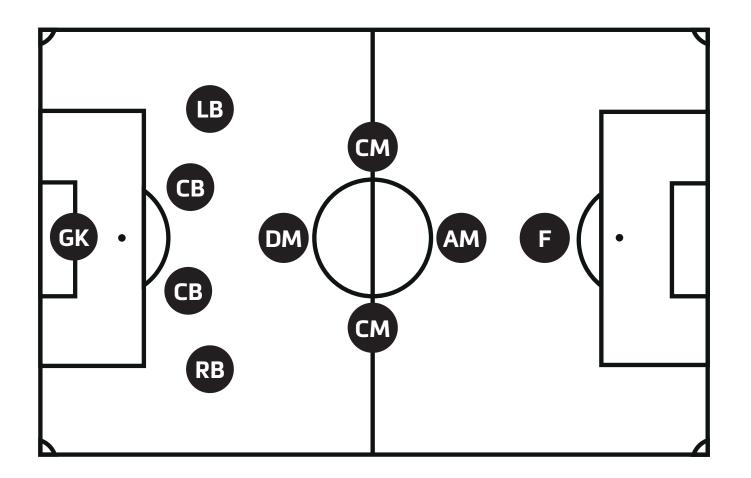
A central midfielder is stationed at the center of the field. One who plays both offense and defense could be referred to as a box-to-box midfielder.

#### **ATTACKING MIDFIELDER (AM)**

The attacking midfielder is an advanced midfield player who is primarily inclined to attack.

#### FORWARD (F)

Forwards are positioned closest to the opponent's goal.



# CONTACT

Will Bennett Senior Brand Director 614.447.4208 - direct

This publication is the approved artwork guide for Columbus Crew SC. All marks shown in this publication are the property of Major League Soccer and Columbus Crew SC and may not be reproduced with permission.

©2014 Columbus Crew SC. All rights reserved.





### Brandbook & Styleguide

One Black & Gold Blvd. Columbus, OH 43211

Phone 614.447.2739

