



The Brand

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This document contains the approved brand guidelines for D.C. United. All marks within are the property of Major League Soccer and D.C. United. They may only be reproduced with permission. The colors displayed in this guide are for reference only. Color use should be matched to PANTONE® color standards for accuracy. PANTONE® is the property of Pantone, Incorporated.

Any usage of the D.C. United Shield, Wordmark, Eagle or name must be approved by one of the people listed on the right.

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Shield



1998 - 2015



2016 & Beyond

Wordmark

**D.C. UNITED™**

2016 & Beyond

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**D.C. UNITED™**

1998 - 2015

Color

OLD

NEW



PANTONE 485 C  
C. 0  
M. 94.90  
Y. 100  
K. 0

PANTONE 185 C  
C. 0.91  
M. 100  
Y. 92.14  
K. 0.02

We have emboldened our red to 185C. The bolder, more intense hue of red captures the brand vision and passion of the brand evolution.

Black and Red. A tradition that will never change. Black will be, as tradition states, the primary color. The new red will serve as the bold contrast point and the secondary color. White is used as a tertiary color in embroidery, while a new blue and grey tones can be used as highlights to support the brand.

## PRIMARY COLORS



PANTONE BLACK C  
C. 65.93  
M. 63.92  
Y. 67.42  
K. 67.44



PANTONE 185 C  
C. 0.91  
M. 100  
Y. 92.14  
K. 0.02

## SECONDARY COLOR\*



PANTONE 423 C  
C. 48.24  
M. 39.09  
Y. 39.39  
K. 3.5

## TERTIARY COLOR\*



PANTONE 285 C  
C. 90.75  
M. 52.67  
Y. 0  
K. 0

*\*These colors should only be used sparingly and only in addition to the Club's Primary colors - never as a replacement*

## Sizing



1" Inch Tall

**Minimum Size**

If it can be avoided, the shield should not be any smaller than one inch tall.

Absolute minimum size is half inch tall.

**Clear Space**

The square padded zone can be found by scaling the logo up to 150% of its actual size.



Color Variations



**Full Color Outlined**  
white background only



**Full Color**  
on colored background



**One Color Outlined**  
white background only



**One Color**  
on colored background

## Usage

**Placement & Backgrounds**

Use only approved files. Adhere to clear space and minimum size guidelines. Place the shield on backgrounds that show the shield clearly. Backgrounds should be solid with subtle variations that allow quick recognition and readability.

**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 size and clear space guidelines. Always place the D.C. United shield on the left-hand side of its partner logo.

**Improper Use****DO NOT**

- Remove the trademark symbol.
- Stretch or distort. Rotate the logo.
- Resize, alter or delete elements of the logo.
- Place the logo in a box.
- Alter the colors.
- Obscure the logo.
- Use the logo as a pattern or tile.
- Apply a drop shadow to the logo.
- Apply a texture over top.
- Alter the opacity.
- Extrude or bevel.



## Sizing



**D.C. UNITED**<sup>TM</sup> 0.5" Inch Tall

**Minimum Size**

**D.C. UNITED**<sup>TM</sup>

**Clear Space**

The rectangular padded zone can be found by scaling the logo up to 150% of its actual size.

Color Variations

**D.C.UNITED™**

Full Color



Full Color  
on red background

**D.C.UNITED™**

One Color



Full Color  
on black background

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Useage

### How to Use the Wordmark

The wordmark should not be used in instances where it is possible to use D.C. United's primary logo. Use only approved files. Adhere to clear space and minimum size guidelines. Place the wordmark on backgrounds that show the wordmark clearly. Backgrounds should be solid with subtle variations that allow quick recognition and readability. All applications of the wordmark require approval from the D.C. United marketing department.

### Where to use the Wordmark

In spaces that maximize landscape or horizontal proportions.  
In replacement or absence of the primary logomark.

### Where **NOT** to use the Wordmark

In digital or video production when the shield can be utilized.  
In conjunction with the shield or eagle.

### Improper Use

#### **DO NOT**

Remove the trademark symbol (TM).  
Apply a gradient fill or a pattern.  
Stretch, wrap, distort, or rotate the wordmark.  
Rearrange, delete or add elements.  
Extrude or bevel.  
Apply a dropshadow to the logo.  
Mirror effect.  
Alter the opacity.

Sizing



0.75" Inch Tall

**Minimum Size**



**Clear Space**

The square padded zone is equivalent to one and a half times the wingspan of the eagle.

Variations



Full Color



Full Color  
on colored background



One Color



One Color  
reversal

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Usage

### Placement & Backgrounds

The eagle is an element of the primary logo, and therefore, should never be used as a stand-alone logomark nor take the place of the club's primary mark. Adhere to clear space and minimum size guidelines, proper examples below, and the improper instances. For best results, please make sure there is a high contrast between the foreground of the eagle and its background.

### Use Alongside Other Logos

When using the eagle alongside other logos or phrases, please ensure that all entities appear equal in stature and adhere to minimum size and clear space guidelines.

### Improper Use

#### **DO NOT**

Use attributes from the primary logo.

Stretch or distort.

Outline the eagle or give it a stroke.

Fill the eagle with a pattern, texture, or color than red.

Apply a drop shadow to the logo.

Combine or create a new symbol with it.

Extrude or bevel.

Use the logo as a pattern or tile.

Alter the colors.

Obscure the eagle.

Reflect nor rotate the orientation.

Alter the opacity.



DIN Next LT Pro

Light: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Heavy: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Custom "D.C. United" Font

\*Avaliable upon request

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

## Boilerplate

**Boilerplate guidelines**

Headquartered in Washington, DC and playing home matches at RFK Stadium, D.C. United is the most successful professional soccer organization in the history of the United States. United is four-time MLS Cup champions (1996, 1997, 1999 and 2004) and winners of the 1996, 2008, and 2013 Lamar Hunt U.S. Open Cup, the 1998 CONCACAF Champions Cup, the 1998 InterAmerican Cup and the 1997, 1999, 2006 and 2007 MLS Supporters' Shield – awarded to the team with the best regular season record. United is one of 20 teams comprising Major League Soccer, joining, Chicago Fire, Colorado Rapids, Columbus Crew SC, FC Dallas, Houston Dynamo, LA Galaxy, Montreal Impact, New England Revolution, Orlando City SC, Philadelphia Union, Portland Timbers, New York Red Bulls, New York City FC, Real Salt Lake, San Jose Earthquakes, Seattle Sounders FC, Sporting Kansas City, Toronto FC, and Vancouver Whitecaps FC. For more information on D.C. United, visit [dcunited.com](http://dcunited.com).

This message was created for official D.C. United marketing, merchandise and communication activities in order to ensure the integrity of the brand remains intact and is matched by consistency of messaging. Club and club partners may use this as it appears or as a reference to be incorporated across any communication platform.

## Reference

**Reference Stipulations**

'D.C. United' is preferred as the first reference to our club.

'United' and 'DCU' are acceptable as secondary references.

Use of an article before any of these references (ie 'the D.C.

United', 'the United' or 'the DCU' is incorrect. Use of an article

before Major League Soccer or MLS is also incorrect.

D.C. United should always be written using periods after the

'D' and 'C.'

**Additional Reference**

The club may also be referenced as 'the Black-and-Red.'

**Broadcast graphics**

'D.C. United,' 'United' and 'DCU,' in that order, are preferred

references for broadcast graphics. When speaking of the

organization, please refer to the team as either "D.C. United"

or "United," but not "the D.C. United" or "the United." The

Black-and-Red may also be used to speak of the club.

