



**MINNESOTA
UNITED FC**

LEAGUE BRAND BOOK

VERSION 1.4 | 6.9.16

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INTRODUCTION



WE ARE UNITED

This book is a toolkit to help maintain a visual style that serves our club well. These guidelines aren't intended to lock our brand in place, but rather provide a jumping-off point that guides how our brand will grow. This book will help us uphold the integrity of our brand and guide us as Minnesota United FC moves forward into the future.

OUR NAME

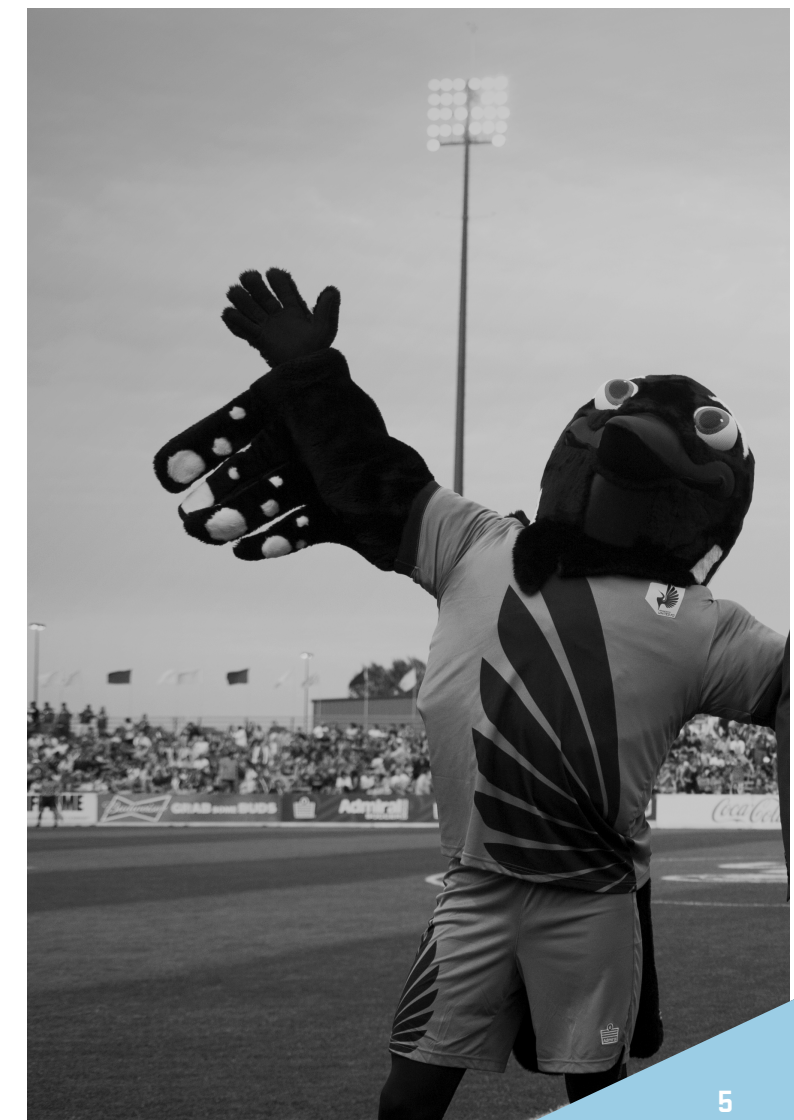
Throughout the rich history of international soccer, the best clubs have approached branding openly, allowing various elements to emerge organically to establish their identities. Typically, these elements include a club name with broad appeal, shortened initials and a nickname bestowed by the fanbase.

The word “United” reflects both our mission to bring together a wide range of fans from across interests, ethnicities, and socioeconomic backgrounds, and also our goal to bring together both Minneapolis and St. Paul behind one team. By uniting fans and cities, Minnesota United FC is ushering in a new era of soccer in Minnesota.

MINNESOTA UNITED FC

OUR NICKNAME

Our fans call us the Loons, a nickname that easily identifies us and connects strongly to our visual presence. While the Loon, a black and white bird with a red eye, is the centerpiece of our crest, we've never actually referred to ourselves by that name. It's a nickname chosen and advocated for by our supporters, and we therefore embrace it.



OUR BRAND PRINCIPLES

Our brand was created to be unlike any other club in North America. To ensure this, we have developed three principles that guide us:

1. Dynamic, But Understated

Taking notes from established clubs on the world's stage, our brand uses modern and dynamic design elements in a restrained fashion. American athletics tend to be heavy-handed, overly cartoony, and noisy. Our aggression and noise is loud and clear on the pitch, so we don't need to overcompensate with our brand.

2. Of Minnesota, Not Just From Minnesota

With the population of the Twin Cities as diverse as ever, our design needs to represent the community we belong to. We draw on our locality – from our colors and fonts, to the diversity of our fans, to the murals in our stadium.

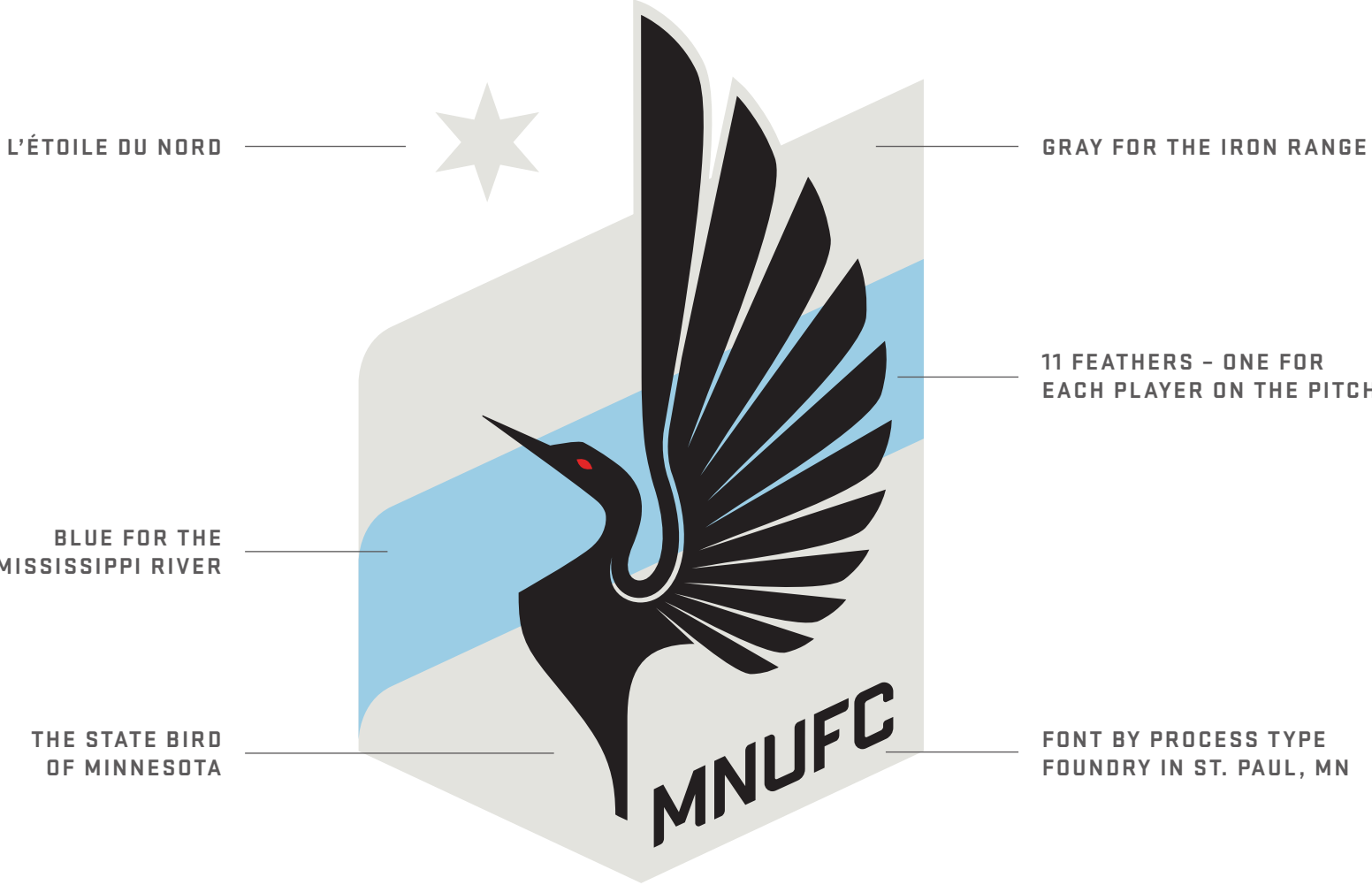
3. Considered Details

The strength of our brand lies in its simplicity, and that restraint necessitates a killer attention to detail. Every application of our brand is an opportunity for this excellence, and we make the most of these by paying off every detail – from the small touches on our kits to the unboxing of our season tickets.



OUR CREST

The loon is the animal most closely associated with our state. The blue stripe represents the mighty Mississippi River, while the gray color is a nod to the rough material of our state’s Iron Range. The upward pointing crest and the star were inspired by “L’Étoile du Nord,” our state motto. The typeface, Stratum, was designed by Process Type Foundry in St. Paul, MN.



ALTERNATE CRESTS

These two alternate crests can be used as secondary options to the primary crest when either no club name or the full club name is preferred. Be wary of applying the alternate crest with the club name to smaller applications, as it has particularly sensitive sizing requirements due to legibility (pg. 15).



ALTERNATE CREST
WITHOUT NAME



ALTERNATE CREST
WITH NAME

OUR LOGOMARKS

Some applications may need a logo that is more horizontal and has our full name brought out of the crest. For these instances, stacked and centered logomarks are available instead of the crest.

The centered logomark needs to be aligned with the center of a layout, so it's not quite as flexible to use as the stacked logomark. For this reason, the stacked logomark is the primary logomark between the two.



LOGOMARK

**MINNESOTA
UNITED FC**



CENTERED LOGOMARK

WORDMARKS

Some applications may need a logo that doesn't include our crest. For these cases, we have a series of wordmarks that can be used.



WORDMARK, STACKED



ABBREVIATED WORDMARK

ADDITIONAL MARKS

A dynamic logomark is available as a secondary option for our standard logomark. The dynamic logomark should be used in applications and contexts where multiple logos might be seen, as it is not our primary logo.

For some applications, a completely enclosed crest may be needed for production purposes. A tertiary crest is available for these circumstances.



DYNAMIC LOGOMARK



TERTIARY CREST

LOGO HIERARCHY

To encourage effective use of our logo system, we’ve developed three levels of hierarchy to guide when each mark should be used.

1. Primary logos

Our primary crest and logomark are our first level of logo hierarchy. These should be the primary marks used for sponsorship lockups and other high-profile, single-logo uses.

2. Secondary logos

The marks in our second level of hierarchy are available to be used in applications and contexts where multiple logos might be seen, like merchandise and other promotional materials. In these cases the alternate crests, secondary logomark, dynamic logomark, or wordmark can be used in combination with the primary logos in the first level of hierarchy.

3. Tertiary logos

In some special applications, a completely enclosed crest may be needed for production purposes. A tertiary crest is available for these circumstances. In cases where the full wordmark has already been used or isn’t necessary, an abbreviated MNUFC wordmark is also available.

1.



MINNESOTA
UNITED FC

2.



MINNESOTA  UNITED FC



MINNESOTA
UNITED FC

3.



MNUFC

PARTNERSHIPS

When using our logo for a partnership or sponsorship, only the primary crest or logomark should be used. This includes partnership lockups, as well as instances when we are the partner or sponsor of another organization and they are using our logo for promotional materials.

Some example partnership lockups are shown on the right. In partnership lockups, the partner logo should not exceed the height of our own logo. Try to keep the two balanced in weight and size.



**MINNESOTA
UNITED FC**



**MINNESOTA
UNITED FC**



SPACING

All of our logos should have plenty of space to breath, free of competing graphics or type. With the exception of our crests, the minimum clearspace for our logos is equal to the width of the C on all sides. For our crests, the clearspace is equal to 1/4 of the width on all sides. This area must remain free of competing visuals at all times.



PRIMARY CREST



PRIMARY LOGOMARK



ALTERNATE CREST
WITHOUT NAME



ALTERNATE CREST
WITH NAME



CENTERED LOGOMARK



DYNAMIC LOGOMARK



WORDMARK



ABBREVIATED WORDMARK



TERTIARY CREST

SPACING, CONT.

The star in our crest is optically centered with the whitespace in the upper left and the loon’s beak. Because of this, the star should always be placed 1/6 of the crest width to the left of the wing and 1/11 of the crest height up from the shield.



— X = 1/6 LOGO WIDTH
- - - Y = 1/11 LOGO HEIGHT

LOGO USAGE

MINIMUM SIZES

Any of our marks can be used in a variety of sizes, but they should not be reduced beyond the point that they become illegible. Because of their varying complexity, each mark has its own minimum size. Do not shrink any mark beyond these sizes for any application.



PRIMARY CREST
3/4” wide



PRIMARY LOGOMARK
1 1/2” wide



CENTERED LOGOMARK
2” wide



DYNAMIC LOGOMARK
1” wide



ALTERNATE CREST WITH NAME
1.5” wide



TERTIARY CREST
3/4” wide



ALTERNATE CREST NO NAME
3/8” wide



WORDMARK
3/4” wide



ABBREVIATED WORDMARK
1/2” wide

SINGLE COLOR LOGOS

If an application requires single color logos, two sets of reduced marks are available. Our marks for light backgrounds use a simplified version of our tertiary crest. These marks should always be black on top of a light background.

For dark backgrounds, a second set of single color marks is available. In these marks the stripe has been removed from the shield. These should always be white on top of a darker background, with the loon always in black. This set of marks for dark backgrounds should be used whenever possible, as they retain the integrity of our original logo better than the light background marks.

The exception to the color rules for these marks would be in instances where color is not being used, such as embossing or debossing.



ACRONYM LOGO



MINNESOTA
UNITED FC

DYNAMIC LOGO



PRIMARY CREST



LOGOMARK

MINNESOTA
UNITED FC

LOGO APPLICATIONS

While our full-color crests stay the same regardless of the background they are applied to, our other marks have light and dark versions for different backgrounds.

On Photography

When applying any of our marks to a photograph, avoid placement over an area of visual interest. The logo should not be obstructing the focal point(s) of the photo behind it. This is especially true for the logomark, as the type is a little more delicate when it's taken out of the crest. Make sure the type is legible and isn't cluttering the image behind it.

On Flat Color

For flat color applications, avoid placing our crests on top of a flood of our Blue or Gray – as the elements in the crest will not have enough contrast with the background color. An easy workaround for this rule is to use photography as a texture under the blue or gray, giving our marks the contrast they need. Some applications like merchandise can be an exception to this rule.



USAGE EXAMPLES

Need to use our logo in an application? Here are some scenarios you might encounter, and what logos could work:

1. Our logo printed large on the front of a shirt.



The alternate crest with our name would be a good option, since it's being printed at a larger size.

2. A long, horizontal promotional banner.



Our centered logomark would work well, since the banner has a strong horizontal layout.

3. A request from a partner for “the” MNUFC logo to use for PR or media coverage.



The primary crest or logomark should be the only marks used for these types of high-profile uses.

4. A more energetic logo for a gameday banner.



Our dynamic logomark works great if you're in need of a logo that has a little more movement.

COMMON MISTAKES

1. Do not rearrange any of the elements in our crest.
2. Do not combine our wordmark and primary crest, as each logo should only have our club name or acronym in it once.
3. Do not obstruct the focal point of an image with our logo. Place it in an area of whitespace instead.
4. Do not squish or distort any of our logos.
5. Even when used outside of a logo lockup, our loon should always be black.
6. Do not place our logomark on top of an image that is too busy, as it makes the type illegible.
7. Do not use the tertiary crest when you could use the crest or logomark.
8. Do not change the colors of any of our brand marks.



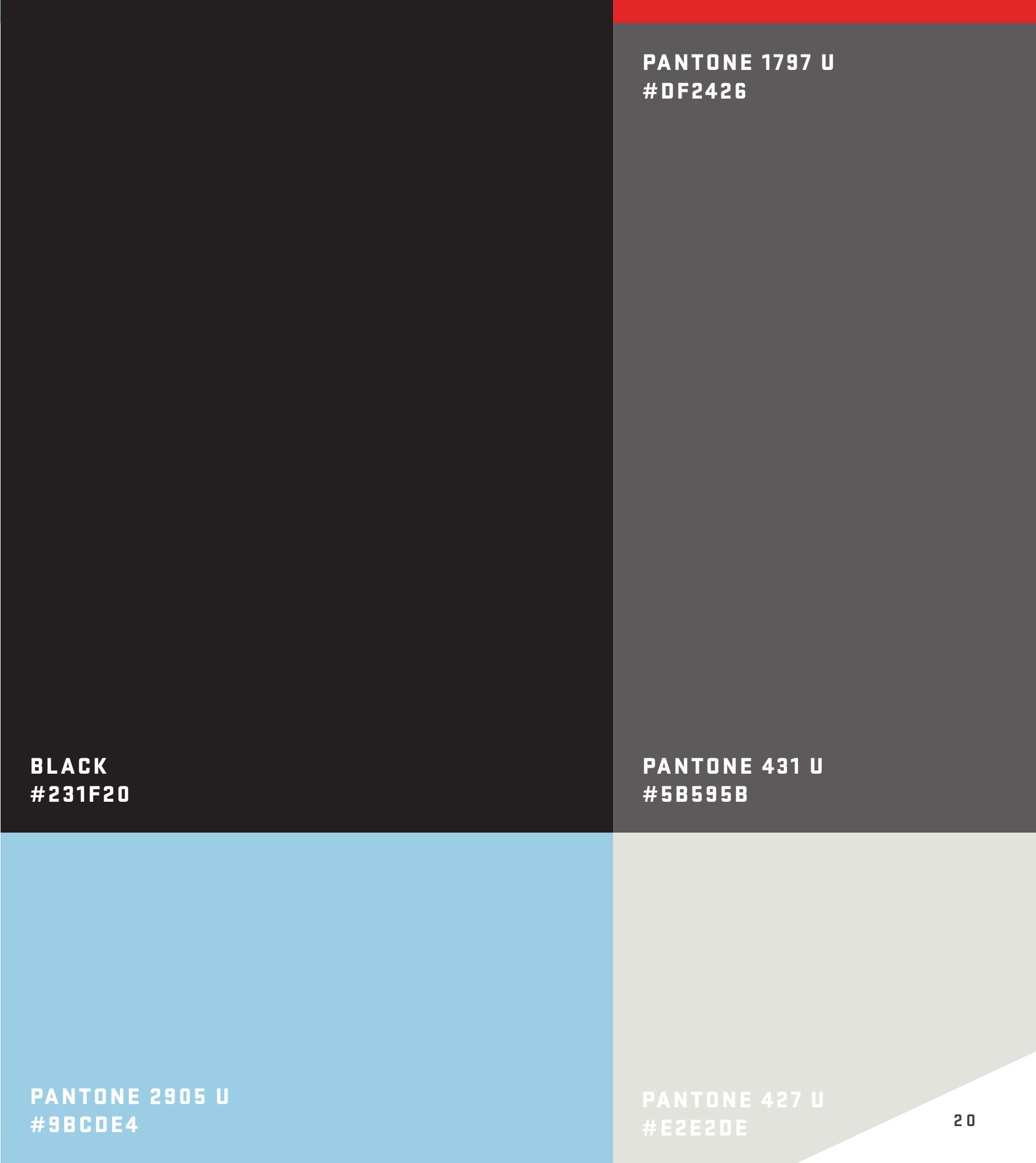
COLOR PALETTE

COLOR APPLICATION

The colors in our palette are pulled straight from Minnesota itself. Black and red from the loon, blue from the mighty Mississippi River, and the gray from our state’s Iron Range.

This graphic is a general guide to the proportions and hierarchy of color that should be used. Black, white, charcoal, and blue can all be used as color floods. Color should be used very intentionally to draw attention to certain elements or direct the eye across a layout. The red should only be used sparingly and in small amounts.

None of our branded communications should use colors outside of this color palette.



STRATUM

Stratum is the primary typeface for Minnesota United FC. It is the same typeface used in our crest, and was designed by Process Type Foundry in St. Paul, MN. It is a geometric and rigid sans-serif that comes in two different styles, Stratum 1 and 2. Stratum 1 features sharp terminals in the letterforms, while Stratum 2 does not. Both styles are available in six weights that can be used in conjunction with color to establish visual hierarchy.

Stratum 1

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

Stratum 2

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

Meta Serif Pro

Meta Serif Pro is the secondary typeface for MNUFC. It is a modern serif that compliments the proportions of Stratum. Meta Serif is available in a variety of weights and is best used for longer bodies of text and extended reading.

Meta Serif Pro

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

OTHER VISUAL ELEMENTS

1. The Loon

In some applications the loon can be used independently from the crest. This should be reserved for items like merchandise and secondary marks on our kits.

2. The Star

The star is an additional visual element that can be paired with type to provide an extra level of polish. Only one star should be used in each application.

3. The Wing

The wing of the loon can be also be used in applications that need a bit of dynamism or texture. The wing should only have slight contrast with the background it’s applied to.

4. The Stripe

The stripe can also be used as an independent element to provide some dynamism to an application.

To ensure a strong expression of our brand, materials using these visual elements must be approved by our organization before production.



DESIGN EXAMPLES



OUR LOGO ON THE CHEST OF
THE JERSEY



USING THE LOON AS AN ADDITIONAL
VISUAL ELEMENT

