



MINNESOTA UNITED FC, WESTERN CONFERENCE – 2017 LOGO USAGE GUIDE



PRIMARY & EMBROIDERY LOGO



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

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.

PRIMARY LOGOS



Primary logo with black trap only to be used when execution of primary logo is unachievable.

SECONDARY LOGOS



TERTIARY LOGOS



WORDMARKS

MINNESOTA
UNITED FC

MINNESOTA  UNITED FC

MINNESOTA
UNITED FC

MINNESOTA  UNITED FC

 MINNESOTA
UNITED FC

 MINNESOTA
UNITED FC

MNUFC

MNUFC

SINGLE COLOR LOGOS



 MINNESOTA
UNITED FC

On light backgrounds, use tertiary crest utilizing the black top. Note the stripe has been removed




· On dark backgrounds, the top should always be white and the loon always in black; both the black top and striped have been removed.



 MINNESOTA
UNITED FC

· Preference to use Single-color version on dark background over light.

COLOR INFORMATION

-  PANTONE® 2905 U / #98CDE4
-  PANTONE® Black / #231F20
-  PANTONE® 431 U / #585958
-  PANTONE® 427 U / #231F20
-  PANTONE® 1797U / #DF2426

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PERTINENT INFORMATION

Established: N/A (Do not use any year)
MLS Cup Championship: N/A

Do:

- Use brand attributes when designing: Dynamic, refined, and Minnesota-focused.
- Always feature the loon in black
- Use Red as a pop of color
- Encourage use of the Loon independently from the crest
- The wing of the loon can also be used as a texture treatment
- The stripe can also be used as an independent element

- Do encourage use of one-color logo on dark background vs. light background
- For city association use: MPLS STP
- Proper Club names: Minnesota United FC or MNUFC
- Use "blank" secondary crest with wordmarks

Don't:

- Rearrange any of the elements in the crest
- Do not combine the wordmark and primary crest (so as not to duplicate team name)
- Do not distort any of our logos
- Do not split logo