

New York City Football Club Brand Guidelines



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01

Introduction

New York City Football Club is part of City Football Group and a major new entrant to the rapidly-growing soccer market in the USA. It is the newest professional team in the New York area and the only MLS club to play within the five boroughs.

Jointly owned by the Yankees and playing at their iconic stadium in the Bronx, NYCFC became the 20th franchise in Major League Soccer when it started competing in March 2015.



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Brand architecture

Along with the other Clubs in the Group, New York City FC sits within City Football's brand architecture in an 'endorsed' structure. This means that it has a unique identity and positioning (to enable it to compete effectively in the local market), but at the same time, shares certain brand elements with the rest of the group (to reinforce the connection between them).



City Football - parent brand



Monolithic structure: the Group's global support companies have identical brands to the parent and simply use descriptors to identify their different purpose and functions.

e.g. Global support companies



Endorsed structure: each Club retains its own market-facing identity and positioning but shares certain signature elements with the Group e.g. City name, kit colour, brand essence, values, etc.

Local club brands

03

Purpose of this manual

The purpose of this manual is to explain the New York City FC brand, so that everyone responsible for bringing it to life – whether in a marketing, communications, matchday or commercial context – does so in a consistent way.

It also provides the basic rules for using the NYCFC identity in the design and production of Club materials, so that every item produced reflects the approved look and feel.

The manual is aimed at all authorized users of the brand (including external agencies and partners) and should be referred to frequently and whenever necessary.

Compliance with its contents is mandatory and no variations, adaptations or modifications, other than those specifically referred to in these guidelines, are allowed.

The first part of the manual provides information on the four elements of the City Football brand that are common to every asset within the group – i.e. the essence, pillars, values and personality. Further information on these elements can be found in the CFG Brand Book, which is available from the CFG Marketing department.

The second part of the manual provides information and usage guidelines on the NYCFC brand itself. For further information on the Club brand, please contact the NYCFC Marketing Department.

City Football Group brand



04

City Football Group brand

Our essence

The brand essence sits at the heart of our brand. It articulates our purpose and ambition for the business and defines what we are all about.

Although the brand essence is rarely communicated to the outside world, it should be reflected in everything we do and say. We should think of it as our *raison-d'être*.

City Football's brand essence is:

Empowerment through participation and shared success

This means that we will empower people to participate in everything we do and share with them values and benefits of the beautiful game - encouraging them to do better themselves, and inspiring better lives. This is consistent with what 'City' football has meant to people in Manchester for more than a hundred years.

City Football Group brand
Our pillars

To ensure that we can both explain and defend our essence, we have defined three operational pillars that underpin its success.

Our pillars describe the organisational competences that help us achieve our goals.

They are statements rather than impacts, but are nevertheless fundamental to who and what we are.

City Football's brand pillars are:



Beautiful football

An attractive, technically-skilled, forward-playing game

A collaborative team approach

Living the values of sportsmanship – on and off the pitch

Achieving success in the 'right way'

Ensuring sustainability through the City Football Academy.



Football citizenship

Active fan and audience participation

Our community heritage and City Football Foundation

Using football as a force for social good and empowering better lives

Encouraging individual contribution for shared success

Increasing connectedness through a common goal.



A true global approach

Our global vision, outreach and engagement, deeply rooted in local authenticity

Our high-performing global and local assets

Our commitment to a permanent, local presence in countries where we operate

Our commitment to shared resources and success

Our world-class leadership and talent

Our long-term capital commitment and world-class commercial acumen.

City Football Group brand

Our values

Our values summarise our operating philosophy and define what we stand for.

By living up to these commitments in our decision-making and behaviours, we deliver the brand effectively through every 'touch point' with stakeholders.

City Football's brand values are:



Performance and teamwork

We strive for excellence in everything we do, applying focus, rigour and determination to our efforts both on and off the pitch. With cooperation at our core, we pool resources and work together to create shared value and success. However, we honour the rules of the game and only value winning when it is achieved in the right way.



Community and participation

We have always cared passionately about the communities in which we operate and will continue to expand our role globally as a force for social good. However, we expect our 'Cityzens' to play a part and contribute their energy and talents to the mix. Sitting on the bench is not good enough!



Creativity and innovation

We value creativity and constantly seek out new ideas that enhance our services, companies or communities and push forward the boundaries of our sport. We welcome positive and progressive inputs from whatever their source and will boldly implement initiatives that advance the common good.



Respect and integrity

Ours is a diverse, multi-cultural community. We are tolerant, courteous and open-minded, paying attention to the needs of others and having regard for their opinions and beliefs. We conduct our business with honesty and sincerity, taking responsibility for our actions and always delivering on our promises.

Our personality reflects the key characteristics of our brand – what we are like – and determines how we come across to people.

There are two aspects of City Football's personality:

How we would like to be experienced... and, therefore, what we must be and do:

Respectful:

Decent, honourable, dignified, fair

Real:

Authentic, genuine, sincere, trustworthy

Caring:

Considerate, supportive, generous, kind

Inclusive:

Collaborative, consultative, cooperative, responsive

Smart:

Knowledgeable, versatile, anticipatory, agile

Passionate:

Driven, focused, confident, bold

Innovative:

Progressive, resourceful, positive, dynamic

Our style and tone of voice... and, therefore, how we must appear and sound:

Down to earth:

Modest, unpretentious, understated, human

Welcoming:

Approachable, friendly, participative, interactive

Entertaining:

Engaging, likeable, good-humoured, fun

Cool:

Relevant, free-thinking, informed, connected

Original:

Imaginative, distinctive, impactful, stylish

Inspiring:

Exciting, emotive, uplifting, empowering

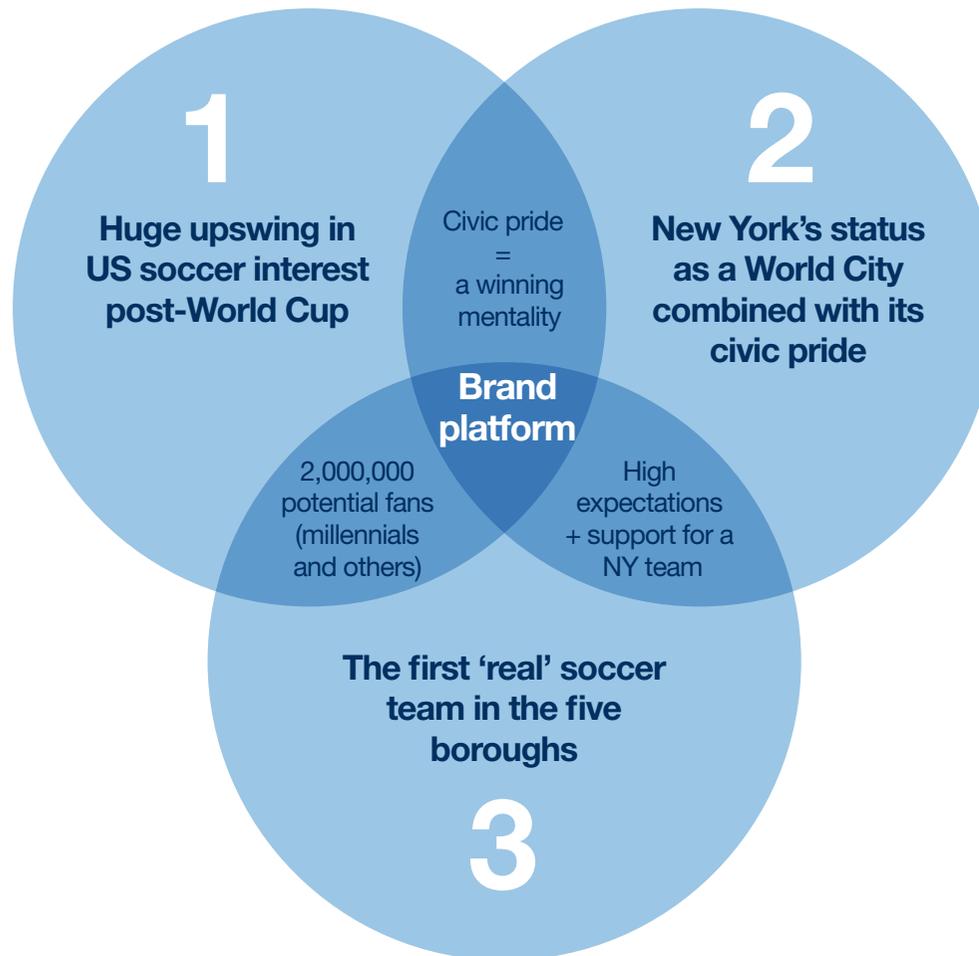
New York City FC brand



New York City FC brand
Our platform

Our brand platform describes the dynamics of the New York soccer marketplace and defines the territory within it that we intend to own.

It recognizes three factors that have combined to create the commercial opportunity for our Club – and points to the combined potential of that ‘perfect storm’ i.e. that there are a huge number of soccer fans in the New York area who are keen to support their own local team and who have high expectations of its success.



New York City FC brand Our platform

We have defined this platform as 'WELCOME TO THE CLUB'.

The 'CLUB' refers not only to NYCFC, but also to those 'in the know' – soccer fans who already love the game through the EPL, MLS or other leagues. It also talks to New York's sense of personality, individuality and diversity, and to its residents' pride in being New Yorkers.

The 'WELCOME' extends an invitation to join; to all fans – regardless of their level of knowledge or affinity – and to partners, players and staff who want to be part of the Club. It also creates a promise of the experience they will enjoy.



New York City FC brand
Our platform

The meaning and commitment that underpins WELCOME TO THE CLUB should be used to craft the experiences, programs and initiatives that we deliver to all of our stakeholders.

To reinforce this promise, it should also be used as a tagline in our ads and broader communications materials, for at least the first couple of seasons.

Partners
Partner Promise
Partner activations
Corporate hospitality
Celebrity engagement

Fans
Co-creation/City Voice
Founder memberships
Matchday experience
Cityzens program
Content



Community
City in the Community
Cityzens Giving

Players/staff
Recruitment process
Inductions
Tributes/awards

New York City FC brand Our platform

Our marketing plan will target multiple fan groups with tailored advertising driven from the 'WELCOME TO THE CLUB' platform.

Below are some examples of how the concept and tagline can be used to develop Season ticket ads for each group.

Soccer Enthusiast

WEAR A SCARF IN THE SUMMER?

WELCOME TO THE CLUB

GET SEASON TICKETS NOW
TICKET PLANS START AT \$306

CLICK HERE OR CALL 855-77-NYCFC

MARCH 2015

New York Sports Fans

READY TO MEET YOUR NEW HOME TEAM?

WELCOME TO THE CLUB

GET SEASON TICKETS NOW
TICKET PLANS START AT \$306

CLICK HERE OR CALL 855-77-NYCFC

MARCH 2015

Soccer Family

SOCCER TIME, FAMILY TIME?

WELCOME TO THE CLUB

GET SEASON TICKETS NOW
TICKET PLANS START AT \$306

CLICK HERE OR CALL 855-77-NYCFC

MARCH 2015

New York City FC brand

Our badge

The primary badge is the most important aspect of our brand identity.

Designed by renowned New York designer, Rafael Esquer, it comprises several iconographic elements that reflect our great City and together demonstrate strength in unity – five boroughs, one city.

The core badge components are explained overleaf, as they are depicted on a feature wall at the CFG's Headquarters in Manchester.



THE NYCFC
— **BADGE** —
IS INSPIRED
BY THE OLD

NEW YORK CITY

SUBWAY
TOKEN

CREATED BY THE
TRANSIT
AUTHORITY

IN

1953

AND USED FOR

50

YEARS

AS THE STANDARD
FARE FOR A RIDE

THE LAST VERSION
OF THE TOKEN HAD A

PENTAGON

IN THE CENTRE

◆ REPRESENTING THE ◆

FIVE
BOROUGH

TO REINFORCE
THE CLUB'S
CONNECTION

TO THE

ENTIRE CITY

THE BADGE

FEATURES THE
TYPEFACE
GOTHAM

A WHOLLY
AMERICAN
FONT INSPIRED BY

THE CITY'S

SIGNAGE



THE
COLOURS
NAVY BLUE
& ORANGE

ARE DRAWN
FROM THE
NEW YORK
CITY FLAG

THE
CIRCLE

● IS A SYMBOL OF ●

UNITY

WHOLENESS

& INFINITY

— AND IS ASSOCIATED WITH —

POTENTIAL

AND #1

THE
MONOGRAM

REFLECTS
THE

RICH

GRAPHIC

LANGUAGE
THAT IS

SO MUCH

A SIGNATURE
OF

BUILDING
LETTERING
IN

NEW
YORK

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New York City FC brand

Our badge

The primary badge is the preferred signature for the Club and should be used wherever possible in full color (four color process or spot colors). The only variations to the badge should be its size and use in mono when full color is not an option (see overleaf).

Primary badge



In addition to the primary badge, we have developed a secondary badge, often referred to as The Monogram. This can be used to add variety and interest on certain applications (e.g. merchandise), but should not be introduced until the primary badge has been established and is widely recognized.

Secondary badge, often referred to as *The Monogram*



We're proud of these identities and we should treat them with respect. Always use the original artwork – so they appear in their correct form on every piece of communication – and do not attempt to redraw it. The original files can be obtained from Matthew Wolff in the NYCFC Marketing Department (matthew.wolff@nycfc.com).

Note:

The interlocking NYC monograms in the Primary and Secondary badges are two different artwork files. Never remove the monogram from the Primary Badge artwork file.

New York City FC brand

Badge colors

Full color version

Wherever possible use the primary badge in full color.

The badge can appear on a variety of backgrounds, however caution must be taken to ensure emphasis and legibility. Never use colors that are so strong that they reduce the badge with respect to its background. Where the badge is placed on a photograph, ensure there is adequate contrast and that the background image is not too busy.



Single Color versions

When it is not possible to use the badge in full color, use it in one color only. Four single color versions have been approved: Black, Obsidian Blue, City Blue and New Amsterdam Orange.

Please note that the single color badge is not 'hollow' – nothing should be visible through the white. The single color badge should also never be reversed-out.

On solid-colored backgrounds, use the single color badge that corresponds to the background color. On black & white photography, use the single color badge in black.

Black



Obsidian Blue



City Blue



New Amsterdam Orange



New York City FC brand Color palette

People recognise a great brand as much by its color as its name. NYCFC's colors reflect the signature light and dark blues used throughout the City Football Group, but also include the orange from the New York City flag.

Our primary colors are City Blue, Obsidian Blue and New Amsterdam Orange. These are supported by a secondary palette of Old Gold, Black, Cool Grey 11 and Cool Grey 8.

The primary colors should feature most strongly in visual communications, with the secondary palette used as 'accents' to add variety and interest.

In reproduction, the Pantone or four color breakdown should always be used. Tints of the colors can also be used where appropriate, although the Club badge should never appear as tints.

Primary colors

City Blue

PANTONE 284
C55 M19 Y0 K0
R108 G173 B223
#6Caddf

Obsidian Blue

PANTONE 282
C100 M72 Y0 K56
R0 G40 B94
#00285e

New Amsterdam Orange

PANTONE 021
C0 M83 Y100 K0
R255 G80X B0
#fd4f00

Secondary colors

Old Gold

PANTONE 872
C46 M49 Y70 K19
R135 G112 B76
#87704c

Black

PANTONE BLACK
C75 M62 Y69 K68
R38 G44 B38
#262C26

Cool Grey 11

PANTONE COOL GREY 11
C69 M59 Y51 K34
R77 G79 B83
#4d4f53

Cool Grey 8

PANTONE COOL GREY 8
C51 M41 Y37 K3
R140 G141 B142
#8c8d8e

New York City FC brand Typography

Typography also plays an important role in building a visual vocabulary that is distinctive and recognizable. It is another unique expression of our brand essence, personality and values.

Online

Ideally, the fonts used in the online and offline environment should be consistent. However, the CMS for NYCFC's website is controlled by MLS and we currently have no influence over this. The MLS uses Gotham for headline copy and Din for bodycopy.

Offline

In the offline space, the Club's headline font is Gotham, which is always rendered in BOLD ALL CAPS. This matches the font in the badge and also the headline font on our website (see above). It should be used for all major campaign headlines.

Our core communications font is Helvetica Neue, which is also used by our sister Clubs. It should only be used in the three weights shown.

The heavier weight is more appropriate for titles and expressive copy, while the two lighter weights should be used mainly for body copy.

In circumstances where Helvetica Neue cannot be used (such as email or PowerPoint), the Arial font family should be used as a default.

Campaign headline font

GOTHAM BOLD ALL CAPS

Core communication font

Helvetica Neue 75 Bold / Helvetica 75
Helvetica Neue 55 Roman / Helvetica 55
Helvetica Neue 45 Light / Helvetica 45

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New York City FC brand

Exclusion zone and scaling Primary badge

To enable the primary badge to appear prominently and without interference from other elements, an exclusion zone has been created around it.

This zone is equal in size to the width of the badge's outer band, as detailed on the right and represented by the distance 'X'.

The exclusion zone must be observed on all applications.

Exclusion zone



Correct scaling

Due to the detailed nature of the design, the badge should never appear less than 25mm in size.

For smaller applications, where the legibility and detail of the badge will be compromised, the single color version should be used.



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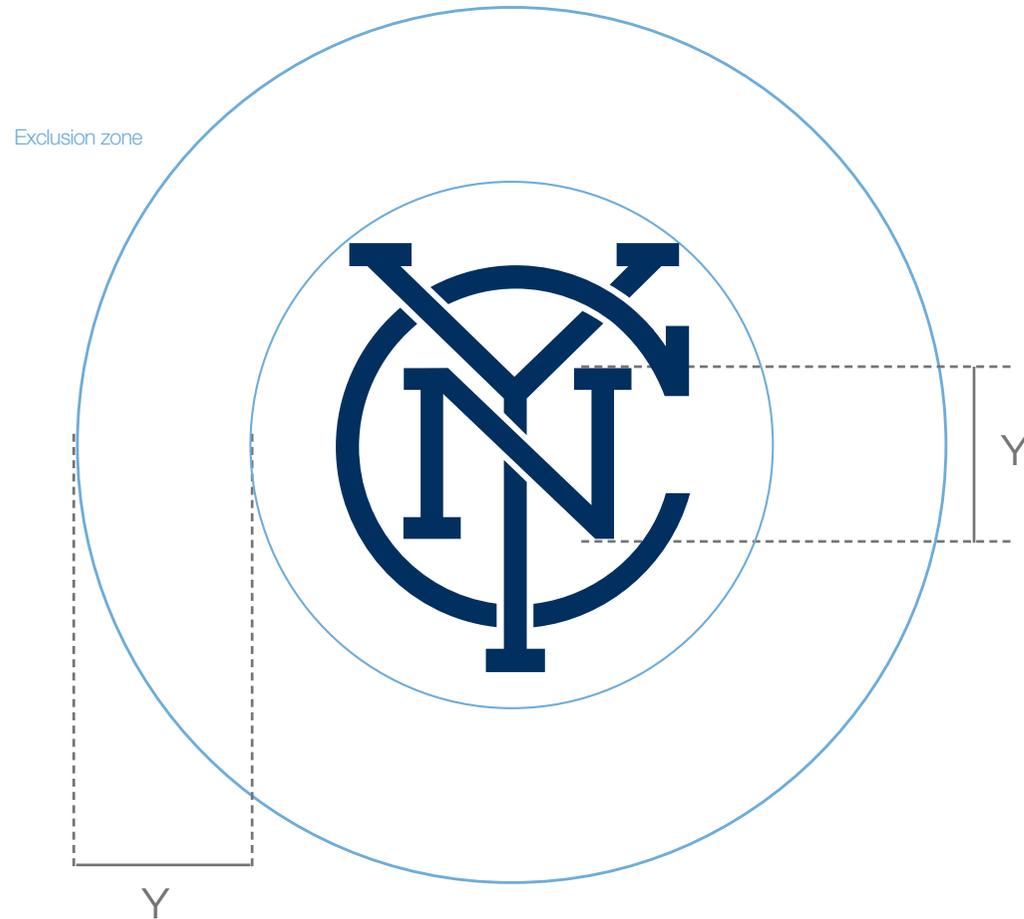
New York City FC brand

Exclusion zone and scaling Monogram

To enable the secondary badge to appear prominently and without interference from other elements, an exclusion zone has been created around it.

This zone is equal in size to the height of the letter N in the monogram, as detailed on the right and represented by the distance 'Y'.

The exclusion zone must be observed on all applications.



Correct scaling

Due to the detailed nature of the design, the badge should never appear less than 25mm in size.

For smaller applications, where the legibility and detail of the badge will be compromised, the single color version should be used.



New York City FC brand
Badge violations

Our badge is our most valuable brand asset and should be treated with respect, care and consistency. The most effective way to establish an identity is through recognition – and recognition can only be achieved through consistency in form and application.

It is mandatory that you only ever reproduce the logo from approved artwork and that you never alter, distort or adjust the letterforms. The examples here show what not to do.



Don't change the opacity



Don't rotate



Don't enclose within a shape



Don't change the opacity



Don't rotate



Don't enclose within a shape



Don't change colors



Don't skew the perspective



Don't add a white outline



Don't change colors



Don't skew the perspective



Don't add a white outline



Don't use drop shadows



Don't use gradients



Don't outline



Don't use drop shadows



Don't use gradients



Don't outline

New York City FC brand

Badge positioning

Preferred position

The preferred position for the badge is the top or bottom right-hand corner. However, depending on the application, it can be centered or anchored to any corner.

The correct distance from the edge of the page is measured by the width of the letter 'N' in the primary badge and, in the monogram, by the width of the monogram 'N'.

Our badges tell people who we are, so give them the space they deserve.

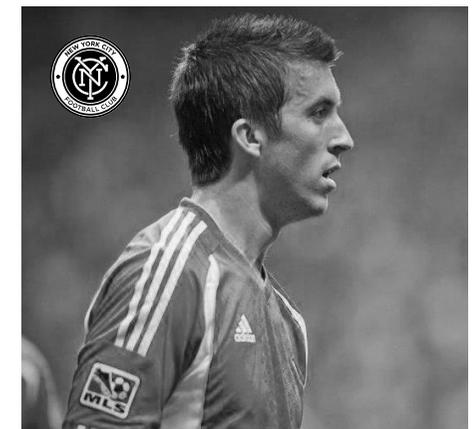
Background

The badges should always be positioned in an area that is clear of variation or distraction.

When using color, ensure that the contrast between the badge and the background is as pronounced as possible.

On full color photography, use full color primary badge.

On black & white photography, or on a solid background, use the single color primary badge, or monogram.



New York City FC brand

Club name

The preferred option for how we describe our Club is New York City Football Club. It is simple, straightforward and clear and should be used in most cases.

For more informal communications, or when space is limited, New York City FC and NYCFC are acceptable.

However, please do not use NYC Football Club and avoid setting New York City in a combination of initials and full name, such as NYCity FC or New York C FC.

Over time, and once the name has been adopted by fans and/or commentators (ideally both), we can start to refer to NYCFC as 'City'.

Preferred

NEW YORK CITY FOOTBALL CLUB

Acceptable

NEW YORK CITY FC
NYCFC
CITY

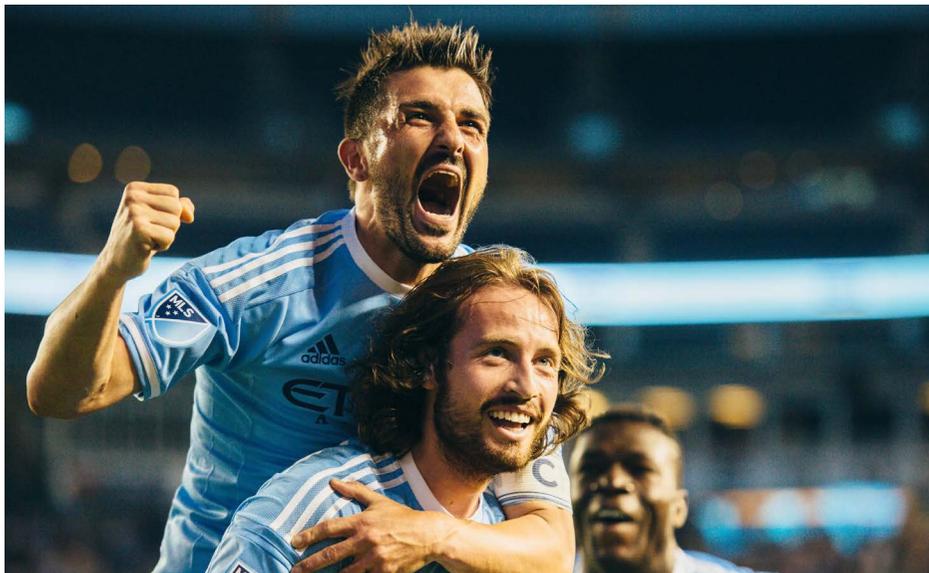
Never

NYC FOOTBALL CLUB
NYCITY FC
NYC FC
NEW YORK CFC

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New York City FC brand Imagery

New York City FC photography should convey passion and intensity. Pictures should show the unity of the team, as well as that of the players with the fans, illustrating the bonds between them.



New York City FC brand Applications

**ONE CITY. ONE CLUB.
BECOME ONE.
NEW YORK CITY FC**
855-77-NYCFC | NYCFC.COM

#WEAREONE

1 HOUR LEFT
TO RENEW YOUR SAME SEATS!

#WEAREONE

**THE STARS ALIGN IN OUR CITY
BECOME A CITY MEMBER TODAY**

YANKEE STADIUM
OCTOBER 25 @ 5PM
NYCFC VS NEW ENGLAND REVOLUTION

NEW YORK CITY FC vs NEW ENGLAND REVOLUTION

NYCFC.COM
855-77-NYCFC

FAN APPRECIATION DAY

COME CELEBRATE THE FINAL HOME MATCH OF OUR INAUGURAL SEASON

SUNDAY, OCTOBER 25 5PM @ YANKEE STADIUM

NEW YORK CITY FC vs NEW ENGLAND REVOLUTION

- First 5,000 fans receive a free lunchbox
- Free 12 oz. soda with food purchase*
- Shirts Off Our Backs Ceremony
- Commemorative poster giveaway post-match

* Offer valid at all fixed concession stands.

For tickets, visit NYCFC.COM
OR CALL TICKETMASTER AT 1.800.745.3000

#WEAREONE PRESENTED BY AT&T

DAVID VILLA
FORWARD

ONECITY. ONECLUB.

THANK YOU FANS FOR ALL YOUR SUPPORT IN OUR INAUGURAL SEASON. YOU ARE WHAT MADE THIS SEASON SO SPECIAL. #WEAREONE



New York City FC brand
Initial Launch Applications*

*Graffiti look was phased out as season progressed.



NEW YORK CITY FOOTBALL CLUB

HISTORIC HOME OPENER
NEW YORK CITY FC vs NEW ENGLAND REVOLUTION
SUNDAY, MARCH 15TH, 2015 at YANKEE STADIUM

NYCFC SEASON SCHEDULE 2015

DATE	TIME	HOME	AWAY	DATE	TIME	HOME	AWAY
MAR 15	7:00 PM	NYCFC	NEW ENGLAND REVOLUTION	MAR 22	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
MAR 29	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	APR 5	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
APR 12	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	APR 19	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
APR 26	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	MAY 3	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
MAY 10	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	MAY 17	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
MAY 24	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	MAY 31	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
JUN 7	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	JUN 14	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
JUN 21	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	JUN 28	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
JUL 5	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	JUL 12	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
JUL 19	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	JUL 26	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
AUG 2	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	AUG 9	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
AUG 16	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	AUG 23	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
AUG 30	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	SEP 6	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
SEP 13	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	SEP 20	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
SEP 27	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	OCT 4	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
OCT 11	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	OCT 18	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
OCT 25	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	NOV 1	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
NOV 8	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	NOV 15	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
NOV 22	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	NOV 29	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
DEC 6	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	DEC 13	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED
DEC 20	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED	DEC 27	7:00 PM	AT COLUMBIAN COLLEGE	ATLANTA UNITED

NEW YORK CITY FC INAUGURAL SEASON 2015

JOIN THE CLUB

NEW YORK CITY FC
TICKETS ON SALE NOW

GRAB YOUR SEATS
855-77-NYCFC
nycfc.com

#7 DAVID VILLA
STRIKER | CAPTAIN

CREATING A LIFETIME OF MEMORIES

FAMILY FUN FOR EVERYONE
Join the Club now and receive a lifetime of amazing memories

NYCFC

FIND OUT MORE BY CALLING
855-77-NYCFC

IT'S NOT TOO LATE TO MAKE HISTORY
NYCFC.COM

Ticket plans start at just \$171 for the remainder of the season.
Join us for our historic inaugural season!

