



OCSC BRAND IDENTITY

»» “THIS FOOTBALL CLUB IS SPECIAL”

- Flávio Augusto Da Silva

Orlando City Soccer Club Chairman

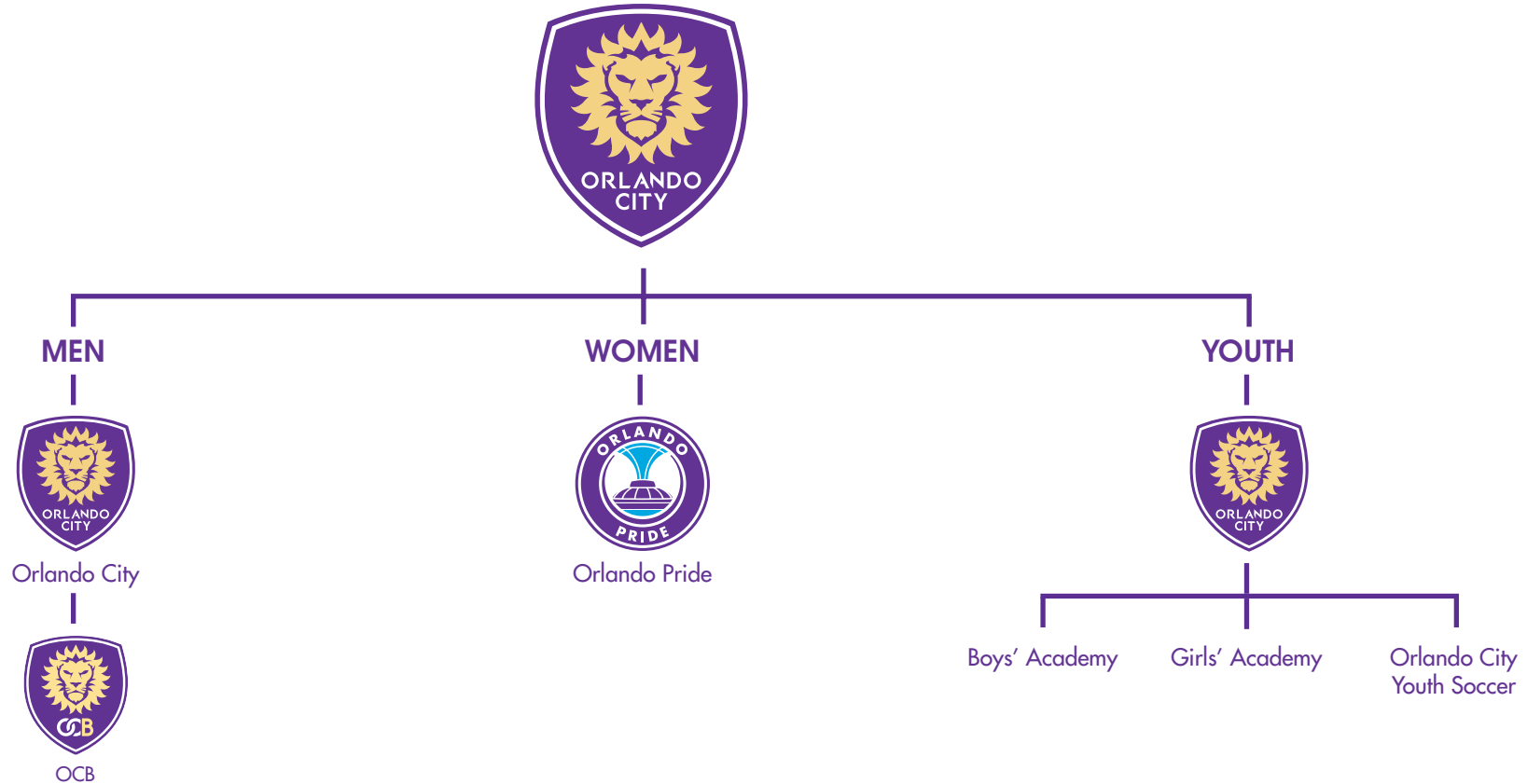
ORLANDO CITY IS MORE THAN JUST A SOCCER CLUB.

It's an identity, a movement, a Purple Revolution. This club is a family. A family that encompasses players, coaches, staff, owners, fans, supporters, sponsors and partners, our communities and our city. It's an idea that around a game of 11 players kicking a ball around on the pitch, we can build a community, a tribe, that enriches the lives of everyone it touches. **Here, we do things differently.**

This document is intended to be brief introduction to the club, and our values.

THE NAME AND STRUCTURE

Orlando City SC



THE OFFICIAL NAME OF THE CLUB IS **ORLANDO CITY SOCCER CLUB**.

HOWEVER, THIS SHOULD BE RESERVED FOR FORMAL USE. IN EVERY DAY SPEAK THE CLUB SHOULD BE REFERRED TO AS **ORLANDO CITY**.

NICKNAMES: THE LIONS. CITY.

DON'T SAY: ORLANDO CITY SOCCER. "THE" ORLANDO CITY, CITY SOCCER, ORLANDO LIONS. ORLANDO SOCCER LIONS. ORLANDO CITY SOCCER LIONS. ORLANDO SOCCER. OR ANY OTHER COMBINATION OF THESE YOU CAN THINK OF.

ORLANDO CITY SHIELD



PRIMARY LOGO



PRIMARY LOGO DARK BG



SECONDARY LOGO

PRIMARY LOGO COLOR VARIATIONS



PRIMARY WORDMARK



PRIMARY WORDMARK STACKED



PERTINENT INFORMATION

ESTABLISHED: 2010

SLOGANS:

- THIS IS ORLANDO
- FOREVER OUR CITY

DONT'S: THE LOGO SHOULD NOT BE CROPPED, OR DECONSTRUCTED WITHOUT EXPLICIT APPROVAL FROM THE CLUB.

NICKNAMES: THE LIONS, CITY, ORLANDO CITY

ORLANDO CITY SHIELD PROTECTED AREA



MINIMUM SIZE

MAKE SURE THAT THE CREST IS NO SMALLER THAN 1 INCH IN HEIGHT - BELOW THIS THE WORDS IN THE CREST MAY BECOME ILLEGIBLE.

WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONATELY EQUAL TO THE WIDTH OF THE ORLANDO CITY LION'S EYES.



ORLANDO PRIDE SHIELD



PRIMARY LOGO



PRIMARY LOGO DARK BG



SECONDARY LOGO

PRIMARY LOGO COLOR VARIATIONS



PRIMARY WORDMARK



PRIMARY WORDMARK STACKED



ESTABLISHED: 2016

SLOGANS:

- FILLED WITH PRIDE
- OUR CITY OUR PRIDE

DONT'S: THE LOGO SHOULD NOT BE CROPPED, OR DECONSTRUCTED WITHOUT EXPLICIT APPROVAL FROM THE CLUB.

NICKNAMES: THE PRIDE, ORLANDO PRIDE

ORLANDO PRIDE SHIELD PROTECTED AREA



MINIMUM SIZE
1"

MINIMUM SIZE

MAKE SURE THAT THE CREST IS NO SMALLER THAN 1 INCH IN HEIGHT - BELOW THIS THE WORDS IN THE CREST MAY BECOME ILLEGIBLE.

WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONAL.



OCB SHIELD



PRIMARY LOGO



PRIMARY LOGO DARK BG

PRIMARY LOGO COLOR VARIATIONS



PRIMARY WORDMARK



PERTINENT INFORMATION

ESTABLISHED: 2016

SLOGANS:

- THE FUTURE OF ORLANDO CITY
- THE FUTURE IS PURPLE

DONT'S: THE LOGO SHOULD NOT BE CROPPED, OR DECONSTRUCTED WITHOUT EXPLICIT APPROVAL FROM THE CLUB.

NICKNAMES: OCB, ORLANDO CITY B

OCB SHIELD PROTECTED AREA



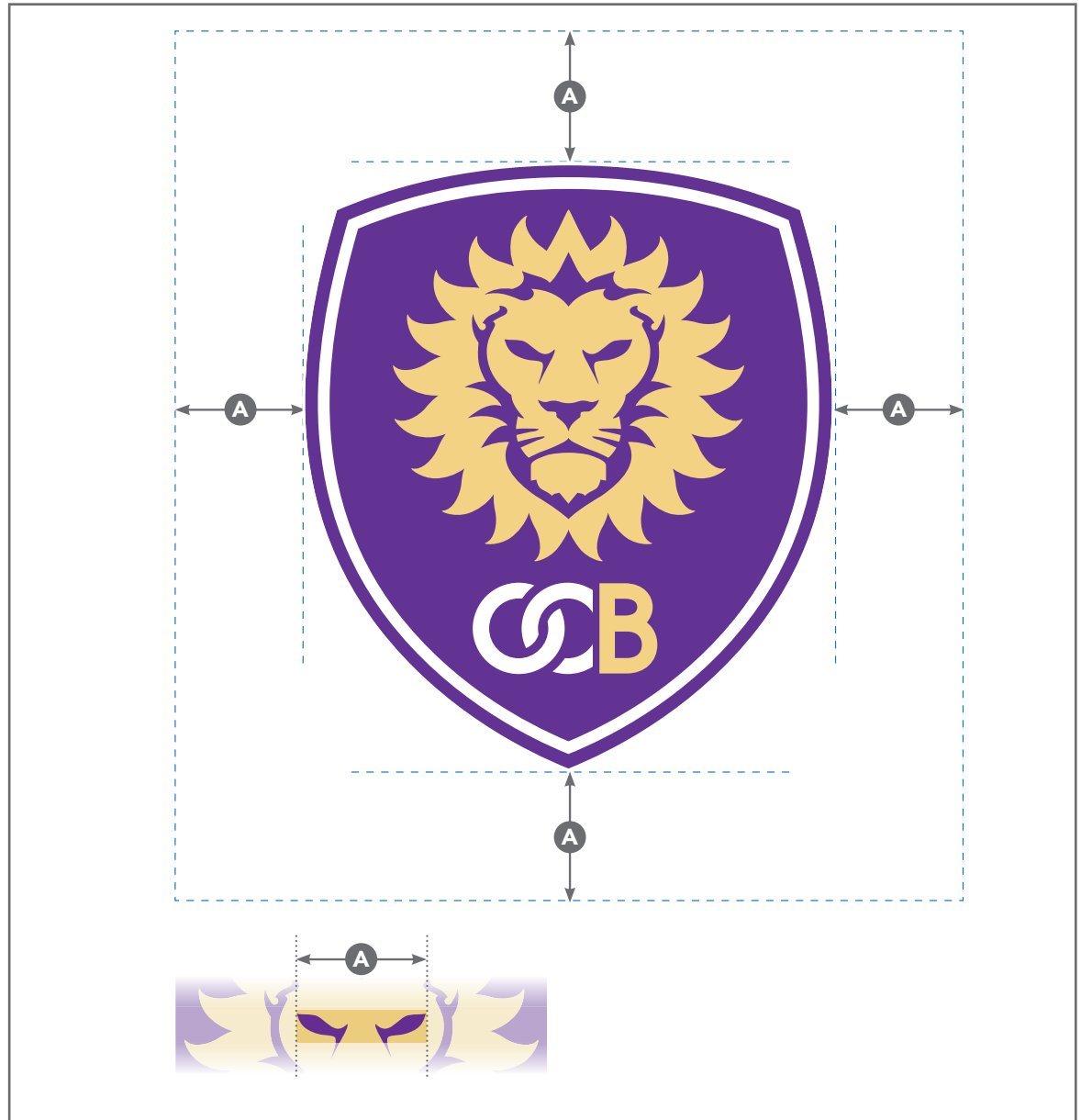
MINIMUM SIZE
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WHITESPACE

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ORLANDO CITY & ORLANDO PRIDE LOCKUP

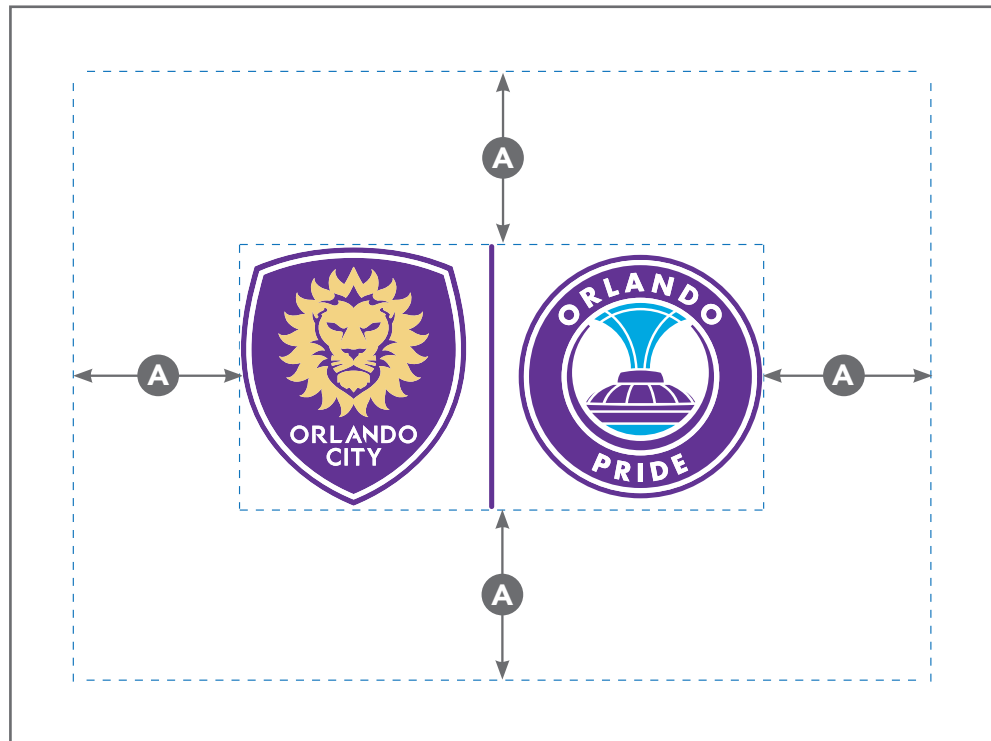
MINIMUM SIZE

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WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONAL.



ORLANDO CITY, ORLANDO PRIDE & OCB LOCKUP

MINIMUM SIZE

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WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONAL.



LIONNATION LOCKUP



PRIMARY LOGO



PRIMARY LOGO DARK BG



SECONDARY LOGO

PRIMARY LOGO COLOR VARIATIONS



PRIMARY WORDMARK



IN WRITTEN CONTEXT THE "L" IN LION AND THE FIRST "N" IN NATION ARE ALWAYS CAPITALIZED.

LionNation

ESTABLISHED: 2016

SLOGANS:

- GET CLOSER

DONT'S: THE LOGO SHOULD NOT BE CROPPED, OR DECONSTRUCTED WITHOUT EXPLICIT APPROVAL FROM THE CLUB.

LIONNATION LOCKUP PROTECTED AREA

MINIMUM SIZE

MAKE SURE THAT THE OC CREST IS NO SMALLER THAN 1 INCH IN HEIGHT - BELOW THIS THE WORDS IN THE CREST MAY BECOME ILLEGIBLE.



WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONAL.



PURPLE

IT'S NOT A VALUE.

IT'S WHO WE ARE.

