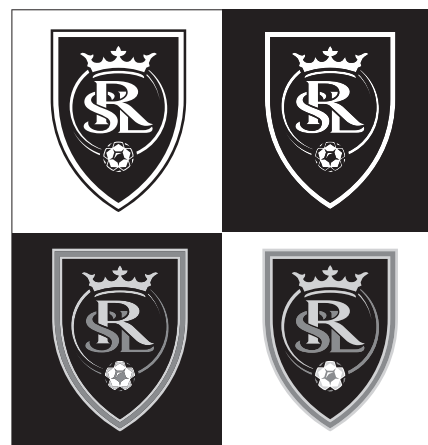


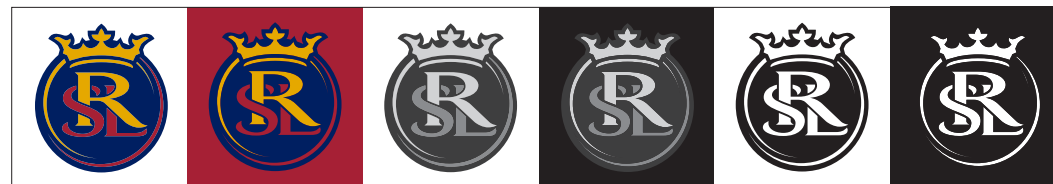


REAL SALT LAKE, WESTERN CONFERENCE 2019 LOGO USAGE GUIDE

PRIMARY LOGO COLOR VARIATIONS



TERTIARY LOGO COLOR VARIATIONS



REVERSED ONE-COLOR SHIELD



SECONDARY LIGATURE



LIGATURE



PRIMARY WORDMARKS



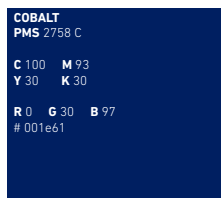
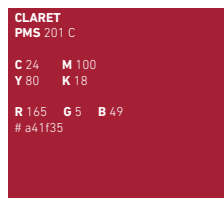
SECONDARY WORDMARKS



SECONDARY WORDMARKS



OFFICIAL COLOR PALETTE



PERTINENT INFORMATION

Established: 2005
MLS Cup Championship: 2009
Slogans:
• We're Here for RSL
• Salt Lake 'til I die
• RSL Family
• Shout it Loud Real
• RSL As One
• Believe.

Don't's:
• No longer use Join the Pride
• Don't use Fan for Life
• Don't use Audentis Fortuna Juvat (fortune favors the bold)
• Join The Pride