



2019 BRAND STYLE GUIDE



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## CONTACT INFORMATION FOR RSL

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## INTRODUCTION

### BUILDING OUR BRAND



# BUILDING OUR BRAND

## WHY GUIDELINES ARE IMPORTANT

These Brand Guidelines allow us to communicate our brand properly and consistently.

The following pages detail the proper treatment of our shield, wordmark, colors, typefaces and usage in various applications.

## REVIEW PROCESS

Most common projects are addressed in the pages of this document. If a project falls outside the scope of the guidelines outlined here, or if you have further questions, you can make inquiries to the contacts listed in this guide. The ultimate approval of projects not readily meeting the meeting the brand guidelines will come from the Senior Designer.





## RSL MISSION STATEMENT



**To build a world-class organization that consistently wins championships and provides extraordinary customer experience to its fans, sponsors and community partners.**



## REAL SALT LAKE COLORS



# OFFICIAL COLOR PALETTE

## CLARET PMS 201 C

**C** 24   **M** 100  
**Y** 80   **K** 18

**R** 165   **G** 5   **B** 49  
# a41f35

## COBALT PMS 2758 C

**C** 100   **M** 89  
**Y** 27   **K** 14

**R** 1   **G** 52   **B** 116  
# 001e61

## CHAMPION YELLOW PMS 110 C

**C** 7   **M** 14  
**Y** 98   **K** 0

**R** 242   **G** 209  
# ffd100

## COLOR MEANING

The Claret and Cobalt represent the main sides of the population of Utah, with the Champion Yellow representing the bond that brings both sides together for the love of soccer and Utah pride.



**REAL SALT LAKE  
SHIELD**



## FULL-COLOR

### FULL-COLOR SHIELD



The full-color shield is always preferred. When used on a photographic background, drop shadows may be used to enhance legibility. Consider placing on a Claret or Cobalt bar if legibility would be compromised by the background image.





**REAL SALT LAKE  
SHIELD**



## CHAMPIONSHIP STAR

### STAR OPTIONS



**FULL COLOR**



**OUTLINE FULL**



**OUTLINE SKINNY**

The MLS Star represents how many Championship Cups a team has won. RSL earned their star in the 2009 MLS season. The full-color shield is always preferred. Star shield logo gets used for local and internal usage for the company and partnered sponsors.



**REAL SALT LAKE**  
SHIELD



## MINIMUM SIZE



1"

**REAL SALT LAKE**

2"

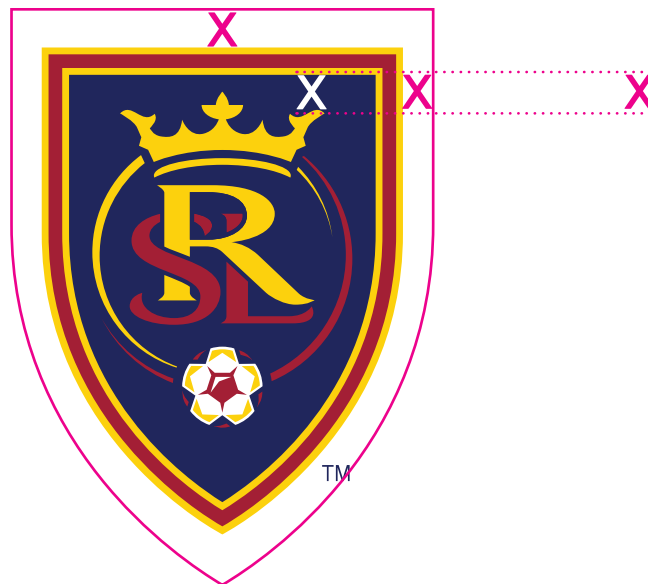
There is a minimum size at which the Primary Mark can be reproduced effectively. Necessary graphic placements that are smaller than this minimum size should use the Secondary mark rather than the complete Primary Mark. The minimum height at which the Primary mark can be reproduced is 1".



**REAL SALT LAKE**  
SHIELD



## CLEAR SPACE



A clear area equal to "X" (shown above) should be maintained around the shield. Typography, graphics, and complex images should be kept outside the clear area.





**REAL SALT LAKE  
SHIELD**



## SHIELD USAGE EXAMPLES

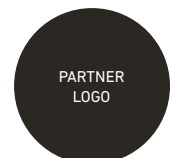
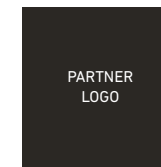
### USE ONLY APPROVED FILES. ADHERE TO CLEAR SPACE AND MINIMUM SIZE GUIDELINES.

Place shield on backgrounds that show the shield clearly. Backgrounds should be solid or with subtle variations that allow quick recognition and readability. Claret or Cobalt bars can enhance clarity on complicated backgrounds.



### USE ALONGSIDE OTHER LOGOS

When using the shield alongside other logos or in a lock-up, ensure that all logos appear prominently to adhere minimum clear space guidelines. Always place the RSL shield on the left hand side of the partner logo.





REAL SALT LAKE  
SHIELD



## THE RSL FAMILY

### AS ONE AS A FAMILY

Real Salt Lake keeps growing! In 2018 the organization added the NWSL team, Utah Royals FC. Along with our USL team, Real Monarchs, Salt Lake is aiming to be a soccer state. Below are examples of showing how to align all three team logos together.

Vertical Alignment



Horizontal Alignment



Always align from top of the RSL shield to the bottom. **NEVER ALIGN TO THE STAR**



**REAL SALT LAKE  
SHIELD**



## STRONGER TOGETHER CAMPAIGN

### STRONGER TOGETHER

The new campaign unites all 3 teams together, for the love of soccer and the community and what it can bring. Clipping in photos or footage of the community, fans and players within the character of stronger. Brand each team with their prospective colors.

STRONGER  
TOGETHER

RSL FAMILY UNITED.

STRONGER TOGETHER STRONGER TOGETHER STRONGER TOGETHER

CLARET: RSL

COBALT: REAL MONARCHS

GOLD: UTAH ROYALS FC





**REAL SALT LAKE  
SHIELD**



## SHIELD INCORRECT USAGE

**USE ONLY APPROVED FILES. ADHERE TO CLEAR SPACE AND MINIMUM SIZE GUIDELINES.**

This logo is a specifically designed combination of strong graphics and letter forms used to identify RSL and should never be altered. Always make legibility as well as visibility the top priorities.

**A:** There are no 2 or 3 color version of the marks.

**B:** Do not recolor the marks in any way.

**C:** Do not skew any part of the mark.

**D:** Do not condense, stretch or further manipulate the marks in any way.

**E:** Do not rotate any parts of the marks.

**F:** Do not use any colors other than the approved pantone values and equivalents.

**G:** Do not combine elements of the identity system.

**H:** Do not change the wordmark in any form.

**I:** Do not add or modify any colors in the marks.



**A**



**B**



**C**



**D**



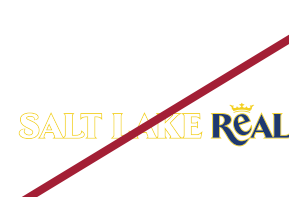
**E**



**F**



**G**



**H**



**I**



**REAL SALT LAKE**  
LOGOS



## SUPPORTING MARKS

Use the flat Primary Shield whenever possible.

These supporting marks should only be used in conjunction with the Primary Shield.

Please use only with special permission from Real Salt Lake.

The color ways shown below will always be the preferred choices. Rare cases may require an exception to this guideline.

### SECONDARY LOGO COLOR VARIATIONS



### WEB ADDRESS MARK

**RSL.COM**



**REAL SALT LAKE**  
LOGOS THE LION



## THE LION

The RSL Lion represents the accomplishments and pride of the Club along with the shield. Use can vary as shown below:



### SEASON TICKET MEMBER:

The lion when paired up with the crown represents being a Season Ticket Member. It can only be used for Season Ticket Member materials and graphics.



### THE CLUB:

Without the crown the lion can be used for other RSL branding; mostly to show player or club accomplishments.





**REAL SALT LAKE**  
LOGOS THE CROWN



## THE CROWN

The RSL Crown is a graphic element that is used to help brand the three teams within the Real organization together. Each logo has a crown to bind them together. It can also be used to represent an accomplishment or a top player.



### GRAPHIC EXAMPLES





**REAL SALT LAKE**  
WORDMARKS



## PRIMARY WORDMARKS

The Primary Wordmark should be used when a variety of sponsors and logos are involved.

The color ways shown will always be the preferred choices. Rare cases may require an exception to this guideline.

### USE FLAT PRIMARY WORDMARK WHEN NEEDED



### BLACK & WHITE VERSION





**REAL SALT LAKE**  
WORDMARKS



## SECONDARY WORDMARKS

### SECONDARY WORDMARKS



### TERTIARY WORDMARKS



### BLACK AND WHITE VERSION

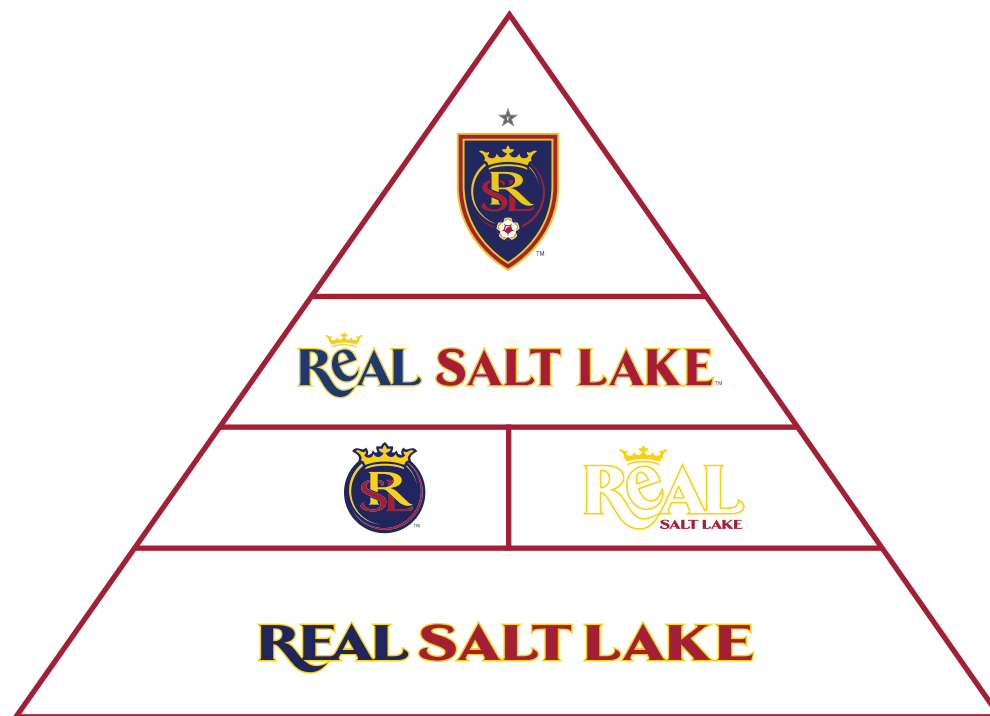




**REAL SALT LAKE**  
LOGOS



## HIERARCHY OF USAGE



- The Primary Shield is at the top of the usage "hierarchy". Whenever possible, use this mark as the identifier of the team.
- Primary and Secondary Wordmarks make up the second and third tier. These marks are preferred when used in addition to the Primary marks, or if size/space restrictions necessitate using partial elements.
- Secondary graphics, including the Secondary Mark, Tertiary Wordmark, Ligature, and Secondary Ligature are available for special applications.



**REAL SALT LAKE**  
TYPOGRAPHY



## OFFICIAL TYPEFACE

### OFFICIAL TYPEFACE

DIN is the official typeface for Real Salt Lake. The DIN family of font provides a broad range of styles and weights. DIN regular should be used for body copy. DIN can be purchased at [fonts.com](https://www.fonts.com).

Hudson NY Regular is the expressive and headline/header typeface. It should ONLY BE USED FOR HEADLINES AND MAIN MESSAGES such as our slogans and matchdays. Can also be used to express player names. Can be purchased at [myfonts.com](https://www.myfonts.com).

Champion Yellow text is strongly encouraged. It is the gold connection that brings fans together for soccer, also represents the gold bond between the three teams.

### DIN Next PRO

**BELIEVE** - Heavy

**PENALTY** - Bold

**FULL TIME** - Medium

**GOAL!!!** - Black

**0-36** - Regular

**PERFORMANCE** - Light

**FINAL WHISTLE** - Medium Italic

**AS ONE** - Ultra Light Italic

### HUDSON NY REG

**BELIEVE**  
**AS ONE**



**REAL SALT LAKE**  
TYPOGRAPHY



## CUSTOM SUPPORTING TYPEFACE

### REAL SALT LAKE TYPEFACE

The Real Salt Lake shield and wordmark use a custom, modified version of TFArrow.

Because elements of the type are enhanced, they should never be reset.

Do not use without the approval of Real Salt Lake. When approval is granted, typographic elements will be provided as vector art files.

#### CURRENT TFArrow LETTERS

**REAL SALT LAKE**

#### REVISED TFArrow LETTERS

**REAL SALT LAKE**





**REAL SALT LAKE**  
ESTABLISHED SLOGANS



## RSL ESTABLISHED SLOGANS

### SLOGANS

- BELIEVE
- AS ONE
- STAND AS ONE
- RSL FAMILY
- REAL AS ONE
- WE ARE RSL
- STRONGER TOGETHER
- WE'RE HERE FOR RSL

### DO NOT USE

- JOIN THE PRIDE
- FAN FOR LIFE



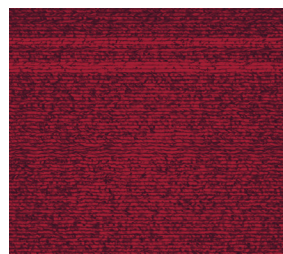
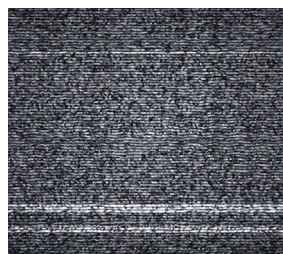
**REAL SALT LAKE**  
GRAPHIC ELEMENTS



## GRAPHIC ELEMENTS

### GLITCH ELEMENTS

The 2019 theme of “Stronger Together” inspired from the community Real has with their players and fans. As we all come together for the love of soccer. The main graphic aesthetic is the use of “digital glitch.” A glitch occurs when an image splits but then comes back together. It also is inspired from the 2019 secondary kit. Static overlays over backgrounds of the stadium atmosphere or fans are strongly encouraged.

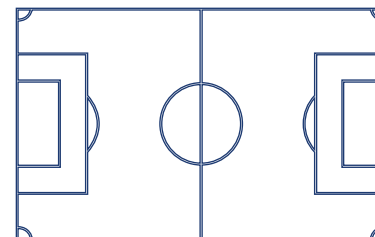


**Claret is the primary color for RSL.**  
**Please use the claret as the main color for design backgrounds.**

### GRAPHIC ELEMENTS



**Textual Outlines:** Use as a graphic elements for designs. The outline represents the connections made through the club. Take your main or sub message/theme and create an outline to connect to the main message.



**Soccer Elements:** Bringing soccer to the design. Encouraged to use outlines of the soccer field lines. Feel free to use the whole field or break it up .



**REAL SALT LAKE**  
GRAPHIC ELEMENTS



## GLITCH OUT!

### GLITCH OUT!

Passion, excitement, action and emotion! These are the emotions to promote players. The digital glitch serves as a graphic aesthetic.  
Not needed for every piece of branding.





**REAL SALT LAKE**  
PHOTOGRAPHY



## USE OF PHOTOGRAPHY

### PLAYERS

Our players are the face of the team. The examples below show how we represent our players in the mainstream world.



Preferably photos of the players must be in their main claret kit. The white away kit to represent when they are playing away or for a special event. Action shots, celebration, and emotional shots are the most desired as they communicate the excitement of the game.





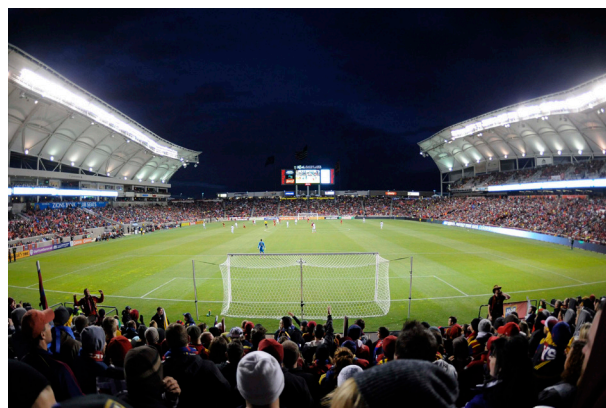
**REAL SALT LAKE**  
PHOTOGRAPHY



## USE OF PHOTOGRAPHY

### STADIUM AND ATMOSPHERE

Rio Tinto Stadium home of Real Salt Lake is a place of excitement and memories. The examples below show how the stadium should be displayed.



The sails are the most iconic aspect of the stadium.

All stadium photos must show near full seating. **DO NOT USE PHOTOS OF AN EMPTY STADIUM.**



**REAL SALT LAKE**  
PHOTOGRAPHY



## USE OF PHOTOGRAPHY

### FAN ATMOSPHERE

Our fans are what truly makes RSL the team it is today. We love our fans and they love us. Show the love, share the love!



One of the main reasons to come to an RSL game is seeing and being a part of the excitement.



When fans get a chance to see their star players and staff.



La Barra supporters groups that keep the game alive.



We love to see our fan-made apparel.





## REAL SALT LAKE FILES



# GUIDELINES FOR DOWNLOADING THE BEST FILE TYPES

## FILE TYPES

JPEG and PNG files work best with Microsoft Office software such as Word, Excel and Powerpoint. Art should be used at actual size or smaller.

TIFF files work like JPEGs but are less compressed and therefore larger. They may result in better production quality. Art should be used at actual size or smaller.

VECTOR files are best for scalable and print production applications. Printers and designers typically request VECTOR files. VECTOR files may be placed in most design and layout software. VECTOR files generally include EPS and AI files.

PDF files provide a standalone file that can be viewed on most computer systems using Acrobat Reader. PDF files may be placed in most design and layout software. This art can be increased in size.

GIF files are typically the smallest file size available with low resolution and RGB color. They are for use in online executions like emails, and websites and should not be used in printing

**IF YOU BELIEVE THEN  
JUST STAND UP ON YOUR FEET  
AND SHOUT IT LOUD  
"REAL!"**

**HERE AT THE RIOT  
THE BATTLE HYMN'S BEGUN.**

**WE'RE HERE FOR RSL!**

