

SPORTING KANSAS CITY BRAND BOOK



**SPORTING KANSAS CITY IS A
MODERN SPORTS CLUB.**

**A PLACE WHERE PEOPLE ARE MORE THAN FANS.
LOUDER THAN SUPPORTERS.
BIGGER THAN THEMSELVES.**

**A PLACE WHERE PEOPLE
COME TOGETHER.**

A PLACE WHERE PEOPLE SAY, “WE”.

**WE RAISE OUR VOICES IN UNISON.
WE WEAR OUR COLORS WITH PRIDE.
WE SWAY WHEN WE WIN.
WE HUG TOTAL STRANGERS.**

**WE COME TOGETHER FOR OUR CITY
AND FOR OUR CLUB.**

**THIS IS YOUR INTRODUCTION TO
WHAT IT MEANS TO BE A PART OF IT.**

**WELCOME TO THE CLUB.
*WELCOME TO SPORTING KANSAS CITY.***



BRAND PURPOSE

We create memories through personalized experiences with our club.





ONE SPORTING WAY

On the field, in the stands and in every decision we make, we only know one way to do things.
It sets us apart as a club like no other and puts our fans at the heart of everything we do.

It's also the street address of Children's Mercy Park - the hallowed ground where our city links arms, bands together and becomes one.

There's only **ONE SPORTING WAY.**





For the Glory of

BESLER

5

SINOVIC

16

ESPINOZA

15

AMARA

7

MYERS

7

ZUSI

8

OLUM

13

CES

5

OM

SON

FINAL

CUP FINAL



THE SPORTING MISSION

Be the leading sports club in the Kansas City region and Major League Soccer.



BRAND PILLARS

**The DNA of our organization — we live and breathe these every day, and they remain constant.
These pillars exemplify who we are and how the world perceives us.**

HIGH-PERFORMANCE

Our success defines us on and off the field. Our sole focus is on delivering more championships to the greatest fans in American soccer and performing up to an equally high standard in our community.

CONNECTION

Our Club was built on connections — a connection with our city and our region. Emotional connections with our fans, both personal and global. Making them want to say “we.” Representing their values and desires and building a club **with** them.
A stadium and match experience **designed** for people and experiences.

VISIONARY

We don’t just innovate. We challenge the status quo. Zag before others even have time to zig.
We believe in the power of advanced technology and progressive thinking.
With this mindset, we provide a more competitive team on the field and an unparalleled match experience for our fans.

COMMUNITY

We are proud to call Kansas City our home.
Vibrant and modern. Equal parts Midwestern humility and kindness, with a dash of big-city rowdy.
We are committed to inspiring Kansas City and building our global soccer community.

Two States. One City. **One Club.**





3 90:00
SPORTING WINS
ivvy



**H&R
BLOCK**

96 WELCOME TO THE BLUE HELL CAULDRON



TEAM CULTURE PILLARS

Core Values of the Technical Staff and Players.

TEAM FIRST

An attitude in which the team is the ultimate priority; always above oneself. The **TEAM** is more important than the individual.

INTELLIGENCE

The ability to acquire and apply knowledge and skills.

WORK ETHIC

Engaged in physical or mental activity in order to achieve a purpose or result, especially in one's profession.

WINNING MENTALITY

A mindset to be the best in everything one does. The pursuit of excellence with humble confidence, strong character and a positive attitude.



KANSAS CITY WIZ ARE FOUNDED

On June 6, 1995, Kansas City was introduced as one of the 10 charter members of Major League Soccer, owned and operated by American sports pioneer and founder of the NFL's Kansas City Chiefs, Lamar Hunt. Four months later, the nicknames, logos and uniform designs for the franchises were unveiled, and the "Kansas City Wiz" were born.



1995



2000 MLS CUP CHAMPIONS

Led by MLS MVP and Goalkeeper of the Year Tony Meola, Defender of the Year Peter Vermes, Coach of the Year Bob Gansler and the goal-scoring prowess of the "Danish Dynamite," Miklos Molnar, the Wizards defeated the Chicago Fire 1-0 at RFK Stadium in Washington D.C. on October 15, 2000.



2000



2004 U.S. OPEN CUP CHAMPIONS

Four years later, the Wizards reached the top of another U.S. soccer mountain, winning the U.S. Open Cup for the first time (again over the Chicago Fire), and, with their second trophy in their young history, cemented themselves as the winningest franchise in Kansas City sports. Months later, the Wizards nearly added another trophy to the case, falling 3-2 to D.C. United in MLS Cup 2004.



2004



ONGOAL, LLC BUYS THE KANSAS CITY WIZARDS

After nearly two years on the market, the Wizards were saved in 2006 when a new ownership group stepped up and pledged to not only keep the club in Kansas City, but to build a state-of-the-art, soccer-specific venue. On August 31, 2006, OnGoal LLC, a group of six local investors led by Cliff Illig and Neal Patterson of Cerner Corporation officially purchased the Wizards from Hunt Sports Group. OnGoal immediately named former star defender Peter Vermes as the club's first Technical Director, tasked with building the on-field product, while OnGoal investor Robb Heineman was named President & CEO and set about the process of rebuilding the business side from the ground up.



2006



KANSAS CITY WIZARDS REBRAND AS SPORTING KANSAS CITY

On November 17, 2010, the Kansas City Wizards officially rebranded as Sporting Kansas City. With a new name came a new set of marks, colors and uniforms. The logo and brand story featured deep ties to both the city and the sport, and combined with the colors and kits, moved the Club into a more modern, grounded, authentic soccer brand. The stage was set for what Sports Illustrated would later call "American sports' most successful reclamation project."



2010



CHILDREN'S MERCY PARK OPENS

Opening night, June 9, 2011, was a spectacle at Children's Mercy Park. A standing-room only crowd was treated to all the pageantry and excitement they could handle from the new, sparkling crown jewel of American soccer... right up to kickoff. A lackluster 0-0 draw soured the evening.

An updated brand and a shiny new stadium weren't going to be enough. On the field, the Club had to live up to the new standard they'd promised the same way they had off it. The challenge was answered in emphatic fashion. After opening the year with only one win from ten matches, Sporting finished the season on a tear, losing only three the rest of the way and finishing the regular season atop of the Eastern Conference standings.



2011



2012 U.S. OPEN CUP CHAMPIONS

The 2012 season would confirm Sporting's resurgence, with captain Jimmy "The White Puma" Nielsen lifting the club's first trophy in nearly a decade as winners of the 2012 U.S. Open Cup. That breakthrough set the stage for a magical 2013 year in which the stadium became the focal point of the U.S. Soccer calendar, playing host to the MLS All-Star Game, a World Cup-clinching qualifier for the U.S. Men's National Team



2013 MLS CUP CHAMPIONS

On December 7, 2013, after an exhilarating and nail-biting run through the playoffs, Sporting faced Real Salt Lake for a chance to add another star above the crest on the shirt, and another trophy in the trophy case. A frozen field and a frigid, 20-degree temperature at kickoff – officially the coldest match in MLS history at the time – didn't deter the 21,650 fans who saw a drama-filled 1-1 draw in regulation.

Knotted at 3-3 after the requisite five kicks, Sporting and RSL went on to sudden death. A full 10 rounds into the shootout, Collin again would play the hero, burying his kick into the upper right corner past the outstretched arms of Nick Rimando. RSL midfielder Lovell Palmer subsequently pounded his attempt off the crossbar, and the trophy and glory belonged to Kansas City.



2012



2013



2015 U.S. OPEN CUP CHAMPIONS

It was too early to lock the trophy case just yet — more championships would follow. Nielsen retired after the MLS Cup triumph and handed the captain's armband to hometown hero and center back Matt Besler. An Overland Park native, Besler anchored a perennially stout backline and helped Sporting to U.S. Open Cup glory in 2015 and 2017, with the club claiming an unprecedented four trophies in six seasons.



2017 U.S. OPEN CUP CHAMPIONS



2015



2017



OPENING OF PINNACLE

Committed to providing best-in-class amenities across the club's enterprise, Sporting Club orchestrated the development of American soccer's next crown jewel in 2018 when the Pinnacle National Development Center opened in Kansas City, Kansas. Sporting Club had jumped into the planning phases of the venue back in 2012, aiming to build one of the best athletic training facilities on the planet. It was an ambitious project, to be sure, but when the \$75 million complex was finally inaugurated — complete with five full-size soccer fields, a cutting-edge sports performance lab, an expansive sports performance gymnasium and multiple spaces uniquely specialized for coaching education — the club had witnessed another ambitious dream become a stunning reality.

2018



ENTIRE CLUB HISTORY

To read more about Sporting Kansas City's club history visit www.sportingkc.com/brandhistory







LEAVING OUR MARK

BRAND MARKS, COLORS AND GUIDELINES

OUR LOGO

TWO STATES. ONE CITY. ONE CLUB.

Modern, but rooted in authenticity.
Our shield represents our club and our city.

BOUNDING SHAPE

Rooted in history. Reminiscent of the "upside-down teardrop" shape of the original Wiz logo, the bounding shape features "Kansas City" at its apex, symbolizing the importance of our connection to our community in everything we do.

STATE LINE

The right edge of the Sporting Blue lines within the crest form a shape familiar to all Kansas Citians - the state line between Missouri and Kansas. Our community may span two states, but our city is one. We are "united by the divide."

The eleven lines - the six in Sporting Blue and the five negative spaces in between - represent the eleven players on the pitch.



SPORTING

Our goal is to revolutionize the way a professional sports team connects with fans through premier experiences and spaces.

We create memories through personalized connections with our club.

SC LIGATURE

Where it all began. We are the modern version of what it means to be a Sporting Club. A link to our parent organization.

Visually inspired by the Spanish architecture of Kansas City's renowned Country Club Plaza and the mythological rod of Greek demi-god Asclepius (health & fitness).

MARKS

THE FOUNDATION OF OUR BRAND.

These approved Sporting Kansas City marks are our main identifiers in all internal and external brand applications, from pixels to print.

The full-color Sporting shield should always be the first choice for use with in any given media. Never use any of the marks in a sentence.

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



When using a one-color logo, the "SC", Sporting, Kansas City, and state line stripes should remain the lightest color (friends don't let friends ghost logos). Use on backgrounds that provide sufficient contrast. Pay attention to clear space and minimum size guidelines.

SPORTING KANSAS CITY WORDMARK



SPORTING KANSAS CITY WORDMARK ON DARK



In more formal situations where size or layout does not allow for use of the Shield, the Sporting Kansas City wordmark is available as a secondary mark. Do not use in close proximity to other Sporting marks.

SPORTING WORDMARK



SPORTING WORDMARK ON DARK



We are Sporting. In less formal and more enthusiastic situations, the shortened Sporting wordmark can be used in place of the full wordmark.

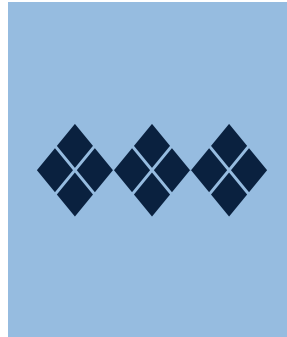
BRAND ELEMENTS

UNIQUE. ICONIC. AUTHENTICALLY SPORTING.

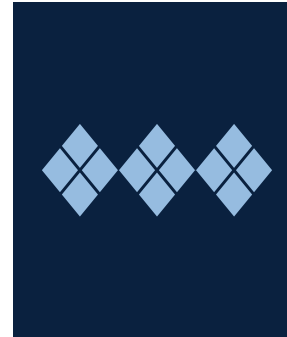
Important to our Club, our City, or both, the elements on this page enable a visual connection to our brand and are uniquely identifiable as “Sporting” in the American sports landscape. They can be used as a complementary element to the primary marks, or as stand-alone elements to represent Sporting in certain cases.

Take care not to overuse them and lessen their impact. Please seek the guidance of the marketing and brand team for appropriate usage of these brand elements.

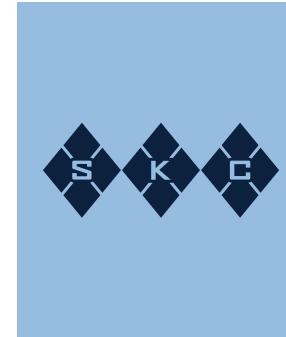
ARGYLE



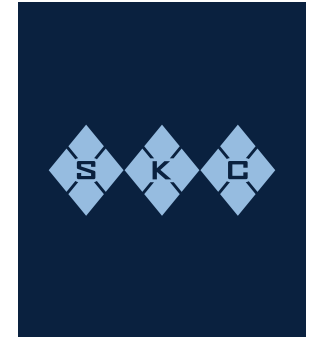
ARGYLE ON DARK



SKC ARGYLE

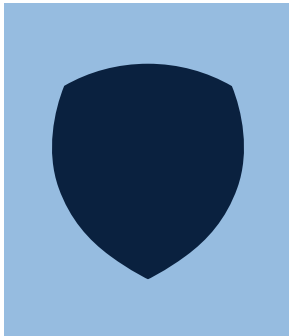


SKC ARGYLE ON DARK



Prominently featured as a part of the club's kit-design language since the 2013 season, the argyle diamond pattern has become recognizable in both the city and the sport nationally as a secondary mark uniquely representative of SKC. Do not use in a pattern.

SHIELD



SHIELD ON DARK



Shield iconography dates back thousands of years. Their shapes, colors and elements are meaningful and symbolic representations of pride and belongingness. Fittingly, in our sport, the shield resides right above the heart.

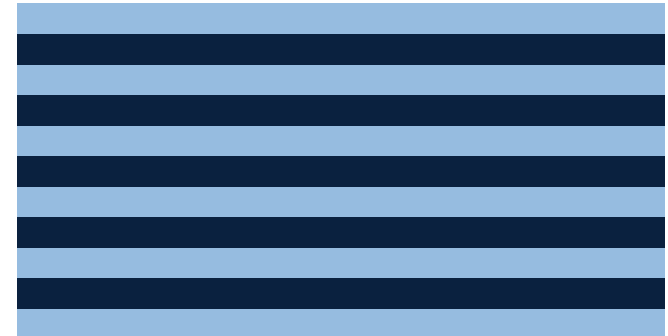
STATE LINE



“United by the divide.” The KS/MO State Line element from the shield logo has featured prominently on the primary kit and in Sporting Kansas City branding and design.

The State Line element is best used as a background or secondary design element in both print and pixel executions. If used near the shield, it must be aligned EXACTLY with the state line element in the shield.

HOOP-STRIPE



Known the world over as one of the most iconic and traditional soccer kit designs, our hoop-striped kits are a nod to the state line stripes in our shield. When used as a design element, always use six Sporting Blue stripes with five Dark Indigo stripes between.

COLORS

WE BLEED SPORTING BLUE (AND DARK INDIGO, LEAD, AND A TOUCH OF WHITE).

SPORTING BLUE

PMS 651

CMYK 33, 15, 0, 0

RGB 145, 176, 213

HEX #91B0D5

DARK INDIGO

PMS 289

CMYK 100, 76, 12, 70

RGB 12, 35, 64

HEX #0C2340

LEAD

PMS 423

CMYK 22, 14, 18, 45

RGB 137, 141, 141

HEX #898D84

WHITE

NO INK

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #FFFFFF

TYPEFACES

OUR SIGNATURE.

DIN NEXT LT PRO

DIN Next LT Pro is the official typeface for Sporting Kansas City. The DIN Next family of fonts provides a broad range of styles and weights for use as headlines and body copy.

AGENCY

The Sporting Kansas City shield and wordmark(s) use a custom, modified version of Agency FB Extended Bold. Agency should be used minimally so as not to decrease the effectiveness of the shield and wordmark.

DIN NEXT LT PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

DIN NEXT LT PRO HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

DIN NEXT LT PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

DIN NEXT LT PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

DIN NEXT LT PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

DIN NEXT LT PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

DIN NEXT LT PRO ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AGENCY FB EXTENDED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

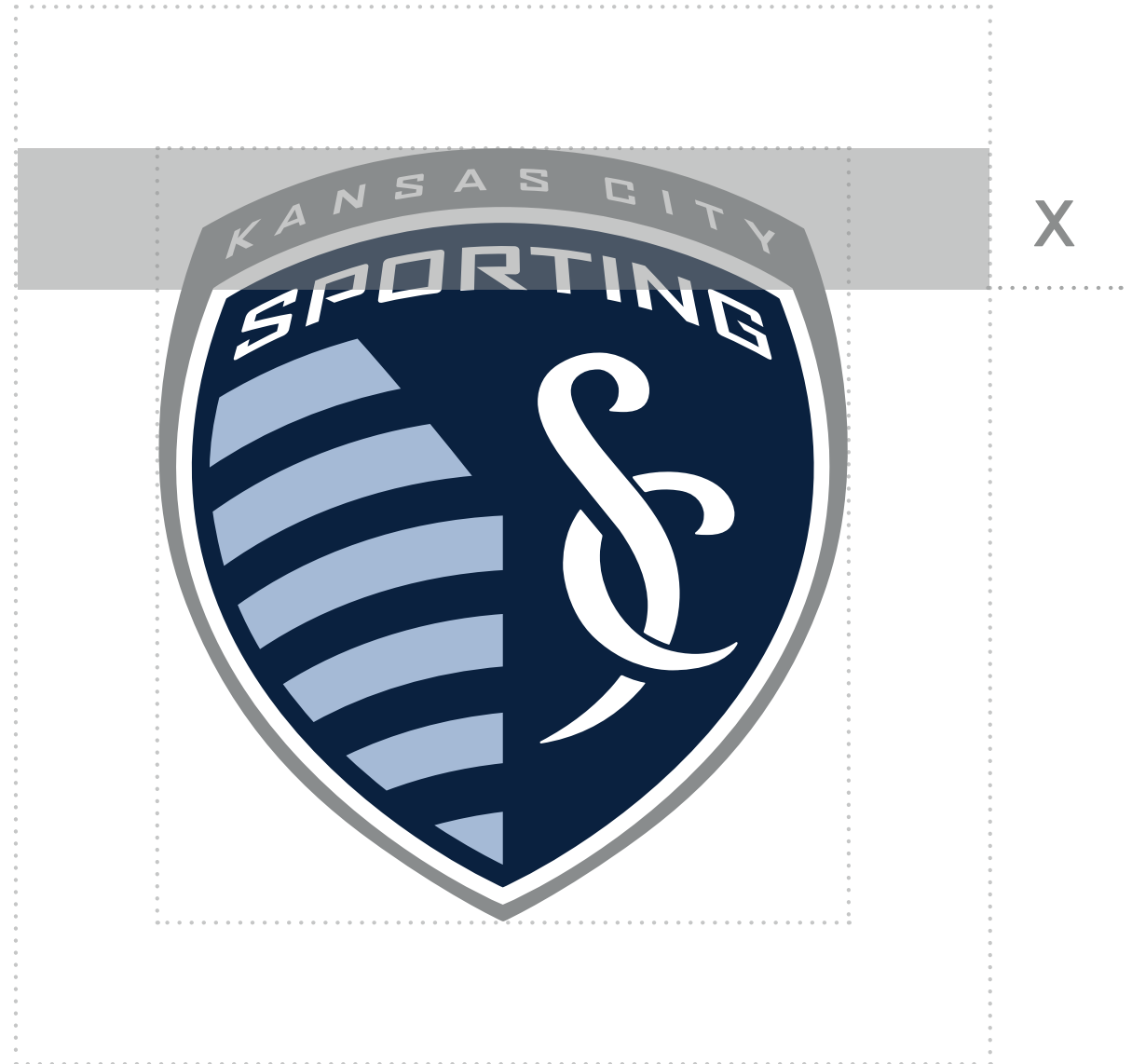
abcdefghijklmnopqrstuvwxyz 1234567890

CLEAR SPACE

LET IT BREATHE.

The shield should appear with ample clear space to avoid overlapping and crowding.

Clear space is equal to the top of the Shield to the bottom of the "R" in Sporting.



LOGO MISUSAGE

JUST DON'T.

Do not alter the Sporting shield, wordmark(s), or brand elements in any way. They look like that for a reason.

ANGLE



WARPING



FLIPPING



GHOSTING



SCREENING



COLOR



OUTLINE



CROPPING



VERNACULAR

WORDS AND MEANINGS.

Word choice should remain consistent and stay true to the Sporting Kansas City brand and authentic terminology.

There's only ever one "s" in offside. We promise.

Matchday

Match

Pre-Match

Post Match

Halftime

Full Time

Season Ticket Member

Supporters Stand

Field

End Line

Touchline

Corner kick

Center Circle

Videoboard

Preseason

Kit

Jersey

Training Top (Pre-Match only)

Starting XI

Kick off (v.)

Kickoff (n., adj.)

Sporting Kansas City

Sporting

Sporting KC

SKC

Children's Mercy Park

Soccer

Penalty Kick

Offside

MLS

Sporting Blue

Dark Indigo

Lead

State Line

Argyle

~~Gameday~~

~~Game~~

~~Pre Game~~

~~Post Game~~

~~Half Time~~

~~Final/Fulltime~~

~~Members Stand~~

~~Pitch~~

~~Sideline~~

~~Video board~~

~~Uniform~~

~~Starting 11~~

~~CMP~~

~~Football/Futbol~~

~~Offsides~~

~~The MLS~~

Shield

Club

Wiz

Wizards

Hat Trick

Hat Trick Harry (Mascot)

Blue (Mascot)

Hoop-Stripes

Associate

Leader

~~Hoops~~

~~Employee~~

~~Supervisor~~

SPORTING IS...

BOLD

AUTHENTIC

EMOTIONAL

CONNECTED

DYNAMIC

GENUINE

SPORTING IS NOT...

INACCESSIBLE

UNATTAINABLE

BRASH

SILLY





PARTNERS

ALWAYS ENSURE EQUAL VISUAL BALANCE.

When specified in your agreement, Sporting Kansas City partner logos may lock-up with the Shield. The Sporting shield should always appear on the left in the lock-up. The partner logo should appear to the right and be scaled to ensure equal weight and visual balance with the Sporting shield. All partner lock-ups must be approved by Sporting Kansas City before use.

Sporting Kansas City partner lock-ups utilize a “Center Circle” element, emblematic of the soccer pitch. See below for guidelines on sizing and clear space.

CENTER CIRCLE LOCK-UP GUIDE



The circle in the center circle should be equal to the top of the Shield to the bottom of “R” in Sporting. This is also equal to the Shields clear space.

HORIZONTAL LOCK-UPS



VERTICAL LOCK-UPS





PORTFOLIO OF BRANDS

A MODERN SPORTS CLUB; BUILT ON PEOPLE AND CONNECTIONS

SPORTING CLUB

OUR PARENT ORGANIZATION.

The goal of Sporting Club is to revolutionize the way an organization connects with members through premier experiences and spaces. Sporting Club is locally owned and operated by a five-family group of Kansas City entrepreneurs. Our desire is to become a dynamic club focused on creating opportunities for social, cultural and athletic connections.

Ownership:

Neal Patterson Family
Cliff Illig
Robb Heineman
Pat Curran
Greg Maday

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



SPORTING  CLUB

SPORTING  CLUB

SPORTING  CLUB

SPORTING  CLUB

CLEAR SPACE



MINIMUM SIZE



SPORTING KC II

PATHWAY TO THE PROS.

Sporting Kansas City II is guided by the long-term goals of Sporting's first team, providing a bridge to the professional level for Sporting Kansas City Academy players. The USL Championship club also provides opportunities for Sporting's MLS players on loan. Founded in October 2015 as the Swope Park Rangers, Sporting KC II reached the USL Cup Final as Western Conference champions in 2016 and 2017.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

SPORTING BLUE

PANTONE
PMS 651

PRINT
33, 15, 0, 0 - CMYK

DIGITAL
145, 176, 213 - RGB
#91B0D5 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



CLEAR SPACE



MINIMUM SIZE



SPORTING ACADEMY

PATHWAY TO THE PROS.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

SPORTING BLUE

PANTONE
PMS 651

PRINT
33, 15, 0, 0 - CMYK

DIGITAL
145, 176, 213 - RGB
#91B0D5 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



CLEAR SPACE



MINIMUM SIZE



SPORTING YOUTH SOCCER

THE FIRST STEPS ON THE PATHWAY TO THE PROS.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

SPORTING BLUE

PANTONE
PMS 651

PRINT
33, 15, 0, 0 - CMYK

DIGITAL
145, 176, 213 - RGB
#91B0D5 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



CLEAR SPACE



MINIMUM SIZE



eSPORTING KC

THE FUTURE OF SPORTS GAMING.

eSporting KC joined eMLS in 2018 as a founding member of Major League Soccer's FIFA eSports league. eMLS, one of the most competitive FIFA eSports leagues in the world, features the best players from North and South America representing MLS clubs. eSporting KC participates in all eMLS league events and competes globally in the FIFA Global Series.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

SPORTING BLUE

PANTONE
PMS 651

PRINT
33, 15, 0, 0 - CMYK

DIGITAL
145, 176, 213 - RGB
#91B0D5 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

NEON SPORTING BLUE

PANTONE
PMS 2190

PRINT
61, 5, 0, 0 - CMYK

DIGITAL
86, 183, 230 - RGB
#56B7E6 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



CLEAR SPACE



MINIMUM SIZE



KANSAS CITY WIZARDS

IT WAS THE 90S. ENOUGH SAID.

Founded in 1995 as an inaugural member of Major League Soccer, the Kansas City Wiz made their on-field debut at Arrowhead Stadium on April 13, 1996. Known as the Kansas City Wizards from 1997-2010, the club enjoyed a major breakthrough at the turn of the decade by winning the 2000 MLS Cup and Supporters' Shield. The Wizards hoisted their first Lamar Hunt U.S. Open Cup title in 2004 and four years later moved from Arrowhead Stadium in Kansas City, Missouri to CommunityAmerica Ballpark in Kansas City, Kansas. American soccer pioneer Peter Vermes was appointed as manager in 2009 and the Wizards rebranded to Sporting Kansas City following the 2010 season, setting the stage for a new era of remarkable success on and off the pitch.

COLOR

BLACK

PANTONE
Black

PRINT
100, 100, 100, 100 - CMYK

DIGITAL
0, 0, 0 - RGB
#000000 - HEX

HAWAIIAN BLUE

PANTONE
PMS 2925

PRINT
75, 18, 0, 0 - CMYK

DIGITAL
0, 156, 222 - RGB
#009CDE - HEX

YELLOW

PANTONE
PMS 115

PRINT
0, 4, 88, 0 - CMYK

DIGITAL
253, 218, 37 - RGB
#FDDA25 - HEX

GREEN

PANTONE
PMS 7724

PRINT
81, 3, 64, 10 - CMYK

DIGITAL
0, 150, 108 - RGB
#00966C - HEX

RED

PANTONE
PMS 1788

PRINT
0, 93, 82, 0 - CMYK

DIGITAL
238, 39, 55 - RGB
#EE2737 - HEX

BLUE

PANTONE
PMS 2144

PRINT
93, 55, 0, 0 - CMYK

DIGITAL
0, 103, 185 - RGB
#0067B9 - HEX

WIZ MARK



WIZ MARK ON DARK



WIZ ONE COLOR ON LIGHT



WIZ ONE COLOR ON DARK



1996

WIZARDS MARK



WIZARDS MARK ON DARK



WIZARDS ONE COLOR ON LIGHT



WIZARDS ONE COLOR ON DARK



1997-2006

WIZARDS MARK



WIZARDS MARK ON DARK



WIZARDS ONE COLOR ON LIGHT



WIZARDS ONE COLOR ON DARK



2006-2010

DEVELOPMENT ACADEMY CLUBS THROUGHOUT THE MIDWEST.

The image displays three identical versions of the Sporting Arkansas logo side-by-side. Each logo is a shield-shaped crest. At the top, the word "SPORTING" is written in a bold, sans-serif font, with "ARKANSAS" in a smaller font directly below it. A horizontal band across the middle of the shield features a stylized lightning bolt. To the left of the lightning bolt is the year "19" and to the right is "98". Below the lightning bolt is a stylized "S" logo. The entire logo is rendered in white, and the three versions are shown against different background colors: white, dark blue, and white.

ACADEMY AFFILIATE CLUBS

DEVELOPMENT ACADEMY CLUBS THROUGHOUT THE MIDWEST.

SPORTING MISSOURI VALLEY



SPORTING OMAHA



SPORTING OKLAHOMA



SPORTING SOUTHERN INDIANA



SPORTING SPRINGFIELD



SPORTING ST. LOUIS



SPORTING WICHITA



CHILDREN'S MERCY PARK

OUR HOME. WHERE WE MAKE MEMORIES.

Opened June 9, 2011, Children's Mercy Park is an 18,500 seat soccer venue in Kansas City, KS.

COLOR

CMH BLUE

PANTONE
PMS 300

PRINT
100, 44, 0, 0 - CMYK

DIGITAL
0, 94, 184 - RGB
#005cd9 - HEX

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

SPORTING BLUE

PANTONE
PMS 651

PRINT
33, 15, 0, 0 - CMYK

DIGITAL
145, 176, 213 - RGB
#91B0D5 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



CLEAR SPACE



STADIUM EXTERIOR ONLY ON LIGHT



PRIMARY MARK ON CMH BLUE



MINIMUM SIZE



COMPASS MINERALS NPC

THE CROWN-JEWEL OF AMERICAN SOCCER.

The Compass Minerals National Performance Center opened in 2018. A world-class environment specifically designed to develop elite players, coaches and referees of all ages, Pinnacle is a one-of-a-kind joint venture between Sporting, U.S. Soccer, and Children's Mercy Sports Medicine.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



CLEAR SPACE



MINIMUM SIZE



COMPASS MINERALS SPORTING FIELDS

THE PREMIER SPORTS COMPLEX IN THE MIDWEST

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



CLEAR SPACE



MINIMUM SIZE



SPORTINGSTYLE

SPORTING KC RETAIL.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

SPORTING BLUE

PANTONE
PMS 651

PRINT
33, 15, 0, 0 - CMYK

DIGITAL
145, 176, 213 - RGB
#91B0D5 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



WORDMARK ON LIGHT



WORDMARK ON DARK



CLEAR SPACE



MINIMUM SIZE



NO OTHER PUB

A ONE-OF-A-KIND ENTERTAINMENT VENUE IN DOWNTOWN KC'S POWER & LIGHT DISTRICT.

No Other Pub by Sporting KC is a one-of-a-kind sports bar, gaming parlor, and social lounge in downtown Kansas City's Power & Light District. The premier destination in KC to watch sporting events while enjoying local craft beers and spirits.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

SPORTING BLUE

PANTONE
PMS 651

PRINT
33, 15, 0, 0 - CMYK

DIGITAL
145, 176, 213 - RGB
#91B0D5 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



CLEAR SPACE



MINIMUM SIZE



THE VICTORY PROJECT

THE FOUNDATION OF SPORTING KANSAS CITY.

The Victory Project is a community-oriented foundation that strives to meaningfully and tangibly impact the lives of children with cancer throughout Kansas City and the Midwest. As the philanthropic arm of Sporting Kansas City, The Victory Project gives back to a vibrant community that has shown the club unwavering support.

Since its founding in 2013, The Victory Project has united Sporting players, fans and staff in the battle against childhood cancer. In addition to raising funds that address specific needs of children undergoing cancer treatment, the organization has shared incredible memories with over 150 Victory Project Honorees — special guests affected by cancer who are invited to Children's Mercy Park alongside their families for an unforgettable experience at every Sporting KC home match.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

SPORTING BLUE

PANTONE
PMS 651

PRINT
33, 15, 0, 0 - CMYK

DIGITAL
145, 176, 213 - RGB
#91B0D5 - HEX

KICK CHILDHOOD CANCER GOLD

PANTONE
PMS 124

PRINT
0, 29, 100, 1 - CMYK

DIGITAL
234, 170, 0 - RGB
#EAAA00 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



WORDMARK ON LIGHT



ONE COLOR WORDMARK ON LIGHT



WORDMARK ON DARK



ONE COLOR WORDMARK ON DARK



CLEAR SPACE



MINIMUM SIZE



SPORTING FIELDS + ATHLETICS

THE PREMIER SPORTS AND FACILITIES MANAGEMENT COMPANY IN THE MIDWEST.

COLOR

DARK INDIGO

PANTONE
PMS 289

PRINT
100, 76, 12, 70 - CMYK

DIGITAL
12, 35, 64 - RGB
#0C2340 - HEX

LEAD

PANTONE
PMS 423 (PMS 8401 METALLIC)

PRINT
22, 14, 18, 45 - CMYK

DIGITAL
137, 141, 141 - RGB
#898D84 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



ONE COLOR ON LIGHT



ONE COLOR ON DARK



WORDMARK ON LIGHT



WORDMARK ON DARK



CLEAR SPACE



MINIMUM SIZE



CITY FOODS AND EVENTS

CATERING + EXPERIENCES.

The exclusive catering operator of Sporting Club Events and Sporting Kansas City. Specializing in a truly catered experience, City Foods & Events focuses on creating flavors uniquely specific to your needs. Our skilled culinary experts prioritize your event vision with every menu creation, and our talented event architects meticulously execute all of your details. No matter what your needs, let us elevate your next food experience.

COLOR

BLACK

PANTONE
Black

PRINT
100, 100, 100, 100 - CMYK

DIGITAL
0, 0, 0 - RGB
#000000 - HEX

PRIMARY MARK



PRIMARY MARK ON DARK



WORDMARK ON LIGHT



WORDMARK ON DARK



CLEAR SPACE



MINIMUM SIZE



SOCCER PROJECT

THE AUTHENTIC SOCCER LIFESTYLE.

COLOR

BLACK

PANTONE
Black

PRINT
100, 100, 100, 100 -CMYK

DIGITAL
0, 0, 0 - RGB
#000000 - HEX

PRIMARY ON LIGHT

soccer [project]

PRIMARY ON DARK

soccer [project]

CLEAR SPACE

soccer [project]

x

MINIMUM SIZE

1" WIDE
soccer [project]

**ANY USE WITHOUT THE EXPRESSED WRITTEN CONSENT OF
SPORTING KANSAS CITY IS STRICTLY PROHIBITED.**



THANK YOU

If you have further questions regarding the appropriate usage of the Sporting Kansas City brand and its marks, please contact the following members of SKC Marketing.

CHAD REYNOLDS
Creative Director
creynolds@sportingkc.com

NATE SAATHOFF
Designer
nsaathoff@sportingkc.com

CORTNEY PARK
Creative Services Manager & Designer
cpark@sportingkc.com

MADDY YOST
Designer
myost@sportingkc.com

