

NASHVILLE SC - 2020 LOGO USAGE GUIDE



CREST:

Inspired by the beat of Nashville and the rhythm of the game, the crest nods to the sonic qualities from our city

TYPE:

Born out of the pulse of an equalizer, the Nashville "N" signals that the Club claims sound as a core element

VERTICALS:

Each vertical resonating with the next, showing amplification

FRAME:

A solid perimeter protecting the crest

Nashville SC typeface:

Tied to a City Icon, Hatch Show Print, best known for their distinctive posters with condensed, wood-cut letter forms

PRIMARY & EMBROIDERY LOGO

PRIMARY LOGOS



REVERSED



BLACK ON WHITE



WHITE ON BLACK

ONE COLOR PRIMARY LOGOS



SECONDARY LOGOS



"N" MONOGRAM



BADGELESS CREST

CREST WORDMARK



PATTERNS



PATTERN A
Electric Gold



PATTERN B
Acoustic Blue



PATTERN C
White on COOLGREY 2



Pattern Scaled



Pattern Angled

COLOR INFORMATION

Acoustic Blue, PANTONE® 2765C

C: 97 M: 100 Y: 38 K: 60 RGB :32/21/71 HEX: 201547

Electric Gold, PANTONE® 394C

C: 11 M: 8 Y: 88 K: 0 RGB: 237/233/57 HEX: EDE939

PANTONE® Cool Gray 4C

C: 12 M: 8 Y: 9 K: 23 RGB :187/188/188 HEX: BBBCBC

PANTONE® Cool Gray 2C

C: 5 M: 3 Y: 5 K: 11 RGB: 208/208/206 HEX: D0D0CE

PANTONE® White

For any CMYK print production, please make sure to use the CMYK version of the logo and not the PMS one in order to ensure maximum accuracy of colors.

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PERTINENT INFORMATION

2020 Campaign Theme: Everyone N #EveryoneN

Do:

- Club name is Nashville SC
- Brand Personality is: Genuine, Determined, Vibrant
- Encourage use of "N" monogram as long as the wordmark 'Nashville SC' is also included in the overall design
- The wordmark can flip between team colors, but must only use a single color.
- Encourage use of Club's pattern which repeats the N graphic to evoke a sense of resonance
- Patterns may be used as soft background noise at a small scale or as supergraphics when the volume needs to be turned up.
- Patterns should be set at either 15°, 45°, 90° or set level on either a horizontal or vertical plane.

- Encourage use of official Club fonts: Timmons (uppercase copy only for all letters except n, m, w, a, r which must be typed in lowercase) and Suisse yet merchandise is not limited to these fonts

Don't:

- Do not manipulate scale of the wordmark (all letters should be weighted equally)
- Do not use references or visual clichés often tied to Nashville (i.e. strings of a guitar, a microphone, and musical notation are reminders of old Nashville)
- Do not use multiple colors in one pattern