



# UTAH ROYALS FC

## 2018 BRAND GUIDELINES

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## **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 and 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 Creative Director.



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

### Color Meaning

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



#### PANTONE 1235 CP

CMYK: 0, 31, 98, 0  
RGB: 235, 183, 26  
HEX: #e6b425



#### PANTONE 2767 CP

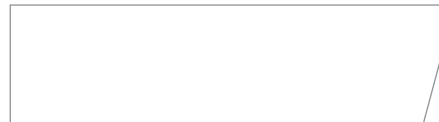
CMYK: 100, 90, 10, 77  
RGB: 0, 0, 51  
HEX: #0e1735



#### PANTONE 187 CP

CMYK: 7, 100, 82, 26  
RGB: 174, 19, 42  
HEX: #a41f35

### Secondary Color



#### Flat White

*Used for contrasting purposes,  
as well as branding efforts.*

### Tertiary Color



#### PANTONE 7667 CP

HEX: #6b80aa  
*Used for contrasting purposes,  
as well as branding efforts.*

### The Primary Logo

It is a combination of modern and traditional elements, unique to Utah's soccer culture, as well as Utah itself. These elements come together to form a symbol of soccer, and of empowerment. It serves as a badge of honor, for those who wear it.

That is why the primary logo should always be the first choice for use within any given media. All uses of this version must be approved by Utah Royals FC.



## Elements of the Logo

Here is a simple break-down of the elements that went into the development and creation of the Utah Royals FC primary crest. As you can see, each item holds deep value within the club, and within the state of Utah.



### The Crown

The crown represents the regal nature of the club, the crown jewel of women's soccer in Utah. The three points also represent the 3 clubs of Utah soccer: Real Salt Lake, Utah Royals FC, and the Real Monarchs.

### The Lioness

This is a symbol of empowerment within the soccer community, a symbol of strength, not only in the pride lands, but on the pitch as well. The lioness is the queen of the pride, and she is the queen of the National Women's Soccer League.

### The Delicate Arch

The arch is a prominent and proud icon on Utah. Located in the southern region of the state, the delicate arch represents the majestic beauty of Utah's landscape, as well as a strong foundation to grow.

### The Ball/Sego Lily

This particular element relates to another quintessential element of Utah, the Sego Lily, representing the softer side of the crest, imbuing the sportsmanship side of the sport.

### Typography

The typography used in the primary mark is reminiscent of our sister club, Real Salt Lake. The particular typeface used is TF Arrow, which provides an elegance to an already royal club.

### Clear Spacing & Minimum Size

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.

A minimum size of 1 inch by 1 inch is the approved acceptable use for small print and digital mediums.

Minimum  
Size





**Utah Royals FC Wordmarks**

Some applications may need a logo that doesn't include our crest. For these cases, we have a series of wordmarks that can be used.

**UTAH  
ROYALS  
FC**

**UTAH ROYALS FC**

**Tertiary Marks**

A dynamic logomark is available as a secondary option for our standard logomark. The dynamic logomark should be used in applications and contexts where multiple logos might be seen, as it is not our primary logo. For some applications, a lion crest may be needed for textural purposes.

**Secondary Logo & Lion Crest**

**Logo Lockup with Sponsorship**

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 URFC crest, or wordmark, on the left hand side of the partner logo.



UTAH ROYALS FC

Partner Logo



Partner  
Logo

Partner Logo

UTAH ROYALS FC

Partner  
Logo

## Typography

United Sans Regular is the official typeface for Utah Royals FC. The United typeface provides a broad range of styles and weights. United Sans Black should be used for most headline copy. The Medium weight should be used for supporting text. DIN can be purchased at [fonts.com](https://www.fonts.com).

DIN NEXT is an internal, clerical typeface. This typeface is mostly meant for internal needs within the organization, usually in conjunction with Real Salt Lake and other Utah Soccer media.

UNITED SANS REGULAR *(Headline & Supporting typeface)*

### Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO *(Internal Clerical typeface)*

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Single Color Logo // Tonal Combinations**

In instances where it is not possible to use the full color logo two one color logos have been created. Additionally the one color logos should always be used when the Atlanta United logo is placed on a background color that is outside of the Atlanta United brand color palette.



*\*To be used on light backgrounds in contrasting brand colors.*

*\*To be used on dark backgrounds in contrasting brand colors.*



*\*Tonal contrasting, approved color combinations.*

## 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 identity 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.

**UTAH  
ROYALS FC**

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



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



**UTAH ROYALS FC**

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



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

### Hieracrchy of Usage

- The Primary Logo is at the top of the usage “hierarchy”. Whenever possible, use this mark as the identifier of the team.
- The horizontal Wordmark makes up the second tier. These marks are preferred when used in addition to the Primary marks, or if size/space restrictions necessitate using partial elements.
- Secondary and tertiary graphics, including the Secondary Mark, Stacked Wordmark, and Lion Crest are available for special applications.

