



# JACKSONVILLE ARMADA FC

## STYLE GUIDE

## BRAND OBJECTIVES

### COMMUNICATE THE VISION

Clearly establish the brand and the values to our fans, supporters, partners, press, and the community.

### POWER TO THE PEOPLE

Create a means and a culture which allows supporters to make the club their own and act as brand ambassadors.

### ELEVATE THE PERCEPTION

Position the club and the NASL as world-class soccer. Foster growth on a local, regional and international stage.

### EYES FORWARD

Keep the brand moving forward and utilize the brand for the betterment of the community.

#### ARMADA FC FAN CHARACTERISTICS

- Passionate
- Social
- Hardworking
- Competitive
- Loyal
- Family-Oriented

#### BRAND PERSONALITY

- World-Class
- Competitive
- Stylish
- Positive
- Forward-Thinking
- Hardworking
- Passionate
- Successful
- Determined



# CORE WORDS

Our brand essence is encapsulated in three core words that link the rational and emotional elements of our brand. In other words, it is what we are made of; our Brand DNA, never to change.

JACKSONVILLE ARMADA FC BRAND ESSENCE IS:

**PASSIONATE**  
**PROGRESSIVE**  
**DETERMINED**



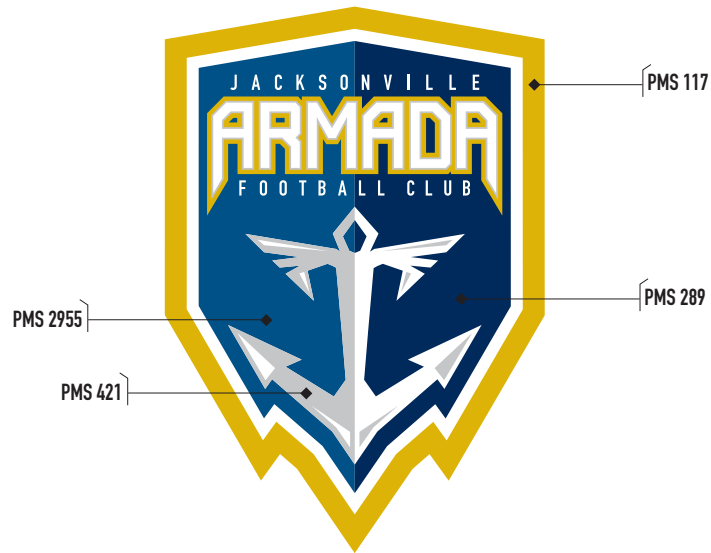
# BRAND ASSETS

Primary Logo .....	4
Primary LogoType.....	5
Logo Guide .....	6-8
Logotype Fonts .....	9
Vernacular .....	10-11

To acquire Armada FC logos, word marks, and photography, please contact the Armada FC Marketing Department. All materials featuring the Armada FC brand require review and approval. Compliance with these guidelines is critical for the proper and consistent use of all Armada FC materials.

# JACKSONVILLE ARMADA FC: PRIMARY LOGO GUIDE

PANTONE®



GRAYSCALE — SCREENS OF BLACK



PMS BREAKDOWN — WITH RGB BREAKOUTS and HEX CODES

PMS 117	PMS 289	WHITE	PMS 421
c 0 m 20 y 100 k 20	c 100 m 64 y 0 k 60	c 0 m 0 y 0 k 0	c 0 m 0 y 0 k 26
r 220 g 180 b 57	r 2 g 43 b 91	r 0 g 46 b 95	r 255 g 255 b 201
#dcb439	#002b5b	#002e5f	#c4c6c9

PMS 873
c 0 m 20 y 100 k 20

The metallic will replace PMS 117 and will be used for specialized printing collateral.

TWO COLOR BLACK & WHITE



ONE COLOR BLACK  
FOR PLACING ON LIGHT BACKGROUNDS



ONE COLOR WHITE  
FOR PLACING ON DARK BACKGROUNDS



PANTONE® is a registered trademark of Pantone, Inc.

# JACKSONVILLE ARMADA FC: PRIMARY LOGOTYPE GUIDE

PANTONE®



CMYK



CMYK  
FOR PLACING ON DARK BACKGROUNDS



## PMS BREAKDOWN — WITH RGB BREAKOUTS and HEX CODES

PMS 117	PMS 289	WHITE	PMS 421
c 0 m 20 y 100 k 20	c 100 m 64 y 0 k 60	c 0 m 0 y 0 k 0	c 0 m 0 y 0 k 26
r 220 g 180 b 57 #dcb439	r 2 g 43 b 91 #002b5b	r 255 g 255 b 255 #ffffff	r 196 g 198 b 201 #c4c6c9

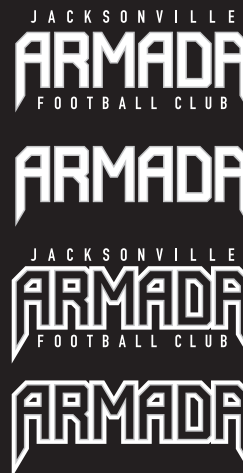
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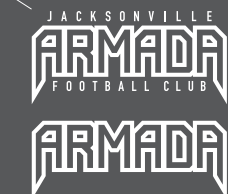
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FOR PLACING ON DARK BACKGROUNDS



ONE COLOR BLACK  
FOR PLACING ON LIGHT BACKGROUNDS



ONE COLOR WHITE  
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# JACKSONVILLE ARMADA FC: LOGO GUIDE



DO NOT STRETCH HORIZONTALLY



DO NOT STRETCH VERTICALLY



DO NOT REMOVE PARTS OF THE LOGO



DO NOT CROP THE LOGO



DO NOT TILT OR PUT ON AN ANGLE



DO NOT CHANGE COLORS OF THE LOGO

# JACKSONVILLE ARMADA FC: LOGO GUIDE

## IMPROPER USAGE: POSITIONING



DO NOT PLACE THE ARMADA FC LOGO WITH NON-RELATED COLOR SCHEMES

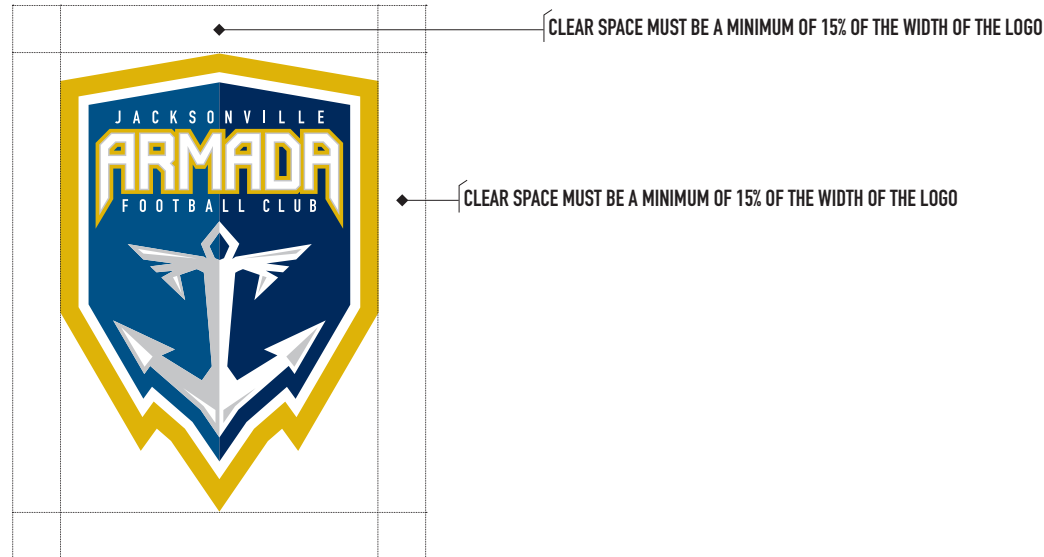


DO NOT PLACE THE ARMADA FC LOGO ON IMAGES WITH HEAVY CONTRAST



# JACKSONVILLE ARMADA FC: LOGO GUIDE

**MARK: CLEAR SPACE** — THE ARMADA FC PRIMARY MARK MUST ALWAYS BE SURROUNDED BY CLEAR SPACE TO ISOLATE IT FROM COMPETING GRAPHIC ELEMENTS.



**MARK: MINIMUM SIZE** — MARK CAN BE NO SMALLER THAN SHOWN SIZES



# JACKSONVILLE ARMADA FC: LOGOTYPE FONTS

**LOGOTYPE FONT PRIMARY — FURRORE** THE ARMADA FC PRIMARY FONT IS INTENDED FOR USE IN HEADLINES, TITLES, PRIMARY MESSAGING, AND OTHER PRINCIPLE TEXT APPLICATIONS. ARMADA FC WILL PROVIDE THE TYPEFACE ON A CASE-BY-CASE BASIS. THIS FONT IS TO ONLY BE USED IN UPPER CASE.



**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**



**LOGOTYPE FONT SECONDARY — DIN SCHRIFT 1451 ENGSCHRIFT** THE ARMADA FC SECONDARY FONT IS FOR USE ON SUPPORTING TEXT APPLICATIONS SUCH AS BODY COPY AND SECONDARY MESSAGING. ARMADA FC WILL PROVIDE THE TYPEFACE ON A CASE-BY-CASE BASIS.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

## VERNACULAR

Season Ticket Owner  
supporters  
18-yard box  
corner kick  
goal line  
goalkeeper  
goal kick  
halftime  
kick off (v) kickoff (n)  
matchday  
penalty kick  
penalty box  
center circle  
six-yard box

pitch  
referee  
linesmen  
fourth official  
offside  
postmatch  
postseason  
prematch  
shut out (v) shutout (n)  
throw-in  
touch line (sideline)  
training  
vs (not v)  
preseason

# VERNACULAR

**Jacksonville Armada FC**  
**Armada FC**  
**Jacksonville Armada**

Do Not Use: Armada alone, Jacksonville FC, Jacksonville Football Club, Franchise, Jax



# JACKSONVILLE ARMADA FC: NOTES

