

SAN DIEGO LOYAL SOCCER CLUB

SD MARK

San Diego is a place elevated by sun and soccer.

THE SKY

From the desert to the coast, the vibrant hues of sunrises and sunsets are iconic of San Diego.

BANDS OF ORANGE

These bands signify our four pillars – Independent, Authentic, Inclusive & Optimistic.

THE LAND

This is a place we choose to live, and we are loyal to our soil.

THE POPPY

The California Poppy pays homage to our great state.

THE OCEAN

The interwoven of colors in the waves is symbolic of the comfortable diversity in our communities.

TORREY GREEN

This color will be unique to our club, like the Torrey pine, only found in San Diego.

THE ANCHOR

Our club is here to stay. For now. For always. For San Diego.

THE SHIELD

The top draws from the Spanish architecture of our past, and the bottom reflects the elegant curve of the Coronado Bridge.



The San Diego Loyal Soccer Club crest was created by you.

Through thousands of hours of conversations — from surveys to one-on-one chats to listening sessions — you told us what you love about San Diego and what you want from your soccer club. Inspired by you, this crest is yours. Because this is your home. This is your club.

For Now. For Always. For San Diego.

#SDLOYAL

