



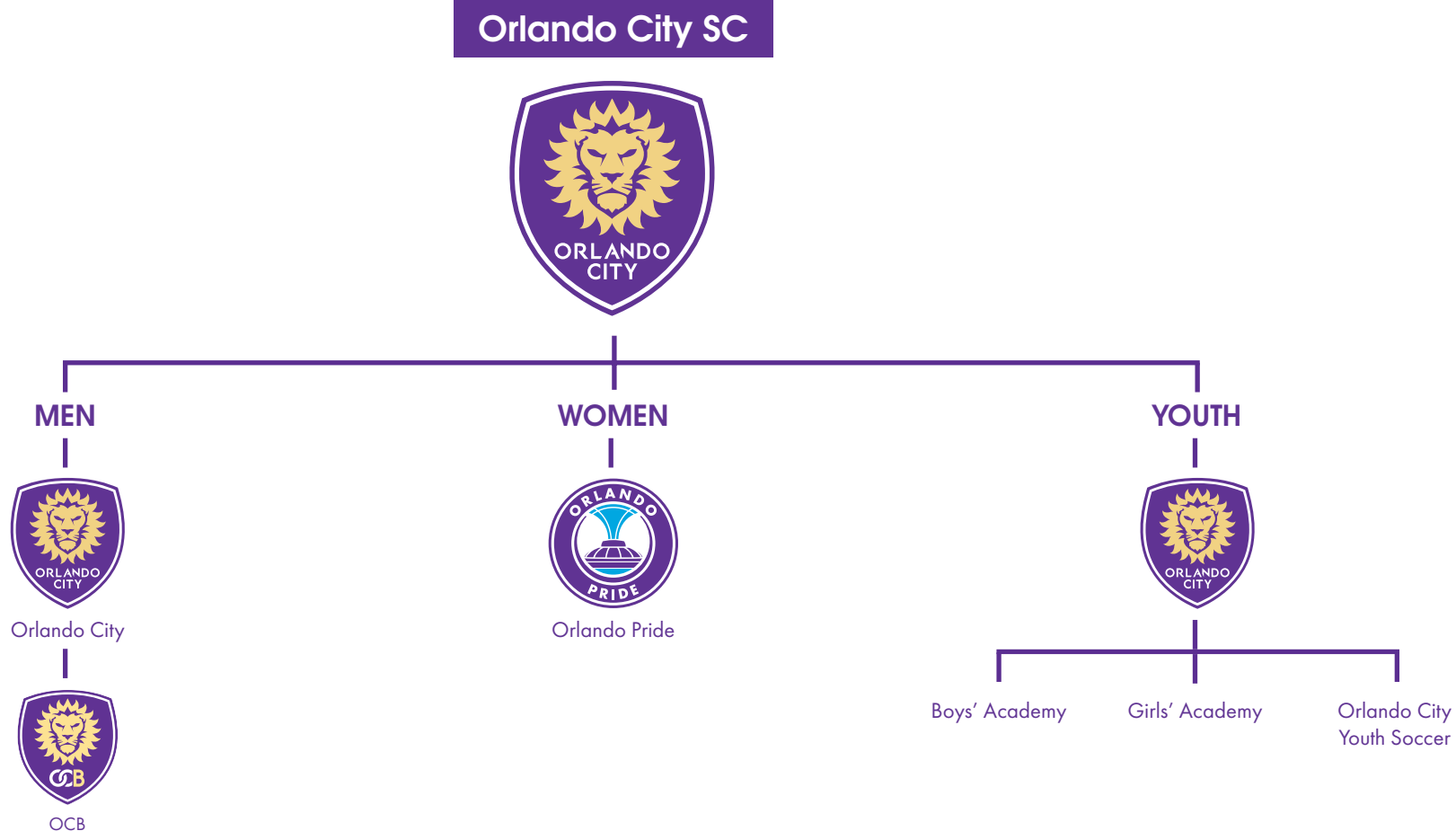
OCSC BRAND IDENTITY

PURPLE

IT'S NOT A VALUE.

IT'S WHO WE ARE.

THE NAME AND STRUCTURE



THE OFFICIAL NAME OF THE CLUB IS **ORLANDO CITY SOCCER CLUB**. THE ORLANDO PRIDE, OCB AND ALL ACADEMY/YOUTH SOCCER PROGRAMS ALL FUNCTION AND OPERATE UNDER THE UMBRELLA OF ORLANDO CITY SOCCER CLUB.

ORLANDO CITY SC WAS **FORMED IN 2010**, WHEN OWNERSHIP PURCHASED THE USL PRO RIGHTS FOR CENTRAL FLORIDA AND MOVED THE AUSTIN AZTEX ORGANIZATION TO ORLANDO. IN LATE **NOVEMBER OF 2013** DON GARBER AWARDED ORLANDO CITY THE 21ST MLS FRANCHISE. ON **OCTOBER 15, 2015**, ORLANDO CITY SC ANNOUNCED IT WOULD LAUNCH ORLANDO CITY B, A USL SIDE THAT WOULD START PLAY IN 2016. ON **OCTOBER 20, 2015**, IN FRONT OF A LARGE CROWD AT LAKE EOLA, THE CLUB ANNOUNCED THAT ORLANDO WOULD BE HOME TO ORLANDO PRIDE, THE NEWEST NATIONAL WOMEN'S SOCCER LEAGUE (NWSL) TEAM.

THE LOGO



OUR CRESTS ARE IMPORTANT, THEY ARE WORN ON THE FRONT OF THE JERSEY WITH PRIDE. EACH LOGO TIES THE CLUB INTO THE LOCAL COMMUNITY. THE ORLANDO CITY LOGO FEATURES A LION'S MANE MADE OF SUN FLARES, A REFERENCE TO FLORIDA AS THE SUNSHINE STATE. THE ORLANDO PRIDE LOGO FEATURES THE LAKE EOLA FOUNTAIN, A SYMBOL OF OUR CITY.

THE RIGHT'S TO USE THE LOGO MUST BE APPROVED BY THE MARKETING DEPARTMENT AND A PROOF OF IT'S USE SHOULD BE SIGNED OFF ON.

ORLANDO CITY SHIELD



PRIMARY LOGO



PRIMARY LOGO DARK BG



SECONDARY LOGO

PRIMARY LOGO COLOR VARIATIONS



PRIMARY WORDMARK



PRIMARY WORDMARK STACKED



PERTINENT INFORMATION

ESTABLISHED: 2010 (Existence),
2013 (MLS)

SLOGANS:

- VAMOS ORLANDO
- FACE OF CITY

DONT'S: THE LOGO SHOULD NOT BE CROPPED, OR
DECONSTRUCTED WITHOUT EXPLICIT APPROVAL FROM THE CLUB.

NICKNAMES: THE LIONS, CITY, ORLANDO CITY

ORLANDO CITY SHIELD PROTECTED AREA



MINIMUM SIZE

MAKE SURE THAT THE CREST IS NO SMALLER THAN 1 INCH IN HEIGHT - BELOW THIS THE WORDS IN THE CREST MAY BECOME ILLEGIBLE.

WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONATELY EQUAL TO THE WIDTH OF THE ORLANDO CITY LION'S EYES.



ORLANDO PRIDE SHIELD



PRIMARY LOGO



PRIMARY LOGO DARK BG



SECONDARY LOGO

PRIMARY LOGO COLOR VARIATIONS



PRIMARY WORDMARK



PRIMARY WORDMARK STACKED



ESTABLISHED: 2016

SLOGANS:

- JOIN THE PRIDE
- OUR CITY OUR PRIDE

DONT'S: THE LOGO SHOULD NOT BE CROPPED, OR DECONSTRUCTED WITHOUT EXPLICIT APPROVAL FROM THE CLUB.

NICKNAMES: THE PRIDE, ORLANDO PRIDE

ORLANDO PRIDE SHIELD PROTECTED AREA



MINIMUM SIZE
1"

MINIMUM SIZE

MAKE SURE THAT THE CREST IS NO SMALLER THAN 1 INCH IN HEIGHT - BELOW THIS THE WORDS IN THE CREST MAY BECOME ILLEGIBLE.

WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONAL.



OCB SHIELD



PRIMARY LOGO



PRIMARY LOGO DARK BG

PRIMARY LOGO COLOR VARIATIONS



PRIMARY WORDMARK



PERTINENT INFORMATION

ESTABLISHED: 2016

SLOGANS:

- THE FUTURE OF ORLANDO CITY
- NEXT GEN OC

DONT'S: THE LOGO SHOULD NOT BE CROPPED, OR DECONSTRUCTED WITHOUT EXPLICIT APPROVAL FROM THE CLUB.

NICKNAMES: OCB, ORLANDO CITY B

OCB SHIELD PROTECTED AREA



MINIMUM SIZE

MAKE SURE THAT THE CREST IS NO SMALLER THAN 1 INCH IN HEIGHT - BELOW THIS THE WORDS IN THE CREST MAY BECOME ILLEGIBLE.

WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONATELY EQUAL TO THE WIDTH OF THE ORLANDO CITY LION'S EYES.



LIONNATION LOCKUP



PRIMARY LOGO



PRIMARY LOGO DARK BG



SECONDARY LOGO

PRIMARY LOGO COLOR VARIATIONS



PRIMARY WORDMARK



IN WRITTEN CONTEXT THE "L" IN LION AND THE FIRST "N" IN NATION ARE ALWAYS CAPITALIZED.

LionNation

ESTABLISHED: 2016

SLOGANS:

- GET CLOSER

DONT'S: THE LOGO SHOULD NOT BE CROPPED, OR DECONSTRUCTED WITHOUT EXPLICIT APPROVAL FROM THE CLUB.

LIONNATION LOCKUP PROTECTED AREA

MINIMUM SIZE

MAKE SURE THAT THE OC CREST IS NO SMALLER THAN 1 INCH IN HEIGHT - BELOW THIS THE WORDS IN THE CREST MAY BECOME ILLEGIBLE.



MINIMUM SIZE

1"

WHITESPACE

WHEN DESIGNING MARKETING MATERIALS, KEEP THE MINIMUM DISTANCE FOR ANY COMPETING GRAPHICS, LOGOS OR IMAGES PROPORTIONAL.



