



BRAND GUIDELINES 2025 SEASON

12.23.24

WHAT'S **NEW FOR** 2025

NAMING + LOGO

THE CHICAGO RED STARS HAVE INTRODUCED A NEW VISUAL BRAND AND RENAMED TO THE **CHICAGO STARS** FOR THE 2025 NWSL SEASON



NAMING



CLUB'S PREFERRED NOMENCLATURE IS **GFC** AND NO LONGER USES NJ/NY

STADIUM NAMING

GOTHAM FOOTBALL CLUB WILL PLAY IN THE RENAMED SPORTS ILLUSTRATED STADIUM FORMERLY RED BULL ARENA

LEAGUE ASSET UPDATES SNAPSHOT





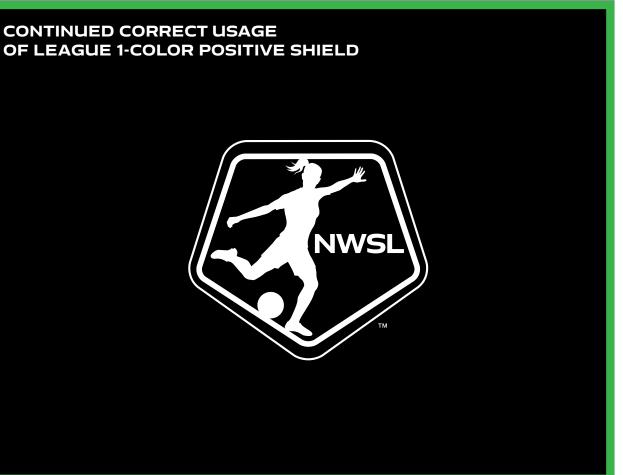
PHASE OUT OF BERTHOLD CITY

SLAB SERIF WORDMARK











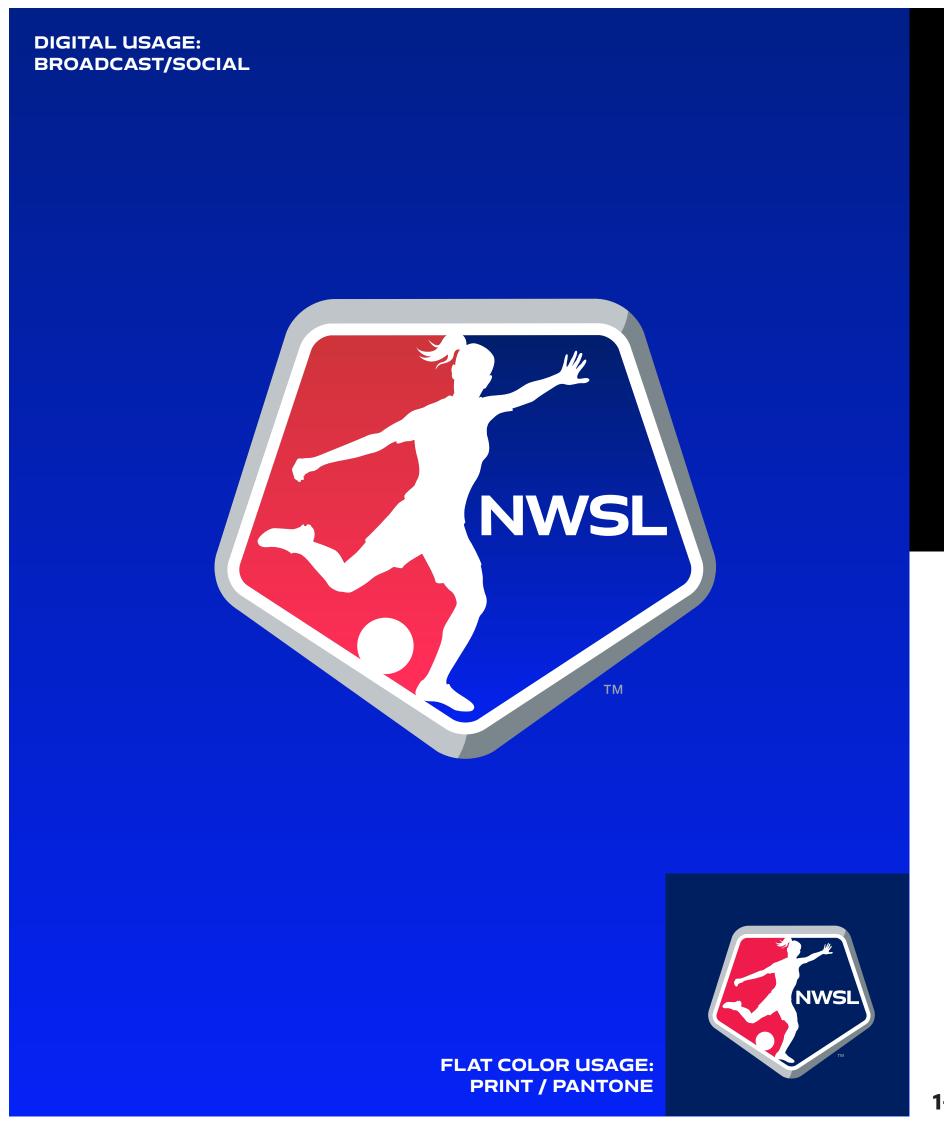








NWSL SHIELD (with Aero update)







1-COLOR USAGE

NWSL SHIELD WORDMARK LOCK-UP







1-COLOR USAGE



NWSL Navy	NWSL Electric Blue
DIGITAL	DIGITAL
HEX: #001E60	HEX: #0036FF
RGB: 0 / 30 / 96	RGB: 0 / 54 / 255
HSB: 221 / 100 / 37	HSB: 227 / 100 / 100
PRINT	PRINT

CMYK: 100 / 95 / 4 / 42

Pantone 2757

CMYK: 92 / 78 / 0 / 0 Pantone 2728

NWSL Red Red

DIGITAL DIGITAL HEX: #CB333B HEX: #EE1B4B RGB: 238 / 27 / 75 RGB: 255 / 255 / 255 RGB: 203 / 51 / 59 HSB: 357 / 75 / 80

CMYK: 2 / 97 / 85 / 7

Pantone 1797

HSB: 346 / 88 / 93 CMYK: 2/100/69/0 CMYK: 0/0/0/0

Pantone 192

NWSL **Pentagon** White

DIGITAL

HEX: #FFFFFF

HSB: 0 / 0 / 100

NWSL **Arena** Grey

NWSL Deep Grey

DIGITAL HEX: #C1C5C8 RGB: 193 / 197 / 200 HSB: 197 / 3 / 78

PRINT CMYK: 10 / 4 / 4 / 14 Pantone 428

HEX: #7B868C RGB: 123 / 134 / 140 HSB: 201 / 12 / 54

DIGITAL

CMYK: 55 / 40 / 38 / 4 Pantone 430



NWSL FULL WORDMARK











NWSL SHOP LOCKUP





1-COLOR USAGE







12.23.24

NWSL 2025 CLUB CRESTS

* PLEASE NOTE

CHAMPIONSHIP STARS ARE **EXPRESSED ON CLUB KITS AND** LICENSED MERCHANDISE ONLY.





















































































