



NATIONAL WOMEN'S SOCCER LEAGUE
BRAND GUIDELINES



NWSL

BRAND GUIDELINES 2025 SEASON



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 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 TYPE



PHASE OUT OF BERTHOLD CITY SLAB SERIF WORDMARK




DO NOT USE THE SHIELD INVERTED



SLIGHT UPDATE TO LEAGUE SHIELD TYPOGRAPHY



CONTINUED USE OF AERO WORDMARK



CONTINUED CORRECT USAGE OF LEAGUE 1-COLOR POSITIVE SHIELD











NWSL SHIELD (with Aero update)

DIGITAL USAGE:
BROADCAST/SOCIAL



FLAT COLOR USAGE:
PRINT / PANTONE



1-COLOR USAGE



NWSL SHIELD WORDMARK LOCK-UP



1-COLOR USAGE



<div>NWSL Navy</div> <div>DIGITAL HEX: #001E60 RGB: 0 / 30 / 96 HSB: 221 / 100 / 37 PRINT CMYK: 100 / 95 / 4 / 42 Pantone 2757</div>	<div>NWSL Electric Blue</div> <div>DIGITAL HEX: #0036FF RGB: 0 / 54 / 255 HSB: 227 / 100 / 100 PRINT CMYK: 92 / 78 / 0 / 0 Pantone 2728</div>	<div>NWSL Deep Red</div> <div>DIGITAL HEX: #CB333B RGB: 203 / 51 / 59 HSB: 357 / 75 / 80 PRINT CMYK: 2 / 97 / 85 / 7 Pantone 1797</div>	<div>NWSL Red</div> <div>DIGITAL HEX: #EE1B4B RGB: 238 / 27 / 75 HSB: 346 / 88 / 93 PRINT CMYK: 2 / 100 / 69 / 0 Pantone 192</div>	<div>NWSL Pentagon White</div> <div>DIGITAL HEX: #FFFFFF RGB: 255 / 255 / 255 HSB: 0 / 0 / 100 PRINT CMYK: 0 / 0 / 0 / 0</div>	<div>NWSL Arena Grey</div> <div>DIGITAL HEX: #C1C5C8 RGB: 193 / 197 / 200 HSB: 197 / 3 / 78 PRINT CMYK: 10 / 4 / 4 / 14 Pantone 428</div>	<div>NWSL Deep Grey</div> <div>DIGITAL HEX: #7B868C RGB: 123 / 134 / 140 HSB: 201 / 12 / 54 PRINT CMYK: 55 / 40 / 38 / 4 Pantone 430</div>
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NWSL FULL WORDMARK



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NWSL SHOP LOCKUP



NWSLSHOP

THE OFFICIAL ONLINE STORE OF THE NWSL



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1-COLOR USAGE



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NWSL 2025 CLUB CRESTS

*** PLEASE NOTE**

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

