



Brand Playbook

Version 1.2 | March 2023

OVERVIEW

Brand Symbols



Crest



Logo



Emblem

OVERVIEW

Brand Symbols

Wordmark

ACFC

ANGEL CITY

ANGEL CITY FC

ANGEL CITY FOOTBALL CLUB



Visual Identity

SYMBOLS

The Story of our Crest

BREAKING THE MOLD

The angel wing breaks free from the shield, symbolizing how Angel City FC breaks the mold of a traditional sports team, breaks from convention, and will break through any barriers in our way.

NOT JUST AN ANGEL

The shape of our angel wings is inspired by a fierce bird of prey that lives year-round in Southern California: the Red-tailed Hawk. Our mission on the field is to win, we are hunting for victory. Also, like many birds of prey, the female hawk is more powerful than the male. Just sayin'.

TOGETHER WE SUCCEED

There are 12 feathers on the crest. Only when these 12 feathers are used together can we move forward. Championships are not won by only the 11 starters on the field, but by the entire roster, staff, and every supporter. They are the 12th feather! We cannot succeed alone.

HONOR THE PAST

The base of our shield shape pays homage to traditional soccer crests and soccer history. Angel City FC is here because of the trailblazers, the pioneers, the giants who came before us. Our crest proudly stands on their shoulders.

THE ANGLE

The slope of the shield's top line is 22° off the horizon. The horizon is our starting point, the place from where we will take flight. Volemos! The 22° angle represents the year of our team's inaugural season: 2022. Also, it honors the 22 players, representing both sides, needed to compete in the beautiful game.

THE FUTURE IS BRIGHT

Our angel is flying upward toward the sun, toward the moon... toward the light! The upper right corner of the shield represents the sunrays and moonbeams that guide our way. Our mission is to have a positive impact on the game and our community. We will always strive to be better, to soar higher, and to shine light on others.

UNAPOLOGETIC OPTIMISM

The pink-to-orange color gradient is reminiscent of the sunrises and sunsets, for which Los Angeles is famous. The colors symbolize the optimism our team will always have and from which we will never back down. We each pound our own piece of pavement, but at the end of every day, we all look west to the same sunset. And after the sun has gone, we know the sun will rise again tomorrow.

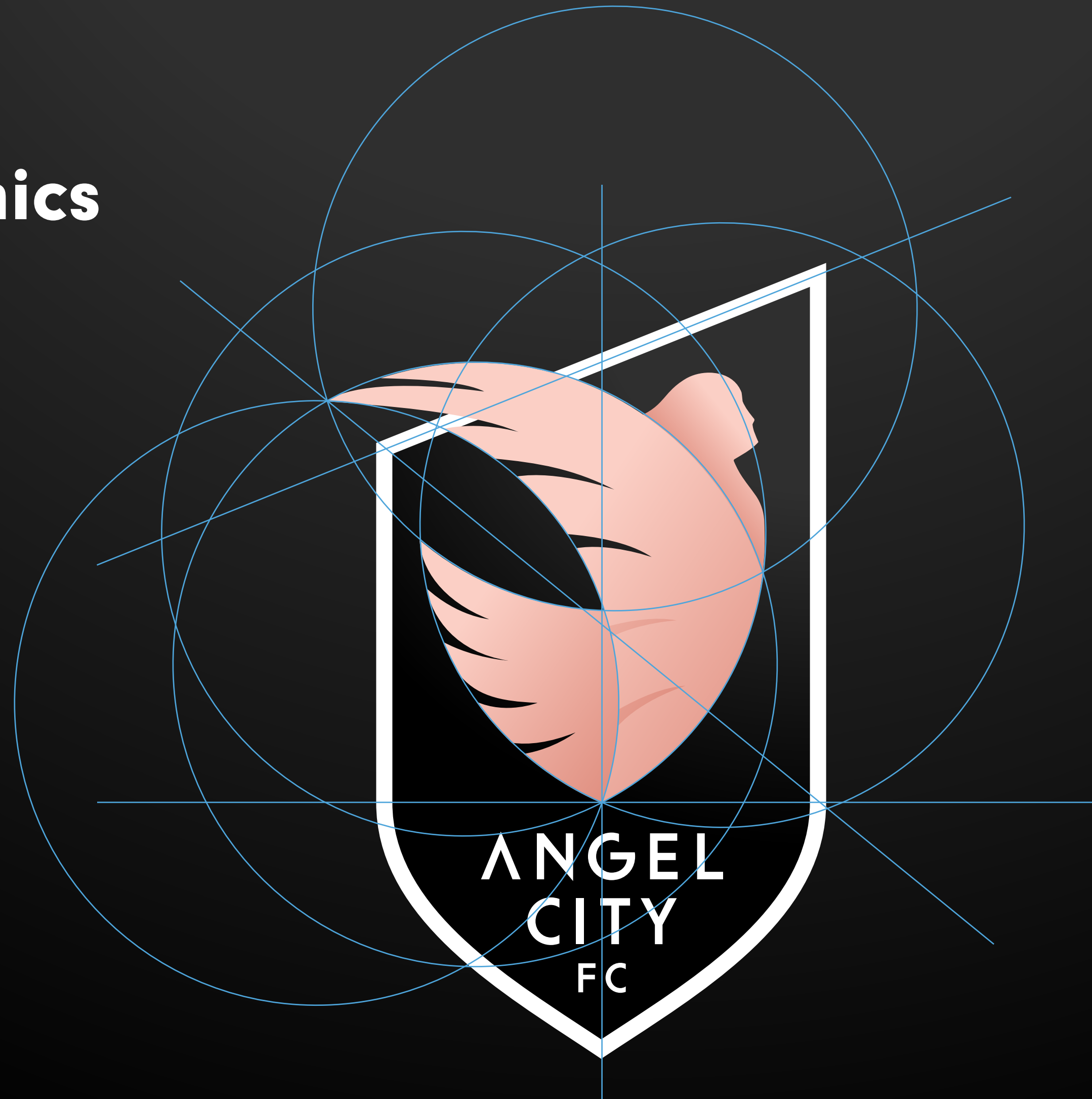
L.A. ALL THE WAY

The design of some feathers are inspired by palm leaves. In every part of this massive and amazing city, palm trees live. This is our home and it must be represented in our crest. While we will soar to great heights, our priorities are strongly grounded.



SYMBOLS

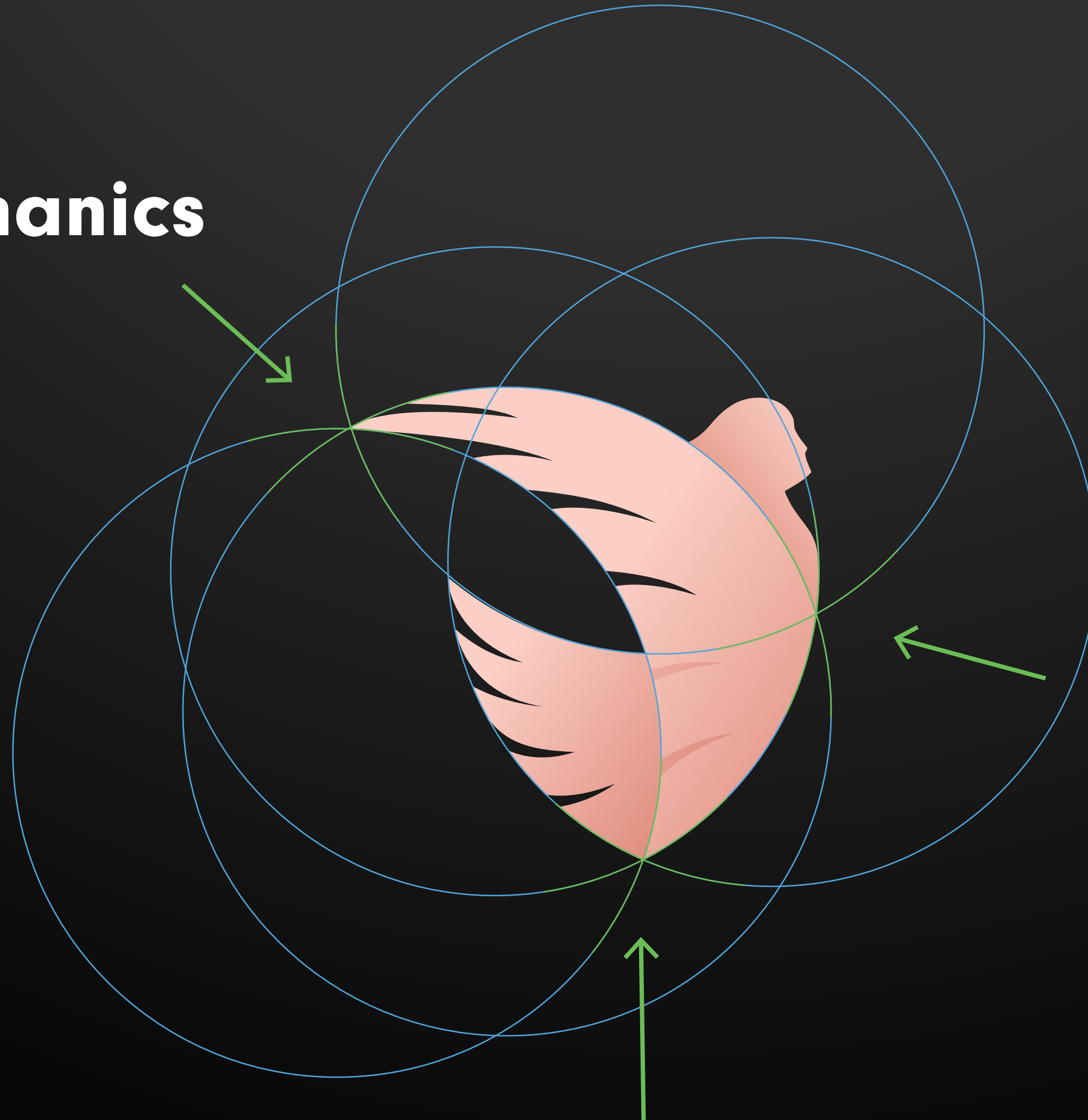
Crest Mechanics



The crest's 22 degree angle, vertical axis, and horizontal axis intersect with circles that make up the shape of the emblem. This creates balance in the crest.

SYMBOLS

Emblem Mechanics



The emblem is designed using five congruent, intersecting circles. Three main balance points, at which three circles intersect, create opposing tension that provides balance in the design.

OVERVIEW

Primary Crest

The crest represents Angel City Football Club, our soccer team. For anything related to team, players, and/or sport, use the crest.



Minimum Clear Space



SYMBOLS

All Crest Variations



Primary Crest
The primary crest utilizes the sunrise glow gradient. Use this primary crest wherever possible.



Secondary Crest
The secondary crest utilizes the city glow gradient.



Three-Color Crests
The three-color crests can be used when limitations do not allow for the use of a gradient.



One-Color Crests
The one-color crests may be used for print, when limitations do not allow for the use of a gradient, or when multiple colors are not possible.

SYMBOLS

Primary Logo

Angel City FC is a soccer team, but we plan to be a global brand and a force outside of the soccer world. When referencing the overall brand of Angel City and our work off the field, use the logo.



Minimum Clear Space



SYMBOLS

All Logo Variations



Primary Logo

The primary logo utilizes the sunrise glow gradient. Use this primary logo wherever possible.



Secondary Logos

The secondary logos are available for various color needs or conflicts with background colors.



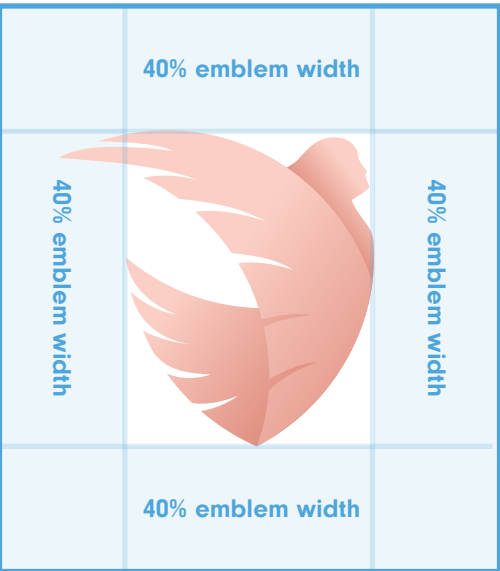
Flat Logo

The flat logos may be used for print or when limitations do not allow for the use of a gradient.

SYMBOLS

Primary Emblem

The emblem should be used when the text of the crest or logo will be too small to read, and/or when a simple design element is preferred. For example, social media profile avatars and on select merchandise.

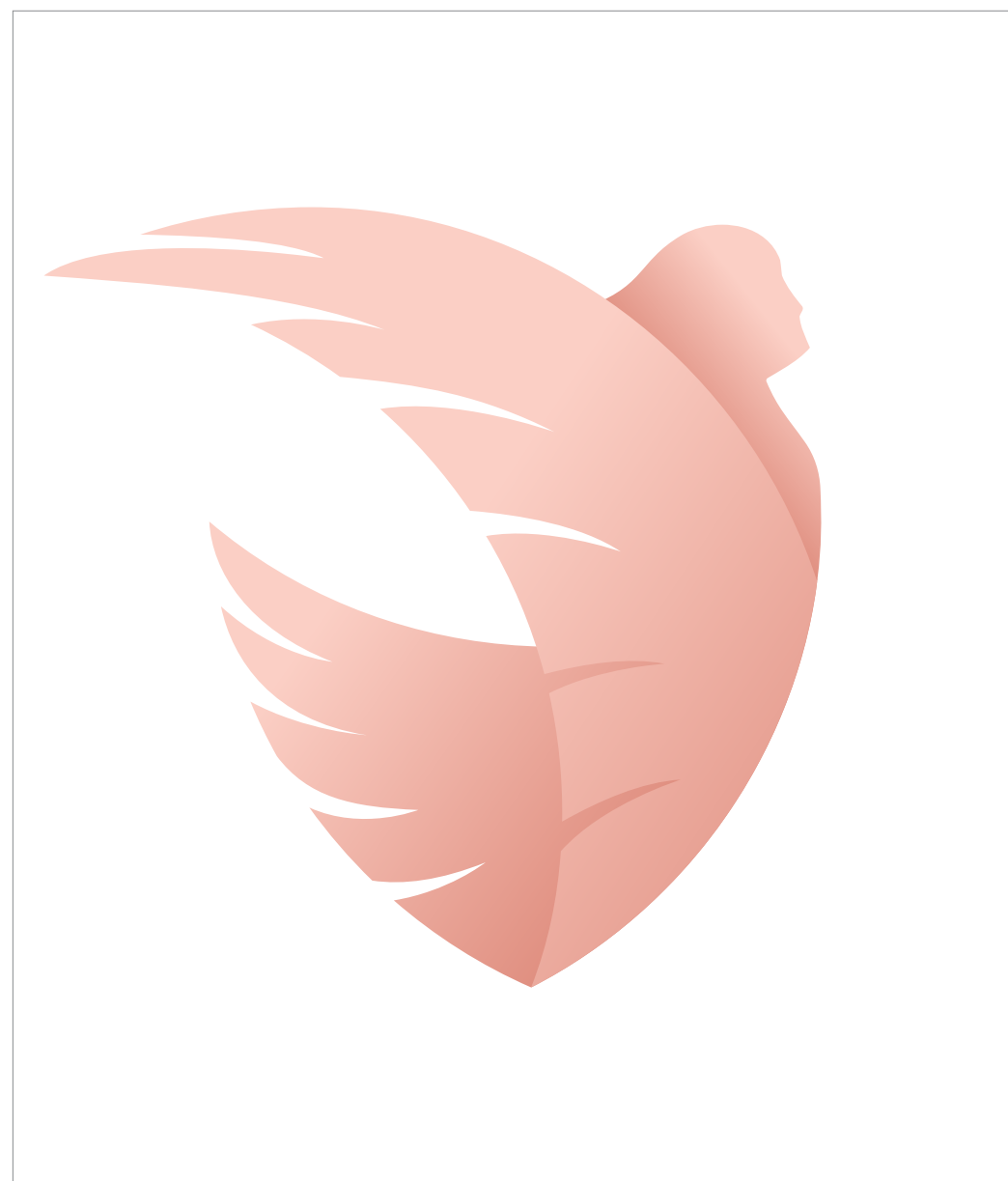


Minimum Clear Space



SYMBOLS

All Emblem Variations



Primary Emblem

The primary emblem utilizes the sunrise gradient. Use this primary emblem wherever possible.



Secondary Emblem

The secondary emblem utilizes the city glow gradient.



One-Color Emblems

The flat emblem can be used when print or other limitations do not allow for the use of a gradient.

SYMBOLS

Wordmarks

Selection of a wordmark should be determined by the usage case and then the space allowed. It is important that wordmarks be legible.

When referencing the soccer team, use Angel City FC. If the space is too small, then use ACFC.

ACFC may be used in circumstances where other acronyms are present.

Angel City Football Club should be used in very limited and special situations. Consult department heads before using this wordmark.

When referencing the overall brand, use Angel City.



Minimum Clear Space

ACFC

ANGEL CITY

ANGEL CITY FC

ANGEL CITY FOOTBALL CLUB

SYMBOLS

All Wordmark Variations

Sol Rosa

ACFC
ANGEL CITY
ANGEL CITY FC
ANGEL CITY FOOTBALL CLUB

Asphalt

ACFC
ANGEL CITY
ANGEL CITY FC
ANGEL CITY FOOTBALL CLUB

Armour

ACFC
ANGEL CITY
ANGEL CITY FC
ANGEL CITY FOOTBALL CLUB

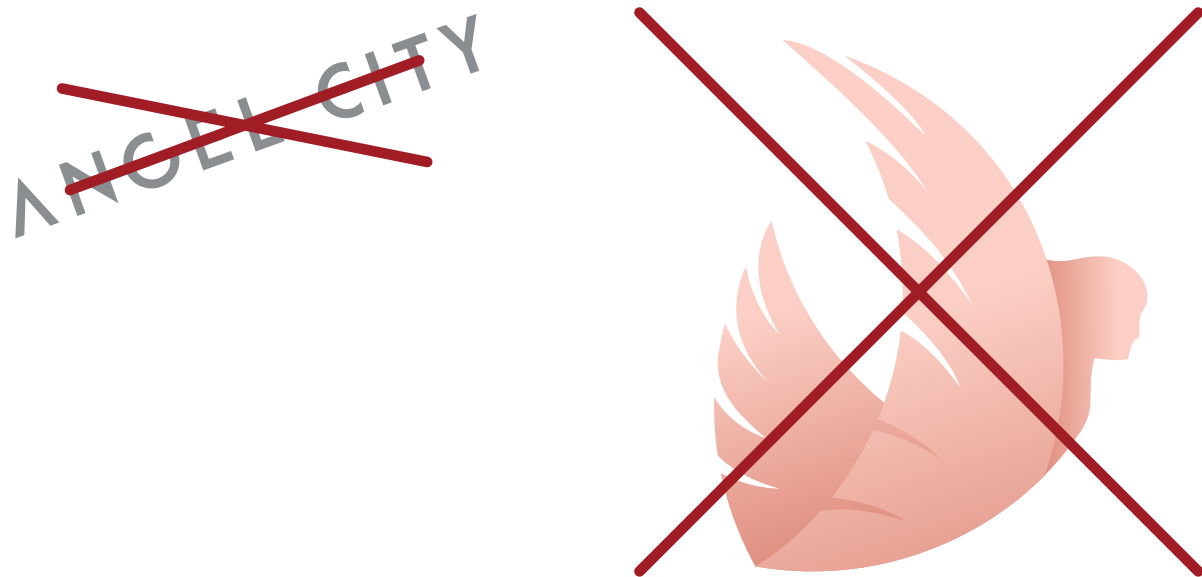
Pitch Black

ACFC
ANGEL CITY
ANGEL CITY FC
ANGEL CITY FOOTBALL CLUB

Line White

ACFC
ANGEL CITY
ANGEL CITY FC
ANGEL CITY FOOTBALL CLUB

VISUAL IDENTITY
DOs and DON'Ts



Do Not Alter Assets
Do not rotate, skew, or use embellishments on the crest, logo, emblem, wordmarks, or icon.



Do Not Stack Wordmark



Ensure Proper Alignment
Alignment should be based on the shape of the crest, not the angel's wings. Use the blue lines above as a guide.



2in

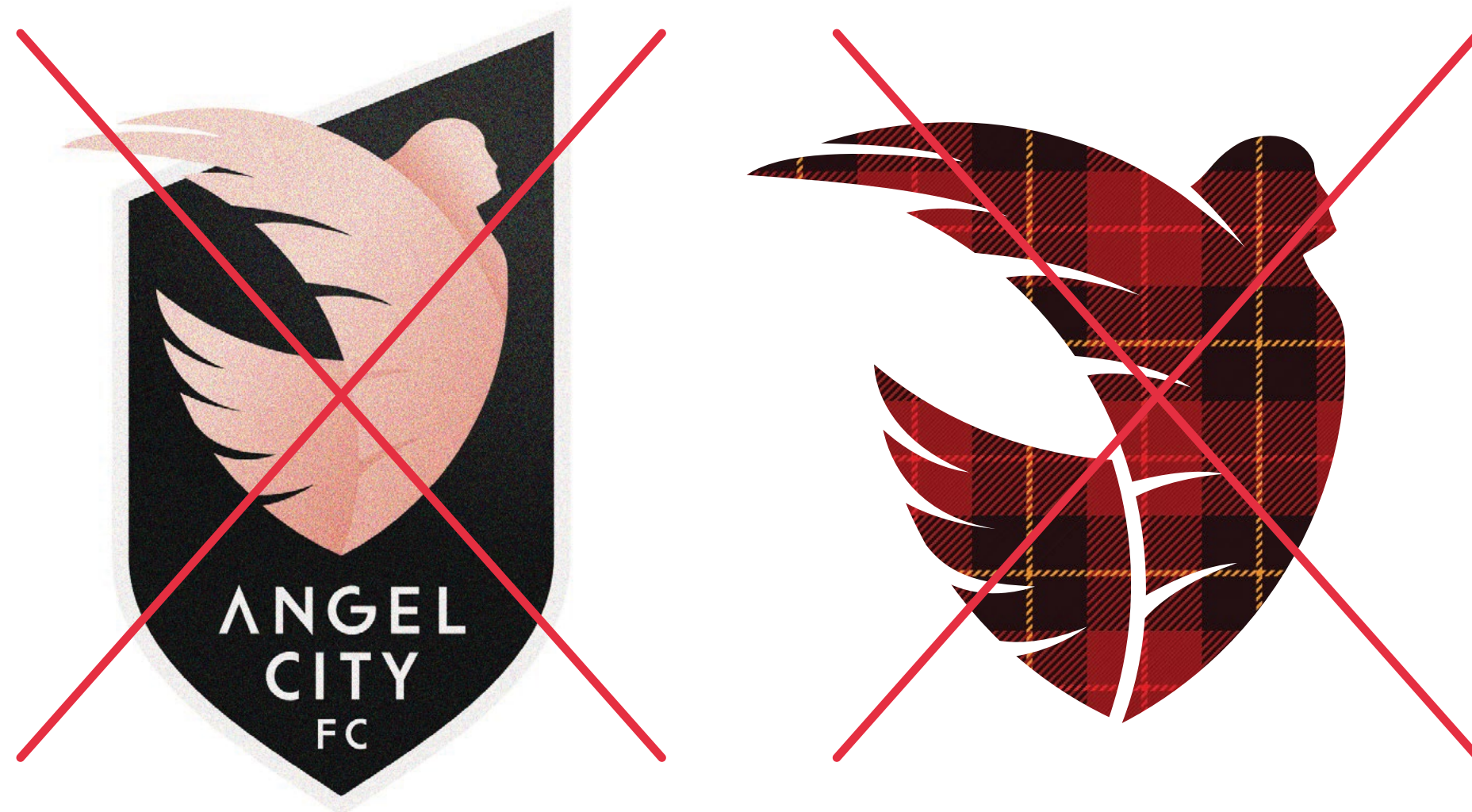
Minimum Size
The crest, should never be smaller than 2" tall including the bounding box.



Minimum Clear Space
No other objects should intrude on the minimum clear space around the crest, logo, emblem, wordmarks, or icon.

VISUAL IDENTITY

DOs and DON'Ts



Do Not Use Textures or Patterns on the Logo, Emblem, and Crest

This includes grain textures, seasonal patterns, color overlays, and more.



Use textures or patterns Behind the Logo, Emblem, and Crest

This includes grain textures, seasonal patterns, color overlays, and more. Ensure proper contrast between the background and the crest, logo, or emblem.

VISUAL IDENTITY

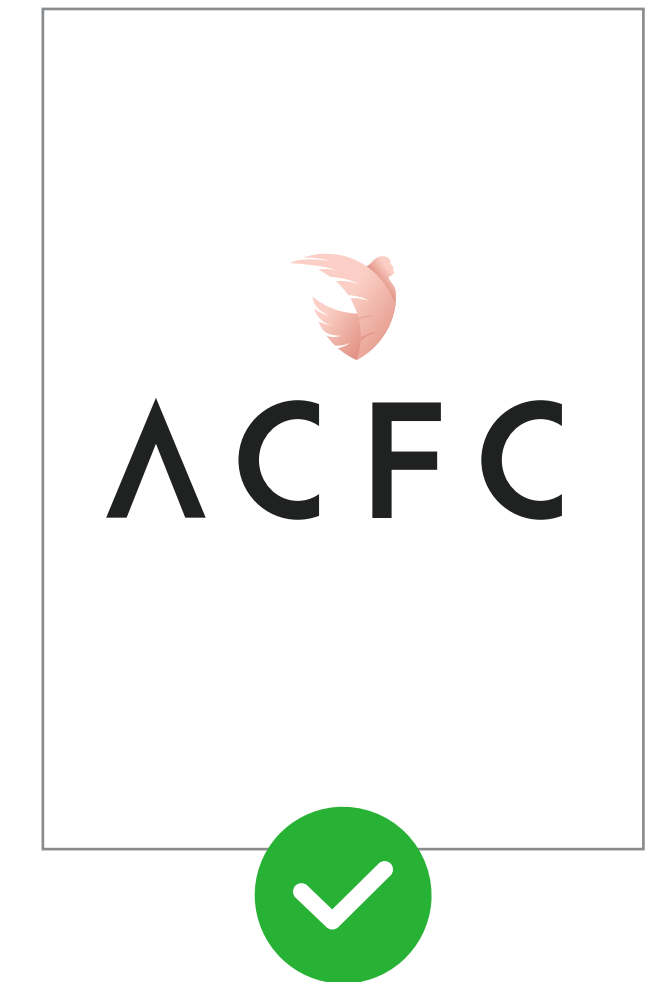
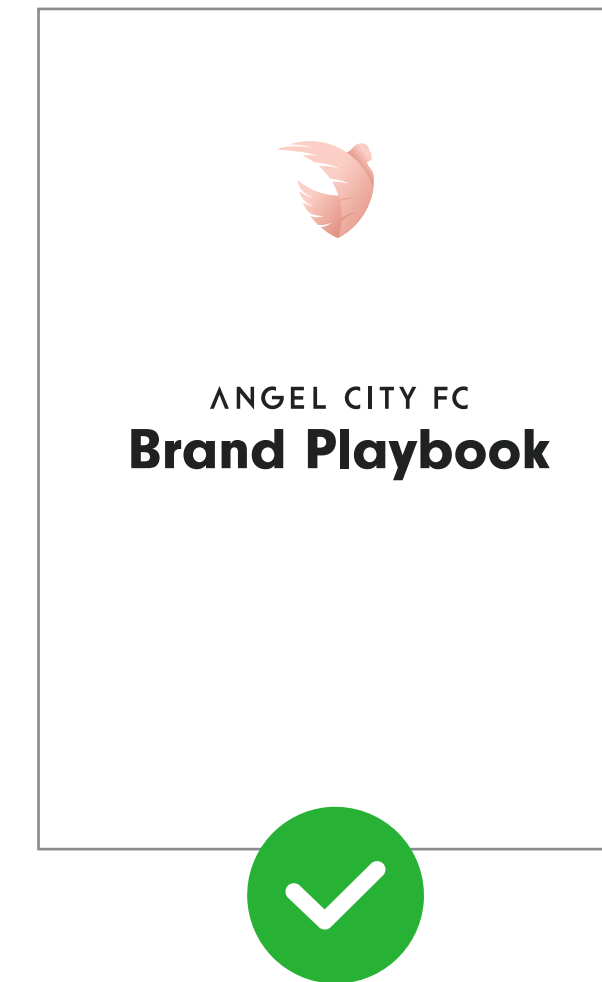
DOs and DON'Ts

Do not use wordmark and emblem as a lockup.

Use the crest when need to combine Angel City FC with the emblem.

Use the logo when need to combine Angel City with the emblem.

For all other cases, there must be visual separation between wordmarks and the emblem – such as spacing, sizing, placement, or change of axis.



VISUAL IDENTITY

DOs and DON'Ts



Do not use the primary crest, logo, or emblem on any other color background.

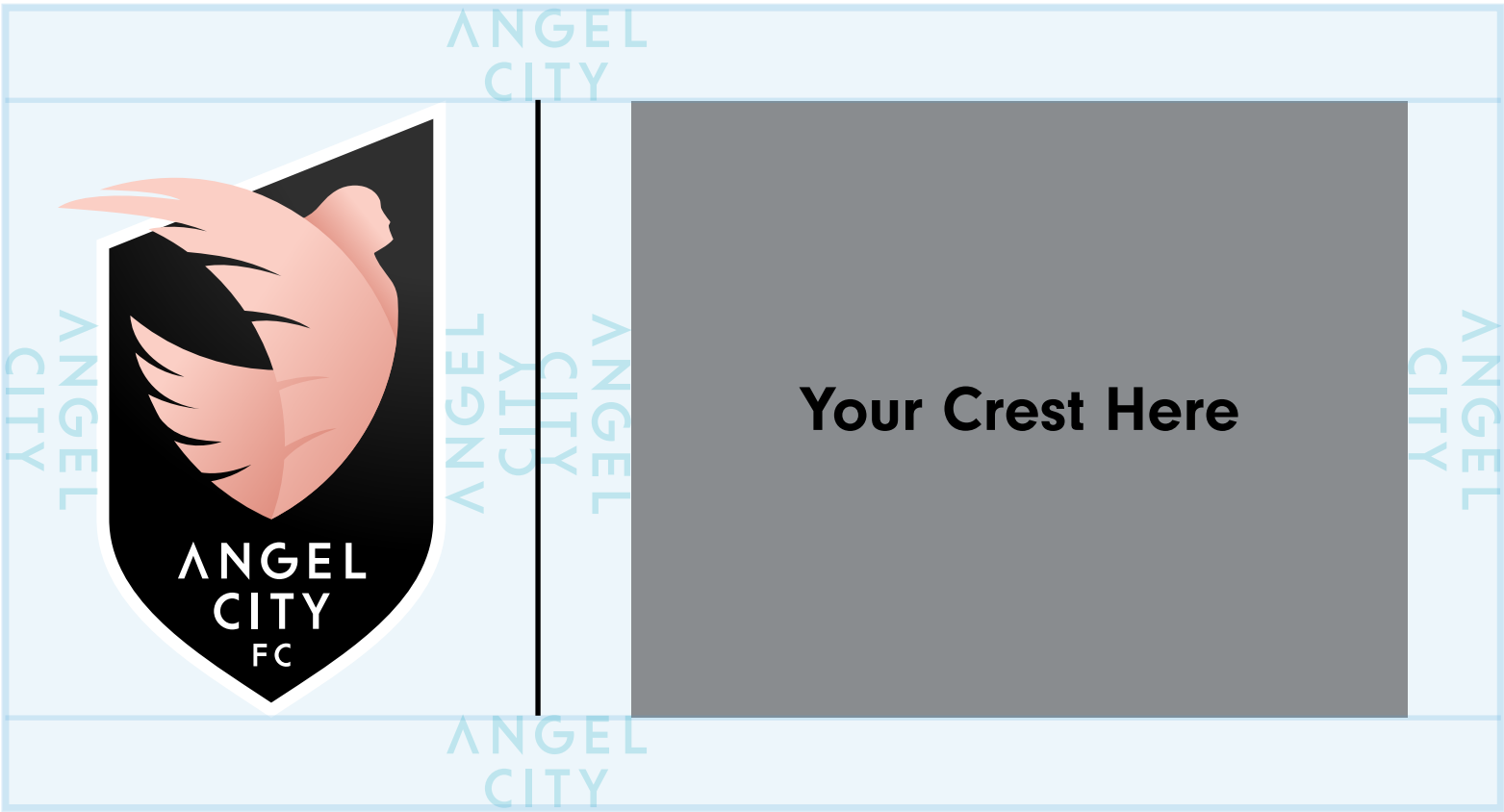


Garment Production

The primary crest, logo, and emblem can only be printed on black, white or gray blanks. Shades of gray should be as close to armour or Asphalt as possible, but do not need to be an exact match.

VISUAL IDENTITY

Brand Lockups



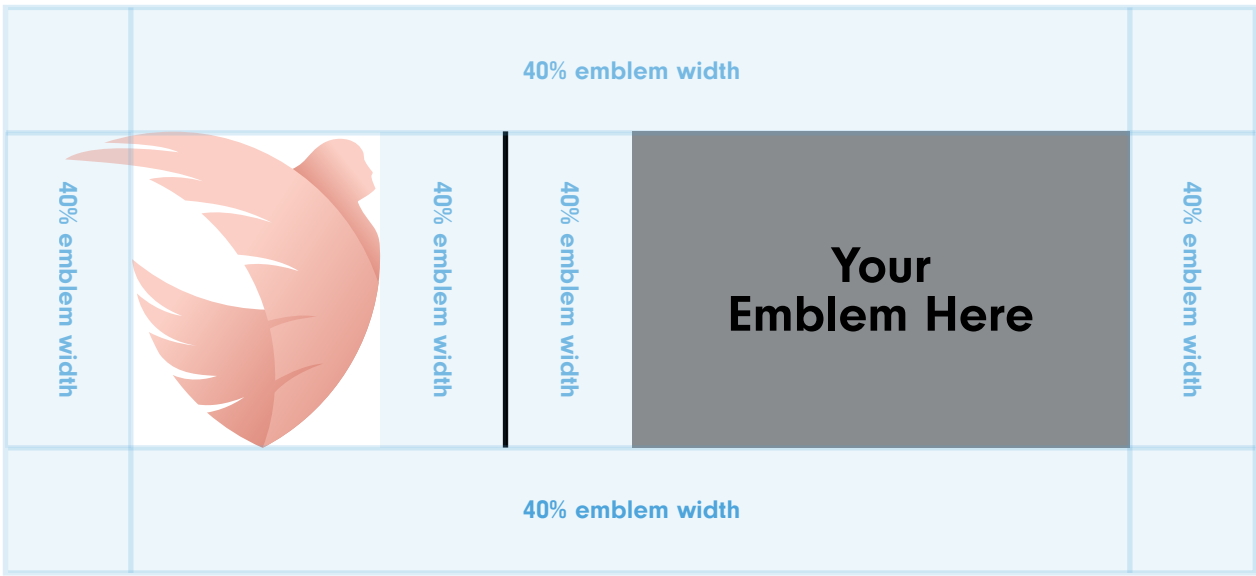
Crest Lockup

The crest lockup should be used when pairing with another crest or a vertical logo.

Maximum height is equivalent to the crest height.

Maximum width is equivalent to 2x the crest width.

Minimum clear space is equivalent to the vertical height of “Angel City”.



Emblem Lockup

The emblem lockup should be used when pairing with another emblem or graphic logo.

Maximum height is equivalent to the emblem height.

Maximum width is equivalent to 2x the emblem width.

Minimum clear space is 40% of the emblem width.

The following additional symbols are approved to use in a brand lockup, at the discretion of the partnerships team:

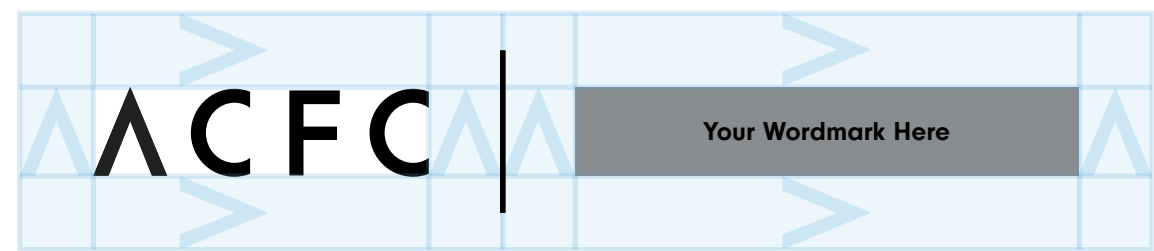


Examples



VISUAL IDENTITY

Wordmark Lockups

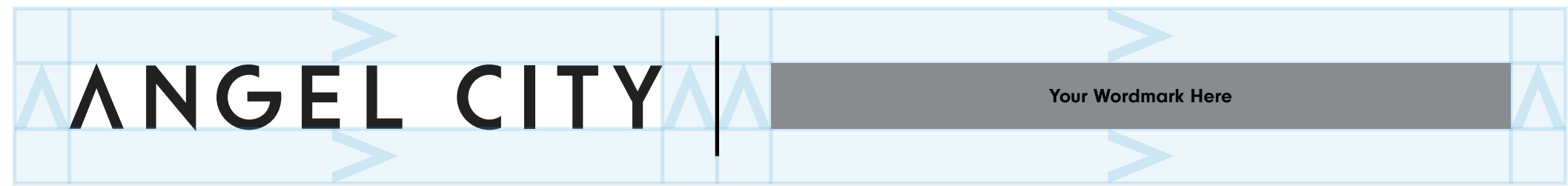


ACFC Lockup
The ACFC Lockup should be paired with other wordmarks that are five letters or less, or acronyms.

Maximum height is equivalent to the wordmark height.

Maximum width is equivalent to 125% the wordmark width.

Minimum clear space is equivalent to the width of the "A."



ACFC Lockup
The Angel City Lockup should be paired with wordmarks that are six or more letters.

Maximum height is equivalent to the wordmark height.

Maximum width is equivalent to 125% the wordmark width.

Minimum clear space is equivalent to the width of the "A."



The following additional symbols are approved to use in a brand lockup, at the discretion of the partnerships team:

& + X

Examples

ACFC

|

CBS

ANGEL CITY

|

DOORDASH

ACFC

CBS

ANGEL CITY

DOORDASH

VISUAL IDENTITY

Brand Colors

SOL ROSA
HEX: #F1B1A5
RGB: 241, 177, 165
CMYK: 3, 36, 28, 0
PMS: 169c

ASPHALT
HEX: #202121
RGB: 32, 33, 33
CMYK: 3, 0, 0, 87
PMS: 419

ARMOUR
HEX: #898C8F
RGB: 137, 140, 143
CMYK: 4, 2, 0, 44
PMS: 423

LINE WHITE
HEX: #FFFFFF
RGB: 255, 255, 255
PMS: WHITE

PITCH BLACK
HEX: #000000
RGB: 0, 0, 0
PMS: BLACK

VISUAL IDENTITY

Brand Gradients

These three brand gradients - sunrise glow, midnight glow, and city glow - can be used can be used in background elements, overlay, and other design treatments.

SUNRISE GLOW

SUNRISE

HEX: #DF8C7D

RGB: 223, 140, 125

PMS: 4051 C

LIGHT

HEX: #F7D5CF

RGB: 247, 213, 207

PMS: 9241

MIDNIGHT GLOW

DARK GREY

HEX: #2f2f2f

RGB: 47, 47, 47

PM 426 C

PITCH BLACK

HEX: #000000

RGB: 0, 0, 0

PMS: Black

CITY GLOW

ARMOUR

HEX: #898C8F

RGB: 137, 140, 143

PMS: 423

LIGHT GREY*

HEX: #DBDBDC

RGB: 219, 219, 220

PMS: Cool Grey 1C

*Alternatively, Line white can be used

VISUAL IDENTITY

Typography

Use this primary font - Neuzeit Grotesk, wherever possible.

When Neuzeit Grotesk is not available - such as Google Slides or a backup web font - use Helvetica Neue.

Neuzeit Grotesk Font Family

Black **The quick brown fox jumped over the lazy dog.**

Bold **The quick brown fox jumped over the lazy dog.**

Regular The quick brown fox jumped over the lazy dog.

Light The quick brown fox jumped over the lazy dog.

Example Type Lockup

EYEBROW

Big, short title.

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.



THANK YOU.