



OUR HERO

The Shield is the MVP of your club and it should be used most frequently, whenever space allows.

MAKING OUR MARK

THE SHIELD SHAPE

A nod to the original CRS logo and a familiar shape in the NWSL but also, shields symbolize protection and shelter from injury or trauma as well as strength against any form of attack.

THE LAND

The upper “fill” space on the shield is meant to represent the greater Chicago area on land, as seen from the stars above.

THE SIX-POINTED STARS

Chicago’s famous 6-pointed star, of course, is front and center, but there are multiples to represent that this club centers its players.

OUR TEAM IS FULL OF STARS.



THE MARQUEE

A nod to the historical marquees found at the Chicago Theater and Wrigley Field.

THE CURVED TYPE

The letters curve around the ball like a cosmological horizon (perception of curvature in outer space.) This symbolizes endless possibility. The sky isn’t even a limit!

THE LAKE

The “fill” space on the shield is meant to represent the lake as seen from the stars above. This can also be filled with brand extension colors and patterns.

THE COLORS

Inspired by the Chicago City Flag but with a bit more “kick,” AKA — deeper, bolder hues.

THE SHIELD



FULL COLOR / LIGHT



FULL COLOR / DARK

THE SHIELD



REVERSE



1 COLOR

TYPOGRAPHY / COLOR

When it comes to typography, it's simple: Tungsten or Gotham for print and Solano Gothic and Montserrat for web. That's it. Same for color — Night Sky Navy, Fire Red and Great Lake Blue, with a simple supporting color of Scrimmage Gray. But while type rules should be easy to observe, color can vary wildly depending on the vendor, medium or substrate. Be vigilant about the color space required (4-color vs. Pantone, etc.) and about seeing proofs. Also consider the context and proximity of one set of branded materials next to another. Go for accuracy “in context.” And ask for help when needed, from design, from a vendor, etc. Good luck!

TYPOGRAPHY

PRINT

PRIMARY / TUNGSTEN

CHICAGO STARS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY / GOTHAM

CHICAGO STARS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB

PRIMARY / SOLANO GOTHIC

CHICAGO STARS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY / MONTERRAT

CHICAGO STARS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR

NIGHT SKY

CMYK 91/71/36/56
RGB 16/43/69
HEX #102B45
PMS 289C

GREAT LAKE

CMYK 65/9/0/0
RGB 58/181/232
HEX #3AB5E8
PMS 299C

FIRE

CMYK 9/100/99/1
RGB 217/32/40
HEX #D92028
PMS 485C

STAR WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

SCRIMAGE

CMYK 12/9/9/0
RGB 220/221/222
HEX #DCDDDE
PMS COOL GRAY 3C

