

# LOGO + USAGE

- 1.1 The Crest
- 1.2 Logo Wordmark
- 1.3 Usage



# THE CREST

## PRIMARY

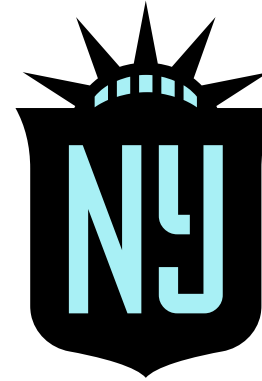
The primary crest should be used as the first choice option in all applications



# THE CREST

## SECONDARY

When the primary crest is not suitable, the solid full color option is a second choice, and solid black and white as a third choice.



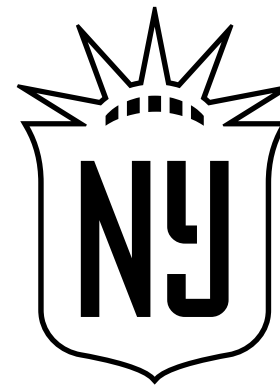
Solid, full color



Solid, black + white

## SINGLE COLOR

The single color options in either black or white can be used when the full color is not possible.



Single color, black



Single color, white

# LOGO WORDMARK

## CREST + WORDMARK

The full crest and wordmark can be used across platforms when desired. The full lockup is preferred to the standalone primary crest on materials directed at new fans or markets.



# USAGE

## CLEARSPACE

Minimum clearspace surrounding the logo should be at least the width of the J/Y of the monogram.

## MINIMUM SIZE

Logo should be at least 1 inch high at minimum in any print application.



Logo should not be produced smaller than 1" in height

# USAGE



Do not alter the outline stroke in any way. Do not add a stroke to any other logo version.



Do not add or remove any elements of the logo.



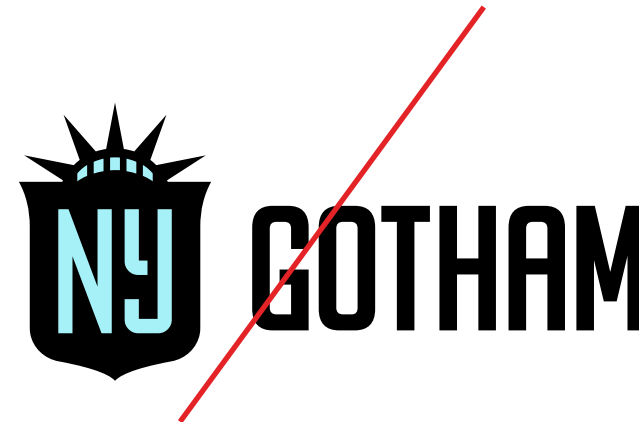
Do not change any colors in the logo.



Do not invert colors on the logo



Do not alter the scale, positioning, or alignment in the wordmark lockups.



Do not remove the "FC" from any wordmark.

# COLOR

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2.1 Brand Colors

2.2 Usage

2.3 Blue + Grey Rules



# COLOR

## SKY BLUE

#A9F1FD  
RGB: 169/241/245  
CMYK: 29/0/8/0  
PMS: 304C

## CLOUD WHITE

#FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0  
PMS: WHITE

## GOTHAM BLACK

#000000  
RGB: 0/0/0  
CMYK: 100/100/100/100  
PMS: BLACK

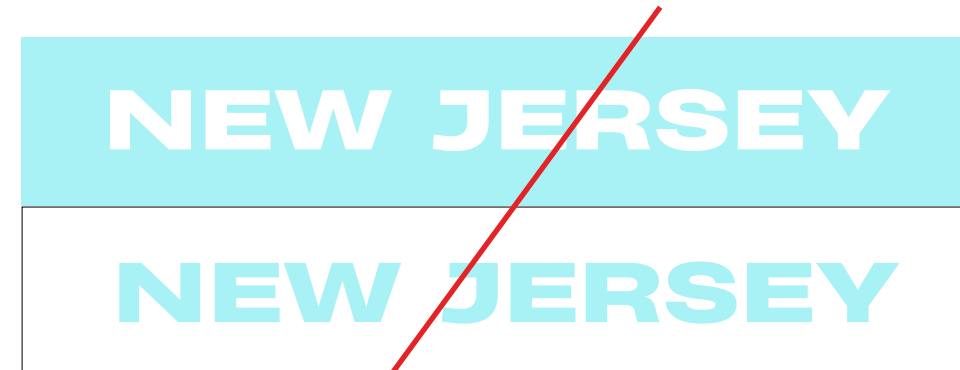
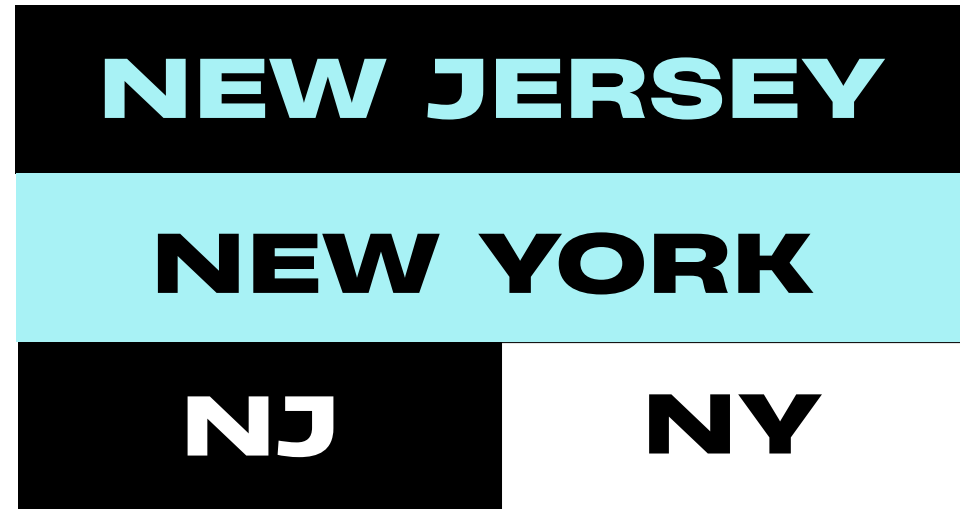
# COLOR USAGE

## PREFERENCES

White should not be used as a primary background color for digital graphics, physical activation or event promotional items (tents, banners, etc.) or for in-stadium LED signage.

## WHITE/BLEU TEXT LEGIBILITY

Do not use Sky Blue text on white backgrounds, or white text on Sky Blue backgrounds in any circumstance.



# BLUES + GREYS

## NO OFF-THE-SHELF BLUE

When custom color match is not an option for print, black or white **MUST** be used. Do not use any other type of blue for any print or promotional items (no “stock” light blue, navy, royal blue, etc.)

## GREYS

Grey may be used as an alternate color in select circumstances when white, black, or Sky Blue are not available. For example, heather grey is acceptable for clothing and merch.

Avoid darker greys, such as anthracite, in any digital or print capacity (ie social graphics, event tents, sales collateral.)

