



NC COURAGE

LOGO USE GUIDELINES

LOGOS



Primary Logo



Single Color Variations

Versions of each variation with no star is included in the logo pack, to be used with discretion and approval.



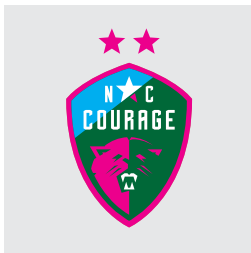
Logo Clearspace and Margins

When using our logo, ensuring it has appropriate room to breathe is important, logo clearspace defines the distance between the logo and any other graphic element (other than flat color) that is being used in a composition. Use one of the top stars on the logo as a reference for the appropriate amount of clearspace to use.

Incorrect Usage of the Logo



Do not use the logo without the top stars



Do not adjust any colors on the logo



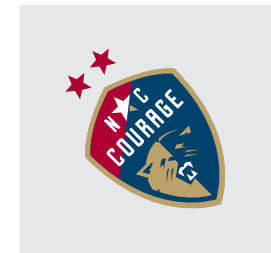
Do not add additional graphic elements including drop shadows to the logo



Do not add a stroke to the logo



Do not alter or distort the proportions of the logo



Do not display the logo at an angle

CO-BRANDED LOGO USAGE

When using our logo with any other logos, there are a specific set of guidelines to follow, to ensure the greatest readability and clarity between both logos.



With North Carolina FC Logo

When using the NC Courage logo with the North Carolina FC logo in a co-branded lockup, the standard logo clearspace applies, in order to ensure the logos are sized appropriately the stars should match in size and be aligned. The order of the logos when used together must be Courage logo on the left and North Carolina FC on the right.



With Another Logo

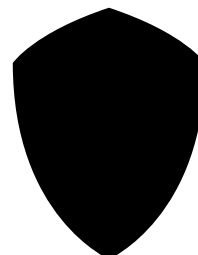
When using the NC Courage Logo with another logo in a lockup, there must be 2x the regular logo clearspace (two star widths), logos should be aligned and the partner logo should not exceed the height of the main shield section of the NC Courage logo. Where a divider of some sort (such as a vertical line) is used between the logos, it must follow the regular logo clearspace rules.

COLOR PALETTE



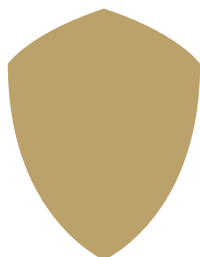
Cardinal Red
#AB0033

CMYK: 22, 100, 78, 16
RGB: 171, 0, 51



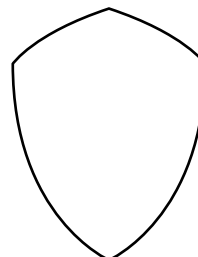
Black
#000000

CMYK: 75, 68, 67, 90
RGB: 0, 0, 0, 0



Southern Gold
#B4A269

CMYK: 31, 31, 69, 2
RGB: 180, 162, 105



White
#FFFFFF

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



Atlantic Blue
#00416B

CMYK: 100, 77, 34, 21
RGB: 0, 65, 107

SIR WALTER

ELZA

ELZA CONDENSED

Logotype and headers (use sparingly)

Heavier weights: headers
Lighter weights: body copy

Subheaders



For any questions on branding or logo usage, please contact:

Beth Baker
Creative Director

BBaker@northcarolinafc.com
425.208.9906