





COLORS



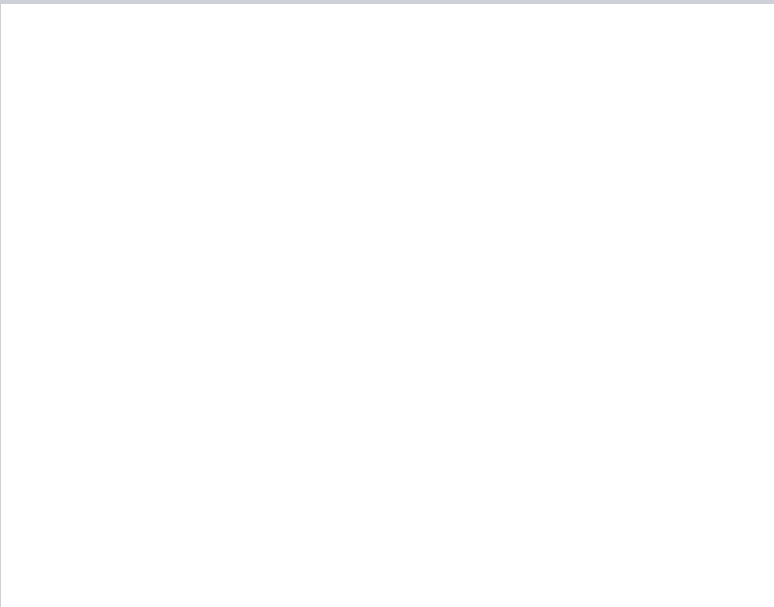
LAVENDER

HEX: #C5B5F2
RGB: 197, 181, 242
CMYK: 18, 24, 0, 5
PMS: 2635 C



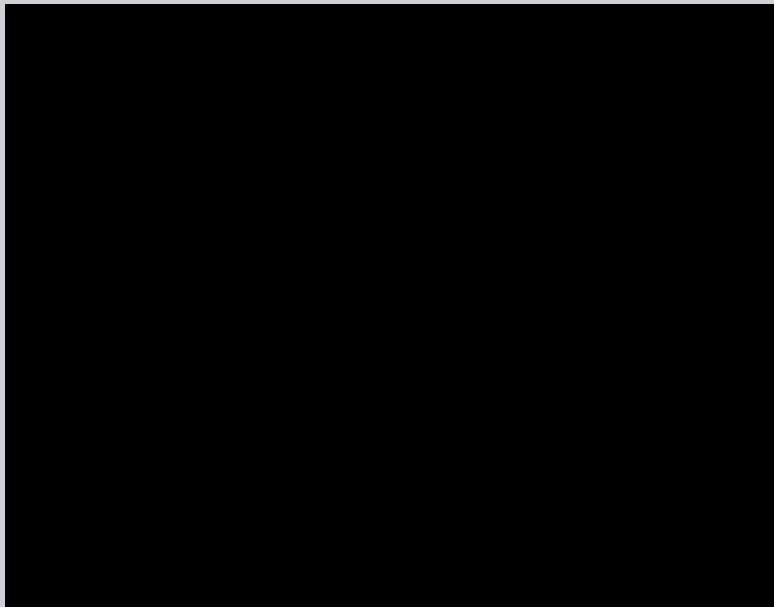
MIDNIGHT VIOLET

HEX: #14002F
RGB: 20, 0, 47
CMYK: 88, 89, 47, 66
PMS: 5255 C



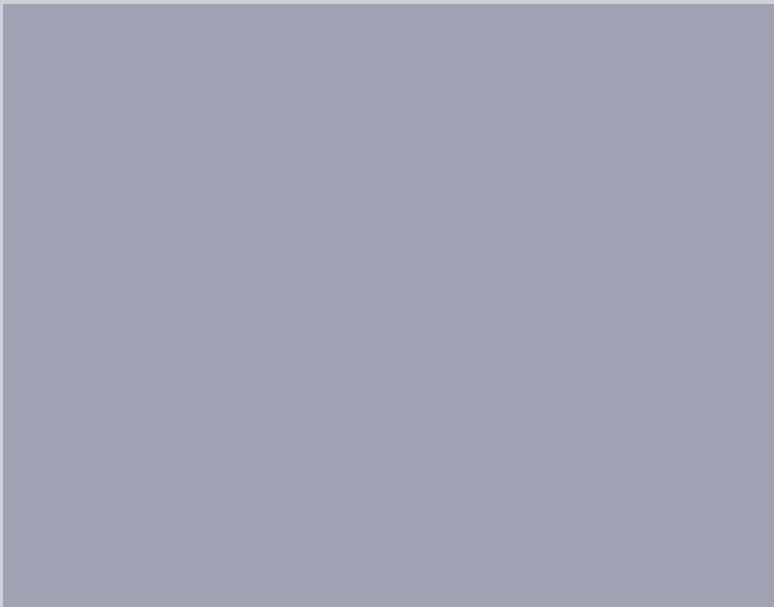
WHITE

HEX: #000000
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: WHITE



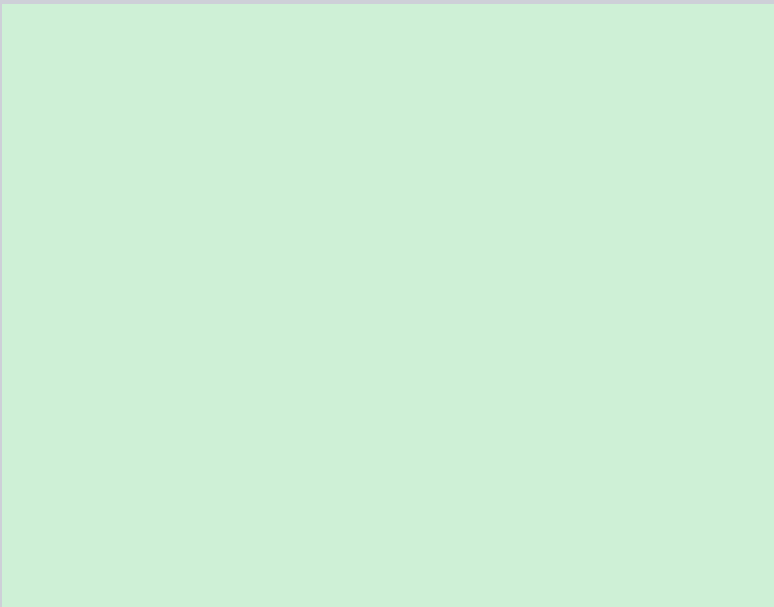
BLACK

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
PMS: BLACK



LOUISVILLE GRAY

HEX: #9FA3B3
RGB: 159, 163, 179
CMYK: 11, 9, 0, 30
PMS: 2162 C



MINT GREEN

HEX: #CEF0D6
RGB: 206, 240, 214
CMYK: 13, 0, 10, 6
PMS: 2253 C



PRIMARY LOGO / ONE COLOR



WORDMARK

RACING LOUISVILLE
F O O T B A L L C L U B™

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RACING LOUISVILLE
F O O T B A L L C L U B™

RACING LOUISVILLE
F O O T B A L L C L U B™



ALTERNATE MARKS



CENTER MARK
The center part of the logo may be used as an alternate on merchandise, background imagery, or artistic element.



TYPOGRAPHY

RACING LOU

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

RUN WITH US

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

VAMOS LAVANDAS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

For the first time since 1976, Louisville is poised to field a top-tier professional sports franchise in 2021 when launching a National Women’s Soccer League (NWSL) expansion team.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

BORDONARO SPUR

Primary heading

PARALUCENT HEAVY

Secondary heading – all caps.

Montserrat

Subheading — all caps. *ITALIC* may also be used when appropriate. Regular capitalization to be used for body and copy text.

Avenir

Alternate copy text — ONLY to be used if user does not have access to Paralucent and/or Montserrat typeface.



LOGO USAGE



Size and placement of logo is to be determined by available space, aesthetic, function, and visibility. There are no minimum or maximum sizes. Plenty of clear space should always be given surrounding the logo.

Altering the logo in any way is not permitted. Examples of incorrect use include:



Do not alter the colors of the logo.



Do not stretch the logo. Scaling should be done proportionally.



Do not add a stroke to the logo.



Do not remove the trademark symbol.



Do not rotate the logo.

