

WASHINGTON SPIRIT

BRAND BOOK & GUIDELINES

2025 Season Visual Identity

TABLE OF CONTENTS

CONTACT	3	To maintain its identity and consistency, the Washington Spirit brand must be used according to certain specifications. These guidelines are set throughout this manual and are the latest as of January 2025.
COLORS	4-6	
CREST	7	
CREST COLOR VARIATIONS	8	The Washington Spirit identifications reproduced in this brand guide - including, but not limited to, wordmarks and logos - are trademarks, copyrighted designs, and/or other forms of intellectual property that are exclusive property of the Washington Spirit, and may not be used, in whole or in part, without the prior written consent of the Washington Spirit.
DO’S & DON’TS	9-10	
CREST ON PHYSICAL GOODS	11	
WORDMARK	12	
TYPOGRAPHY	13	
BRAND LANGUAGE	14	
ASSETS & RESOURCES	15	

CONTACT

Any usage of the Washington Spirit Crest, Wordmark, or name must be approved by one of the people listed below.

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PRIMARY COLOR PALETTE

BLACK

R0 G0 B0
C0 M0 Y0 K100
HEX: 000000

LEMON VENOM

R255 G255 B73
C3 M0 Y100 K2
HEX: F3FB00

SECONDARY COLOR PALETTE

SPIRIT GREEN

PMS 2217C
C100 M12 Y0 K75
R0 G58 B64
HEX: 003a40

GREEN STRIKE

PMS 748 C
C31 M0 Y51 K0
R167 G255 B125
HEX: 67EF3D

GRAY

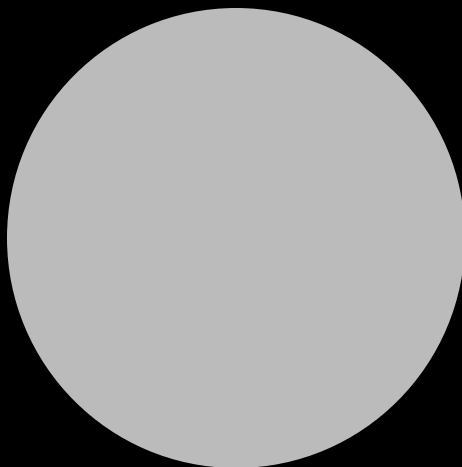
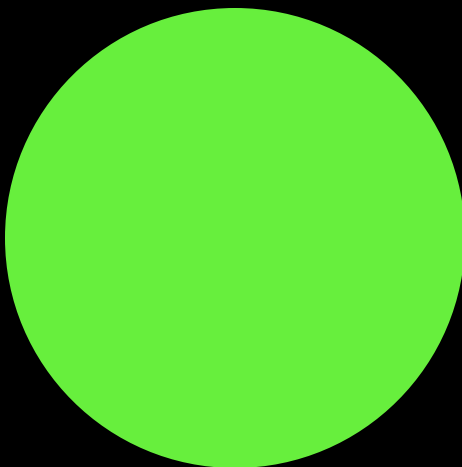
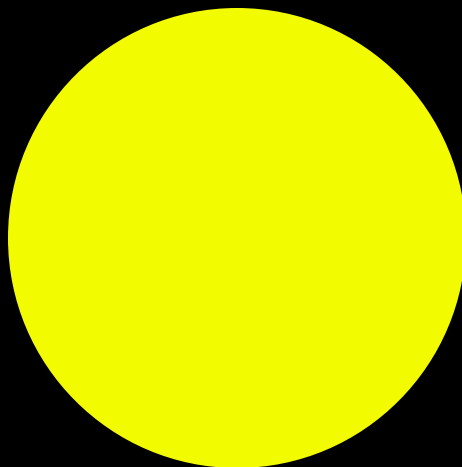
PMS 4C
C27 M21 Y22 K0
R187 G187 B187
HEX: BBBBBB

COLORS

In 2025, the Washington Spirit are keeping **BLACK & LEMON VENOM** as their two primary colors. Black will continue to serve as the primary kit color, and lemon venom yellow will be the color of the secondary kit.

SPIRIT GREEN & GREEN STRIKE can be used as a secondary color as shown in our 2025 secondary kits while **GRAY** can be used as indicated in the primary crest.

The secondary colors should only be used in addition to the Club’s Primary colors - never as a replacement.



CREST

The crest is the **primary visual element** of the club. Please prioritize using the full color crest with the star in digital and print placements.

PLACEMENT & BACKGROUNDS

Use only approved files. Place the logo on backgrounds that show the logo clearly with high contrast. If high contrast is not possible, please use a secondary alternative crest.

MINIMUM SIZE

If it can be avoided, the crest should not be any smaller than one inch tall.

LOGO LOCKUPS

When using the crest alongside other logos or in a lock-up, ensure that all logos appear equal in stature and adhere to minimum size and clear space guidelines. Always place the Washington Spirit crest on the left-hand side of the partner logo. Proximity to the crest implies an association with another entity and requires Washington Spirit approval.



1” Inch Tall



CREST COLOR VARIATIONS



FULL COLOR CREST

Preferred crest on high contrast backgrounds



BLACK ONE COLOR OUTLINED

White or light-colored background only



WHITE ONE COLOR OUTLINED

Dark background when the full color crest is not possible



SILVER ONE COLOR OUTLINED

Dark background when printing the full color crest is not possible



PRIDE CREST

Used in the month of June or for anything Pride related



LEMON VENOM ONE COLOR OUTLINED

Dark background when the full color crest is not possible



SPIRIT GREEN ONE COLOR OUTLINED

Preference is to be used on light backgrounds, but can be used on both dark & light backgrounds.

CREST DO’S

DO’S

- DO** leave at least 10 pixels of padding around the crest.
- DO** place the **primary crest** on light backgrounds whenever possible to provide high contrast.
- DO** ensure that the lettering is legible when using inside a short vertical space.
- DO** use the **one-color crest** when the final layout will be rendered in **grayscale**.
- DO** use the **one-color crests (white, black, silver)** on special applications such as **apparel** and **printed signage**.
- DO** use the **primary crest** for lower thirds, title and end cards.
- DO** use the **one-color light crest (white, black, silver)** for broadcast bugs and other placements where transparency is required.

CREST DO'S AND DON'TS

DON'TS

- DON'T** use the red, white and blue color crest, this crest was discontinued following the 2022 season.
- DON'T** remove elements of the crest as a standalone asset (e.g. talon or ball).
- DON'T** make any color transparent on the full color **primary crest**.
- DON'T** stretch, compress, twist or skew the crest.
- DON'T** rotate the crest away from the directional flow of the page.
- DON'T** place the primary crest on highly saturated backgrounds.
- DON'T** replace the stars or any other crest element with a different shape.
- DON'T** use elements of the crest in any application.
- DON'T** add graphic effects (glow, drop shadows etc.) to the crest.
- DON'T** replace the NWSL logo colors with the Spirit crest colors
- DON'T** change the color of the crest.



CREST VARIATIONS ON JERSEYS & MERCHANDISE

In 2025, the Washington Spirit players will wear the chrome crest patch on their official kits.

For all other physical applications, please utilize the appropriate crest as indicated to the right.



CHROME CREST

Please utilize the chrome patch or full-color primary crest whenever possible.



BLACK ONE-COLOR OUTLINED

Please utilize the black one-color outlined crest on light-colored materials when the primary full-color crest cannot be used. Do not use it on dark or black color materials, unless used in a tonal application.



WHITE ONE-COLOR OUTLINED

Please utilize the white one-color outlined crest only on dark or black materials when the primary full-color or silver one-color crest cannot be utilized. Do not use it on light color materials, unless used in a tonal application.



SILVER ONE-COLOR OUTLINED

Please utilize the silver one-color outlined crest on black or dark backgrounds when the primary full-color crest cannot be utilized (eg. Black fill in crest won't match background). You may also use it on light colors (White).



WORDMARK

Use the wordmark in **horizontal placements** where the full width must be filled in or the crest would be illegible. It may be used within the same layout as the crest, but **avoid adjoining the crest and wordmark.**

The wordmark may appear in any of our primary or secondary colors, however, black, white, or our pride colorway are preferred. Use the black wordmark only in black & white layouts. Use the Pride wordmark only for Pride applications or in the month of June.

Primary

WASHINGTON ★ SPIRIT

WASHINGTON ★ SPIRIT

WASHINGTON ★ SPIRIT

Type Only

WASHINGTON SPIRIT

Stacked (Demi Bold/Heavy)

WASHINGTON SPIRIT

WASHINGTON SPIRIT

Spirit Only (Bold)

SPIRIT

SPIRIT

TYPOGRAPHY

PRIMARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,%?&

Typeface:
Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,%?&

Typeface:
Avenir Next Condensed

Alternatives:
Avenir, Avenir Next LT Pro, Helvetica, Helvetica
Neue, Arial

SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,%?&

Typeface:
Georgia

HANDWRITTEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,%?&

Typeface:
Authentic

BRAND LANGUAGE

ABOUT THE WASHINGTON SPIRIT

The Washington Spirit is Washington, D.C.'s premier women's soccer team playing in the NWSL at Audi Field in Buzzard Point.

The Spirit was founded on November 21, 2012 and is an inaugural member of the National Women’s Soccer League (NWSL), the leading women’s soccer league in North America.

The team won one NWSL championship in 2021 and was the runner-up in 2016 and 2024.

Owner, **Michele Kang**, purchased the Washington Spirit in 2022. She became the first woman of color to own a National Women’s Soccer League team. In addition to building a world-class team, she took on this role with a firm commitment to help move the League forward, by ensuring parity in infrastructure, sponsorship, and media as well as diversity among League owners.

VISION

Our vision is based on four tenets: become the most preeminent sports organization in the world, have a high-performance culture of winning on and off the pitch, train women as women, and motivate and inspire the next generation of girls and women.

TAGLINES

That’s the Spirit // #ThatsTheSpirit
Spirit vs. Everyone
Rise Up DC!

OTHER NAMES & NOTES

‘Washington Spirit’ is the preferred title of our club. ‘Spirit’ is an acceptable alternate. **‘Spirits’ is incorrect.**

The use of an article (i.e. ‘The’) is acceptable when referencing the team (e.g. ‘The Washington Spirit’, ‘The Spirit’).

"Washington Spirit" is a singular, collective noun. (i.e. "The Washington Spirit IS" should be used, not"The Washington Spirit ARE".)

This language was created for official Washington Spirit marketing, partnership, communications, and merchandising activities to ensure the integrity and consistency of the Washington Spirit brand.

ASSETS & RESOURCES

The Washington Spirit have provided the below links to easily access key assets for the team.

CRESTS

WORDMARKS

ROSTER

SCHEDULE

SOCIAL HANDLES

When using team assets, please make sure to utilize the following handles:

Instagram: [@WashingtonSpirit](#)

Threads: [@WashingtonSpirit](#)

Facebook: [Washington Spirit](#)

X/Twitter: [@WashSpirit](#)

TikTok: [@Washington Spirit](#)

BlueSky: [@WashingtonSpirit.com](#)

YouTube: [@WashingtonSpirit](#)

Sponsor and partners please remember to abide by the "Rule of Four" when using any player imagery in published social posts, email, or web.

