

BRAND



GUIDE

1. LOGOS



PRIMARY LOGO

1.1 Color

This is our primary full color badge and should be used wherever possible.

It should primarily be used on purple or white backgrounds although it can also be used on a variety of color backgrounds. Caution must be taken to ensure emphasis on legibility.

Positive



Negative



PRIMARY LOGO

1.2 Monochrome

Additionally, monochrome or single color versions of our Primary Crest exist that can be used alternatively on light and dark backgrounds of varying shades and color as long as they pick up the background color.



Positive



Negative



PRIMARY LOGO

1.3 Exclusion Zone

The exclusion zone is always based on 1/3 the x height of the Lion Head.

No external elements should interfere with this designated area.



PRIMARY LOGO

1.4 Minimum Size

To ensure legibility across Print and Digital, our Primary Crest could be reduced up to 20mm width for Print and 60x pixels width for Digital.

This applies to both Full Color and Mono Color applications.

Print

20mm



Digital

60 pixels



PRIMARY LOGO

1.5 Misuse

Maintaining and applying the rules when implementing the Crest ensures that it is easily identified.

The following examples show what not to do with the Crest unless specifically instructed or approved by the club and its representatives.

- 1. Do not invert the colors or change the existing colors in any way that changes it from the approved original. The Lion Head must always appear lighter against dark.
- 2. Do not use off-brand colors.
- 3. Do not skew the perspective or distort the Crest.
- 4. Do not apply a drop shadow or any visibly strong effects to the Crest.
- 5. Do not rotate the Crest.
- 6. Do not modify any of the elements inside the crest whether that's moving around, substituting, adding or hiding any part of the Crest.

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SECONDARY LOGO

1.7 Color

This is our secondary full color badge and should be used only if our Primary Crest cannot.

It should primarily be used on purple or white backgrounds although it can also be used on a variety of color backgrounds. Caution must be taken to ensure emphasis on legibility.

Positive



Negative



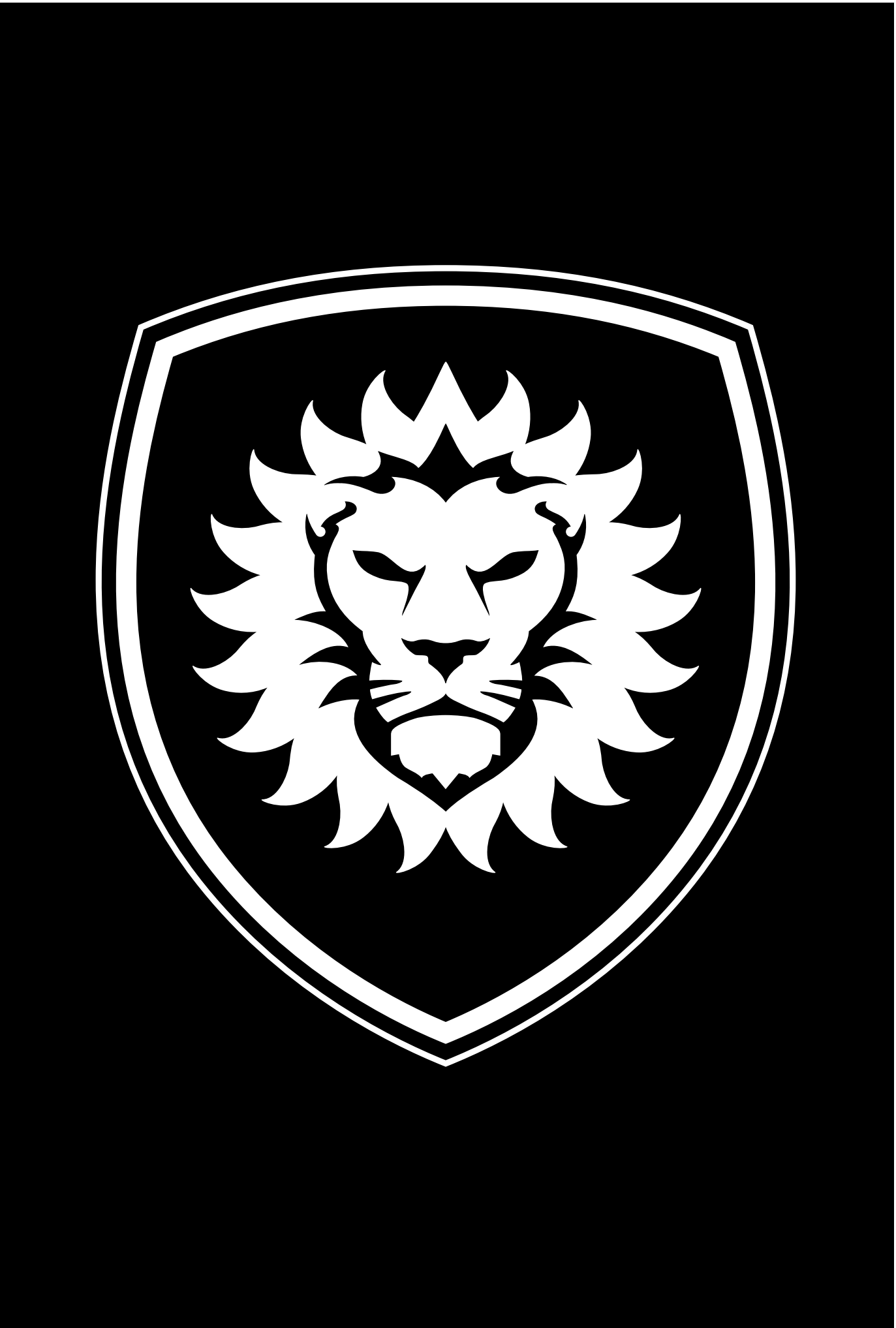
SECONDARY LOGO

1.8 Monochrome

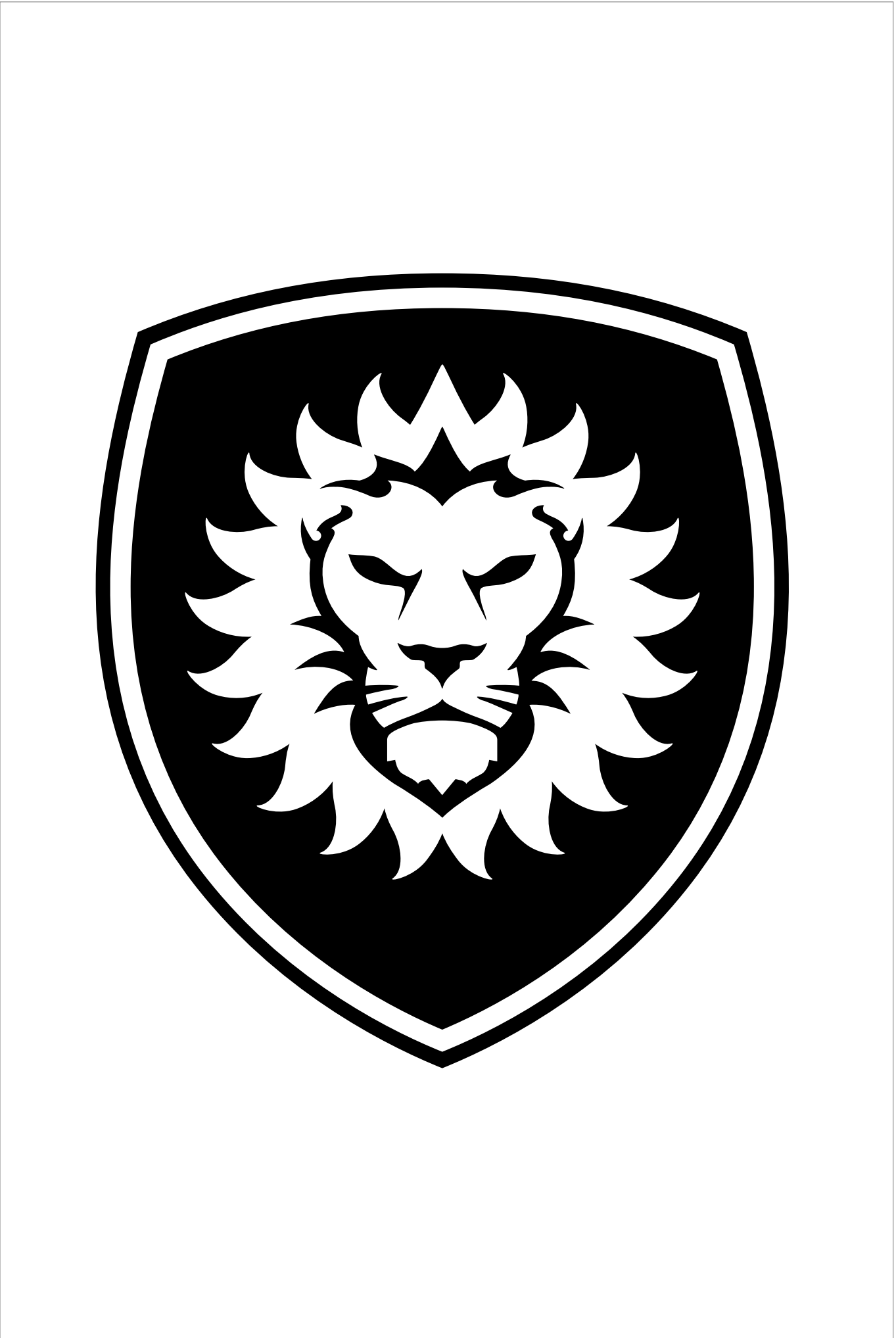
Additionally, monochrome or single color versions of our Secondary Crest exist that can be used alternatively on light and dark backgrounds of varying shades and color as long as they pick up the background color.



Positive



Negative



SECONDARY LOGO

1.9 Exclusion Zone

The exclusion zone is always based on 1/3 the x height of the Lion Head.

No external elements should interfere with this designated area.



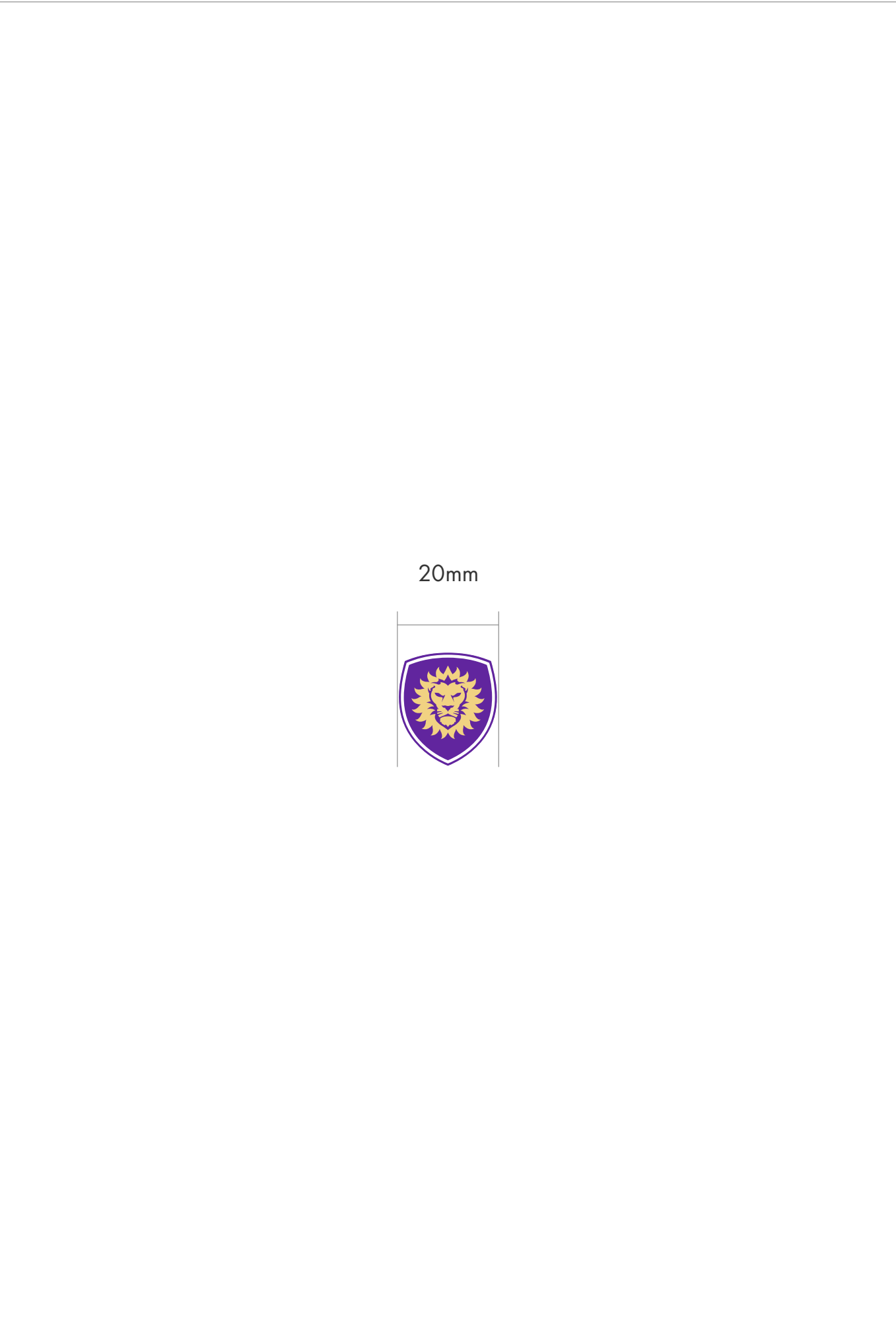
SECONDARY LOGO

1.10 Minimum Size

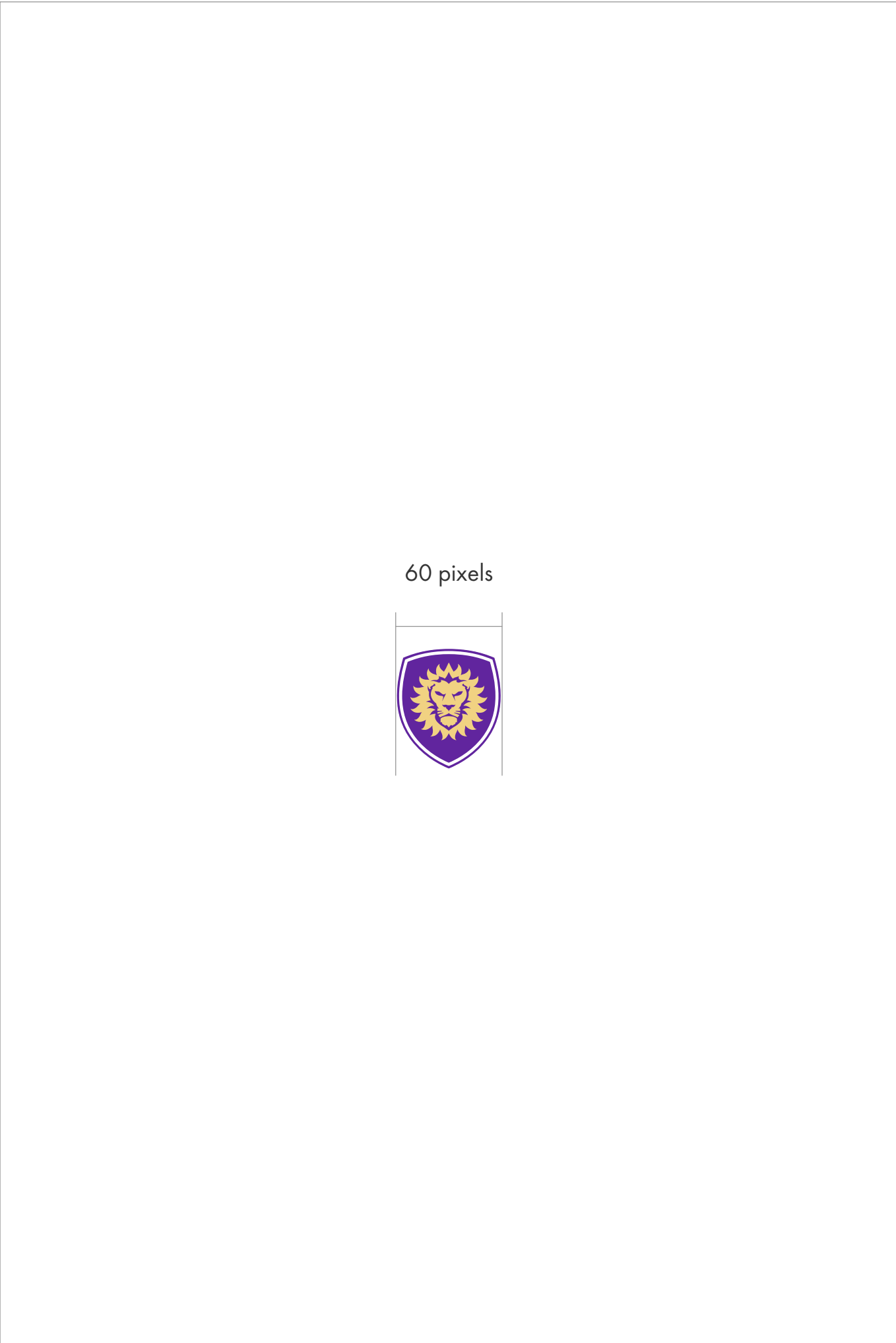
To ensure legibility across Print and Digital, our Secondary Logo could be reduced up to 20mm width for Print and 60x pixels width for Digital.

This applies to both Full Color and Mono Color applications.

Print



Digital



SECONDARY LOGO

1.11 Misuse

Maintaining and applying the rules when implementing the Crest ensures that it is easily identified.

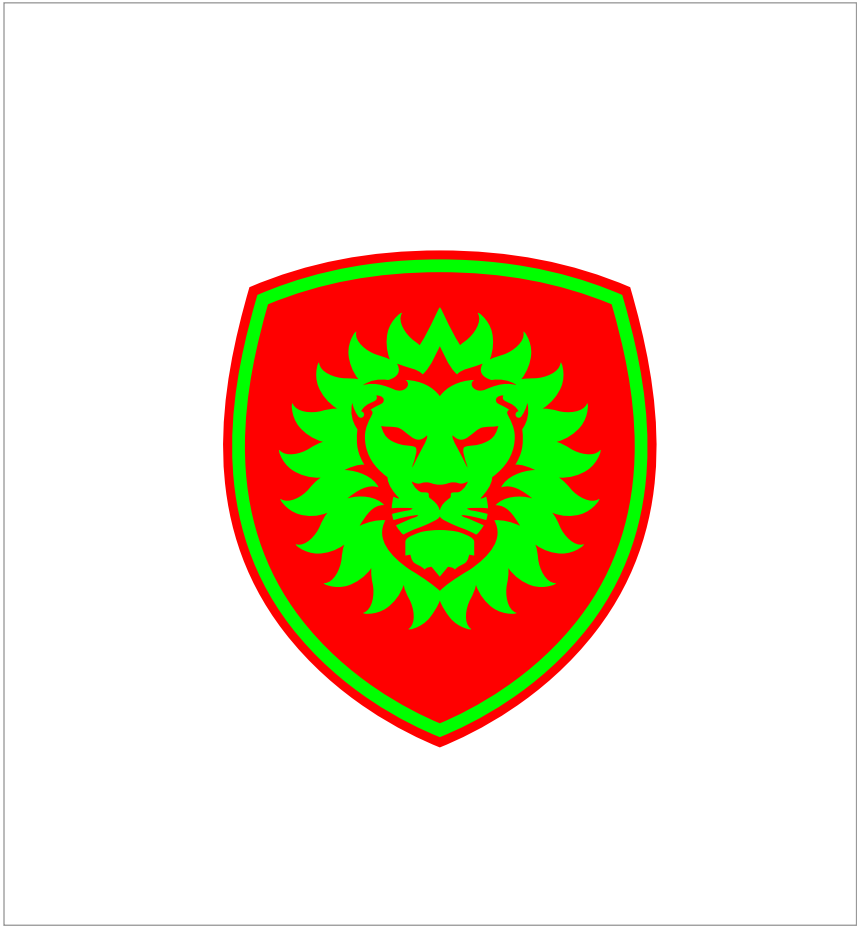
The following examples show what not to do with the Crest unless specifically instructed or approved by the club and its representatives.

- 1. Do not invert the colors or change the existing colors in any way that changes it from the approved original. The Lion Head must always appear lighter against dark.
- 2. Do not use off-brand colors.
- 3. Do not skew the perspective or distort the Crest.
- 4. Do not apply a drop shadow or any visibly strong effects to the Crest.
- 5. Do not rotate the Crest.
- 6. Do not modify any of the elements inside the crest whether that's moving around, substituting, adding or hiding any part of the Crest.

1



2



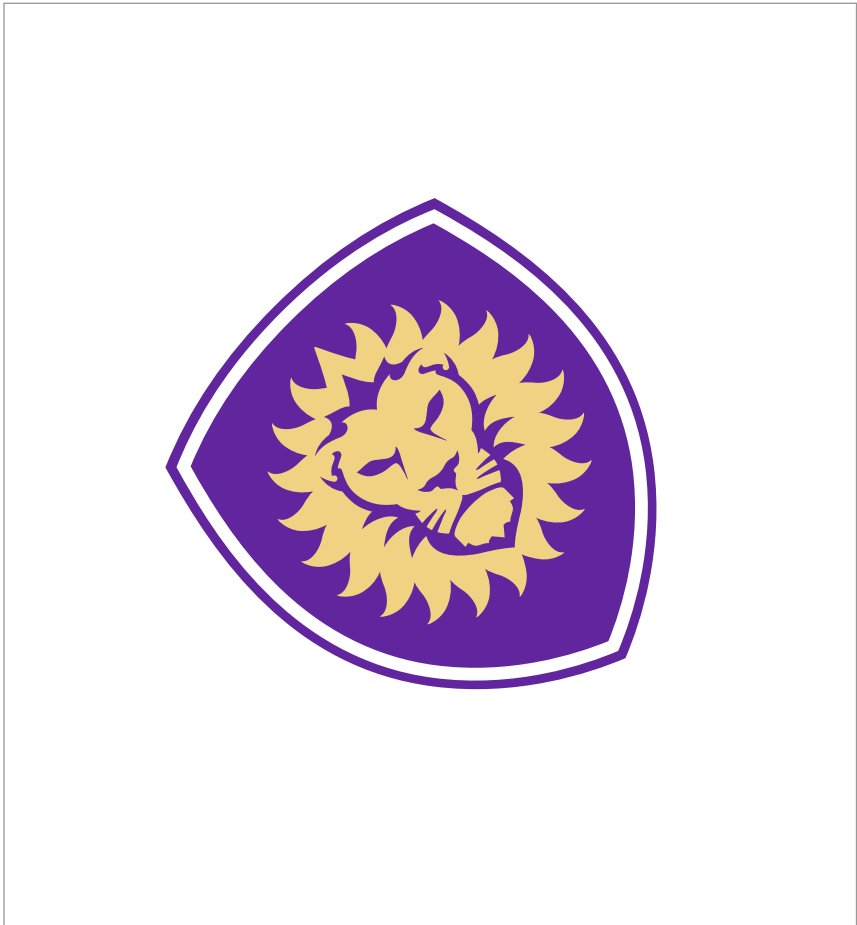
3



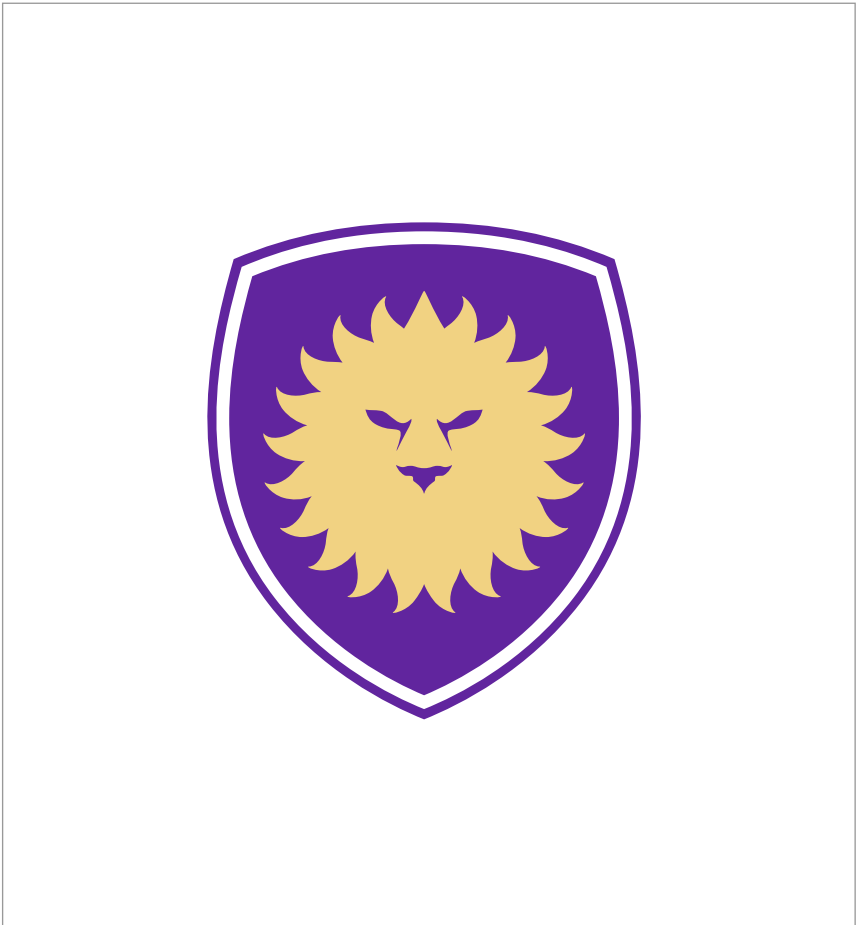
4



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TERTIARY LOGO LION

1.12 Color & Monochrome

This is our tertiary logo that acts as a stand alone mark.

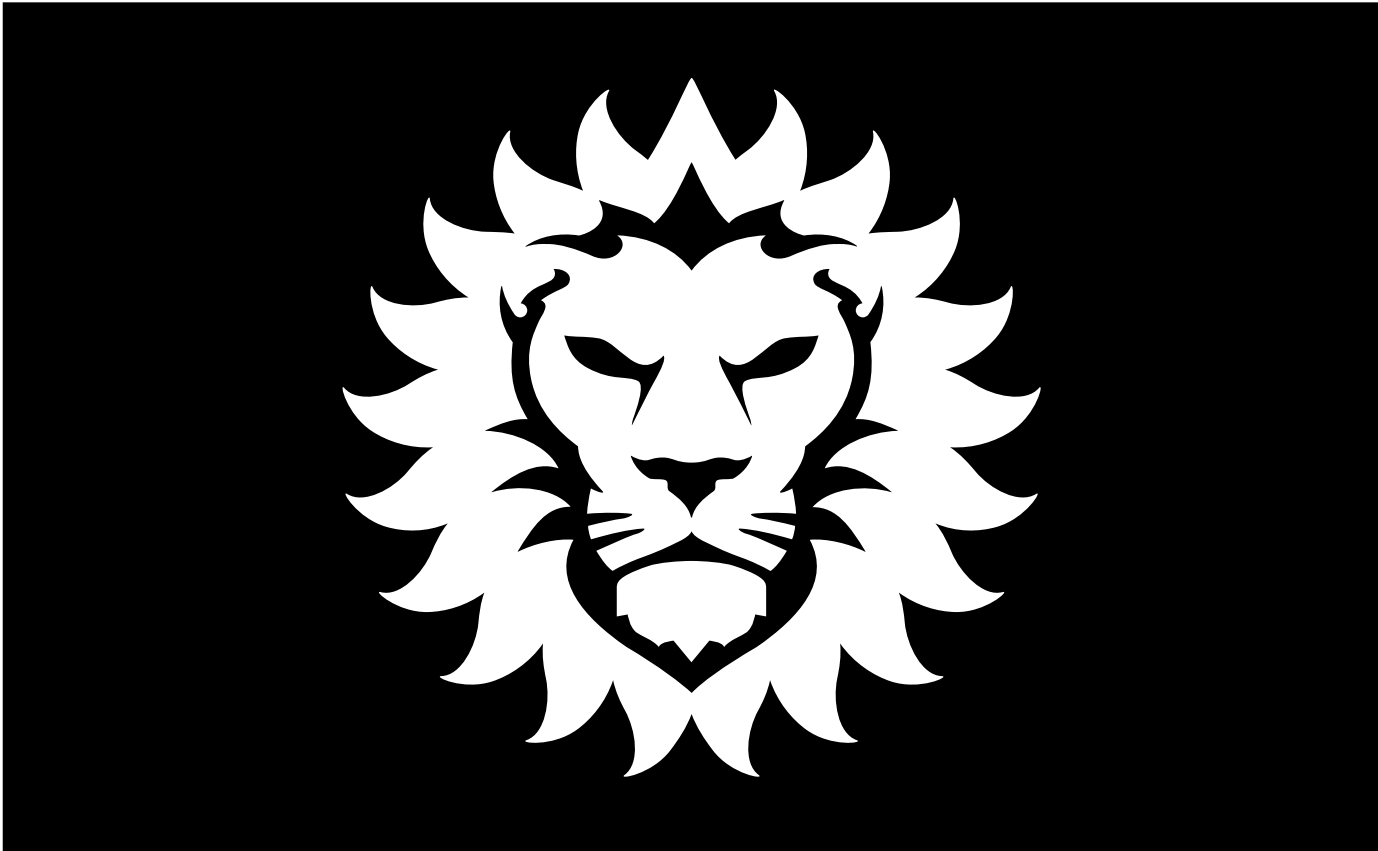
The Lion head must always be lighter than the backgrounds it is used on.

- 1. For Primary Club Color application, you must ensure that it is always Orlando Gold on Orlando Purple.
- 2. For Monochrome uses, you must ensure it is always lighter against dark.

1. Primary Club Colors



2. Monochrome

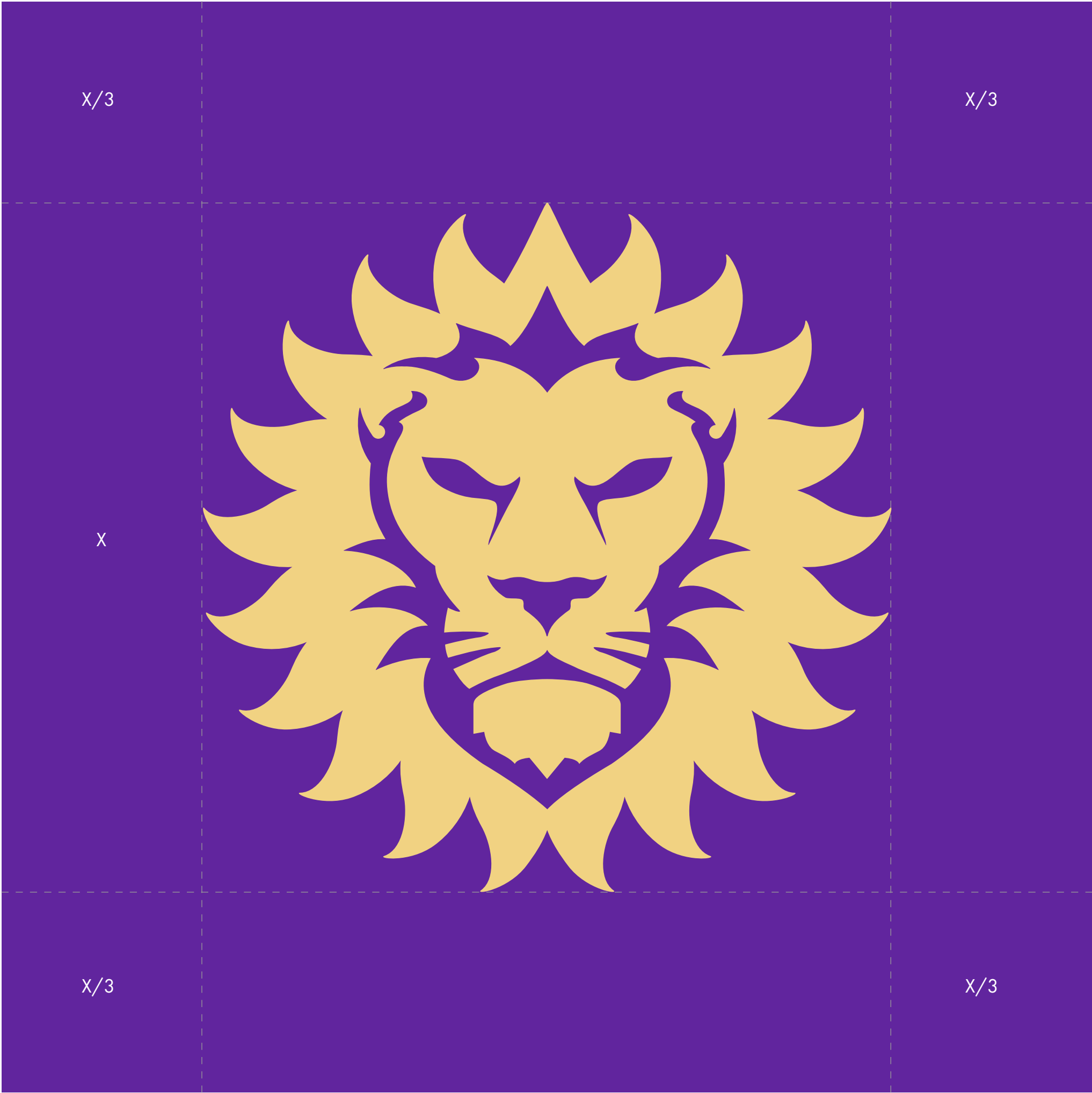


TERTIARY LOGO LION

1.13 Exclusion Zone

The exclusion zone is always based on 1/3 the x height of the Lion Head.

No external elements should interfere with this designated area.

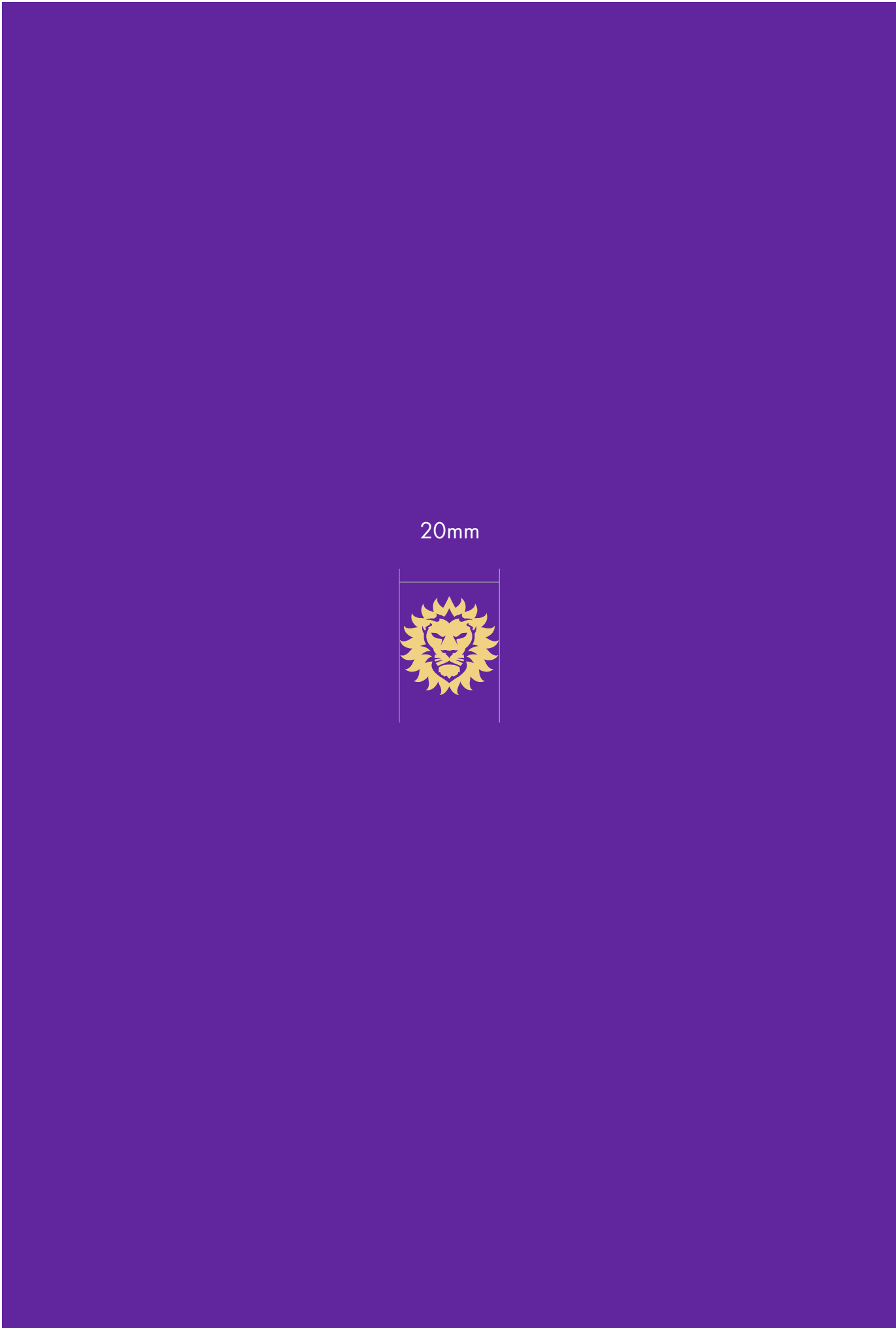


TERTIARY LOGO LION

1.14 Minimum Size

To ensure legibility across Print and Digital, our mark could be reduced up to 20mm width for Print and 60x pixels width for Digital.

Print



Digital



TERTIARY LOGO LION

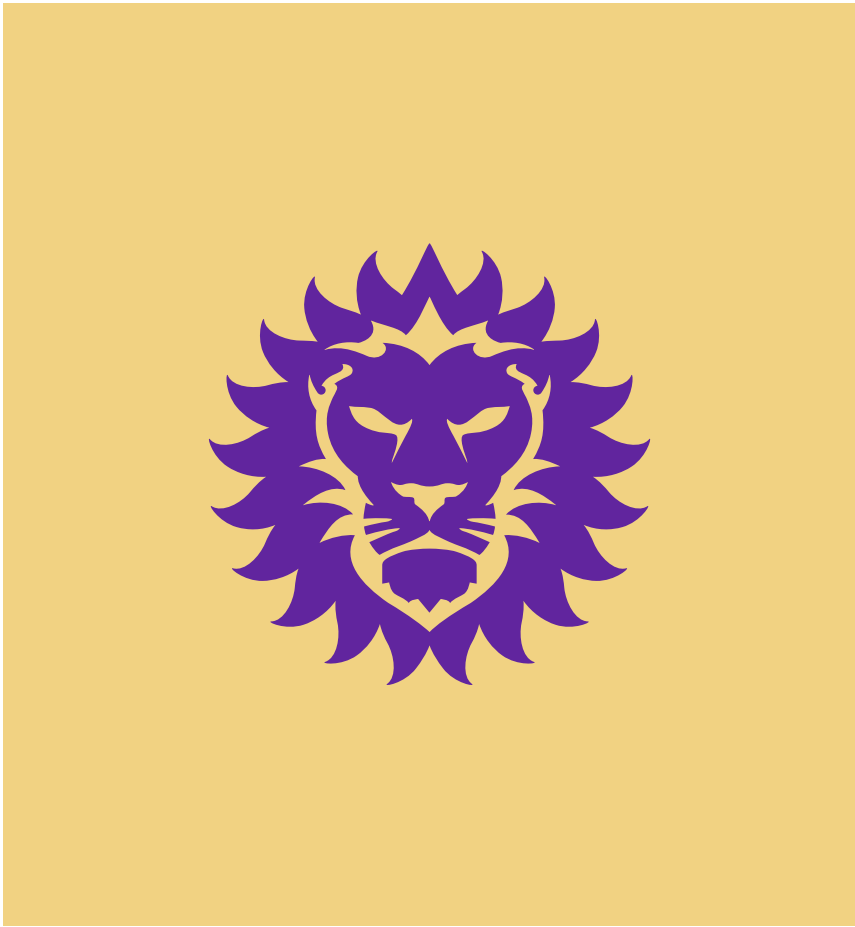
1.15 Misuse

Maintaining and applying the rules when implementing the mark ensures that it is easily identified.

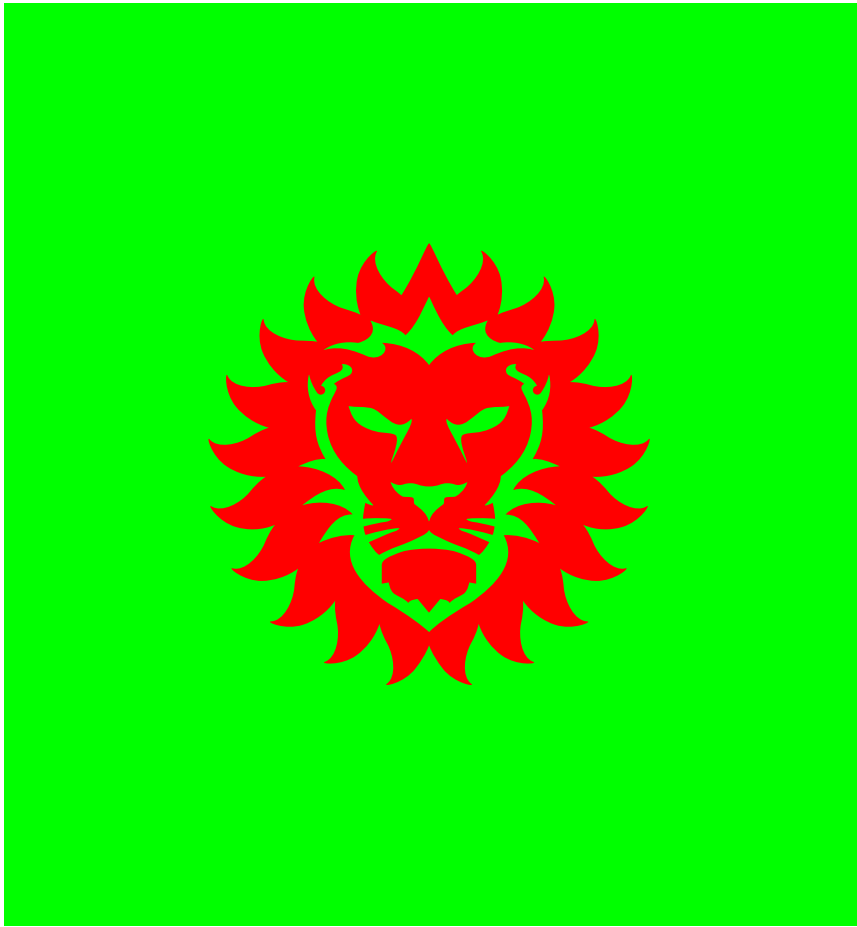
The following examples show what not to do with the mark unless specifically instructed or approved by the club and its representatives.

- 1. Do not invert the colors or change the existing colors in any way that changes it from the approved original. The Lion Head must always appear lighter against dark.
- 2. Do not use off-brand colors.
- 3. Do not skew the perspective or distort the mark.
- 4. Do not apply a drop shadow or any visibly strong effects to the mark.
- 5. Do not rotate the mark.
- 6. Do not modify any of the elements inside the crest whether that's moving around, substituting, adding or hiding any part of the mark.

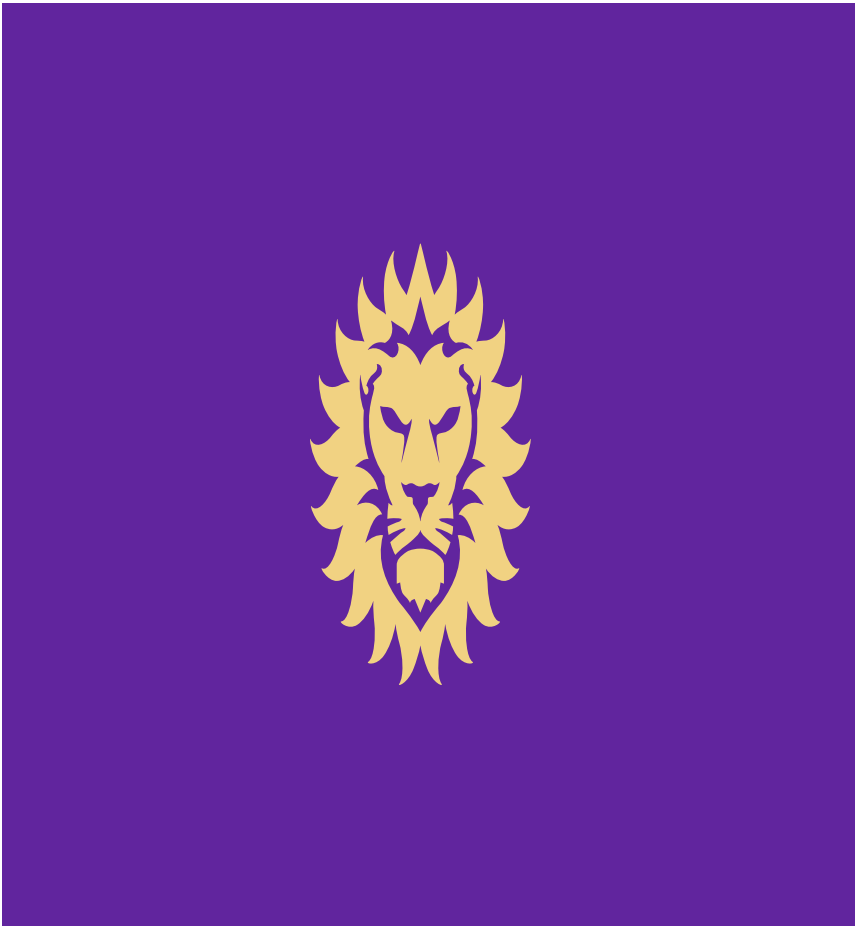
1



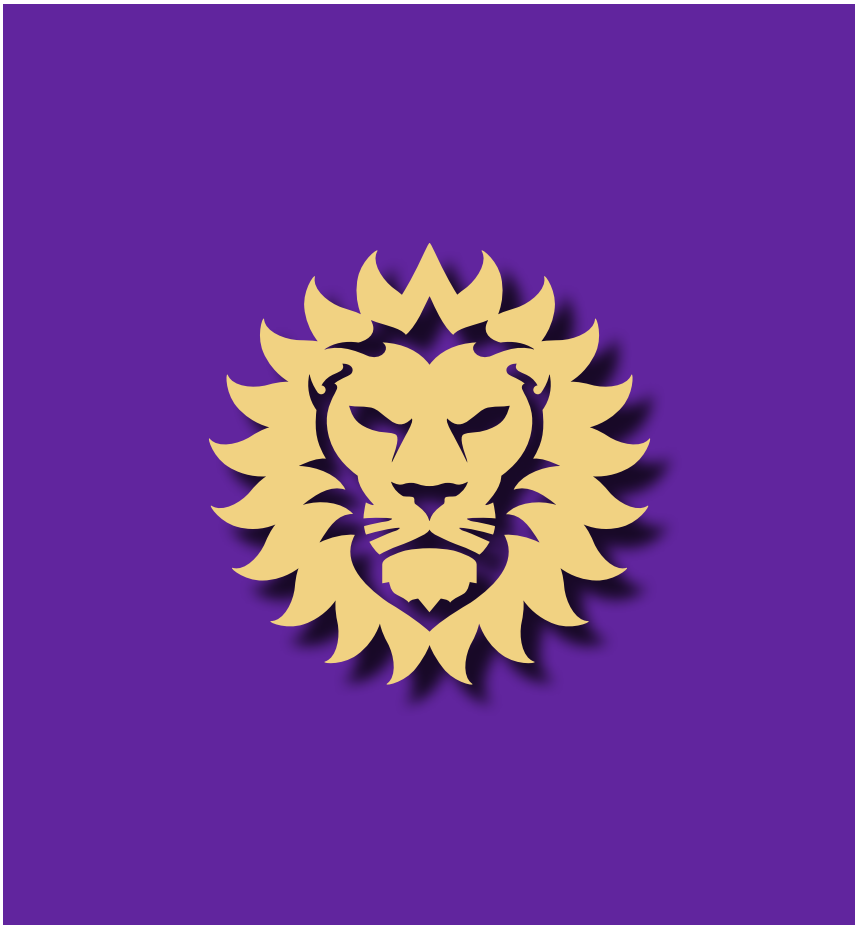
2



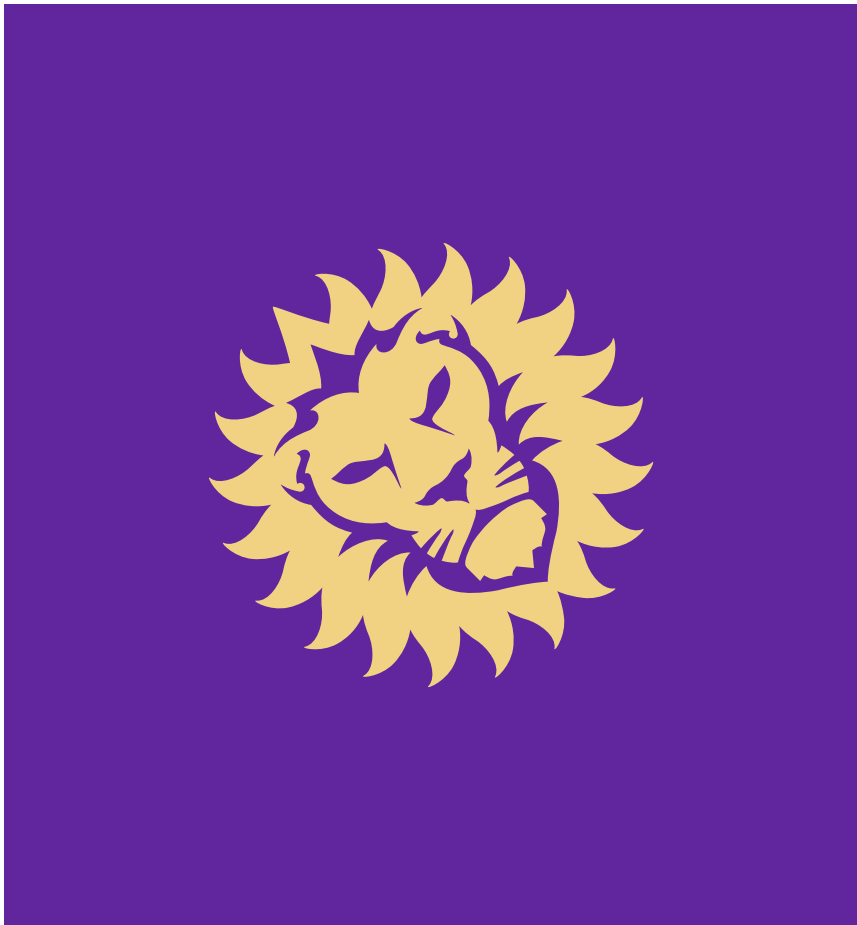
3



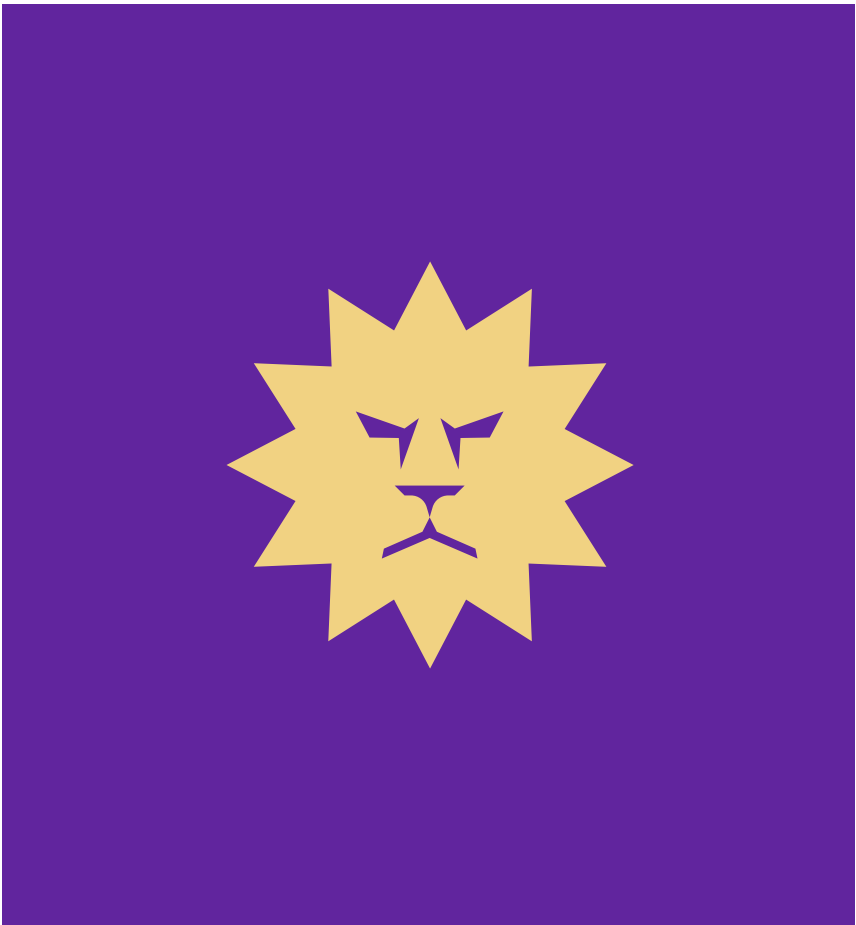
4



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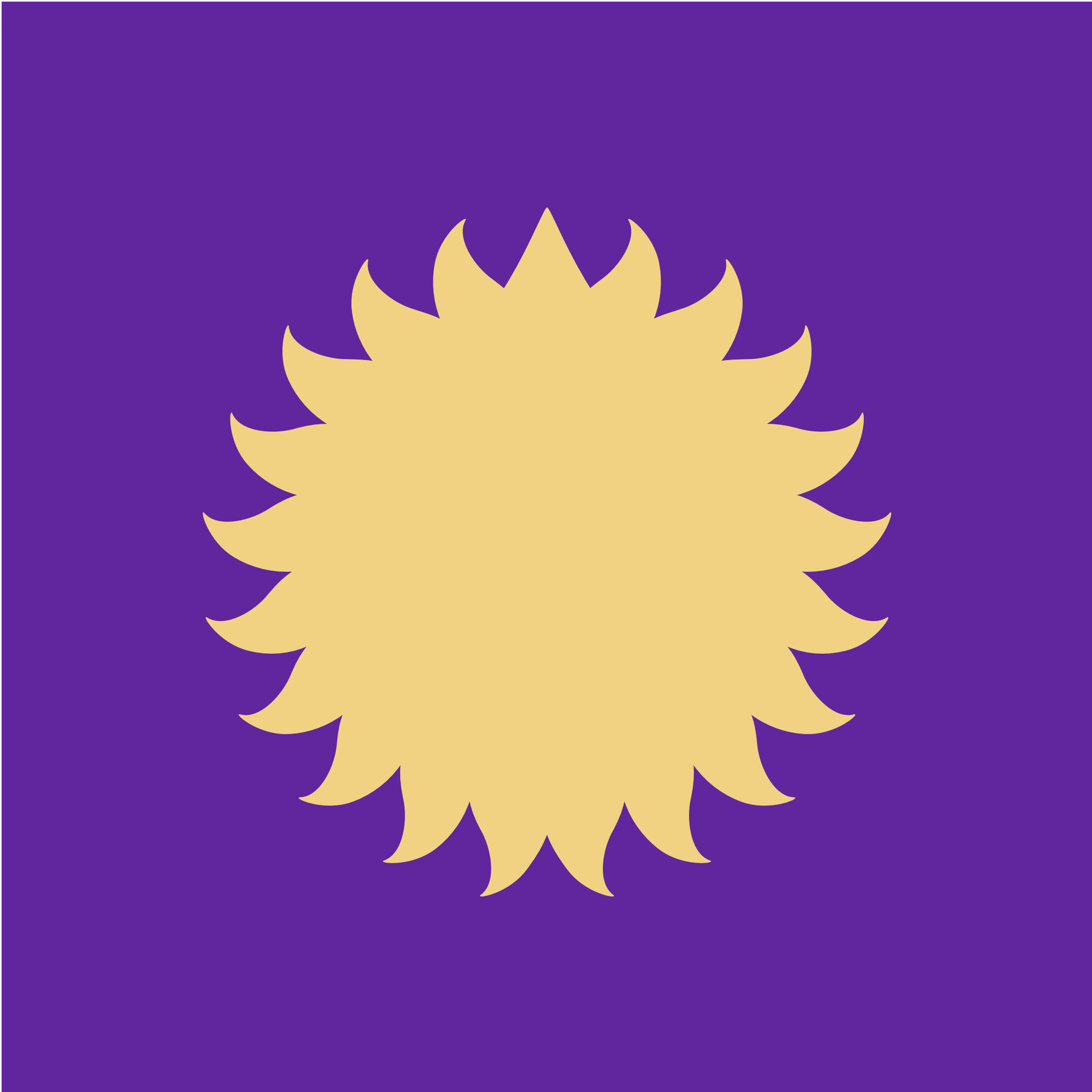
TERTIARY LOGO SUN

1.16 Full Color

This is our Tertiary Sun Logo that acts as a stand alone mark.

The Sun Mark must always appear in Orlando Gold or related Gold material applications.

The Sun Mark must always appear against dark background, Orlando Purple preferably.

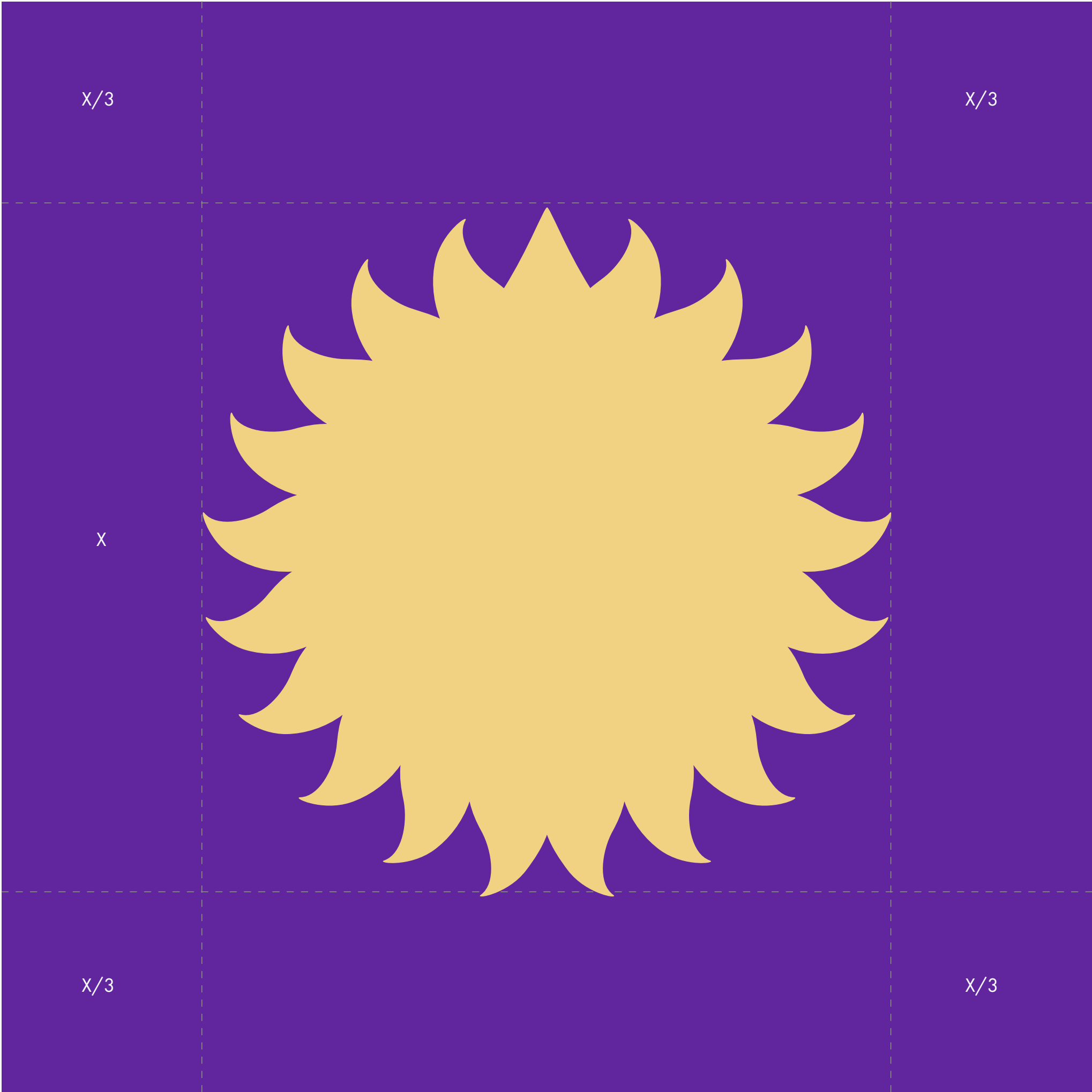


TERTIARY LOGO SUN

1.17 Exclusion Zone

The exclusion zone is always based on 1/3 the x height of the Sun mark.

No external elements should interfere with this designated area.

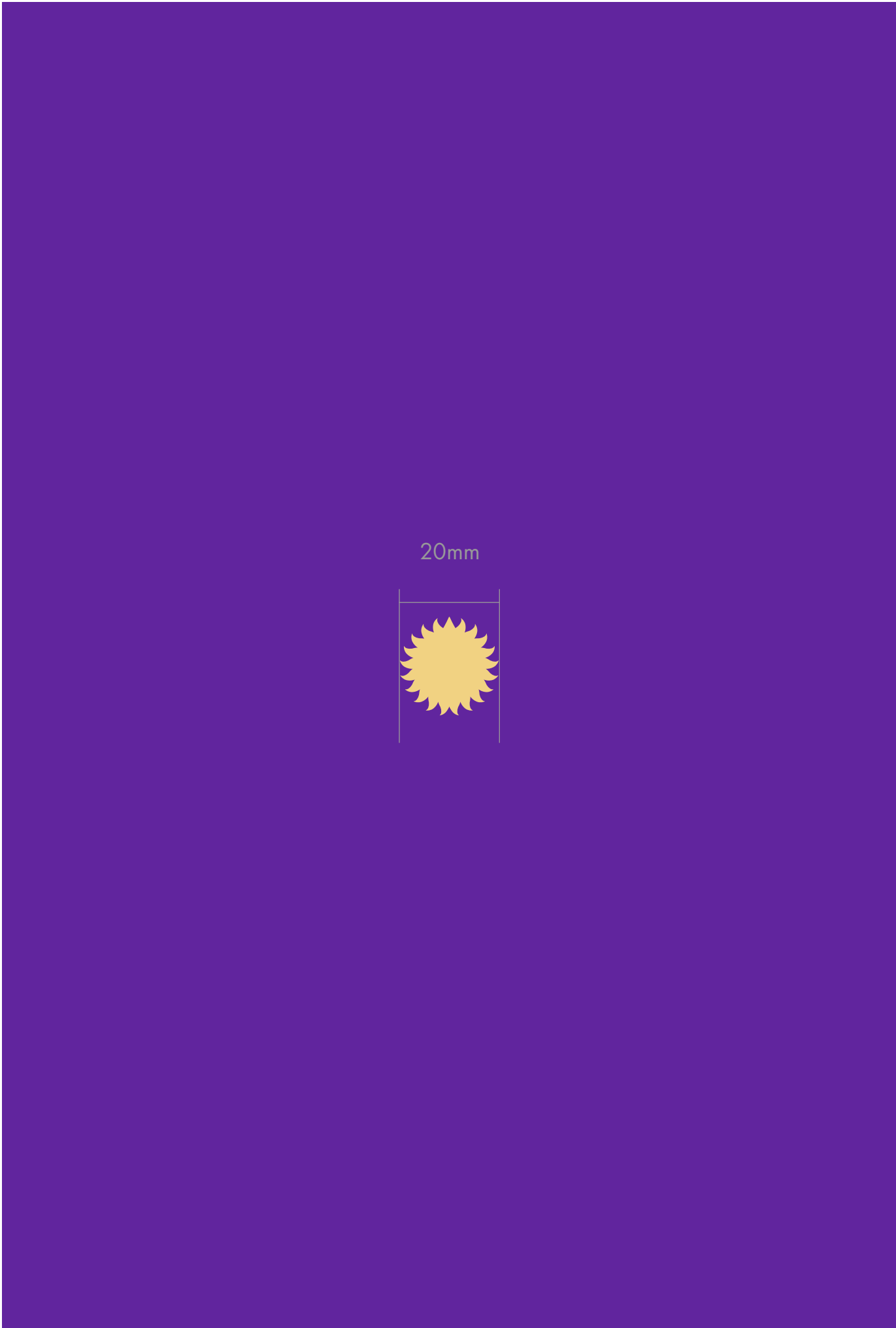


TERTIARY LOGO SUN

1.18 Minimum Size

To ensure legibility across Print and Digital, our mark could be reduced up to 20mm width for Print and 60x pixels width for Digital.

Print



Digital



TERTIARY LOGO SUN

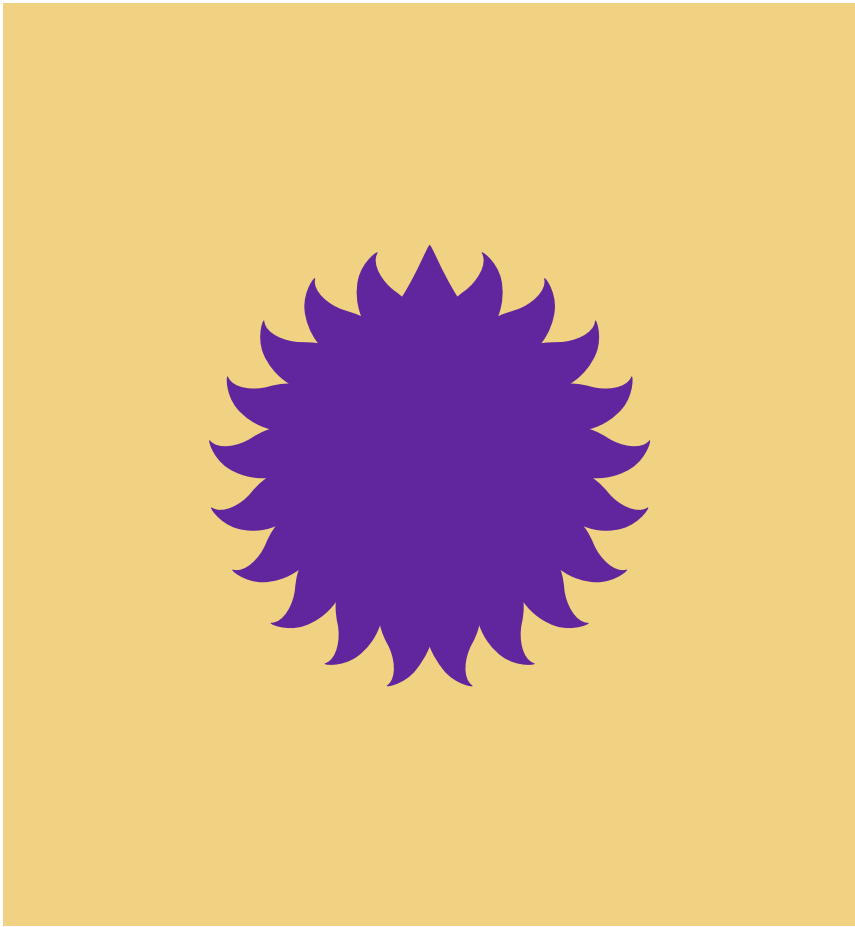
1.19 Misuse

Maintaining and applying the rules when implementing the mark ensures that it is easily identified.

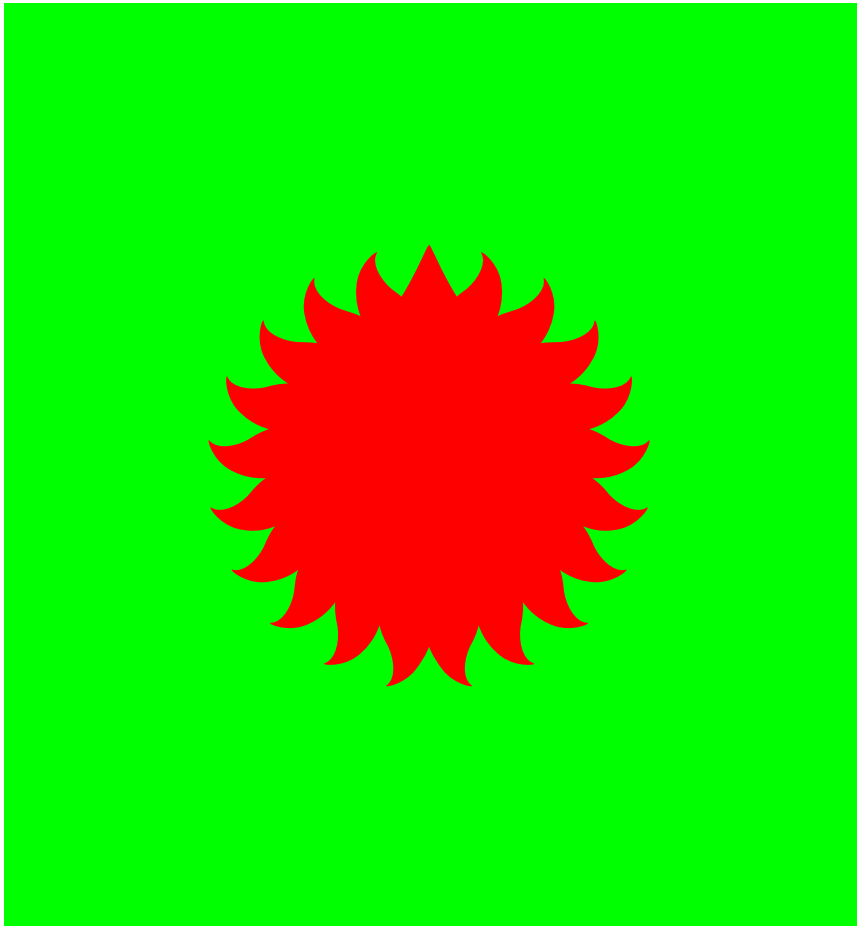
The following examples show what not to do with the mark unless specifically instructed or approved by the club and its representatives.

1. Do not invert the colors or change the existing colors in any way that changes it from the approved original. The Sun must always appear lighter against dark.
2. Do not use off-brand colors.
3. Do not skew the perspective or distort the mark.
4. Do not apply a drop shadow or any visibly strong effects to the mark.
5. Do not rotate the mark.
6. Do not modify any of the elements inside the crest whether that's moving around, substituting, adding or hiding any part of the mark.

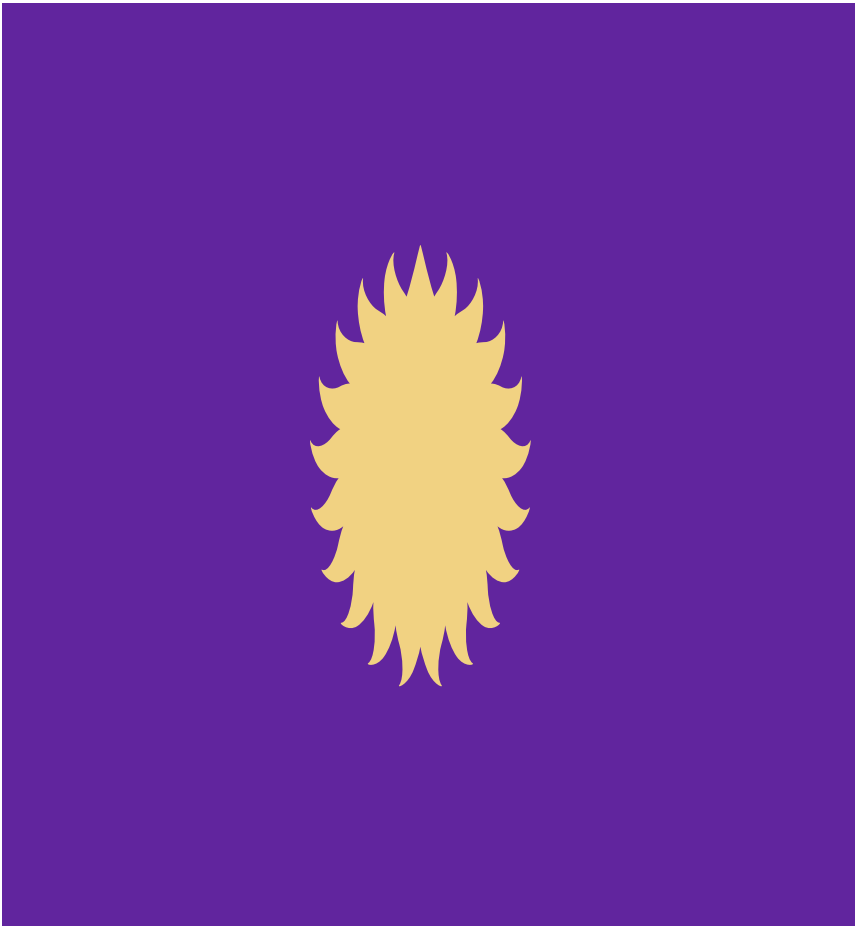
1



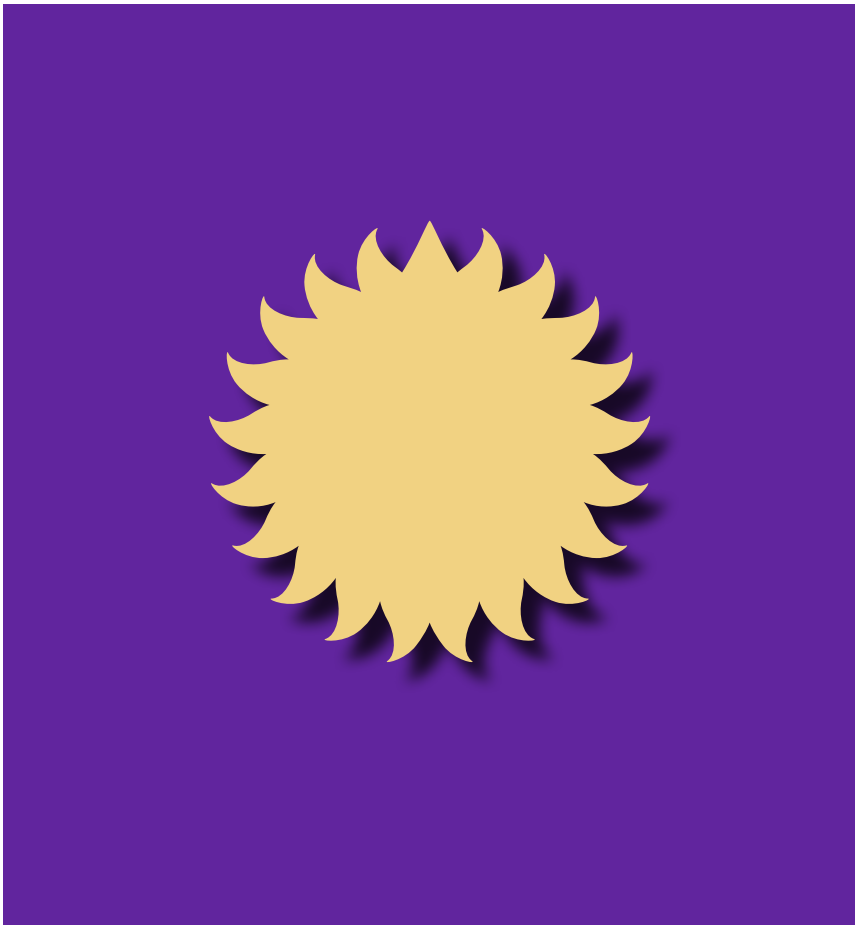
2



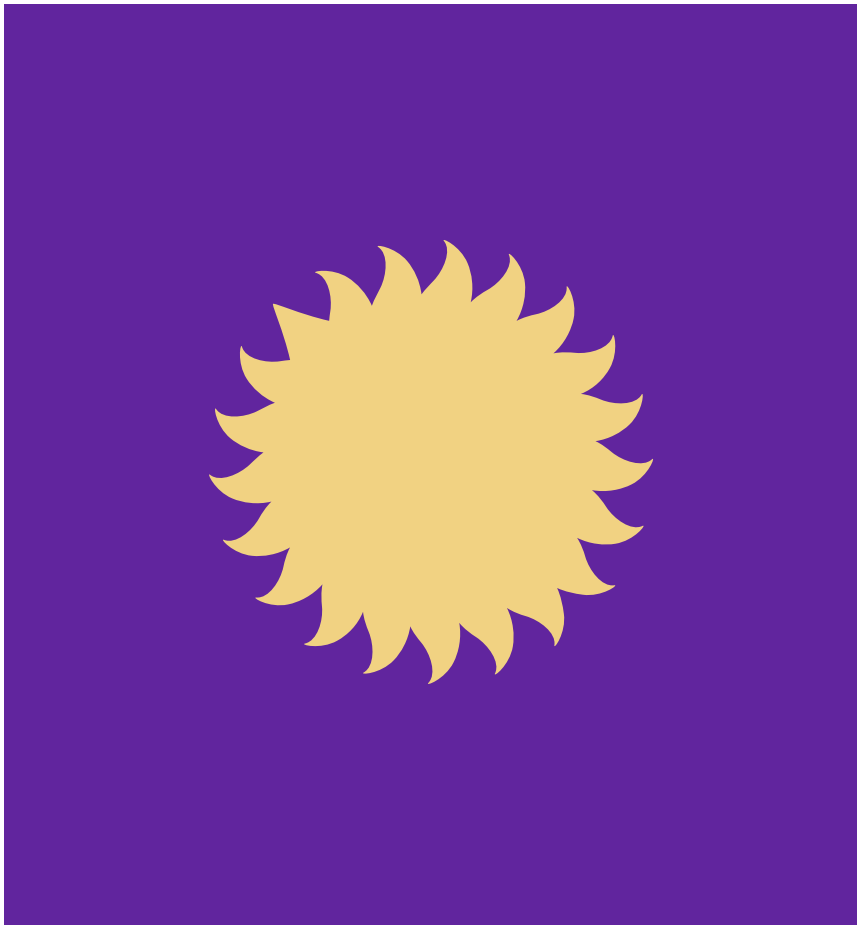
3



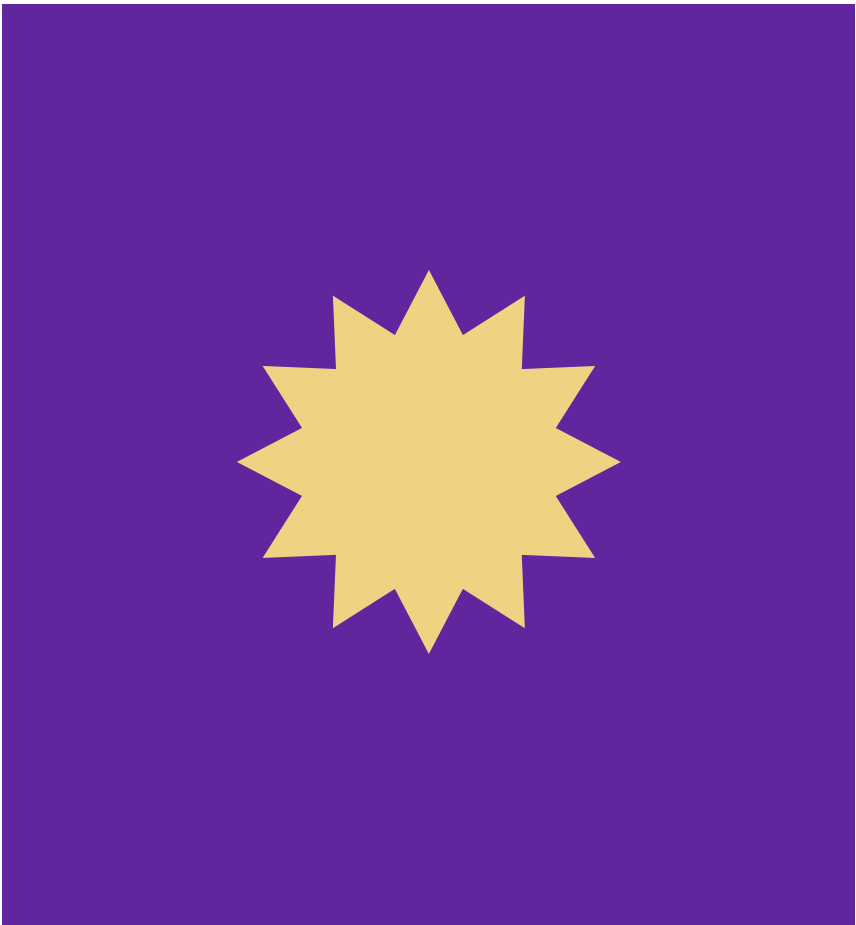
4



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WORDMARK CREST HORIZONTAL

1.20 Full Color & Monochrome

This is our Primary Horizontal Wordmark with Crest.

It should primarily be used on purple or white backgrounds although it can also be used on a variety of color backgrounds. Caution must be taken to ensure emphasis on legibility.

Positive



Negative



WORDMARK CREST HORIZONTAL

1.21 Exclusion Zone

The exclusion zone is always based on the x height of the Secondary Logo inside the wordmark.

No external elements should interfere with this designated area.



WORDMARK CREST HORIZONTAL

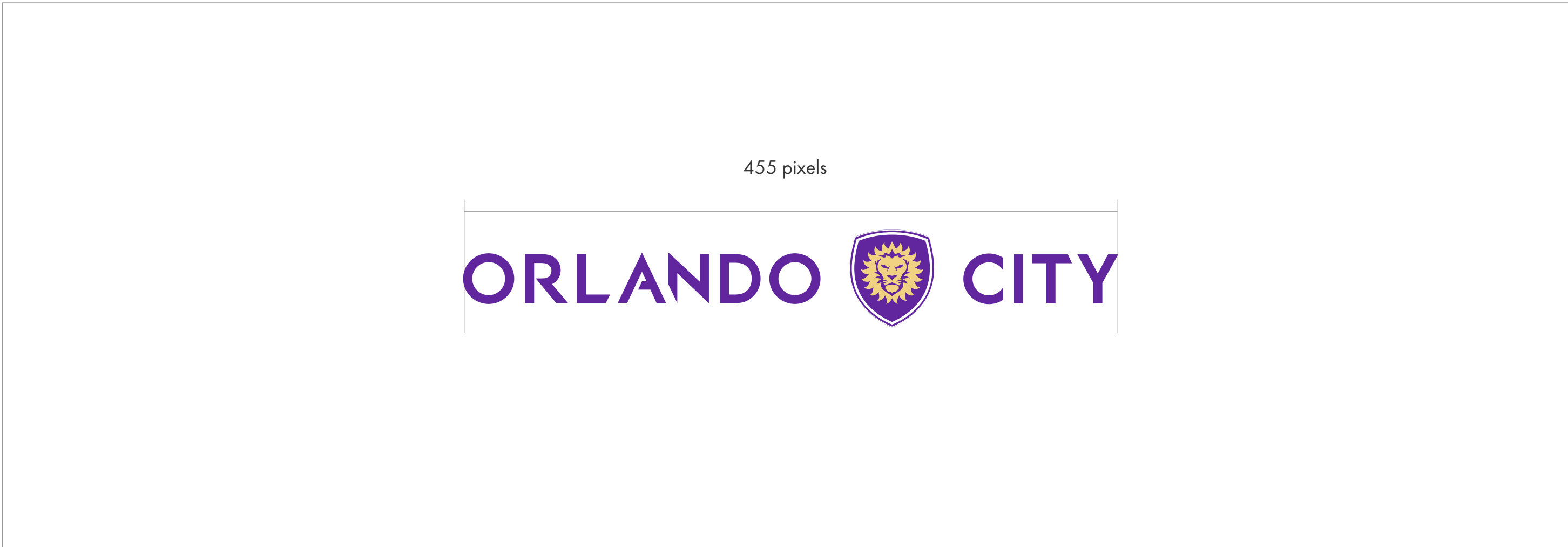
1.22 Minimum Size

To ensure legibility across Print and Digital, our Wordmark could be reduced up to 60mm width for Print and 455x pixels width for Digital.

Print



Digital



WORDMARK CREST HORIZONTAL

1.23 Misuse

Maintaining and applying the rules when implementing the mark ensures that it is easily identified.

The following examples show what not to do with the mark unless specifically instructed or approved by the club and its representatives.

- 1. Do not invert the colors or change the existing colors in any way that changes it from the approved original. The Sun must always appear lighter against dark.
- 2. Do not use off-brand colors.
- 3. Do not skew the perspective or distort the mark.
- 4. Do not apply a drop shadow or any visibly strong effects to the mark.
- 5. Do not rotate the mark.
- 6. Do not modify any of the elements whether that's moving around, substituting, adding or hiding any part of the mark as well as using other typefaces.

1



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WORDMARK CREST STACKED

1.24 Full Color & Monochrome

This is our Primary Stacked Wordmark with Crest.

It should primarily be used on purple or white backgrounds although it can also be used on a variety of color backgrounds. Caution must be taken to ensure emphasis on legibility.

Positive



Negative



WORDMARK CREST STACKED

1.25 Exclusion Zone

The exclusion zone is always based on the x height of the Secondary Logo inside the wordmark.

No external elements should interfere with this designated area.



WORDMARK CREST STACKED

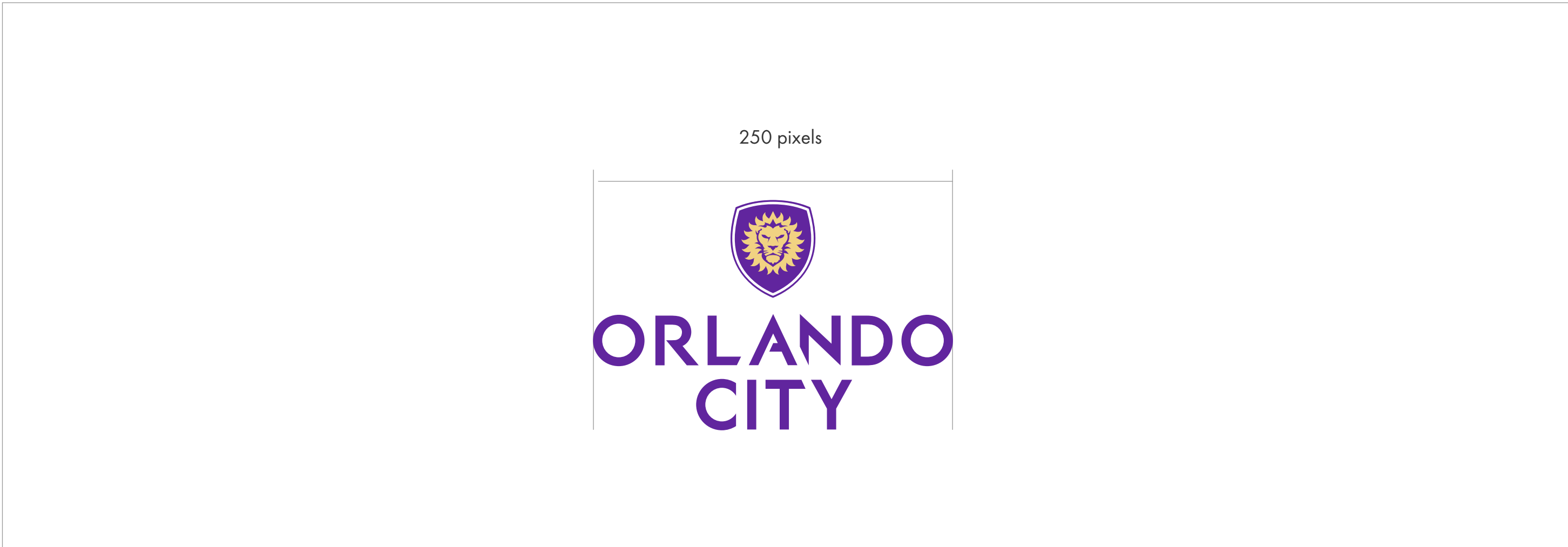
1.26 Minimum Size

To ensure legibility across Print and Digital, our Wordmark could be reduced up to 33mm width for Print and 250x pixels width for Digital.

Print



Digital



WORDMARK CREST STACKED

1.27 Misuse

Maintaining and applying the rules when implementing the mark ensures that it is easily identified.

The following examples show what not to do with the mark unless specifically instructed or approved by the club and its representatives.

- 1. Do not invert the colors or change the existing colors in any that changes it from the approved original. The Sun must always appear lighter against dark.
- 2. Do not use off-brand colors.
- 3. Do not skew the perspective or distort the mark.
- 4. Do not apply a drop shadow or any visibly strong effects to the mark.
- 5. Do not rotate the mark.
- 6. Do not modify any of the elements whether that's moving around, substituting, adding or hiding any part of the mark as well as using other typefaces.

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WORDMARK HORIZONTAL

1.28 Full Color & Monochrome

This is our Horizontal Wordmark in our custom Futura Orlando typeface.

It should primarily be used on purple or white backgrounds although it can also be used on a variety of color backgrounds. Caution must be taken to ensure emphasis on legibility.

Positive



Negative



WORDMARK HORIZONTAL

1.29 Exclusion Zone

The exclusion zone is always based on the x height of the letter O inside the wordmark.

No external elements should interfere with this designated area.

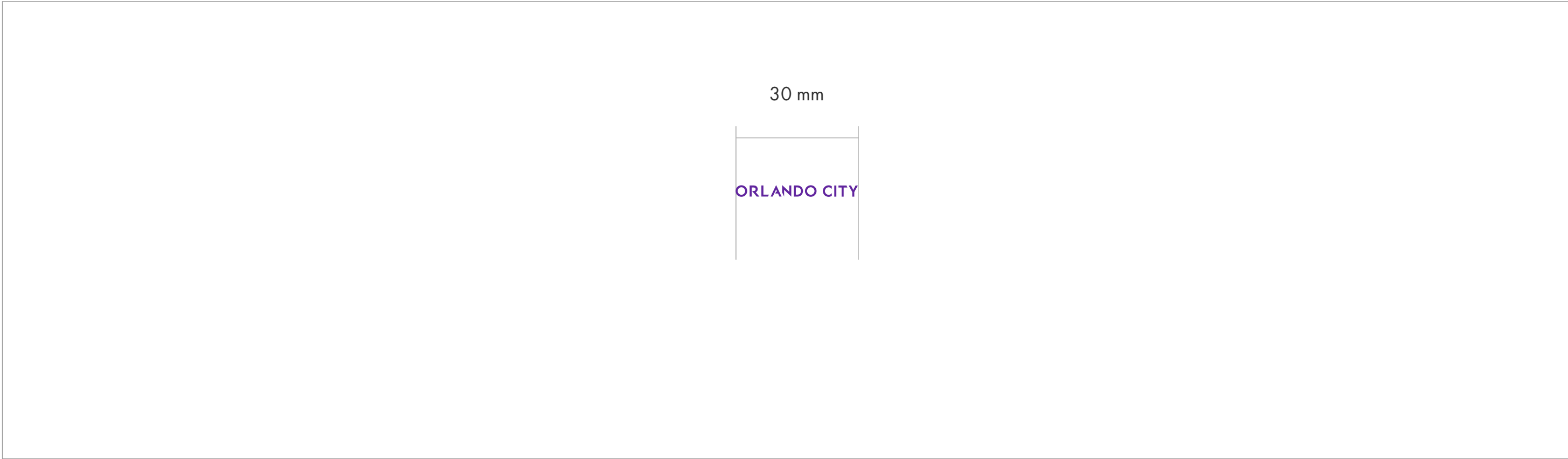


WORDMARK HORIZONTAL

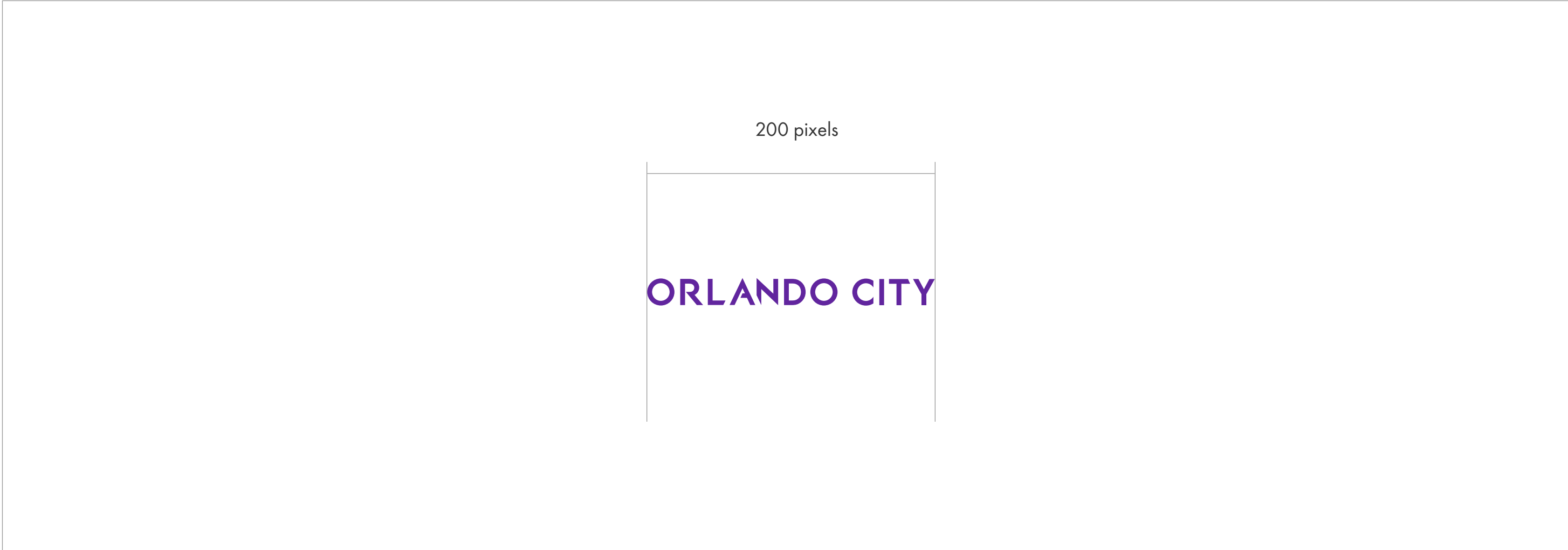
1.30 Minimum Size

To ensure legibility across Print and Digital, our Wordmark could be reduced up to 30mm width for Print and 200x pixels width for Digital.

Print



Digital



WORDMARK HORIZONTAL

1.31 Misuse

Maintaining and applying the rules when implementing the mark ensures that it is easily identified.

The following examples show what not to do with the mark unless specifically instructed or approved by the club and its representatives.

- 1. Do not invert the colors or change the existing colors in any way that changes it from the approved original. Do not break up the words by color.
- 2. Do not use off-brand colors.
- 3. Do not skew the perspective or distort the mark.
- 4. Do not apply a drop shadow or any visibly strong effects to the mark.
- 5. Do not rotate the mark.
- 6. Do not modify any of the elements whether that's moving around, substituting, adding or hiding any part of the mark as well as using other typefaces.

1



2



3



4



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WORDMARK STACKED

1.32 Full Color & Monochrome

This is our Stacked Wordmark in our custom Futura Orlando typeface.

It should primarily be used on purple or white backgrounds although it can also be used on a variety of color backgrounds. Caution must be taken to ensure emphasis on legibility.

Positive



Negative



WORDMARK STACKED

1.33 Exclusion Zone

The exclusion zone is always based on the x height of the letter O inside the wordmark.

No external elements should interfere with this designated area.

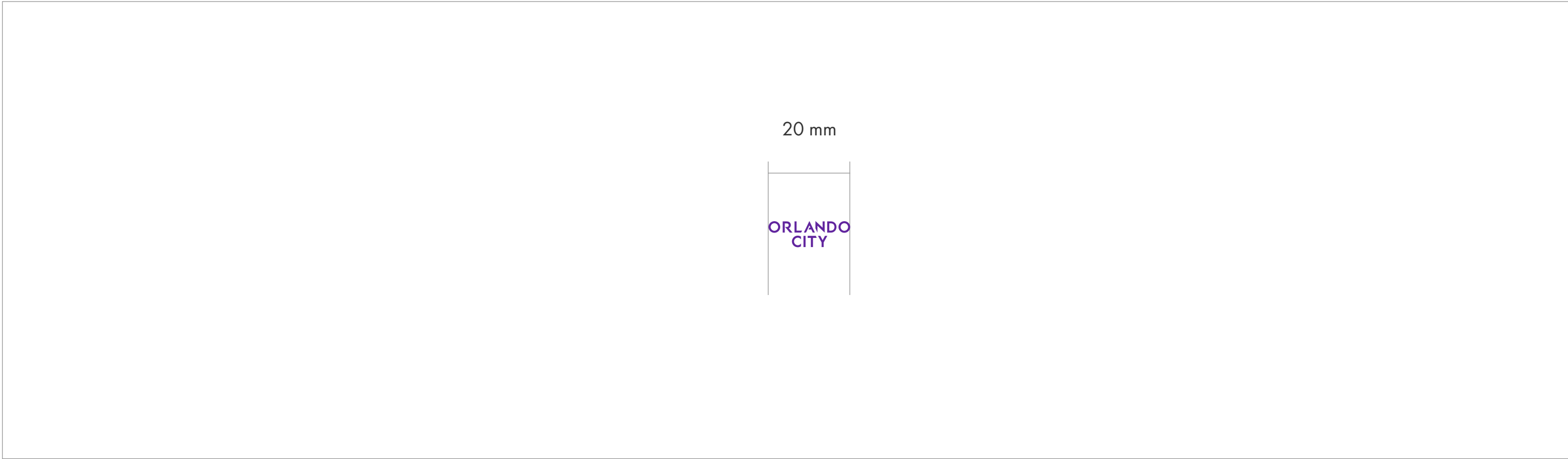


WORDMARK STACKED

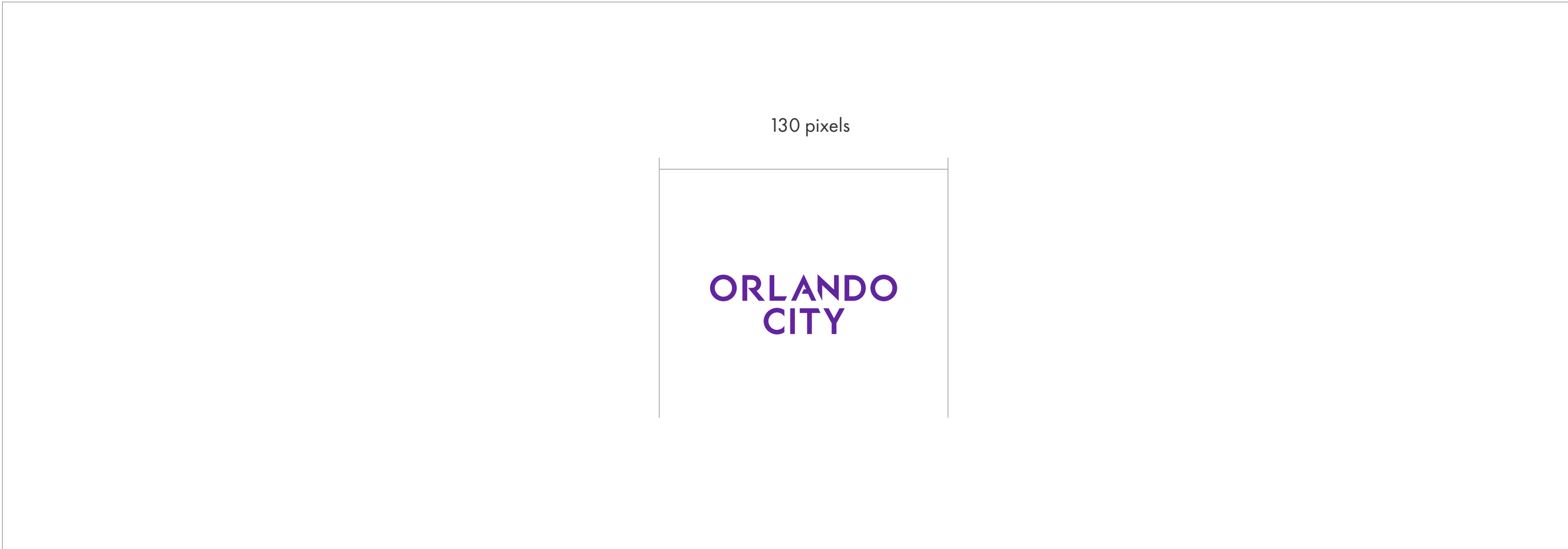
1.34 Minimum Size

To ensure legibility across Print and Digital, our Wordmark could be reduced up to 20mm width for Print and 130x pixels width for Digital.

Print



Digital



WORDMARK STACKED

1.33 Misuse

Maintaining and applying the rules when implementing the mark ensures that it is easily identified.

The following examples show what not to do with the mark unless specifically instructed or approved by the club and its representatives.

- 1. Do not invert the colors or change the existing colors in any way that changes it from the approved original. Do not break up the words by color.
- 2. Do not use off-brand colors.
- 3. Do not skew the perspective or distort the mark.
- 4. Do not apply a drop shadow or any visibly strong effects to the mark.
- 5. Do not rotate the mark.
- 6. Do not modify any of the elements whether that's moving around, substituting, adding or hiding any part of the mark as well as using other typefaces.

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5. CLUB COBRANDING



COBRANDING CITY & PRIDE

5.1 LOGO LOCKUPS

Both Orlando City & Orlando Pride have a special relationship designated by a unique lockup solution using a modified center circle line at a 30 ° angle.

At the end of this section we will take a look at a selection of applications.



THANK YOU