



SPOKANE
VELOCITY



BRAND GUIDELINES

VERSION 1.0

BRAND GUIDELINES

This document contains the rules for the Spokane Velocity FC visual communication system. Follow these rules to maintain brand consistency.

This brand kit includes the elements you'll need — logos, typefaces, and colors — to create a consistent tone, look, and feel for all Spokane Velocity materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Last updated April, 2023



TABLE OF CONTENTS

Spokane Velocity Crest	4 - 20	Kits	32 - 36
Primary Crest	4-7	Elite Brand Expression	32
Secondary Crest	8-9	Classic	34
Word Mark	10-13	Away	36
Badge Style	15	Business Time	38 - 41
Tertiary Mark	16-17	Pitch Deck	38
Crest Spacing	18	Sub-brands & Partnerships	39
Violations	19	Social Accounts & Networking	40-41
Sizing	20	Our Brand In The Wild	42 - 43
Spokane Velocity Colors	21 - 29	Apparel	42
Primary Colors	21-24	Environment	43
Gradients	25	Questions?	45
Use of Colors	26-27		
Color Flexibility	28-29		
Typography	30 - 31		
Brand Fonts	30-31		
Kit Font	30-31		
Alternative Web Font	30-31		



THE CREST

We are a club for Spokane, by Spokane, and with Spokane — shaped as much by who we are as who we hope to become.

We are The Spokane Velocity FC and our crest is designed to pay homage to the intensity of the Spokane Falls and the power of the river that flows through our city.

For thousands of years, the river's banks have been a gathering place and home to many native peoples — all who come are drawn to the beauty and raw power of the water. A place for the world to gather and the individual to stand in awe.

We live like our river —
Persistent and gracious,
powerful and ever changing.
A driving *force* of nature,
continuously pushing forward.

We move like our water —
Confident and fierce,
swift and tenacious.
We thrive in the rumble...
Welcome to the edge.

This primary crest should be used whenever it makes sense given the available space.

1. CITY NAME | SPOKANE

A city full of grit, determination, growth, and intense local pride.

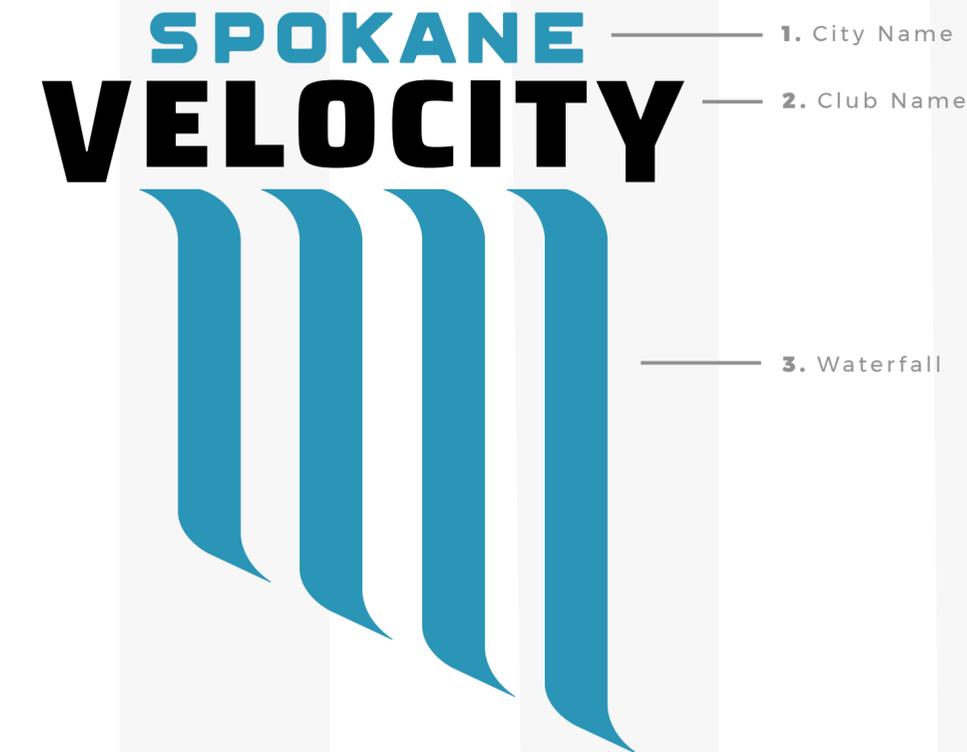
2. CLUB NAME | VELOCITY

Named after the power of our urban waterfall and unyielding river that it is fed by, "Velocity" represents the natural forces that have shaped our home.

The unique bridge shape of VELOCITY alludes to the vital points of crossing that tie our region together. These anchored structures of connection unite our past, present, future, and most of all, our people.

3. THE WATERFALL | THE SPOKANE FALLS

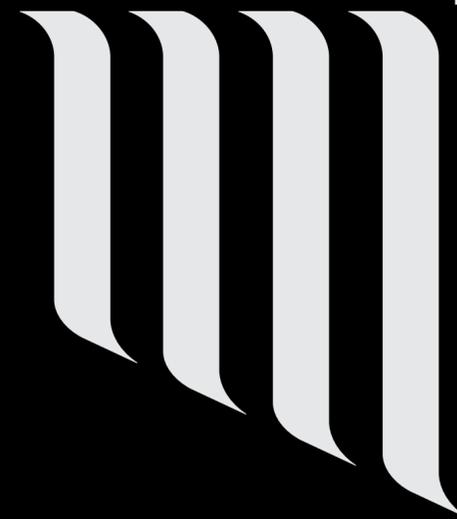
The Spokane Falls have always been a gathering place — the lifeblood of the city — representing our unmatched tenacity, persistence, and forward movement.



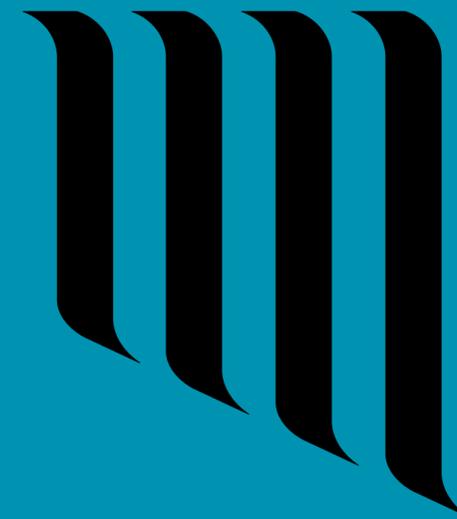
SPOKANE
VELOCITY



SPOKANE
VELOCITY



SPOKANE
VELOCITY



THE SECONDARY CREST

Within the primary Spokane Velocity crest, we have key graphics that can be used separately in specific situations.

The secondary crest should be used as it is used in the primary mark, without alterations to the shape.



WELCOME TO THE EDGE



THE WORD MARK

The Spokane Velocity word mark is another key graphic that may be pulled from the primary mark for certain situations.

The word mark should be used as it is presented in the primary mark, without structural alterations. See the following color iterations for guidance.



SPOKANE
VELOCITY





SPOKANE VELOCITY



SPOKANE
VELOCITY

SPOKANE
VELOCITY

SPOKANE
VELOCITY

SPOKANE
VELOCITY

SPOKANE
VELOCITY

SPOKANE
VELOCITY

BADGE STYLE CREST

There may be instances where a badge style crest is necessary. When these scenarios happen, please use a single color full crest. The outline should match the crest and the background should allow for legibility. You can find the allowed color combinations of the badge style crest within the brand kit.



EXAMPLE: Enamel pin



TERTIARY BRAND ELEMENTS

To play off the physics equation of power and the symbol of velocity we have developed a portion of the overall crest graphic further in order to provide versatility and longevity to the brand as a whole.

These tertiary graphics are elements that were developed for the brand to grow into once the Spokane Velocity brand has been established and is widely recognized. It may be used on merch or as textural additions, but is not intended to replace the primary crest, secondary crest or wordmark.

FORCE x VELOCITY = POWER

POWER = FORCE x VELOCITY



THE EQUATION is a physics formula calculating Power using Force (of nature) and Velocity.

The Equation may be used on its own or in combination with the V mark (average velocity notation).

Recommended minimum height:
Digital: 15 px | Print: .125 in

THE V MARK is the physics notation of *average velocity*.

Once the brand as a whole is widely recognized the tertiary V mark may be used. It is recommended to be used in combination with the equation graphic to provide the physics context.

To ensure accuracy of the physics equation, the V mark (average velocity notation) should not be on the same baseline as the equation.

Recommended minimum height:
Digital: 40 px | Print: .375 in

minimum sizes:

15px

.125in

40px

.375in

POWER = FORCE x VELOCITY
FORCE x VELOCITY = POWER

POWER = FORCE x VELOCITY
FORCE x VELOCITY = POWER



CREST SPACING

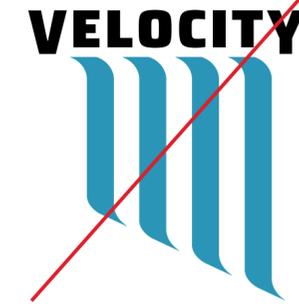
Whether it is the primary crest, secondary crest, or the wordmark — there must be clear space around the outer edges to ensure it has room to breathe. The mark should never be placed in overly crowded areas with other elements too close. To achieve the minimum amount of padding, take the height of the "V" and "Y" to calculate the specific padding around the outer most edges.



VIOLATIONS

Consistency in use is important when implementing the Spokane Velocity crest. Please use the crests and wordmark as they come, and do not alter or modify it in any way.

DO NOT remove/edit the words within the crest



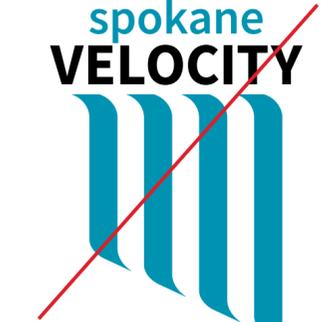
DO NOT distort or alter the proportions of the crest



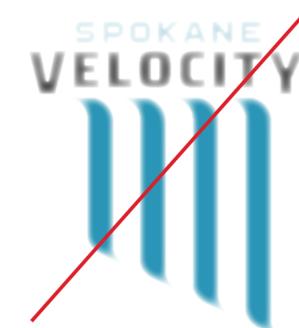
DO NOT change the elements of the crest



DO NOT alter the typography of the crest



DO NOT apply harsh effects the crest



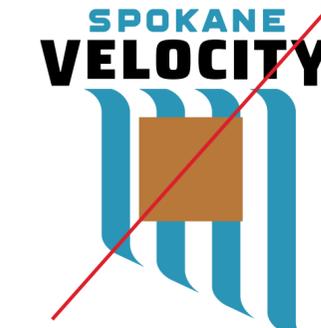
DO NOT change the angle of the crest



DO NOT reverse the colors of the crest



DO NOT place objects/graphics in front of the crest



SIZE BREAKDOWN

The Spokane Velocity visual system was developed to work in a variety of scenarios including when space begins to be a constraint. To maintain legibility and brand recognition, use the following guidelines to help determine when to use the appropriate mark.

THE MAIN CREST has a vertical composition and thus should be used when horizontal space is limited.

Recommended minimum height:
Digital: 100 px | Print: 1 in



minimum sizes:

100px



1in



THE WORD MARK is horizontal in appearance and thus should be used when vertical space is limited.

Recommended minimum height:
Digital: 27 px | Print: .25 in



27px



.25in



SECONDARY CREST may be used in instances when the given area does not allow for either the main crest or the word to be legible. For example use the Secondary Crest for small appearances such as the favicon.

Use this for sizes under 30 px
Recommended minimum height:
Digital: 16 px | Print: .2 in



16px



.2in



COLORS

The Spokane Velocity color palette is derived from 3 key elements: The JET BLACK tone of drenched basalt river rocks, the IMPACT BLUE hue of our powerful river weaving through the region, and the crescendo of cascading falls producing a misty RIVER RAPID WHITE.



JET
BLACK

IMPACT
BLUE

RIVER
RAPID
WHITE

JET BLACK

CMYK | 80, 70, 70, 100

RGB | 0, 0, 0

HEX | #000000

PMS | Black C

85%

80%

70%

30%

IMPACT BLUE

CMYK | 100, 20, 27, 0

RGB | 0, 146, 175

HEX | #0092AF

PMS | 632 C - 95%

RIVER RAPID WHITE

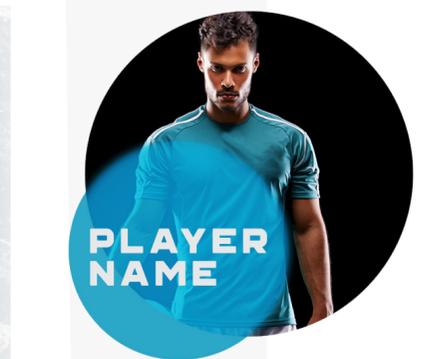
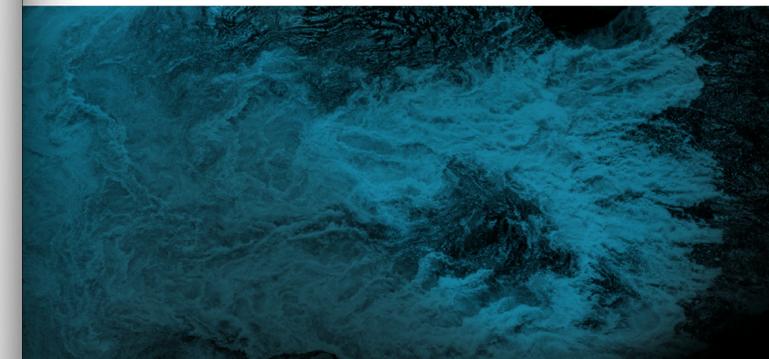
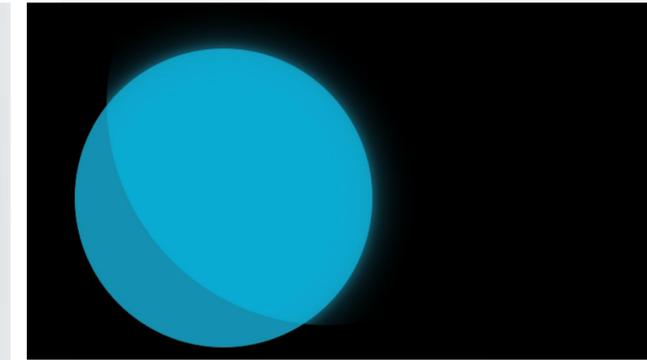
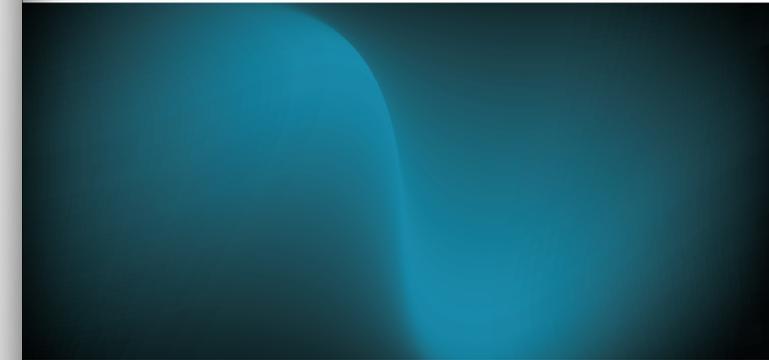
CMYK | 0, 0, 0, 10
RGB | 230, 231, 232
HEX | #E6E7E8
PMS | 427 C - 37%

CMYK | 0, 0, 0, 0
RGB | 255, 255, 255
HEX | #FFFFFF

GRADIENT MESH

These various gradient mesh options are meant to provide alternatives for overlays. The dark gradient mesh is created with Jet Black and Impact Blue while the light gradient mesh is created with Impact Blue and River Rapid White.

Intended use: overlay an image with chosen gradient mesh and apply a transparency effect. — **Do Not** use transparency effects that manipulate the hue of the gradient.



USE OF COLORS WITHIN THE CREST

There are times where the primary crest will require some extra attention to the use of color. See the following outline for guidance on when it is appropriate to use a 2 color, 1 color, gradient, or image mask variation.

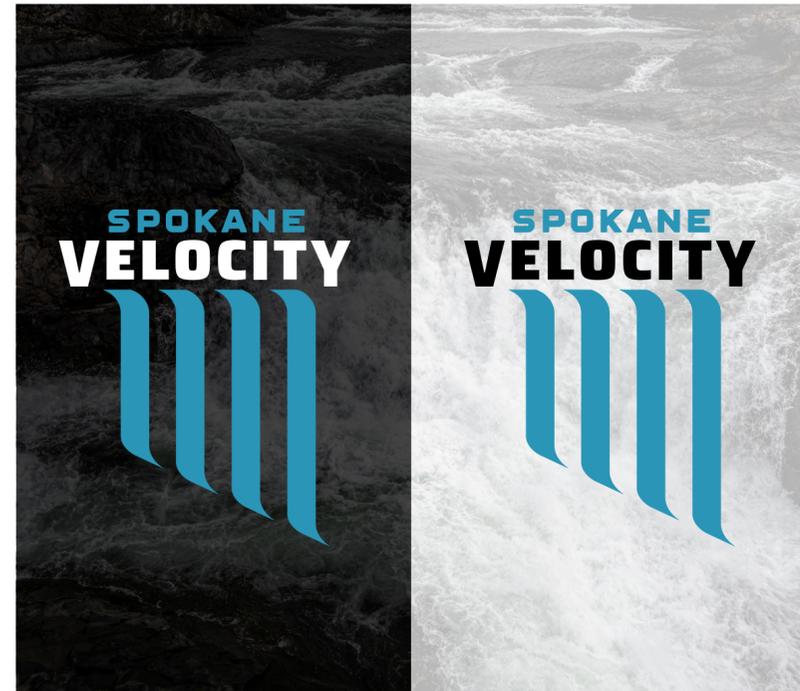
2 COLOR versions of the full crest should be used to establish the brand, especially at the first touch point for a viewer.

When determining which 2 color full crest to use, be sure to choose the one that will provide the most contrast for legibility.

1 COLOR variations to the full crest may be used when further simplicity is needed.

The secondary crest and wordmark may only be presented in one solid color (please see the notes on the following page for secondary crest exceptions).

When determining which 1 color option to use, be sure to choose the one that will provide the most contrast for legibility.



DARK GRADIENT can be applied to the main or secondary crests given that the background provides enough contrast to distinguish the elements of the crest.

Adding gradient to the main or secondary crest is only recommended when displayed at larger sizes. Please refrain from adding gradients to marks under 2 inches tall.



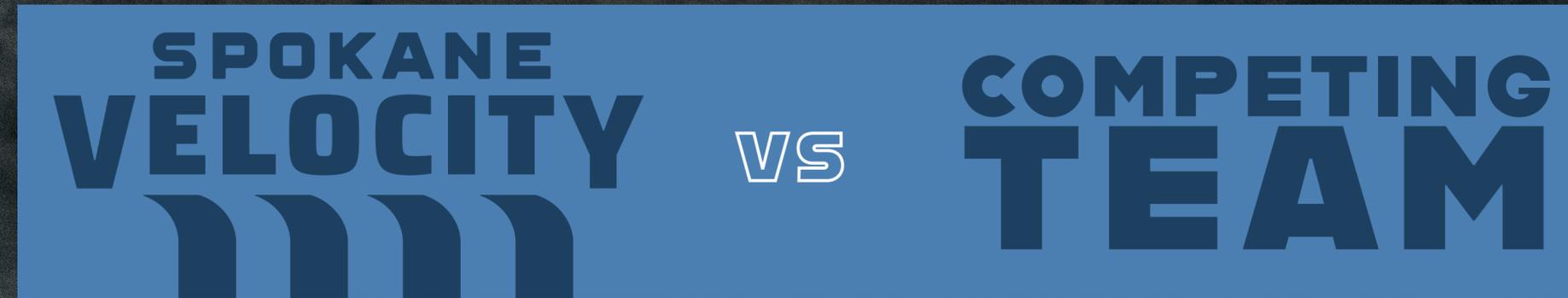
IMAGE MASK can be applied to the main or secondary crests given that the background provides enough contrast to distinguish the elements of the crest. For compositions that use an image mask, be sure to use a solid, dark background.

Use images with water related content that aligns with the brand style. Adding an image mask to the main or secondary crest is only recommended when displayed at larger sizes. Please refrain from adding image mask to marks under 2 inches tall.



COLOR FLEXIBILITY WITH NON-BRAND COLORS

Our primary color combinations should be utilized whenever possible. However, there will be instances where color combinations need to change. When this happens please only use a single color for the crest.



EXAMPLE: Spokane Velocity mark on colors outside of our brand





TYPOGRAPHY

The typefaces used for the Spokane Velocity brand are important for brand recognition and should be employed consistently through our branding.

Our typography system consists of three typefaces intended to provide variation while complementing each other.

GRIND | Pulled from the city name within the crest, this font is used for large headers to grab attention.

Chosen for its bold and balanced aesthetic, Grind is a sturdy font that portrays the strength of the Spokane spirit.

SAIRA | Pulled from the club name within the crest, this font is used as the body font.

Saira is a legible font yet has an athletic feel. This typeface should be employed when writing long-form body content.

Downloadable files or web plug-ins for Saira can be found [here](#).

SAIRA CONDENSED | Used as the kit numbers.

Downloadable files or web plug-ins for Saira Condensed can be found [here](#).

TITILLIUM WEB | Used as an alternative for body font on web platforms if Saira is not available.

Downloadable files or web plug-ins for Titillium Web can be found [here](#).

GRIND: Headers - Tracked to 125

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & @ # \$ % ' () ! ? ***

SAIRA: Body - Tracked to 75 - 175

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 & @ # \$ % () ! ? *

SAIRA CONDENSED: Kit use

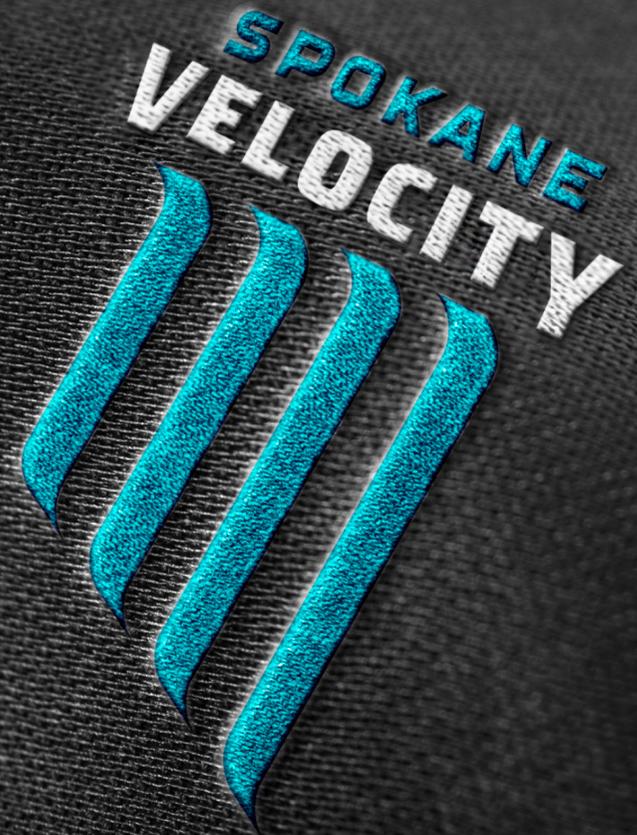
**0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9**

Titillium Web: Alternative Web Body

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 & @ # \$ % () ! ? *

HOME KIT

Elite home kits



HOME KIT

Classic home kit



FORCE OF NATURE

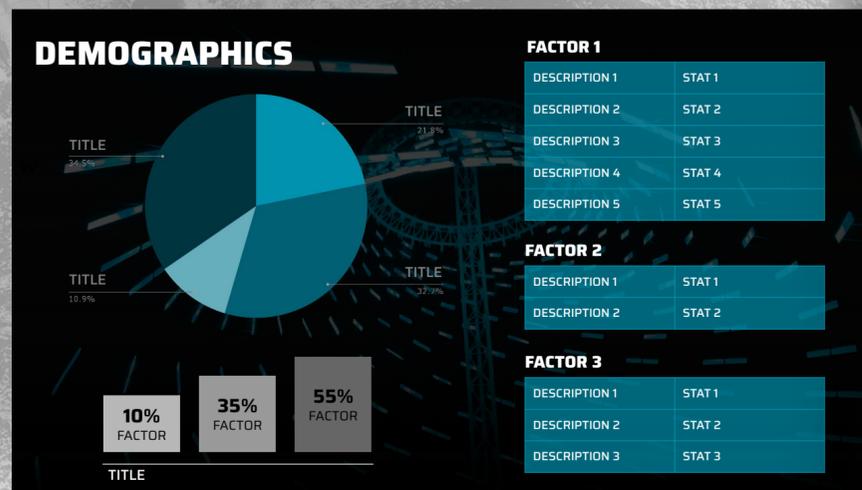
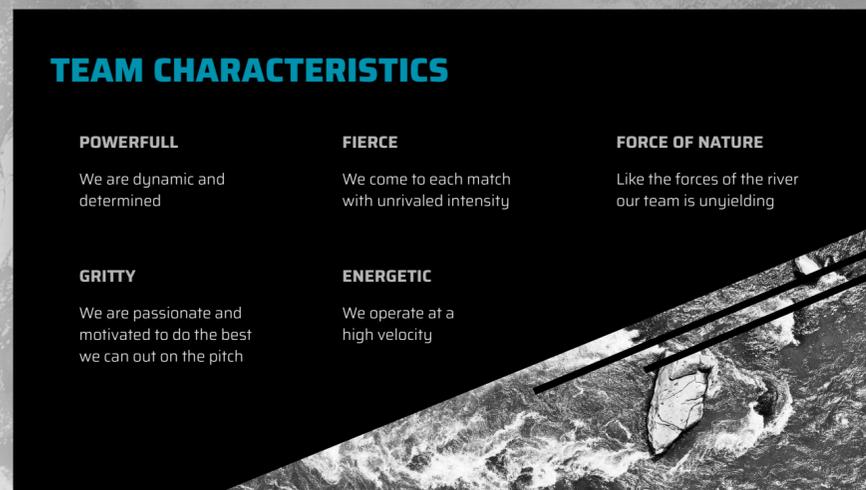
AWAY KIT



LET'S GO
SPV

PITCH DECK

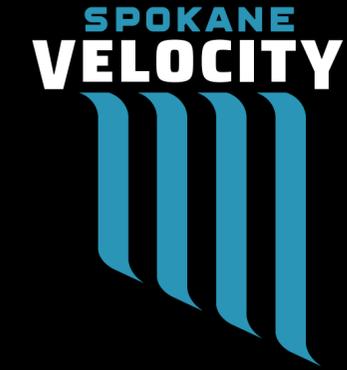
When it's business time, we have an arsenal of assets to pull from. For instance, you can find templates for a pitch deck within the brand kit.



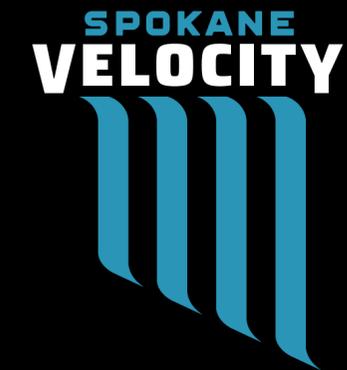
SUB-BRANDS & PARTNERSHIPS

We are happy to have you as a partner!

When developing your sub-brand, please ensure it is recognizable as a part of the overall Spokane Velocity brand by using the full crest and pairing it with our official typography.



TRAINING CAMP

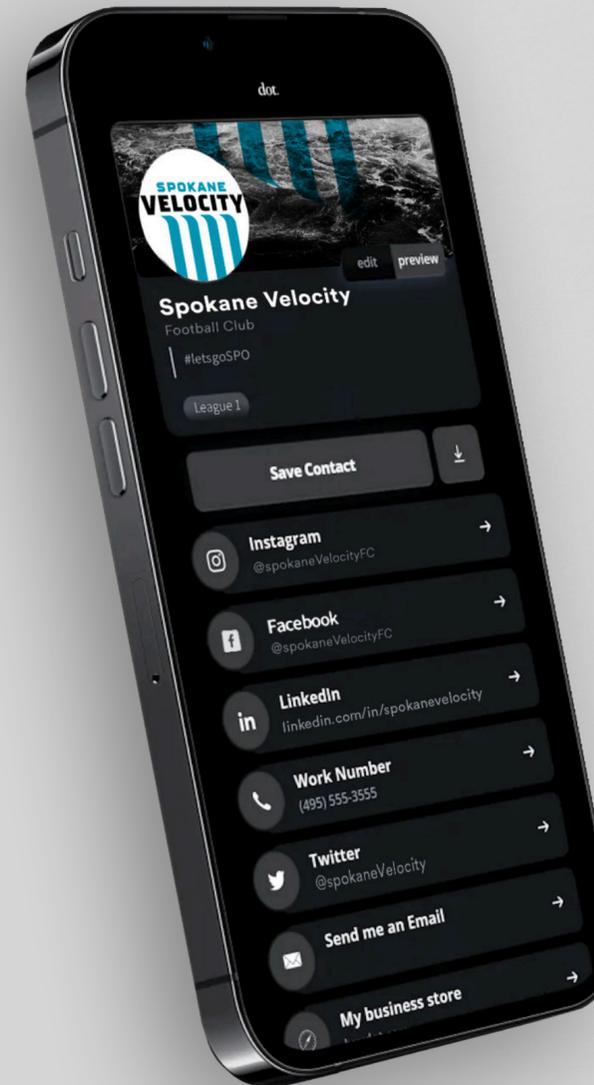


YOUTH ACADEMY

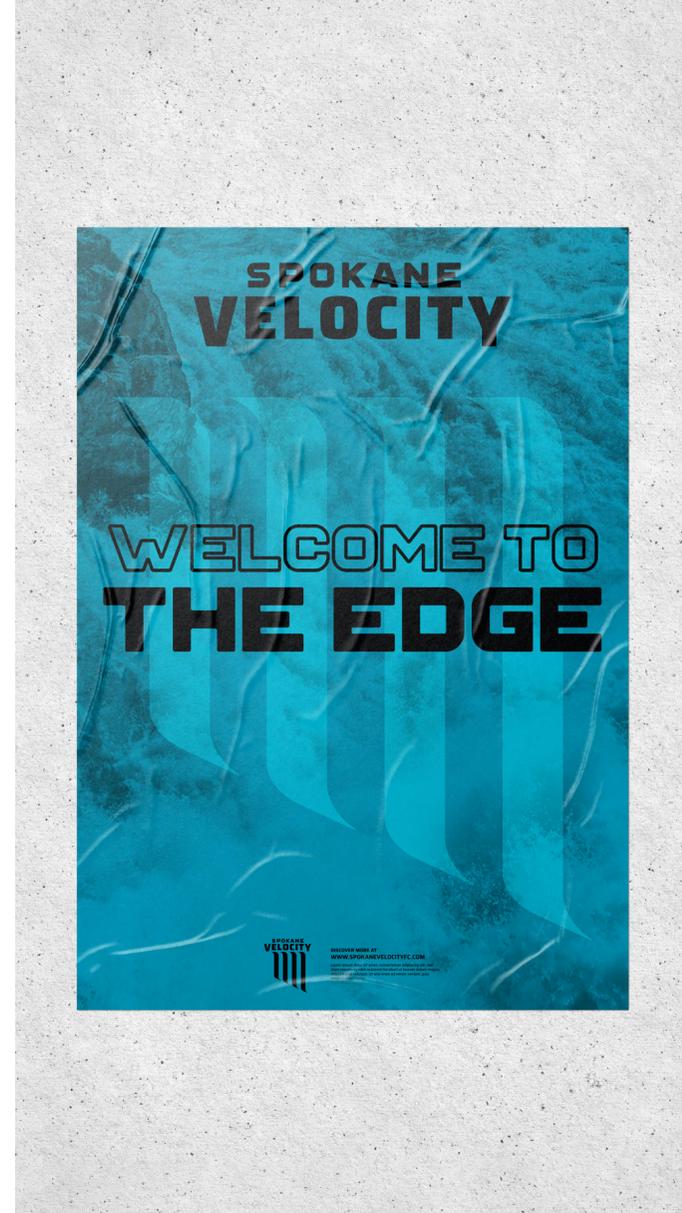
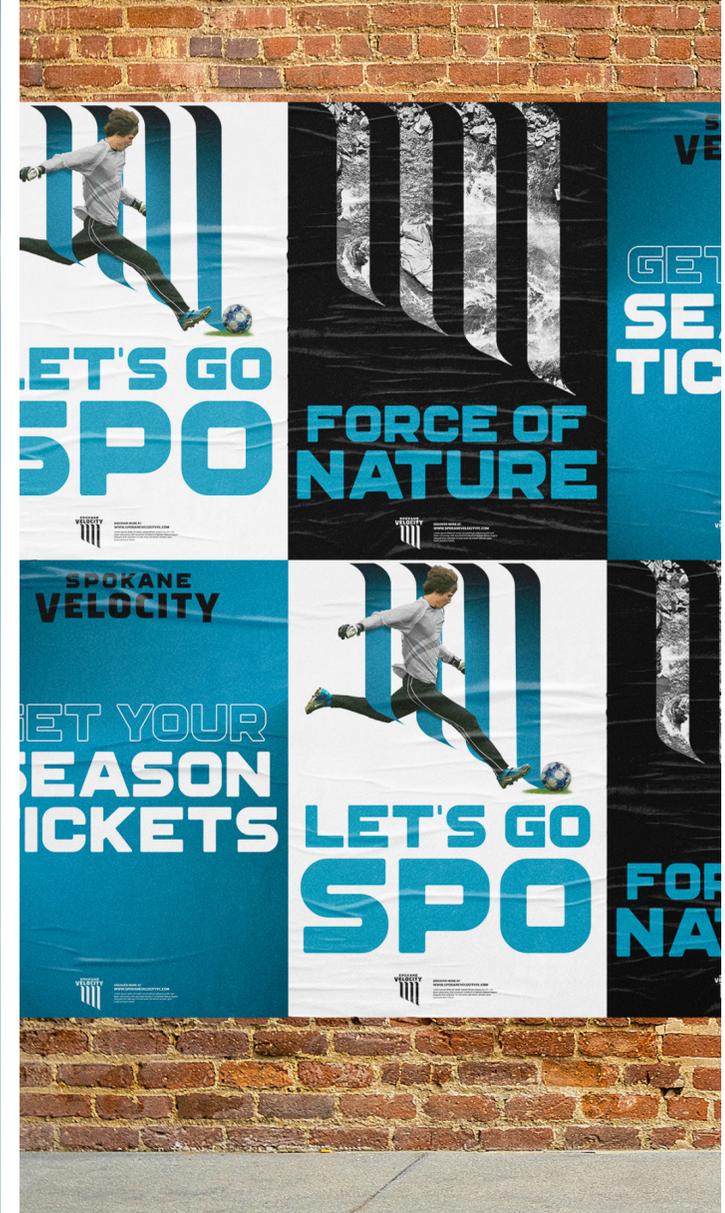
SOCIAL ACCOUNTS & NETWORKING

Recommended hashtags:

- #SpokaneVelocityFC
- #SpokaneVelocity
- #LetsGoSpo
- #USLspokane



**OUR BRAND
IN THE WILD**





THANK YOU

FOR STAYING TRUE TO OUR BRAND

QUESTIONS? If you have questions or doubts on usage, or would like to know more information, please feel free to reach out.

goal@uslspokane.com

All content content created by Treatment for USL Spokane © 2023