



SAN DIEGO WAVE FC

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# BRAND GUIDELINES

2022



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# 01



## INTRODUCTION



# OUR STORY

## WAVE FC's COMMITMENT TO EXCELLENCE IS OUR CONDUIT TO REACH THE NEXT LEVEL.

In Jill Ellis, Casey Stoney, Molly Dainton, Alex Morgan, Abby Dahlkemper, Naomi Girma and the rest of the team, we have a powerful combination of experience, commitment to excellence, and leadership to make an impact in the present and the future.

By teaming up together, our club, players, community and partners will bring world-class soccer to the fans and bring the locals together through the sport we love.

For too long men's sports have been hogging all the attention and the glory. It's time to shine the spotlight on women's sports and prove that when we play under the same conditions and given the right platform, we are able to make great things happen together.





# OUR ARCHETYPE

A universally recognizable, innately understood character role that our brand embodies. It can guide our vision, our mission, our values, what we stand for, and the decisions we make on and off the field.

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# ARCHETYPE

We can make the world better.  
We have the grit and  
determination to outwork the rest.



## THE HERO - 75%

**FOCUS:** MASTERY

**STATEMENT:** WHERE THERE'S A WILL, THERE'S A WAY.

### BRAND VOICE

Mastery / Courage / Growth

### STRATEGY

Become stronger and better  
Prove people wrong

### DRIVE

Mastery / Courageousness  
Growth / Development / Defense





# ARCHETYPE

Everyone deserves care and we must all strive to bestow service upon one another.



## THE CAREGIVER - 25%

**FOCUS:** SERVICE

**STATEMENT:** LOVE YOUR NEIGHBOR AS YOURSELF.

### BRAND VOICE

Service / Community /  
For the Greater Good

### STRATEGY

Others before Self  
The Greater Good is Worth Sacrifice

### DRIVE

Support / Help / Service  
Recognition / Gratitude





# OUR BRAND CHARACTER

**ROOTED:**  
Born out of the culture and  
community of San Diego.

---

**RELENTLESS:**  
Fierce, determined, unstoppable.

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**INSPIRING:**  
A beacon of light and a force for good;  
takes real action as an agent of change.





# OUR VISION

TO BE A FORCE FOR GOOD  
THROUGH THE GAME WE LOVE.

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# OUR MISSION

BUILD A WORLD-CLASS HOME  
FOR PLAYERS AND FANS THAT  
WILL BE LOVED LOCALLY AND  
RESPECTED GLOBALLY.

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# OUR COMMMITMENT

WAVE FC WILL TEAM UP  
WITH ANYONE WHO WANTS TO  
ACCOMPLISH GREAT THINGS ON  
AND OFF THE FIELD.





# DIGITAL INSIGHTS AND PROFILES

## AUDIENCE:

- Highly engaged audience.
- Digital engagement tends to be highest with 25-34; however, purchasing tends to be highest with 35-44.
- Educated, established, career orientated.
- Digital adopters – digital tickets, watching on Paramount+, following updates on Twitter and Instagram.
- Female-led engagement, with a up to 40% male as well (except for sandiegowavefc.com majority male).
- Top categories of interest are: Sports, Banking, Entertainment, Travel, Technology, Beauty, Outdoor, Movies, Music, and Real Estate.





# AUDIENCE SEGMENTS

## FANS

### SUPPORTERS

On-field - Willing to turn their back on the game to create unforgettable experience for other attendees, leading chants, banging drums, unfurling tifos

Off-field – hold club accountable and drive SG membership, watching NWSL

### PURISTS

On-field – Invested in club tactical formation, pressing habits, style of play

Off-field – watching global soccer, both male and female

## LOCALS

### THE EXPERIENCE-SEEKER

On-field – Invested in club tactical formation, pressing habits, style of play

Off-field – Attending local events

### THE NEXT GENERATION

On-field – Cheering for their favorite player, seeking autograph from any player

Off-field – attending youth soccer tournaments, carpool, playdates





# OUR VALUES & BEHAVIORS

## EXCELLENCE

Be the best,  
do your best.

## INTEGRITY

We do what we say,  
we are accountable,  
we walk the talk.

## GROWTH

Get better every day,  
learn from mistakes,  
prioritize progress.

## DIVERSITY

We seek and elevate diverse  
voices, backgrounds, and  
lived experiences.

## EQUITY

We proactively fight  
injustice, remove barriers,  
and provide opportunities.

## COMMUNITY

Local pride; our San Diego  
roots stem from a rich and  
multicultural heritage.





INSIGHT

# THE POWER OF FEELING SEEN

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The power of being seen acknowledges that people matter and that they have an influence on culture. It can make both locals and fans feel included and inspired. Especially those who've been typecast or overlooked for way too long. This is the power of being seen in action.





# A WAVE FOR ONE AND FOR ALL.

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Let's tap into our audience's desire to feel seen by creating an environment of inclusion and togetherness to make them feel like they belong to something bigger: a wave for one and for all.





# OUR MANIFESTO

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The city of San Diego doesn't need a team equal to others.

We are here for something way bigger than that.  
Mucho más grande que eso.

We're here to make our city proud on and off the field.  
To inspire fans in the stands to be who they are  
and stand in a wall with our community, ready to take one in the face,  
if necessary.

We're here to team up with those who've had to come from behind  
their whole lives.

So let's put our Wave jersey on and challenge ourselves to be great.  
Every day, every minute, every second of the game. Of our lives.

Let's be the team with fans who show up when we need them  
because we showed up when they needed us.

The team that knows reaching the next level can only be done if we  
play together.

The SD team that gets passed on from generation to generation,  
not from city to city.

Let's be the team immigrant parents want their daughter to watch  
because we share the same work ethic.

El equipo our Tijuana neighbors would wait in line for three hours to  
cross "la línea" and come cheer for the Wave.

A Wave that recedes only to come back greater and stronger time and  
time again.

A Wave of good, inclusion and togetherness so inspiring that  
3,295,624 greater San Diegans and beyond can't help but get up and  
join.

Because together...

Together Somos Greater.





# OUR TAGLINE

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SAN DIEGO WAVE FC

TOGETHER SOMOS GREATER



02



BRAND DNA



# BRAND DNA

**WHY WE EXIST:**

To be a force of good through the game we love.

**HOW WE BEHAVE:**

By teaming up with anyone who wants to accomplish great things on and off the field.

**WHAT WE DO:**

A world-class home for players and fans that is loved locally and respected globally.

**WHAT WE SAY:**

Our Creative Campaign (TBD)



**OUR ARCHETYPE**

Determined, Inspiring,  
Authentic, Inclusive





# 03



## BRAND PRINCIPLES



# OUR TONE OF VOICE

**WELCOMING**

~~WEAK~~

**CONFIDENT**

~~ARROGANT~~

**FIERCE**

~~RUDE~~

**FUN**

~~FRIVOLOUS~~

**SUPPORTIVE**

~~STIFLING~~

**ASPIRATIONAL**

~~ELITIST~~

**DETERMINED**

~~MEAN~~





# 04



## LANGUAGE & MESSAGING



# LANGUAGE & MESSAGING

## **PRONOUNS**

Default to “They”

Honor self assigned pronouns.

## **MULTILINGUAL**

We meet people where they are-if they speak to us in Spanish we respond to them in Spanish.

## **CAPITALIZATIONS**

Black is always capitalized.

We do not capitalize white.

Indigenous is capitalized and the preferred way to refer to native people.

## **SPECIFIC TERMINOLOGY**

BIPOC, etc.

LGBTQ + in the first sentence





# 05



## VISUAL IDENTITY



# PRIMARY BRAND MARK

This is the San Diego Wave FC full-color primary crest. Use this mark wherever possible.

Do not manipulate this mark in any way.





# PRIMARY LOGOS

Currently, we feature two primary logo lock ups of our Primary Mark / Crest the Word Mark.

These are to be used as a logo file (and not built using the Mark and Word Mark as separate files), ensuring the size, spacing and proportions.

While there are other approved Word Marks, we only use the ones shown here as the Official Lock Ups.



**SAN DIEGO WAVE FC**

Vertical Logo version



**SAN DIEGO WAVE FC**

Horizontal Logo version



# LOGO SAFETY & SIZE

Always adhere to the following Safety Rules & Minimum Sizes when using / placing the mark within / near any other content.



Logo clear space

The San Diego Wave FC brand mark should never be smaller Than:



Smalles brand mark size



# ONE & TWO COLOR

This is our Secondary Mark in both ONE and TWO COLOR applications.

This mark should be used when our Primary Mark and its bold colors may interfere with or compete with other colors.

The current, authorized brand color in either design is Onda, always using 100% color saturation/opacity.

*Other brand or general colors may be used for special events instances but ONLY with Brand approval on a cas by case basis e.g., Pride Day flag coloring.*



One color logo



Two color logo



# BRAND MARK DONT'S

This is our Secondary Mark in both ONE and TWO COLOR applications.

This mark should be used when our Primary Mark and its bold colors may interfere with or compete with other colors.

The current, authorized brand color in either design is Onda, always using 100% color saturation/opacity.

*Other brand or general colors may be used for special events instances but ONLY with Brand approval on a case by case basis, e.g., Pride Day flag coloring.*



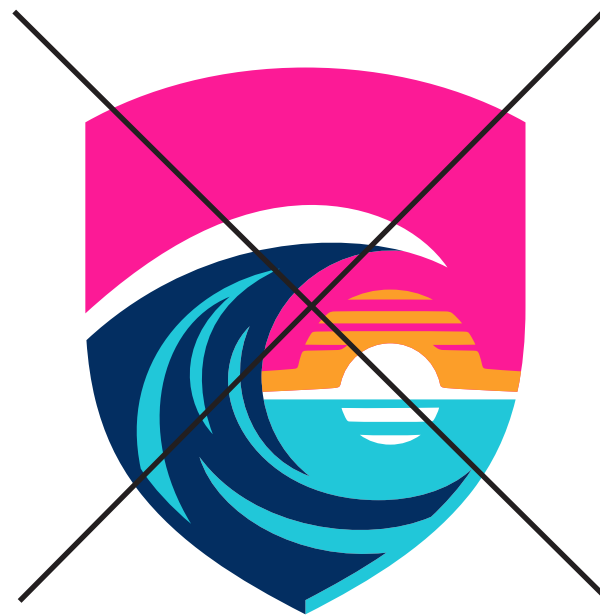
Do not recolor



Do not outline



Do not alter text



Do not remove elements



Do not rotate



Do not obscure



Do not create unapproved lockups



Do not stretch



# LOGO + PARTNER LOGO

Partnering logos are always equal in weight to the Wave FC logo. Here, we are specifying rules on vertical and horizontal versions.

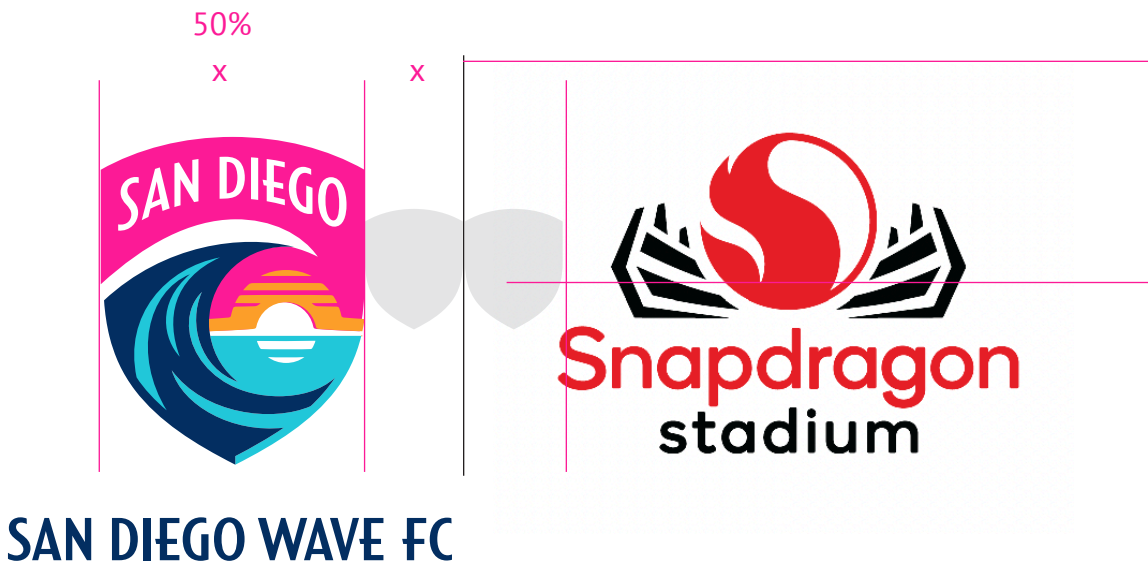


The hairline between the logos is .05pt, and is the length of the widest logo.

The distance between the logos is 30% of the height of the crest.



Vertical version\_ Brand Mark Only



The hairline between the logos is .05pt, and is centered vertically.

Distance between the logos is: 50% of the width of the crest shape.



Horizontal version\_ Brand Mark and name



# SOCIAL AVATAR

The Social Avatars can be used in specific touchpoints like: Facebook profile picture and LinkedIn Profile picture for brand recognition.

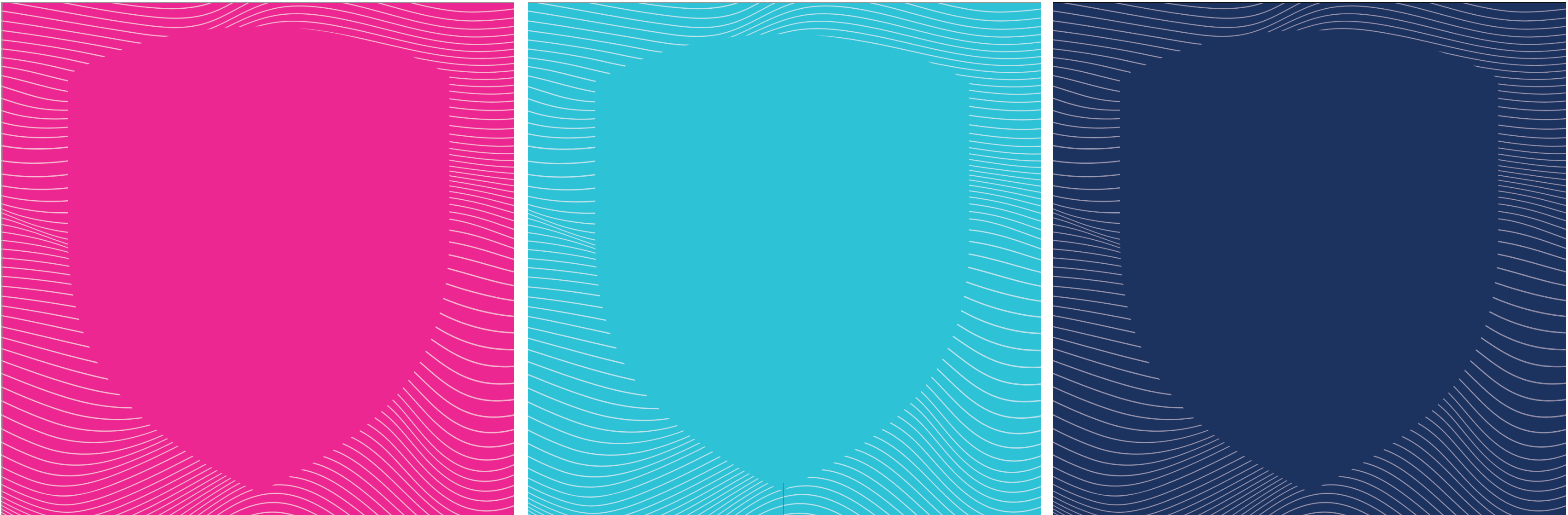


Suggested Social Avatars



# TEXTURES

Our Wave textures are used ONLY on solid colored backgrounds in 60% white.



**CREST SHAPE**  
The shape of the crest is reversed out of the wave pattern.





# PRIMARY WORD MARK

Our word mark is a critical element to all communications, understanding that our Crest alone does not say our Team name.



SAN DIEGO WAVE FÚTBOL CLUB

Preferred / Full name

SAN DIEGO WAVE FC

**Condensed**  
Converting Fútbol Club FC /

WAVE FC

**Name Only**  
We use WAVE FC without San Diego in rare instances where the SD is clearly present on other elements or is clearly assumed given other context.

SAN DIEGO WAVE  
FÚTBOL CLUB

**Stacked**  
Simply, our Preferred full name, stacked for those times you need a stacked logo



# PRIMARY WORD MARK

These are examples of how the word mark can be used on a background color. High contrast is encouraged for wordmark readability

Do not manipulate this mark in any way.

SAN DIEGO WAVE  
FÚTBOL CLUB

SAN DIEGO WAVE  
FÚTBOL CLUB

SAN DIEGO WAVE  
FÚTBOL CLUB

SAN DIEGO WAVE  
FÚTBOL CLUB

SAN DIEGO WAVE  
FÚTBOL CLUB

SAN DIEGO WAVE  
FÚTBOL CLUB





# TYPOGRAPHY

## PRIMARY TYPEFACE

### PT Sans Bold

PT Sans Bold is used for headlines.  
The Bold font should only be used in highlighting a short statements standing on its own or in the first line of a repeating headline, See examples on the right of this page.

Aa

PT Sans Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890

PT Sans Bold

GO, SAN DIEGO!

Single statement

GOAL  
GOAL  
GOAL

Repeating headline





# TYPOGRAPHY

## PRIMARY TYPEFACE

### PT Sans Regular

PT Sans Regular is used for repeating headlines and for bodycopy

Aa

PT Sans Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890

PT Sans Regular

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt  
ut labore et dolore magna aliqua.

Bodycopy

GOAL  
GOAL  
GOAL

Repeating headline





# TYPOGRAPHY

## CUSTOM TYPEFACE

### Name & Numbers

This custom typeface should only be used for players names and numbers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

ALEX MORGAN





# TAGLINE

Horizontal & Vertical versions



SAN DIEGO WAVE FC

TOGETHER SOMOS GREATER

HORIZONTAL VERSION



SAN DIEGO WAVE FC

TOGETHER  
SOMOS  
GREATER

VERTICAL VERSION





SAN DIEGO WAVE FC

TOGETHER SOMOS GREATER





SAN DIEGO WAVE FC

TOGETHER  
SOMOS  
GREATER



# MEANING OF ONDA

A color that symbolizes strength for our city  
to stand behind and our team to represent.



ONDA



# MEANING OF SWELL

A color that showcases the beauty of  
our pacific ocean.



SWELL





# MEANING OF PODEROSA

A color that shows the world who the people of Southern California really are.



PODEROSA





# MEANING OF GOLDEN HILL

A color that showcases a sky as vibrant  
and proud as our culture.



GOLDEN HILL





# MEANING OF POISE

A color that showcases the horizon, to honor where we have been and where we are going.



POISE



# MEANING OF LA JOLLA

A color that showcases the sand we play in  
and the common ground we share.



LA JOLLA





# COLORS

Brand colors seek to evoke the colors of our community and surroundings. The sea, sun, sand and sky along with complimentary colors to help round out the palette and evoke a sense of powerful team of women inside a vibrant and diverse community.

All colors should be used in 100% saturation and opacity.

*Black, white and any shade of neutral gray are also acceptable.*



## ONDA

PMS: 282  
HEX: #032E62  
RGB: 3/46/98  
CMYC: 100/90/33/24

## SWELL

PMS: 3115  
HEX: #21C6D9  
RGB: 33/198/217  
CMYC: 68/0/16/0

## GOLDEN HILL

PMS: 137  
HEX: #FD9F28  
RGB: 253/159/40  
CMYC: 0/44/100/0

## POISE

PMS: 2122  
HEX: #BAD1F5  
RGB: 186/209/245  
CMYC: 24/11/0/0

## LA JOLLA

PMS: 9064  
HEX: #F5E7D3  
RGB: 245/231/211  
CMYC: 3/8/17/0

## PODEROSA

PMS: 213  
HEX: #FC1896  
RGB: 252/24/150  
CMYC: 0/96/0/0



# COLORS PRIMARY

The primary colors are:

- ONDA
- SWELL
- PODEROSA



## ONDA

PMS: 282  
HEX: #032E62  
RGB: 3/46/98  
CMYC: 100/90/33/24

## SWELL

PMS: 3115  
HEX: #21C6D9  
RGB: 33/198/217  
CMYC: 68/0/16/0

## PODEROSA

PMS: 213  
HEX: #FC1896  
RGB: 252/24/150  
CMYC: 0/96/0/0



# COLORS SECONDARY

The secondary colors are:

- GOLDEN HILL
- POISE
- LA JOLLA



## ONDA

PMS: 282  
HEX: #032E62  
RGB: 3/46/98  
CMYC: 100/90/33/24

## SWELL

PMS: 3115  
HEX: #21C6D9  
RGB: 33/198/217  
CMYC: 68/0/16/0

## GOLDEN HILL

PMS: 137  
HEX: #FD9F28  
RGB: 253/159/40  
CMYC: 0/44/100/0

## POISE

PMS: 2122  
HEX: #BAD1F5  
RGB: 186/209/245  
CMYC: 24/11/0/0

## LA JOLLA

PMS: 9064  
HEX: #F5E7D3  
RGB: 245/231/211  
CMYC: 3/8/17/0

## PODEROSA

PMS: 213  
HEX: #FC1896  
RGB: 252/24/150  
CMYC: 0/96/0/0



# COLORS TERTIARY

The tertiary colors are:

- BLACK
- WHITE
- GRAYSCALE



## ONDA

PMS: 282  
HEX: #032E62  
RGB: 3/46/98  
CMYC: 100/90/33/24

## SWELL

PMS: 3115  
HEX: #21C6D9  
RGB: 33/198/217  
CMYC: 68/0/16/0

## GOLDEN HILL

PMS: 137  
HEX: #FD9F28  
RGB: 253/159/40  
CMYC: 0/44/100/0

## POISE

PMS: 2122  
HEX: #BAD1F5  
RGB: 186/209/245  
CMYC: 24/11/0/0

## LA JOLLA

PMS: 9064  
HEX: #F5E7D3  
RGB: 245/231/211  
CMYC: 3/8/17/0

## PODEROSA

PMS: 213  
HEX: #FC1896  
RGB: 252/24/150  
CMYC: 0/96/0/0



# 06



## PHOTOGRAPHY



# THE TEAM

Shots that really celebrate the team spirit, the intimate bond and fighter spirit.

They are in this together and they celebrate and support each other, through rough times and good times.





# THE ACTION

Close-up shots of the action, to capture the real candid moments and situations.

Capture shots where players are in motion or in a specific action, rather than static, upright players.

Dynamic and interesting angles.





# THE EMOTION

True passion and joy show in the players' expressions.

Immediate reactions are priceless, in shots that are both happy and badass.

Capturing these emotions, we will see the true passion, dedication and love for the game of soccer through the players.





# THE FANS

The supporters and fans are an important part of the game.

They are part of the San Diego community and should also be featured ( depending on copy-right rules)

Shots where players interact with the fans are priceless. The admiration, the sense of pride through the fans’ eyes, are powerful.



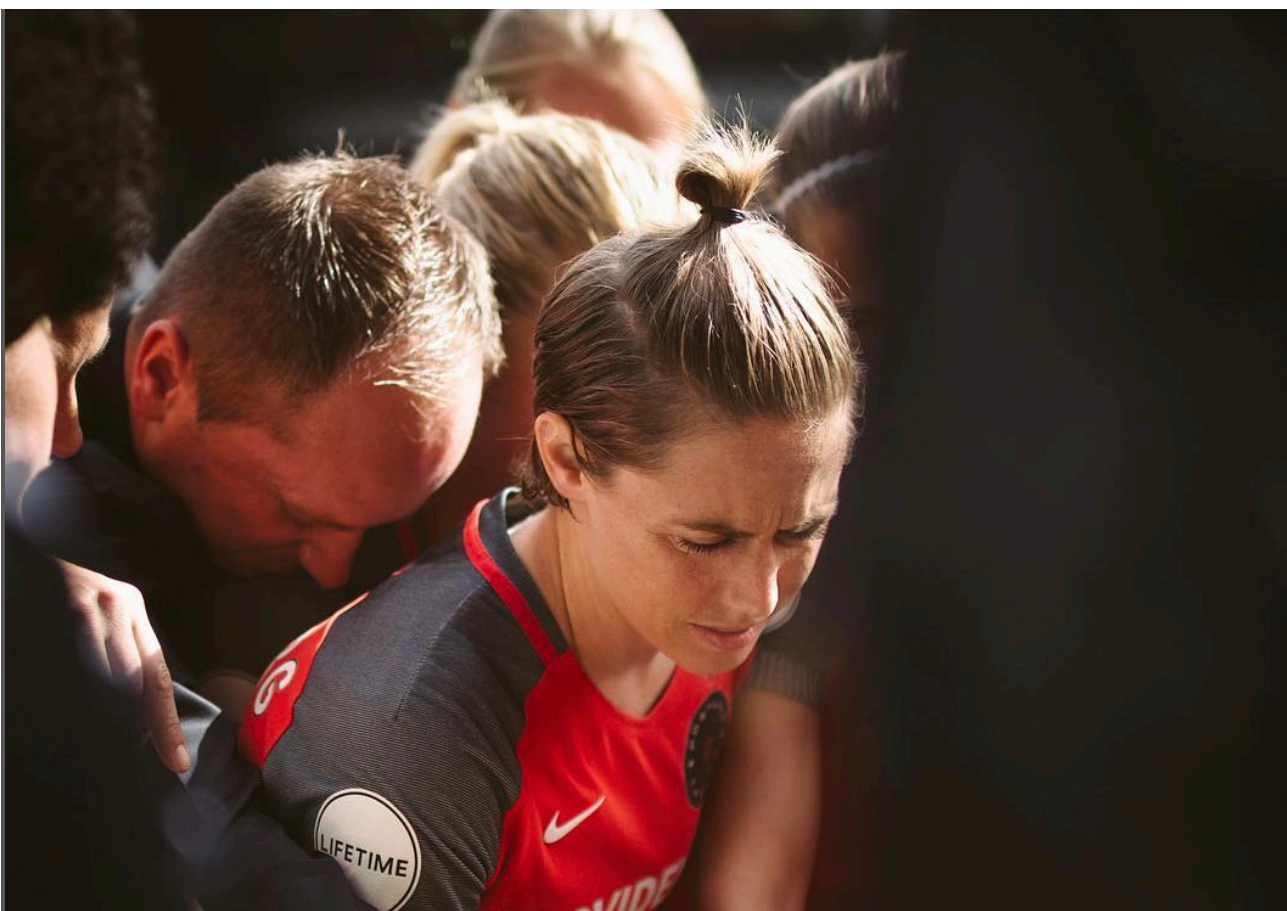
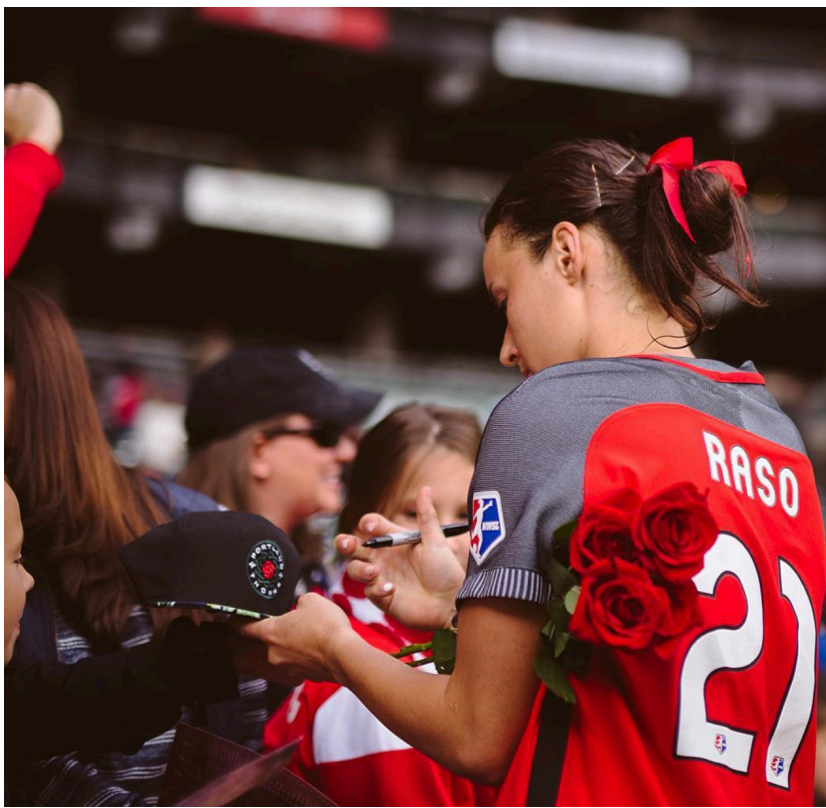


# THE GOLDEN STANDARD

Impactful images that show a special moment, emotion.

The photographer is capturing shots from an observer point of view.

A mood and a depth of field is preferred as well.





# OUR TOGETHER SOMOS GREATER PHOTOGRAPHY STYLE

In addition to the previous slides, we’re going to need to find opportunities to capture photos that reflect the concept of togetherness. Photographs that show the unity between fans and players in a single image.

For example: A wide shot of players and fans celebrating with them. A shot of the players celebrating out of focus while we see the fans in the stands. Or like this picture at the bottom of the examples, where you feel the whole stadium is supporting the player. Togetherness.





07



VISUAL ELEMENTS



# STEPS TO EASILY CREATE DIGITAL LAYOUTS.

1. Set the margins.
2. Set the grid.
3. Set the headline.
4. Set the Wave FC logo.
5. Layout examples.

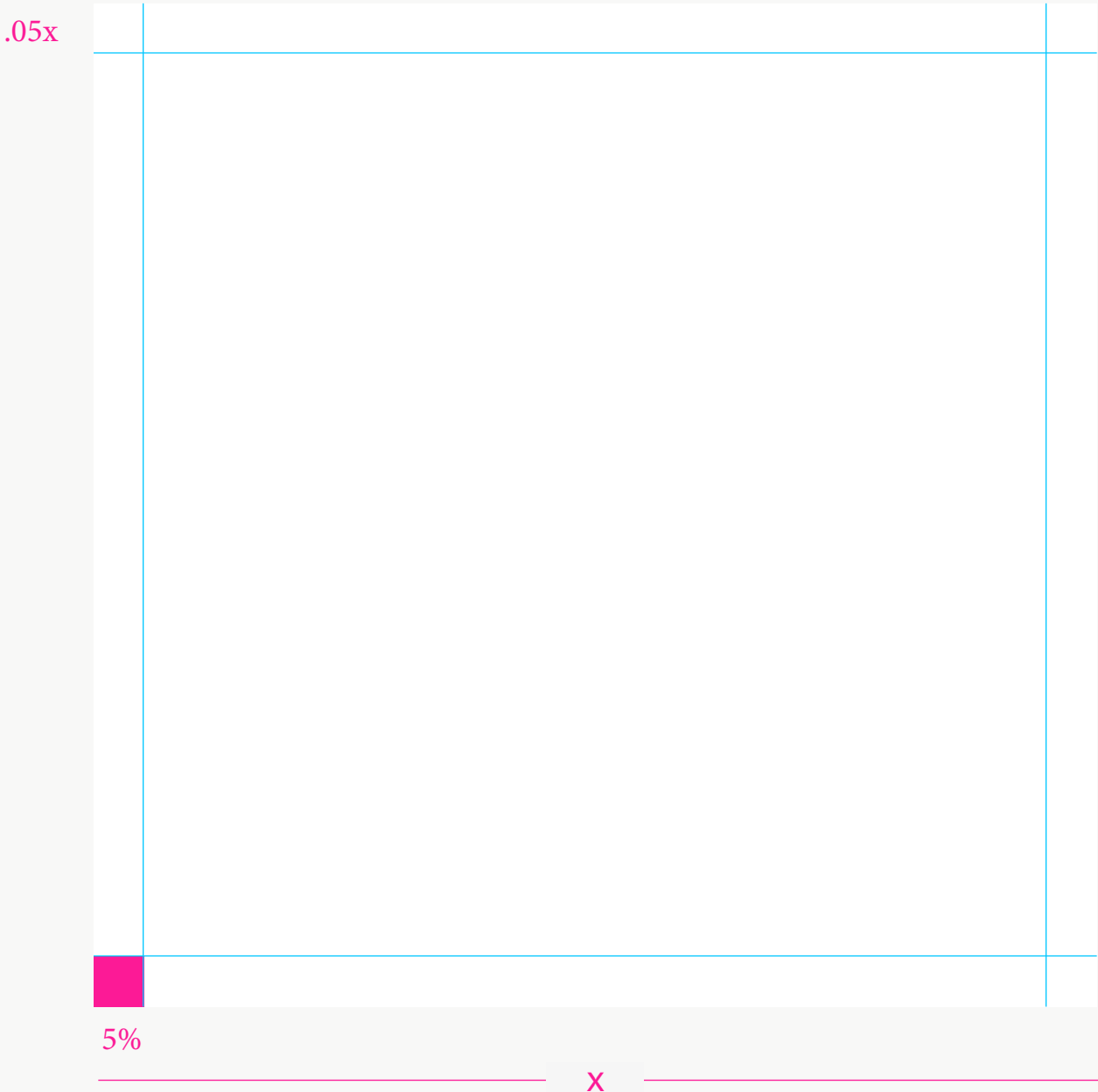


# 1. SET THE MARGINS

Margins are equal to 5% of the shortest dimension in the layout.



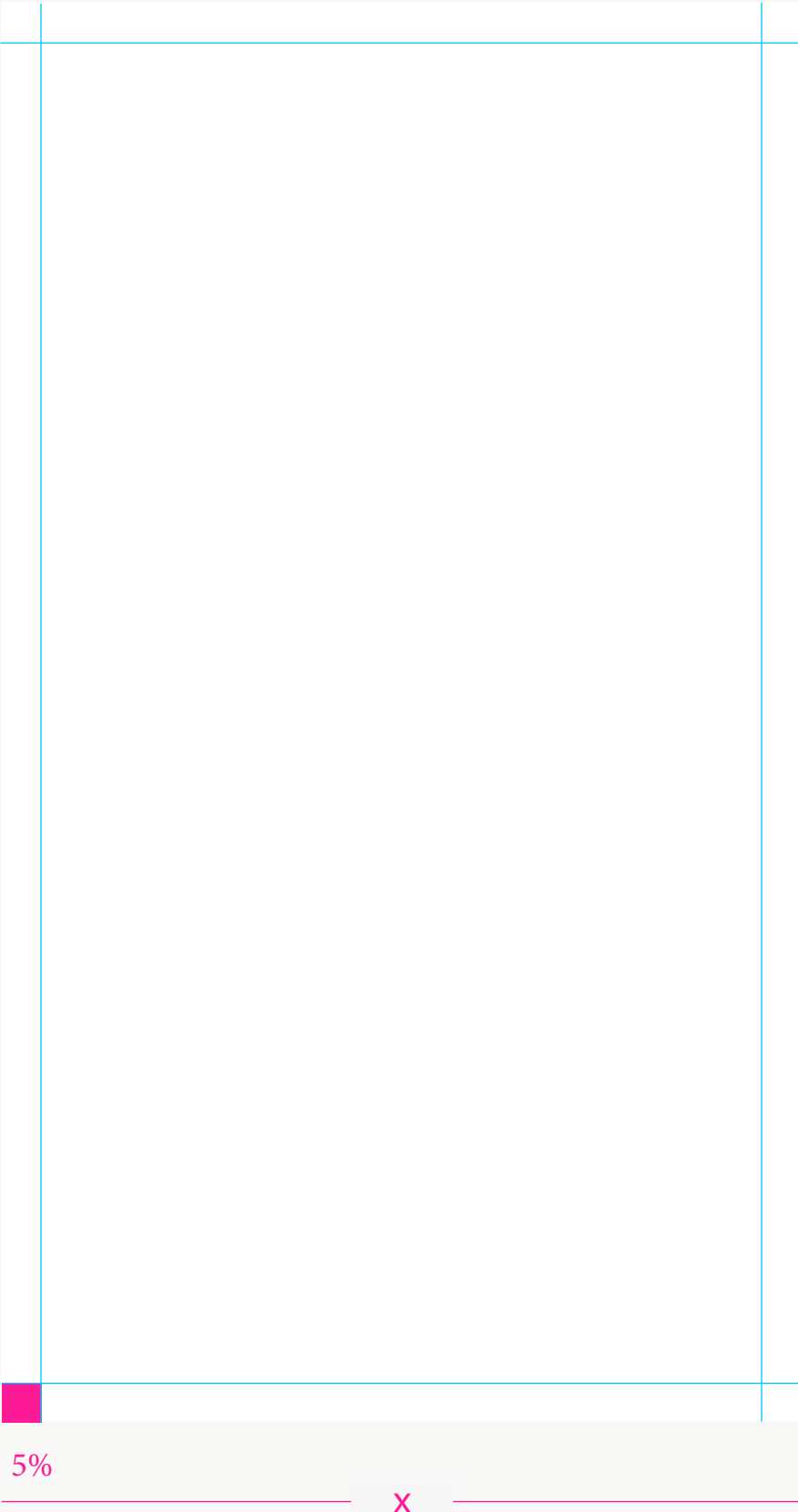
INSTAGRAM POST



To calculate margins for a square layout, multiply the size of the shortest side by .05

For example, on a 8.5" x 11" layout, you would multiply 8.5 by .05, resulting in a margin of 0.425. You would then apply this margin size to all four sides of your layout.

INSTAGRAM STORY





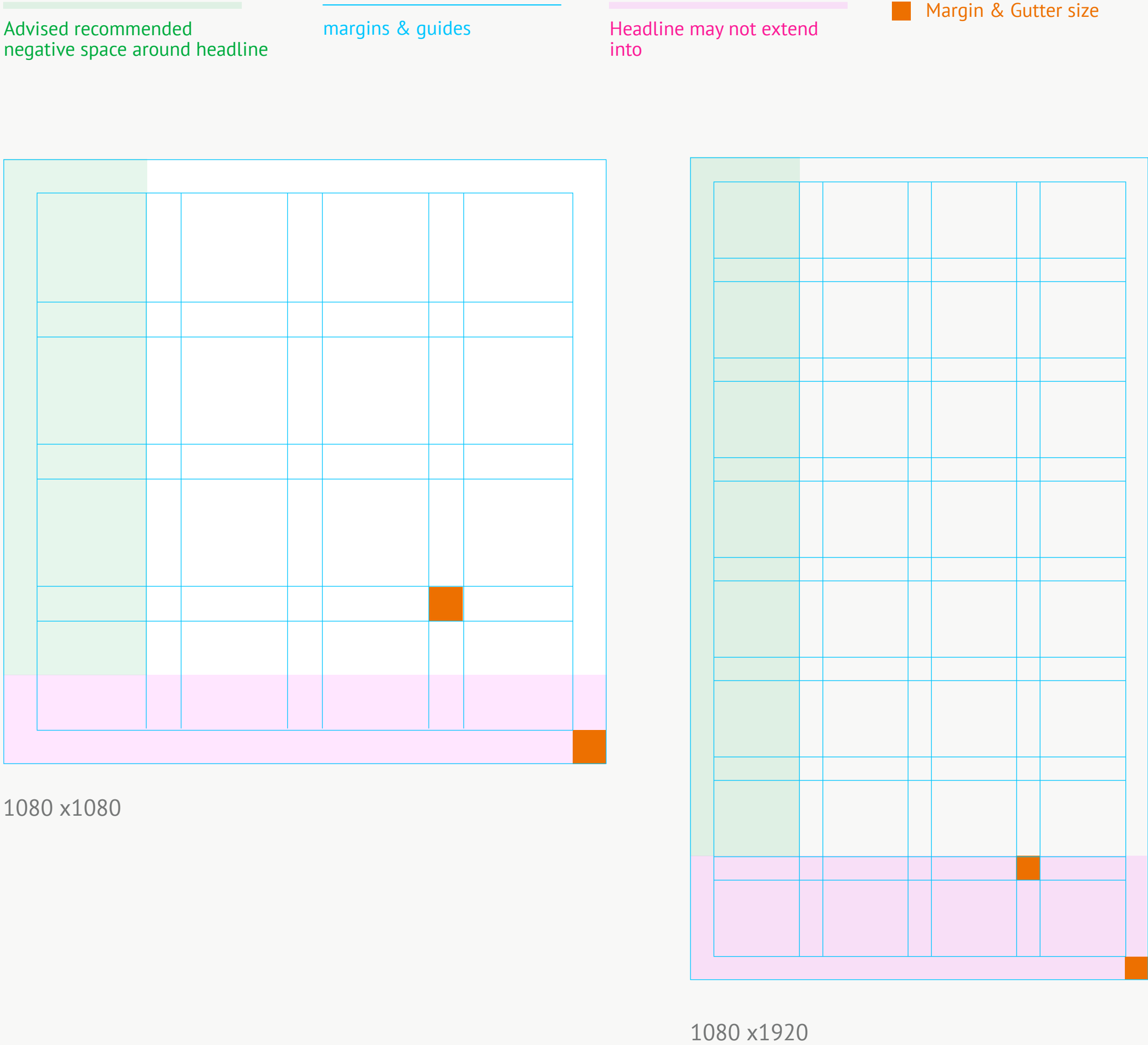
# 2. SET THE GRID

The grid system is based on a 4-column framework for vertical and square sizes.

The gutter size in between columns and rows match the size of the margins ( 5% of the shortest side in the layout).

1080x1080 size has a six column grid and a margin of 54px.  
1080x1920 size has a six column grid and a margin of 54px.

The green overlays in the diagram to the left show the advised recommended negative space around the headlines on each specific size.



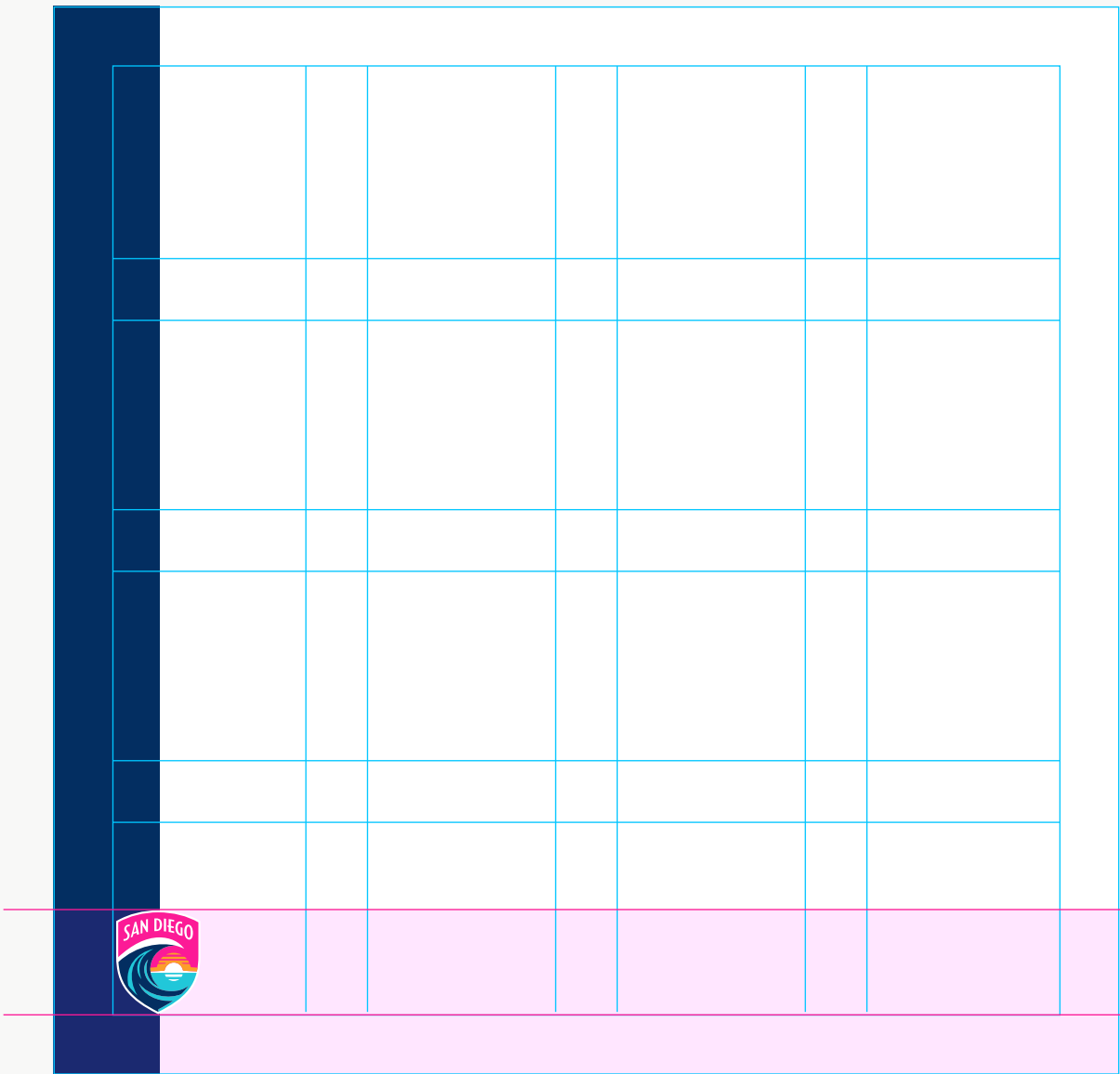


# 3. SET THE LOGO

The Wave FC logo is placed on the bottom left hand side of the layout. Aligned centered half way off the solid colored bar.

This creates a nice cue to connect where the color comes from, the actual logo.

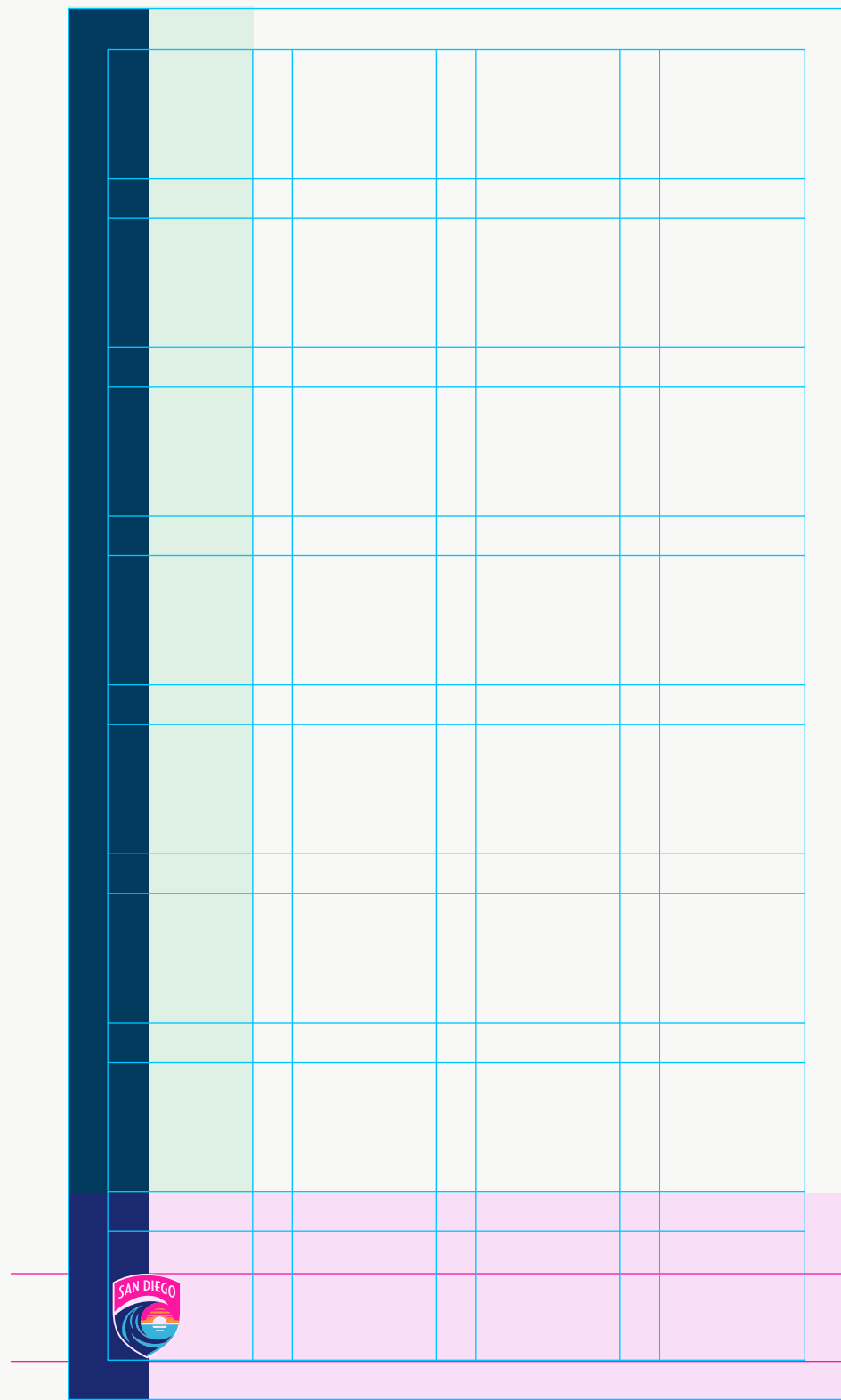
**The logo size is the width of solid colored bar.**



1080 x1080

The logo size height is the width of the solid colored bar.

The width of the solid colored bar is X2 the margin width.



1080 x1920

The logo size height is the width of the solid colored bar.

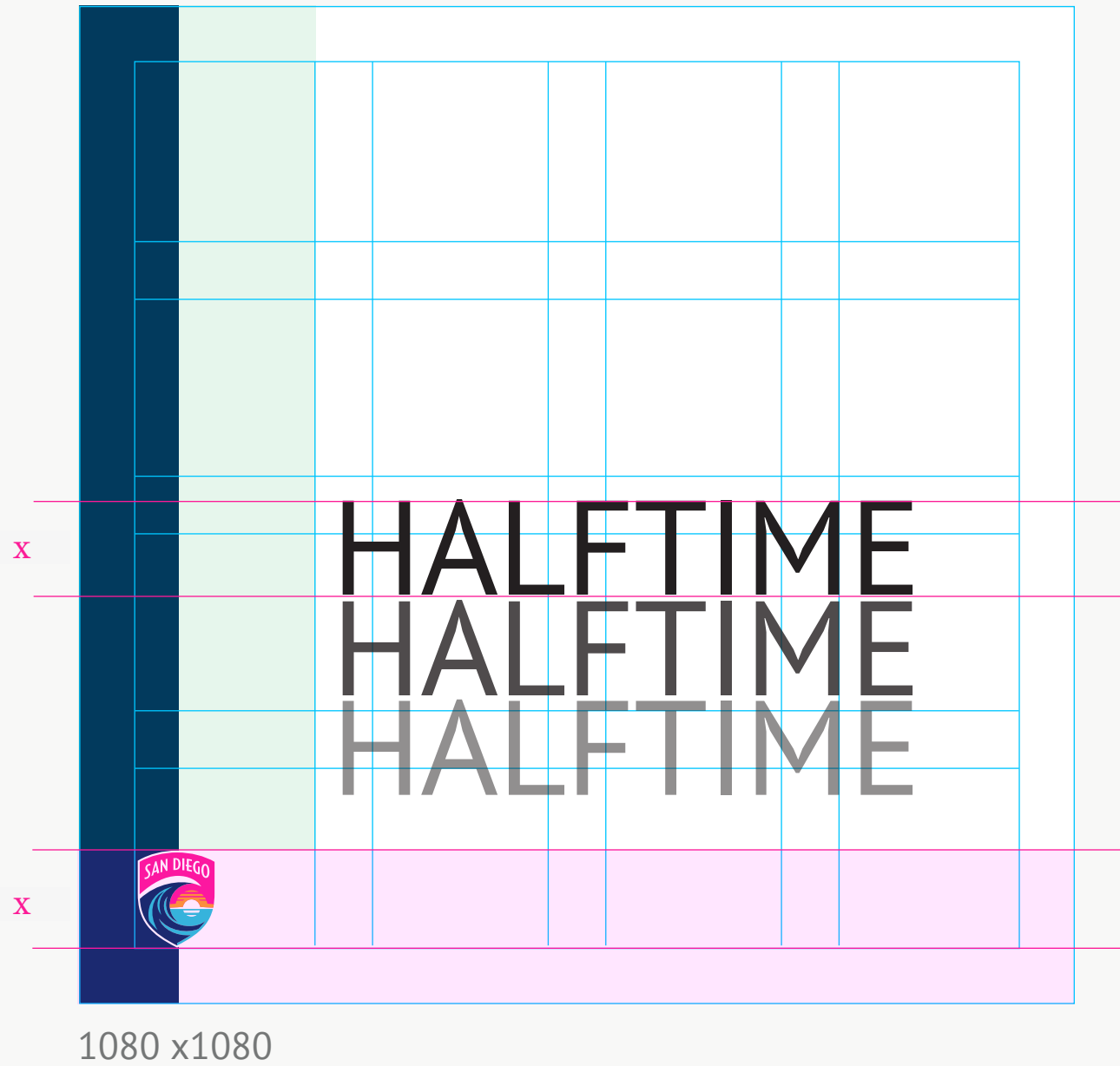
The width of the solid colored bar is X2 the margin width.



# 4. SET THE HEADLINE

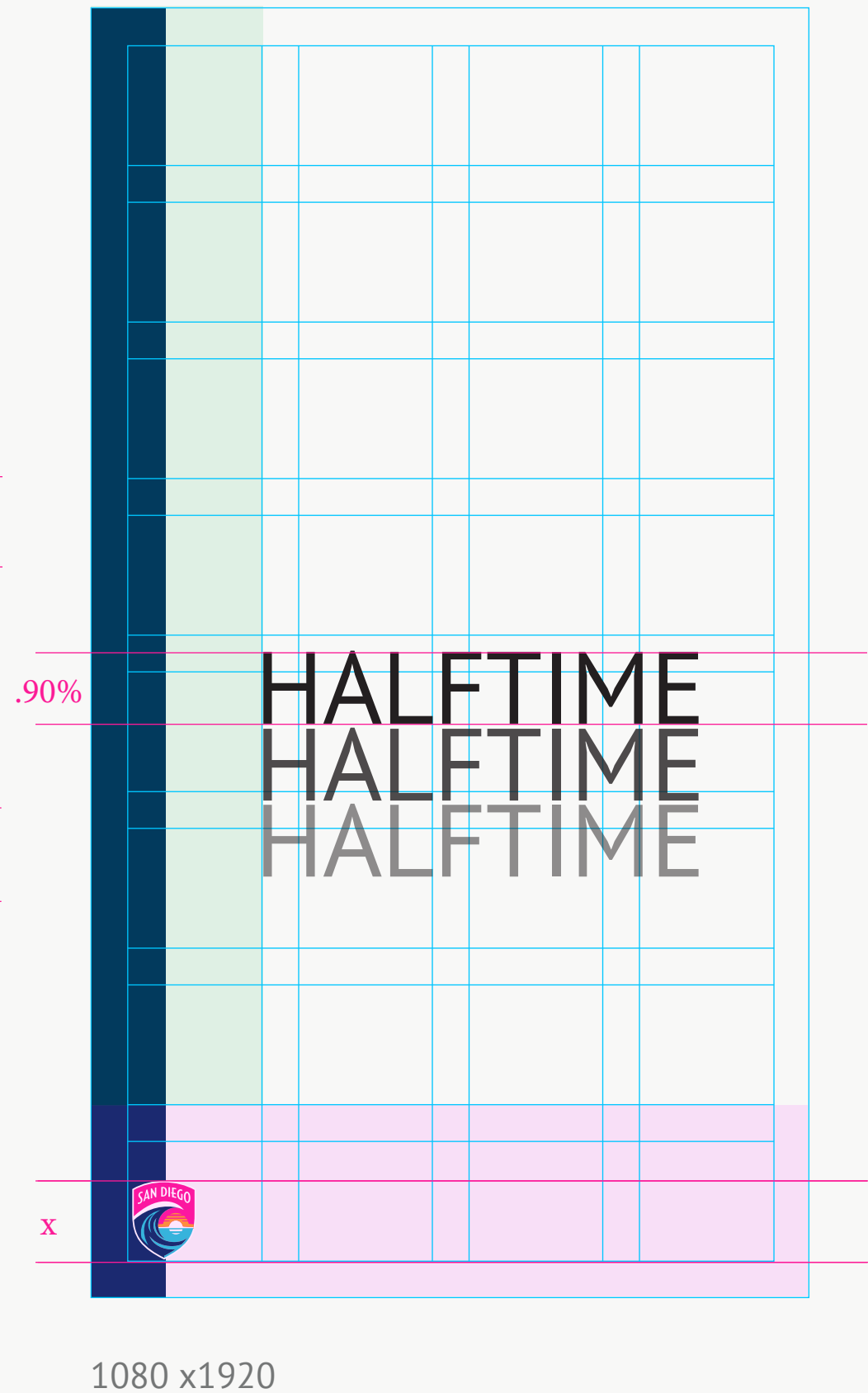
The headline is placed centered in the space intended, not surpassing the clear space on the left side of the layout.

The headline size is based on the height of the Wave FC logo.



The headline size is 100% the height of the Wave FC logo.

The font used is: PT Sans Regular



The headline size is 90% the height of the Wave FC logo.

The font used is: PT Sans Regular



# 1.IMAGE ONLY

These layout examples show variations of how to treat image-only layouts.

There are two types of image-tonly layouts:

- 1. Image on top of image treatment.
- 2. Image next to an image treatment.



**COLOR BAR**  
The solid colored bar is x2  
the size of the margins

x2



**LOGO PLACEMENT:**  
The Wave FC logo is placed on  
the bottom left hand corner, center  
aligned to the solid colored bar.

**IMAGE TREATMENT:**  
When showcasing image on top of image, always  
use a full color image combined with a B&W  
image to get a nice contrast. This example is using  
square images centered in the image area.





# 2.IMAGE ONLY

These layout examples show variations of how to treat image-only layouts.

There are two types of image-only layouts:

- 1. Image on top of image treatment.
- 2. Image next to an image treatment.

*Note: Always mix a full color image with a B&W image, to create a nice contrast.*



x2

**COLOR BAR**  
The solid colored bar is x2 the size of the margins

x2

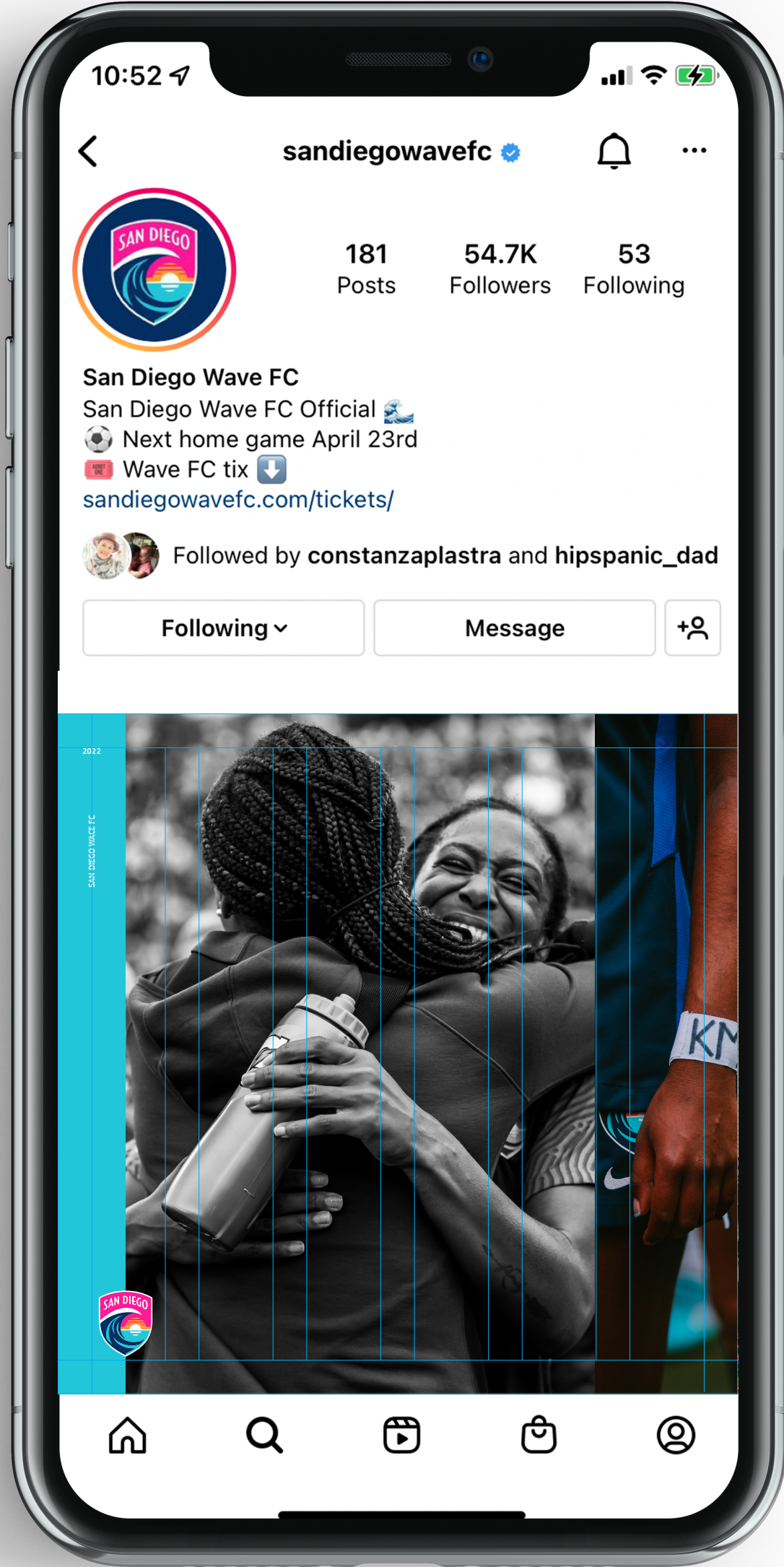
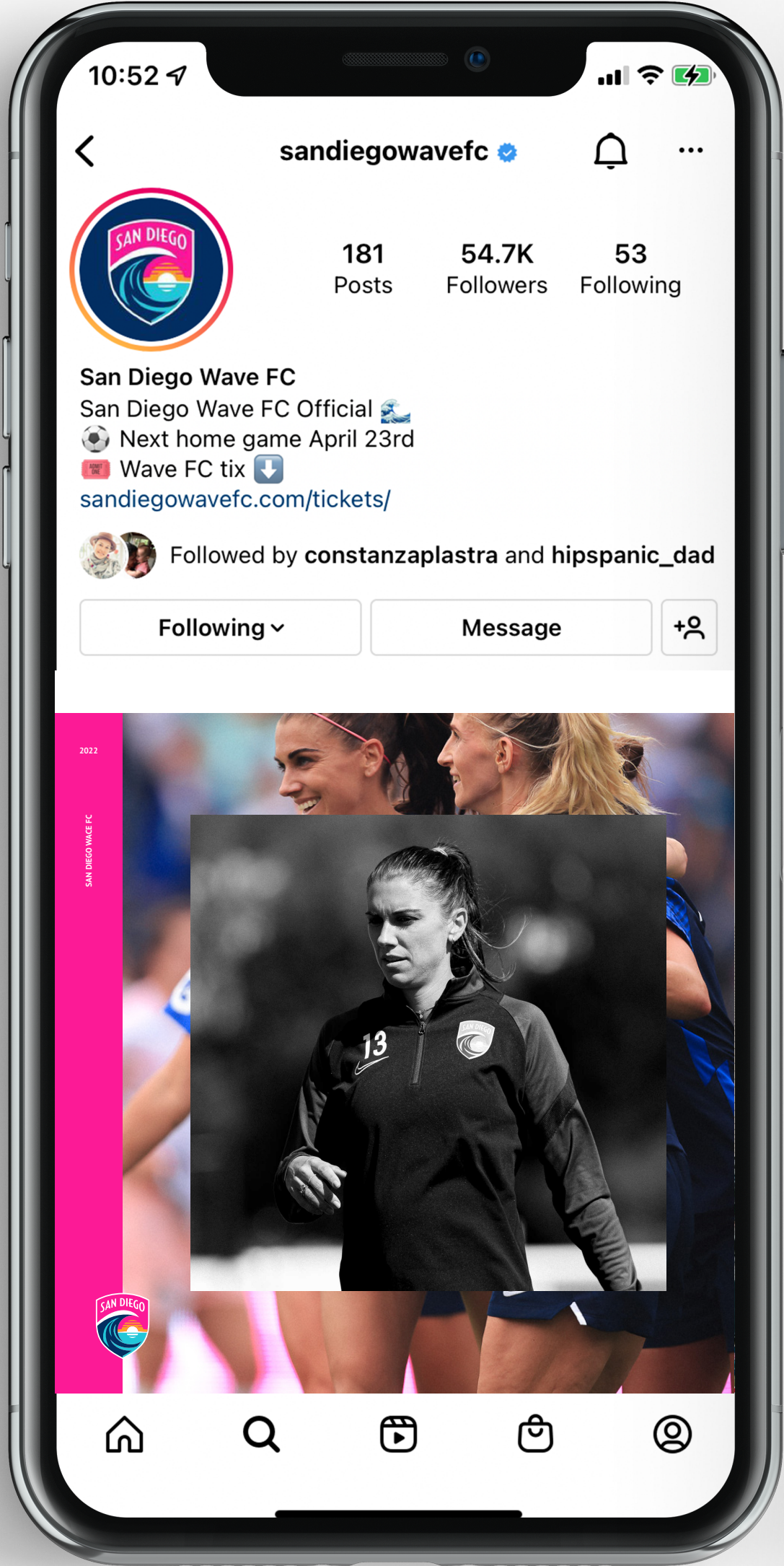
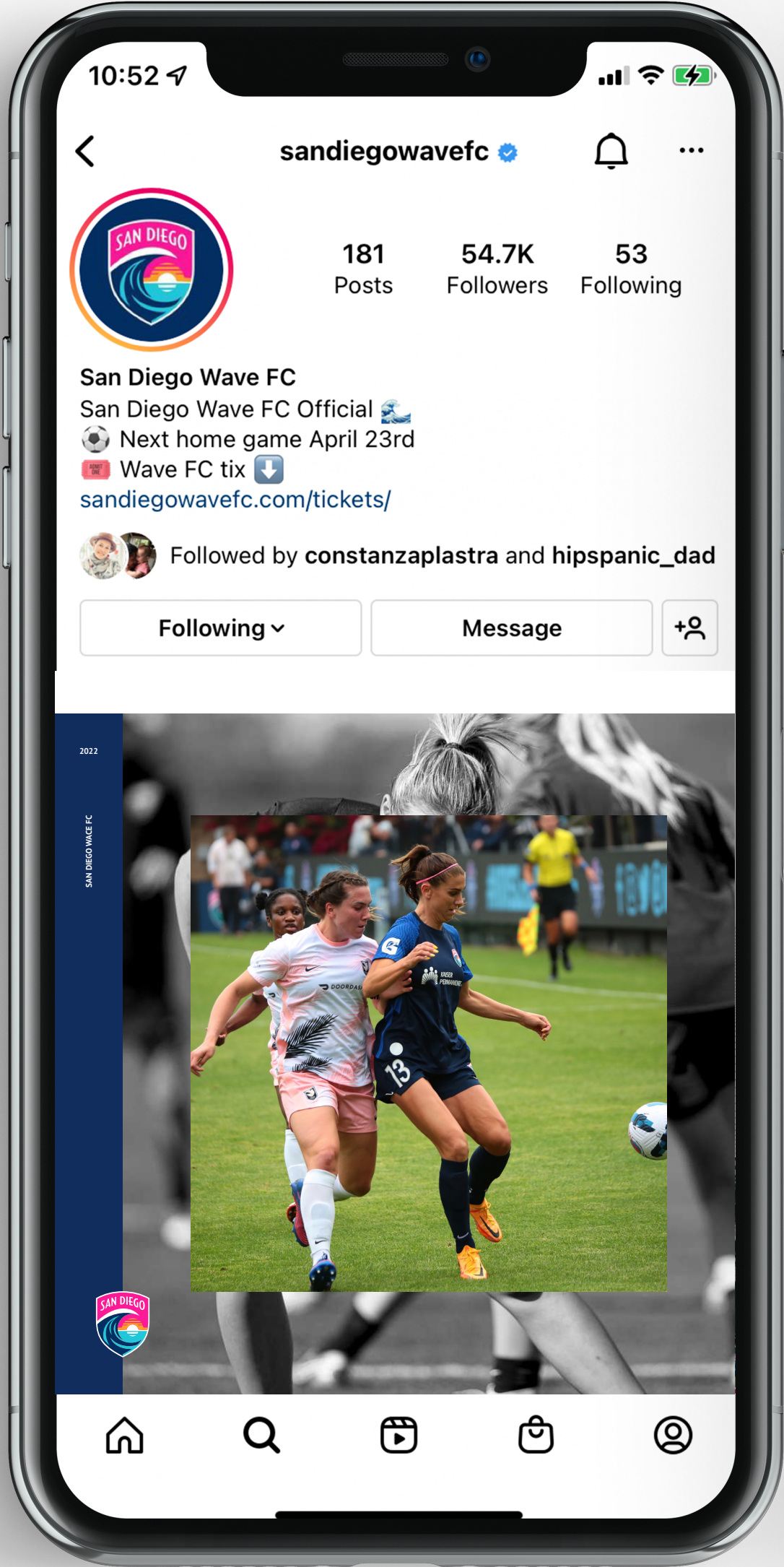
**IMAGE WIDTH**  
The secondary image is x2 the width of the solid colored bar.



**LOGO PLACEMENT:**  
The Wave FC logo is placed on the bottom left hand corner, center aligned to the solid colored bar.

**IMAGE TREATMENT:**  
When showcasing image on top of image, always use a full color image combined with a B&W image to get a nice contrast. This example is using images bleeding to the edge next to each tother.





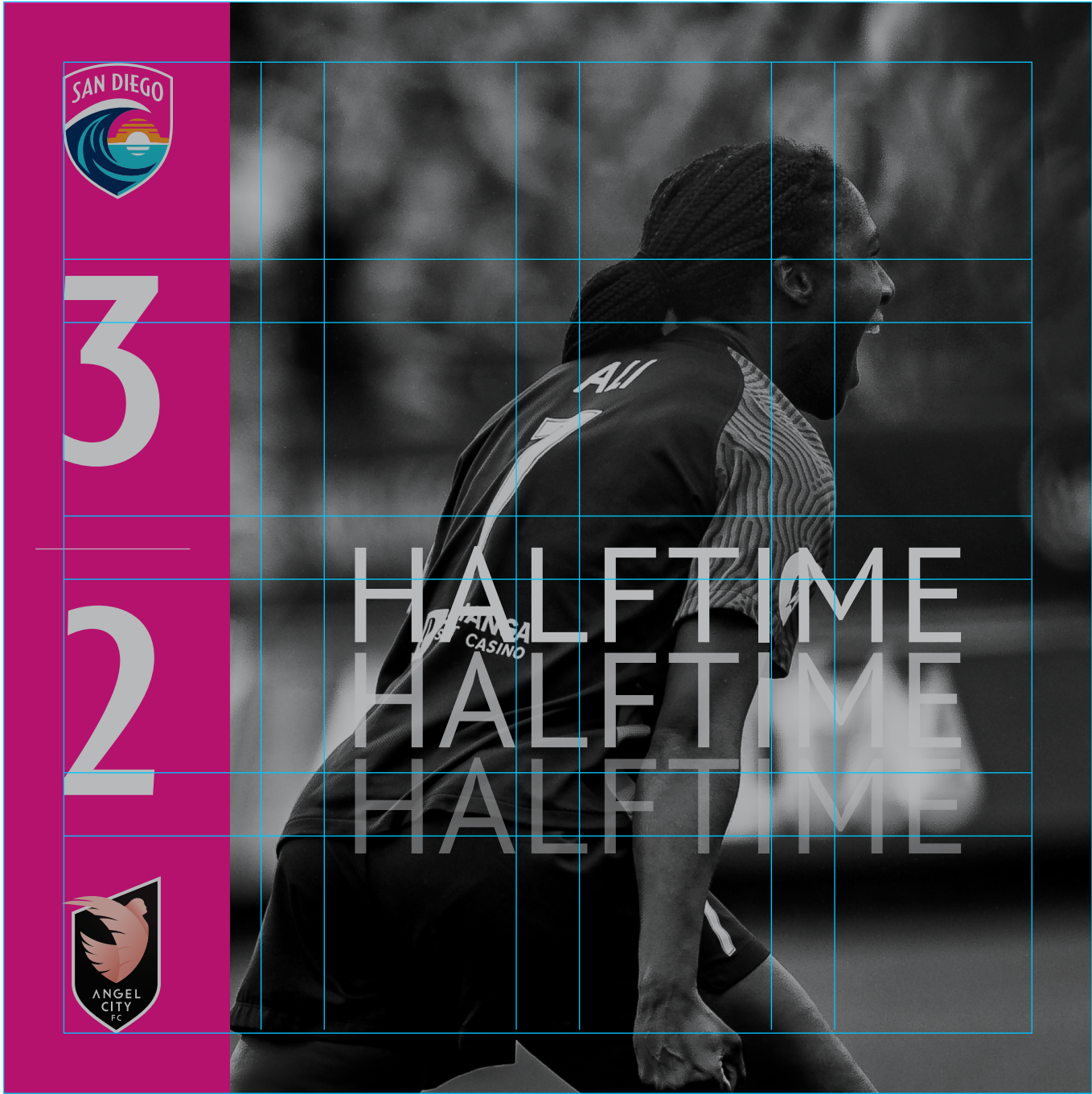


# 1.TYPE & IMAGE

These layout examples show variations of how to treat image & type layouts.

There are two types of image & type layouts:

- 1. Image next to a solid colored bar that includes type.
- 2. Two images next to each other with a headline.



**COLOR BAR**  
The solid colored bar is  
Aligned to the grid

x2

**TYPOGRAPHY & LOGO:**  
The logos and numbers are  
centered within the colored bar.  
The number are X2 the height  
of the headline size.

**HEADLINE:**  
The headline is in PT Sans Regular, in White,  
multiplied X3. The second headline is in 80%  
White and the third headline is in 50% White.  
  
The headline is centered within the image width.



# 2.TYPE & IMAGE

These layout examples show variations of how to treat image & type layouts.

There are two types of image & type layouts:

- 1. Image next to a solid colored bar that includes type.
- 2. Two images next to each other with a headline.



**COLOR BAR**  
The solid colored bar is aligned to the grid

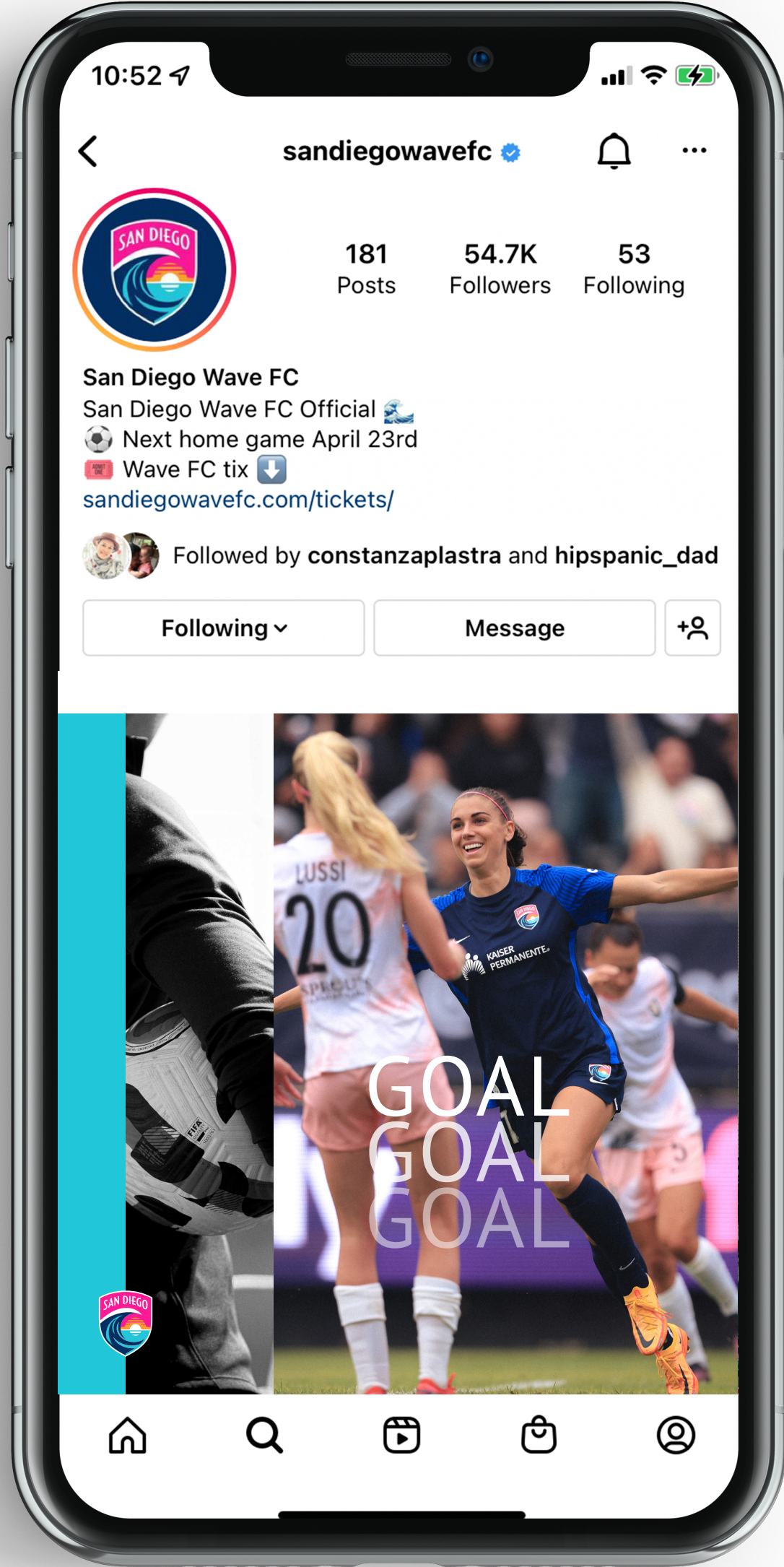
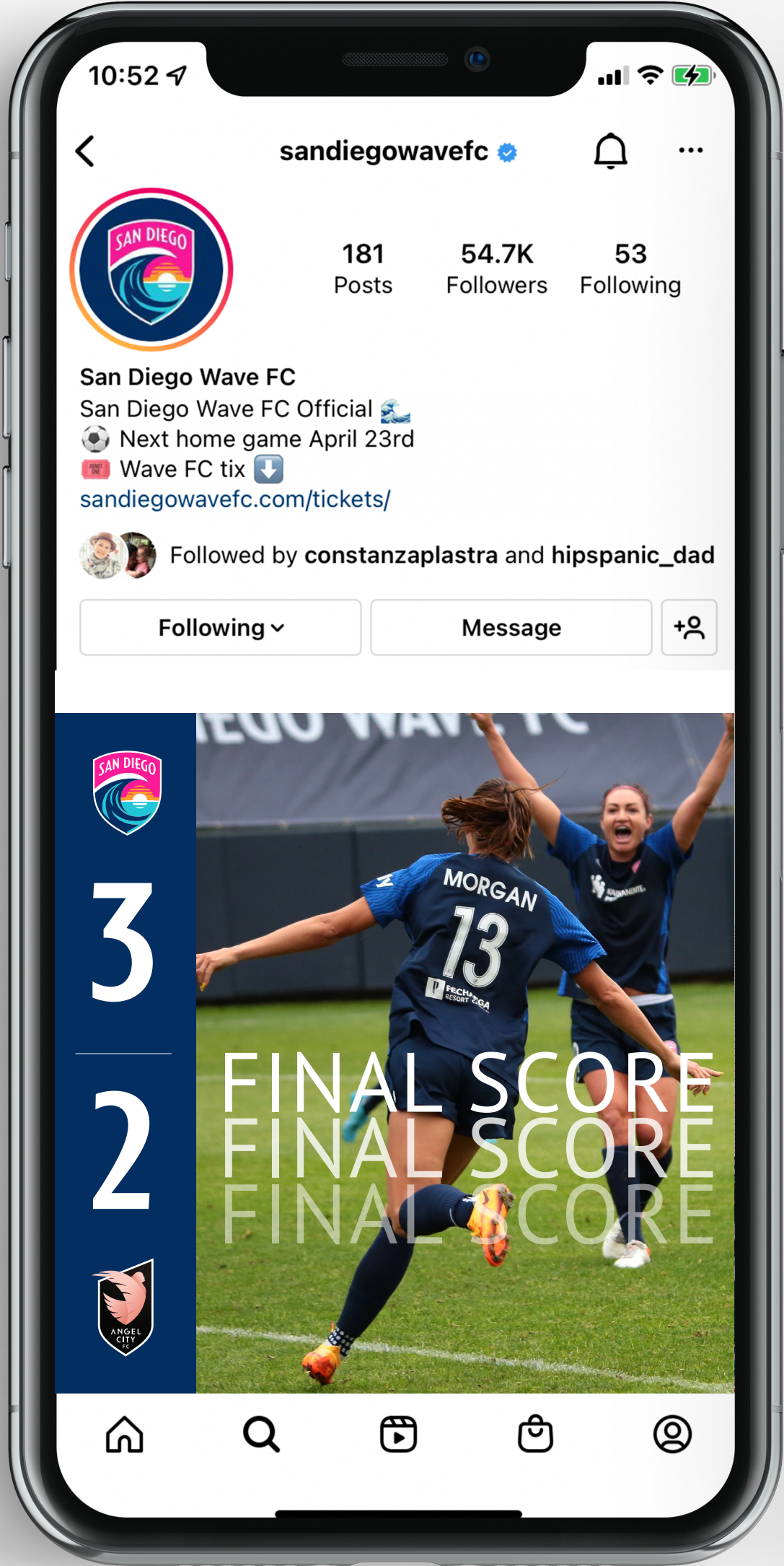
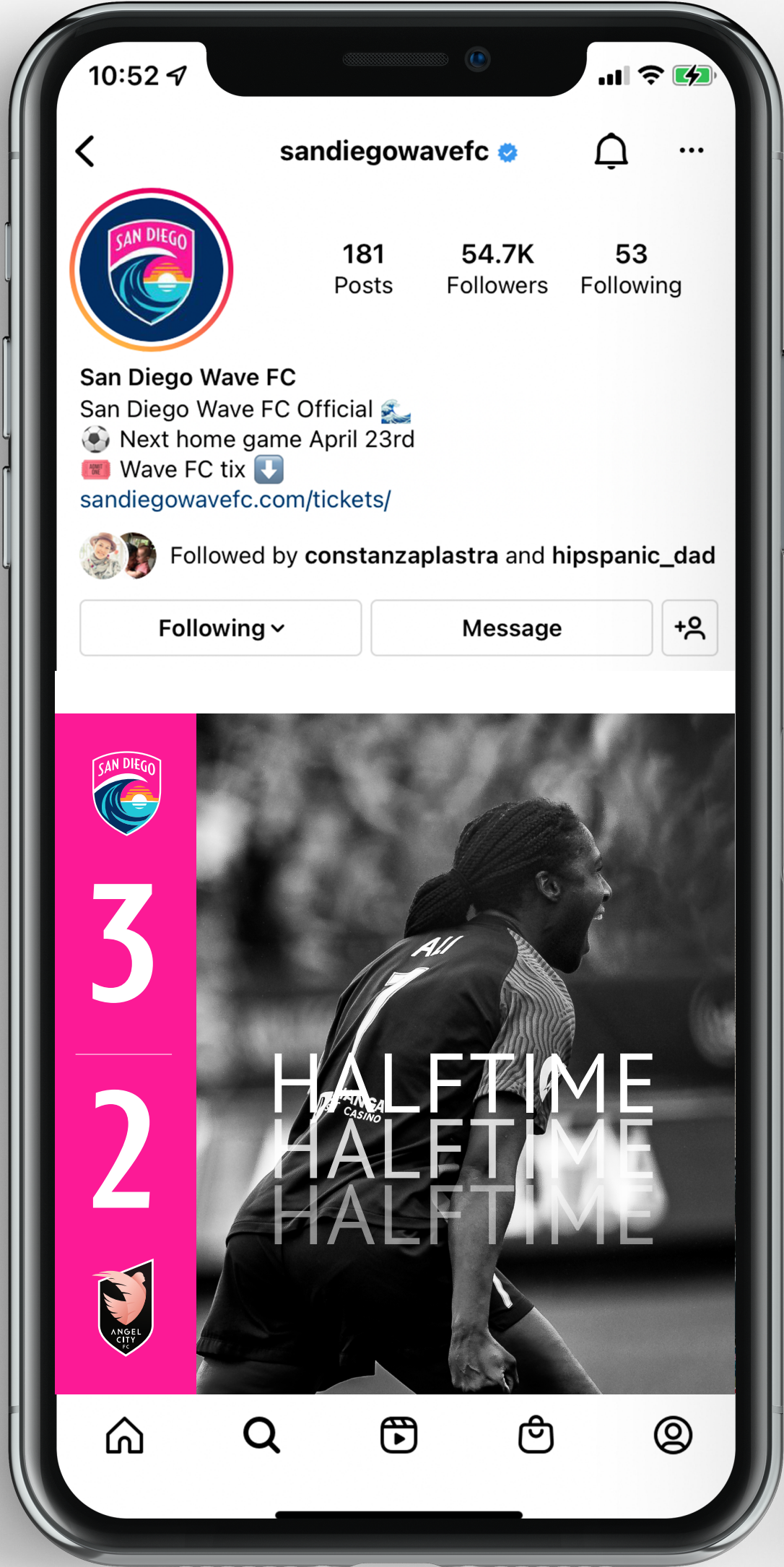


**TYPOGRAPHY & LOGO:**  
The logo is centered within the image box, aligned to the margin.

**HEADLINE:**  
The headline is in PT Sans Regular, in White, multiplied X3. The second headline is in 80% White and the third headline is in 50% White.

The headline is aligned to the center of the layout.





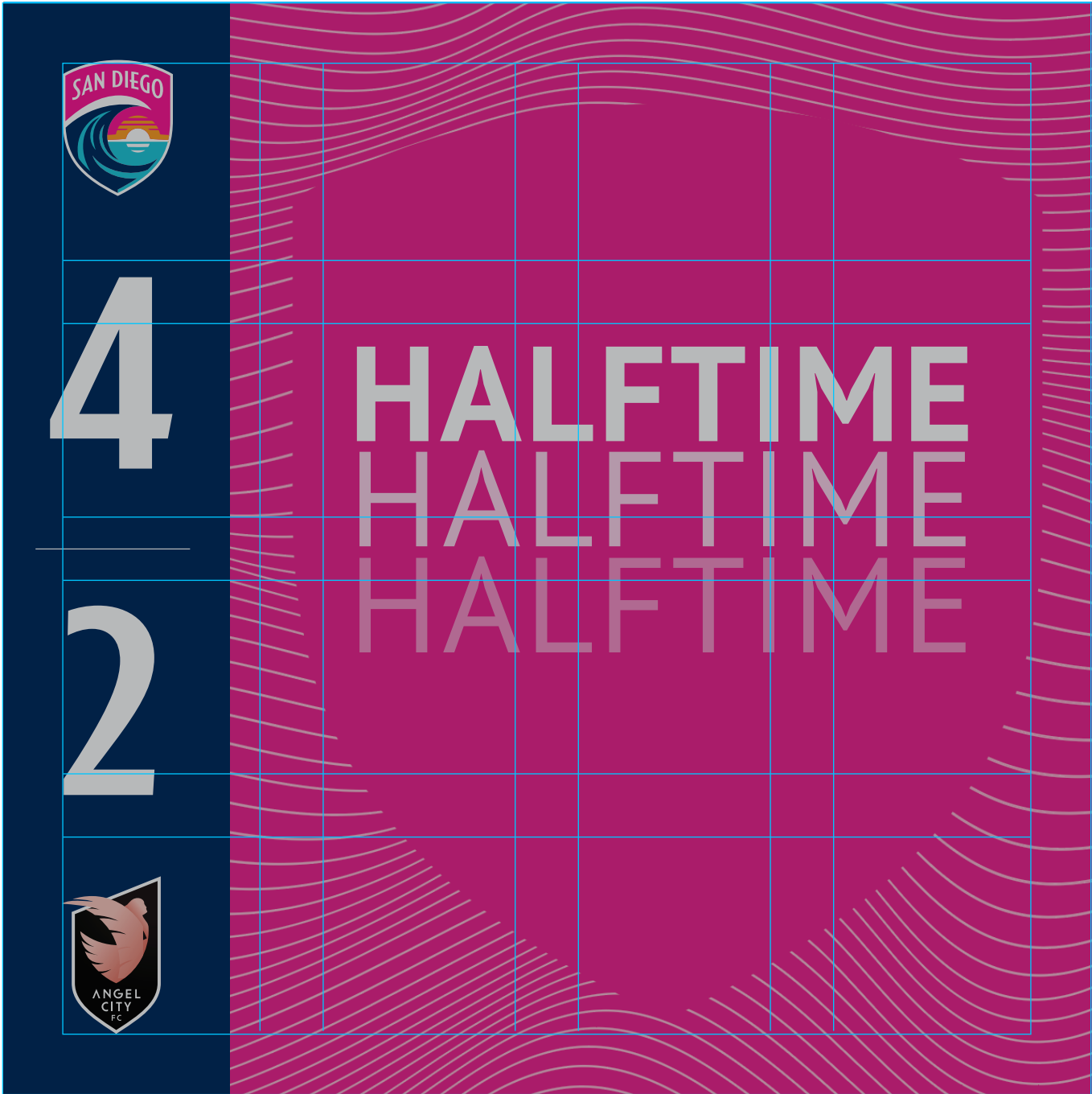


# 1.TYPE ONLY

These layout examples show variations of how to treat type only layouts.

There are two kinds of type only layouts:

- 1. Logos and numbers on the left with headline within the crest shape
- 2. All information contained within the crest shape



**COLOR BAR**  
The solid colored bar is aligned to the grid

**WAVE PATTERN**  
The wave pattern is in 65% White

**TYPOGRAPHY & LOGO:**  
The logos and numbers are centered within the colored bar

**HEADLINE:**  
The headline is in PT Sans Bold & Regular, in White, multiplied X3. The first line is in Bold, while the other two are in Regular.

The second headline is in 80% White and the third headline is in 50% White.  
The headline is centered within the crest shape.



# 1.TYPE ONLY

These layout examples show variations of how to treat type only layouts.

There are two kinds of type only layouts:

- 1. Logos and numbers on the left with headline within the crest shape
- 2. All information contained within the crest shape



**BACKGROUND**  
The background is a solid color

**WAVE PATTERN**  
The wave pattern is in 65% White

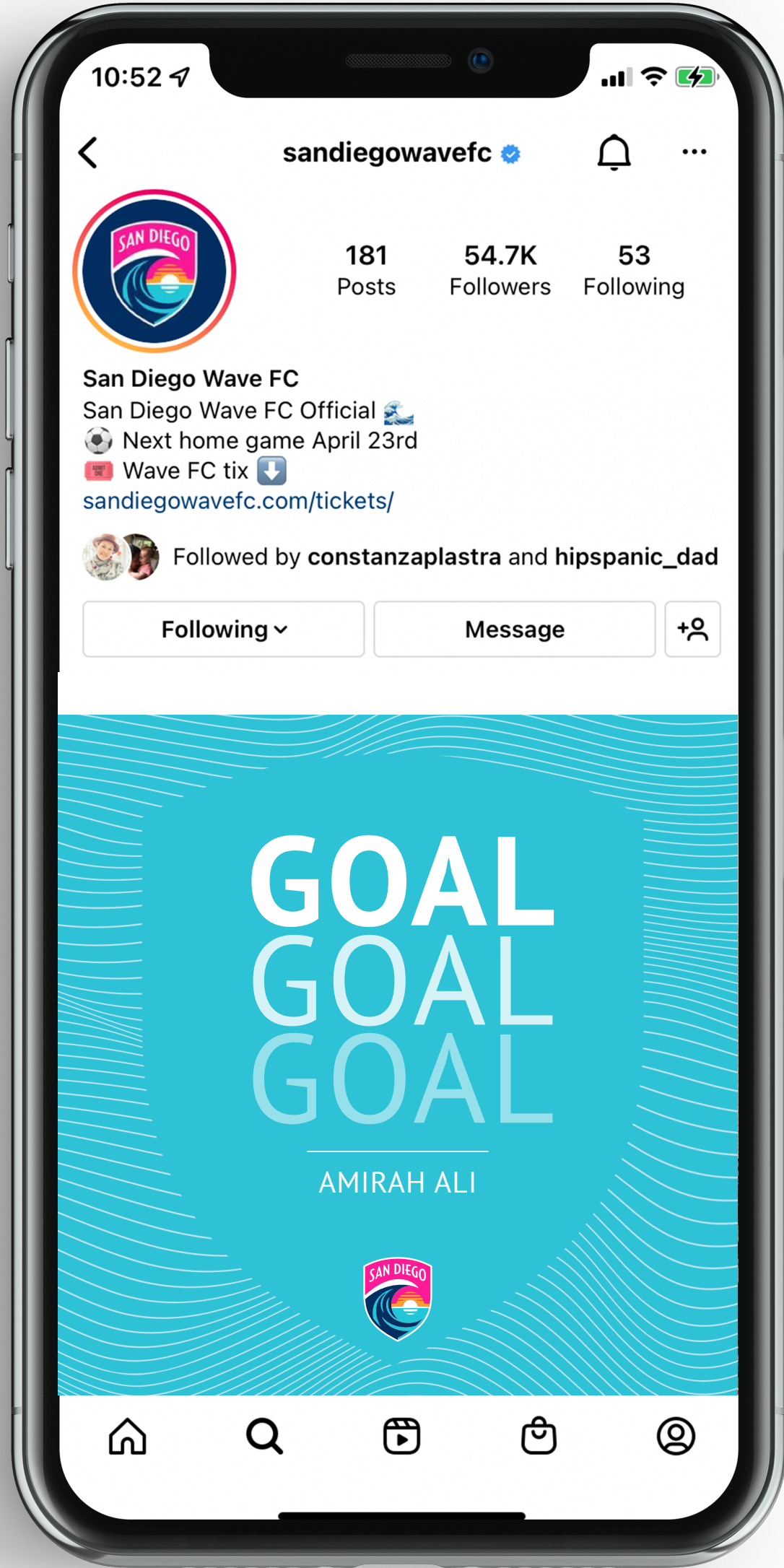
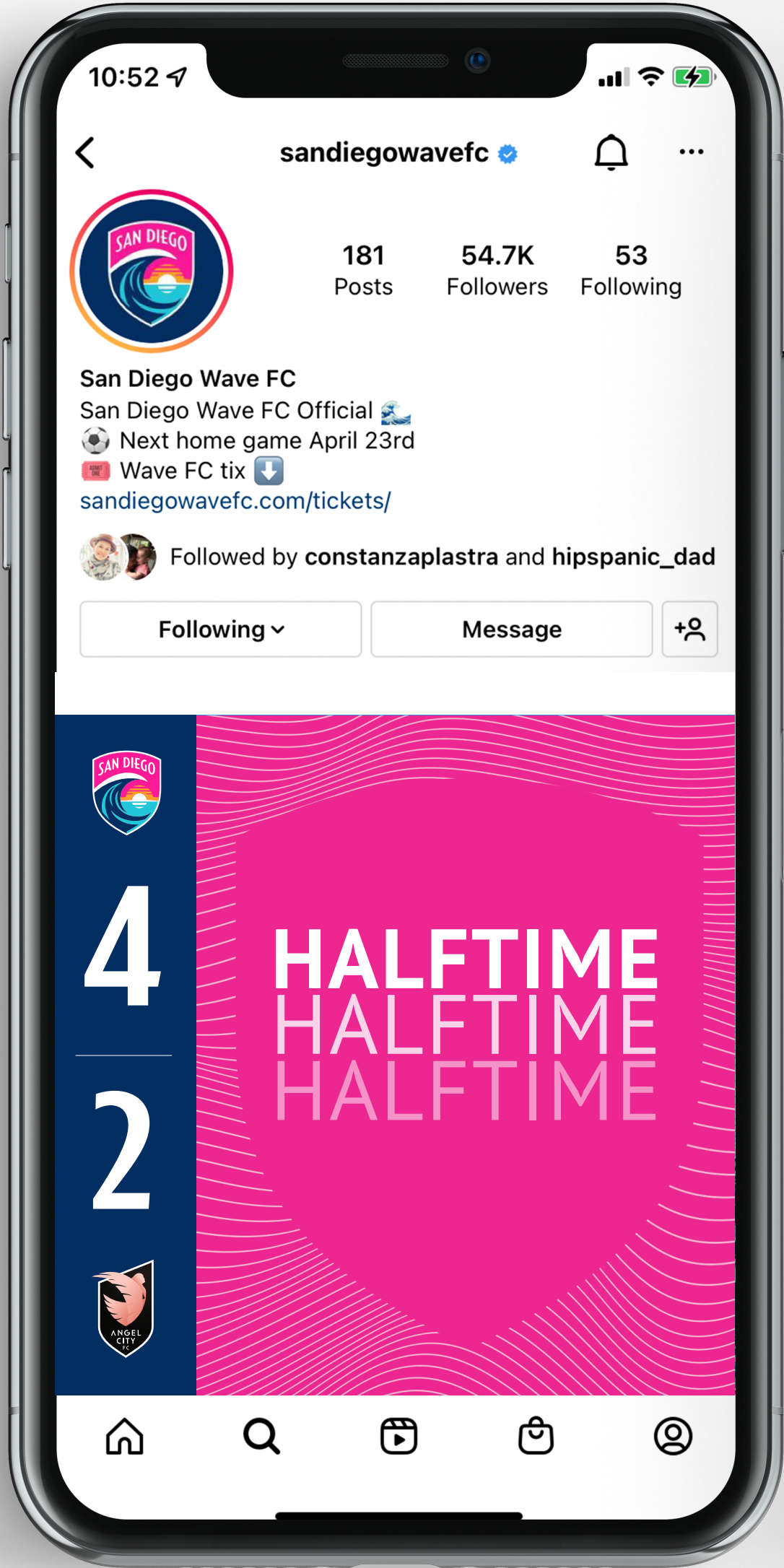
**TYPOGRAPHY & LOGO:**  
The logos and headline is centered within the crest shape

**HEADLINE:**  
The headline is in PT Sans Bold & Regular, in White, multiplied X3. The first line is in Bold, while the other two are in Regular.

The second headline is in 80% White and the third headline is in 50% White. The headline is centered within the crest shape.

**SPACING:**  
The Spacing between the logo marks is equal to the width of the Wave FC logo.







# STEPS TO EASILY CREATE OOH LAYOUTS.

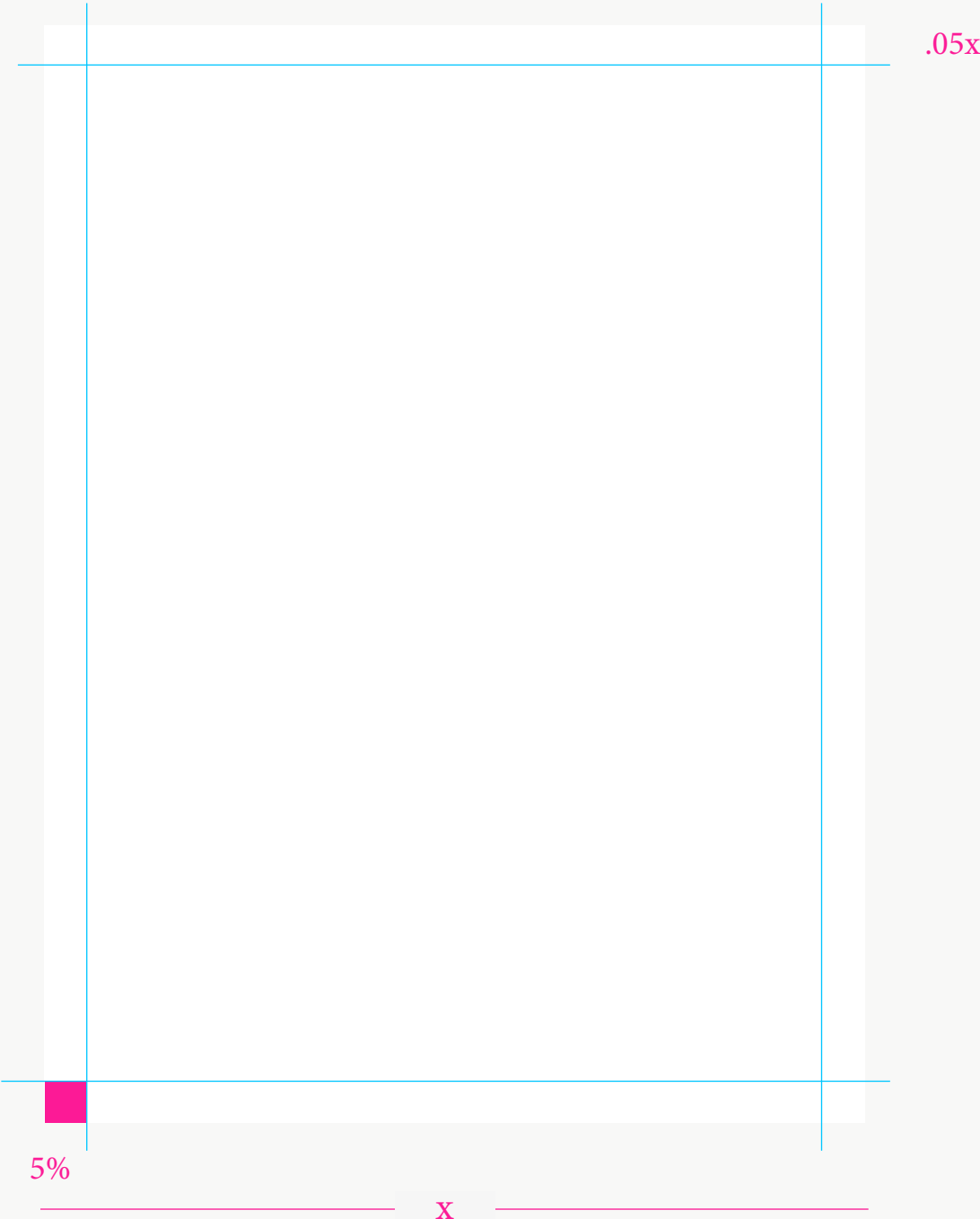
1. Set the margins.
2. Set the grid.
3. Set the headline.
4. Set the Wave FC logo.
5. Set the CTA.
6. Set the tagline with the logo lockup.
7. Layout examples.



# 1. SET THE MARGINS

Margins are equal to 5% of the shortest dimension in the layout.

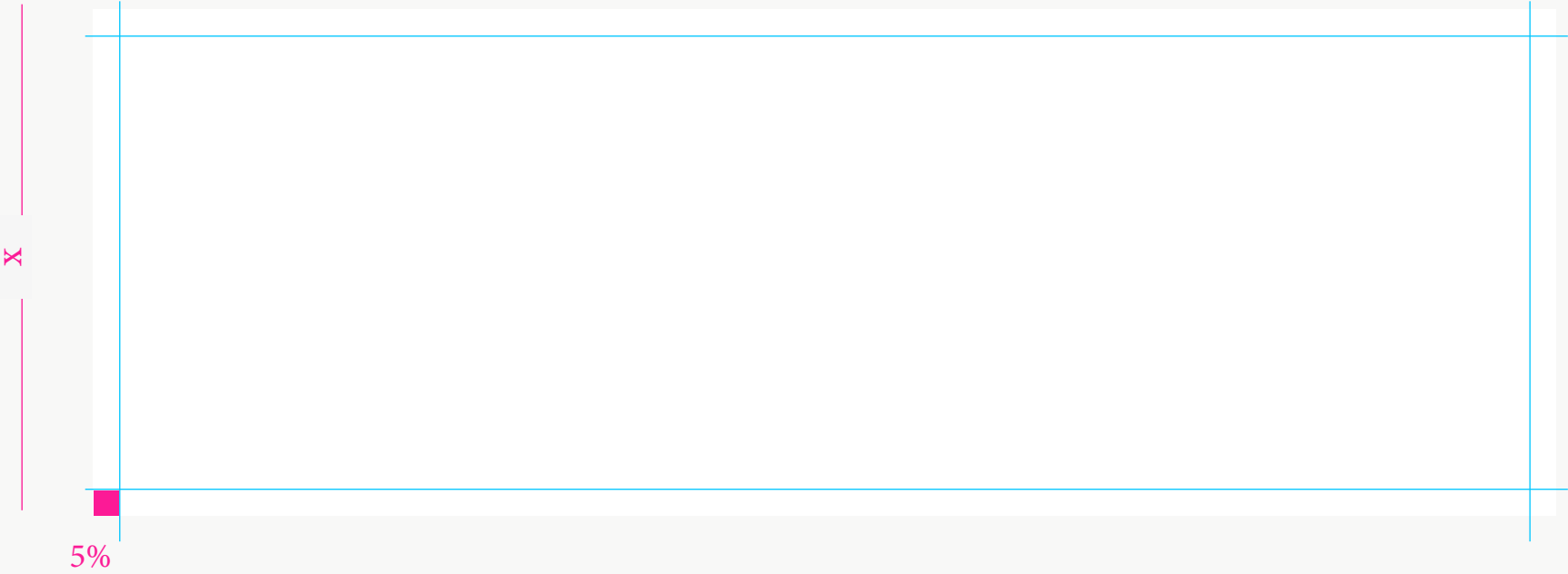
VERTICAL LAYOUT



To calculate margins for a single page layout, multiply the size of the shortest side by .05.

For example, on a 8.5" x 11" layout, you would multiply 8.5 by .05, resulting in a margin of 0.425. You would then apply this margin size to all four sides of your layout.

EXTREME HORIZONTAL LAYOUT





# 2. SET THE GRID

The grid system is based on a 4-column framework for vertical and 8-column grid for horizontal.

The gutter size in between columns and rows match the size of the margins ( 5% of the shortest dimension in the layout).

On vertical layouts, we use a 4x8 grid.

On extreme horizontal layouts, we use a 8x3 grid.

The green overlays in the diagram to the left show the advised recommended negative space around the headlines on each specific size.



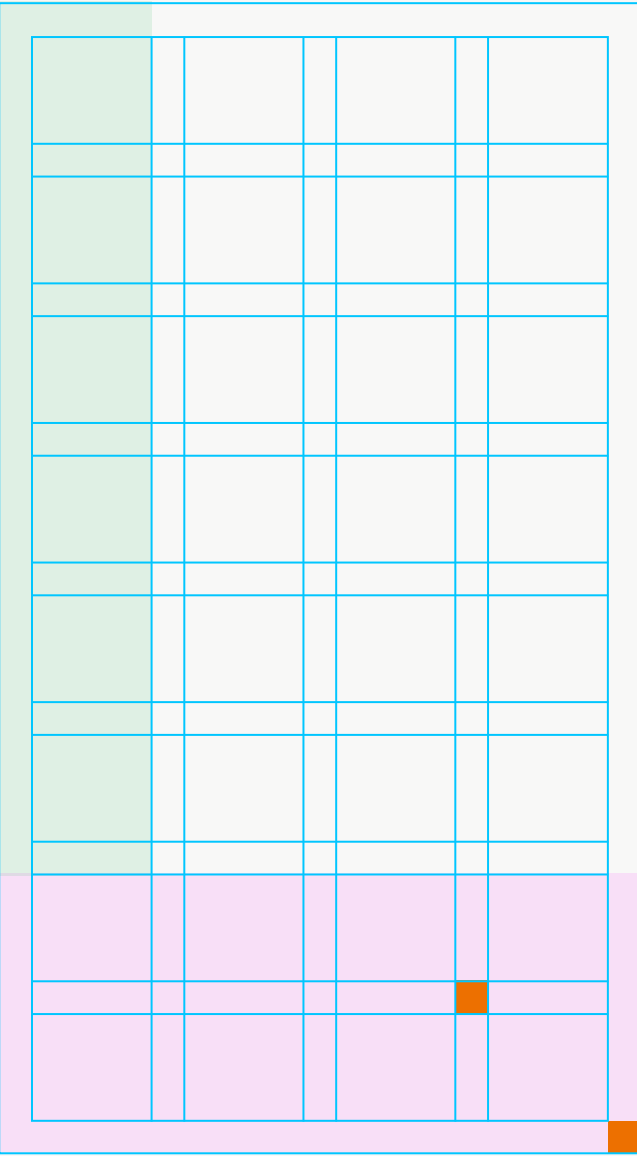
Advised recommended negative space around

margins & guides

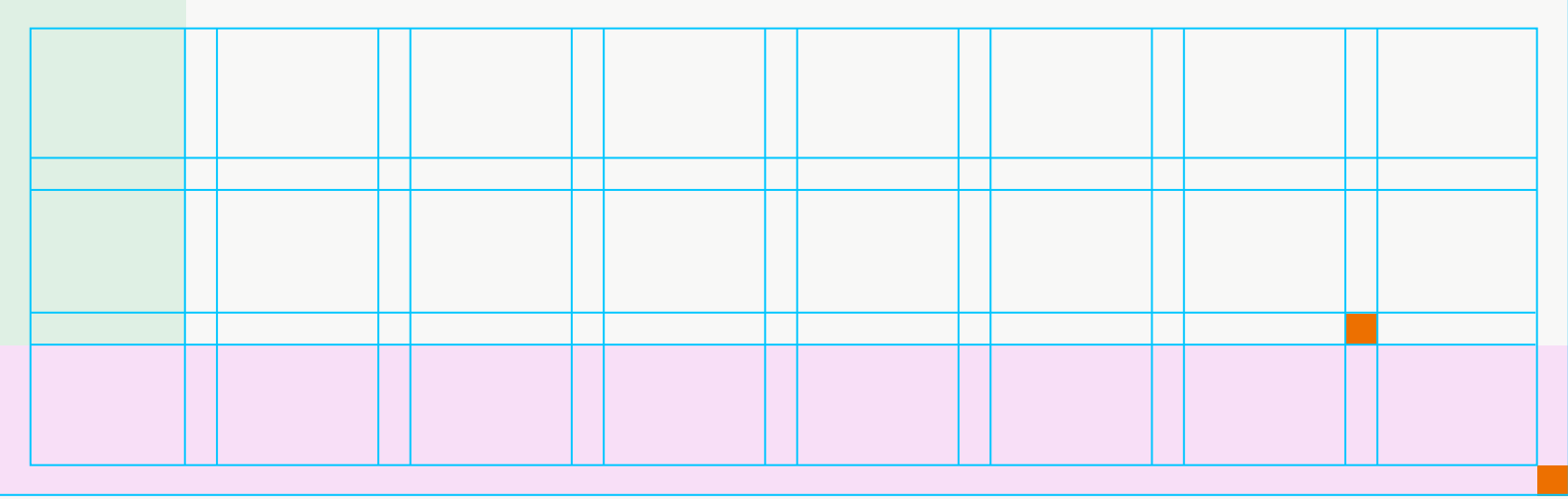
Headline may not extend into

Margin & Gutter size

## VERTICAL LAYOUT



## EXTREME HORIZONTAL LAYOUT





# 3. SET THE LOGO

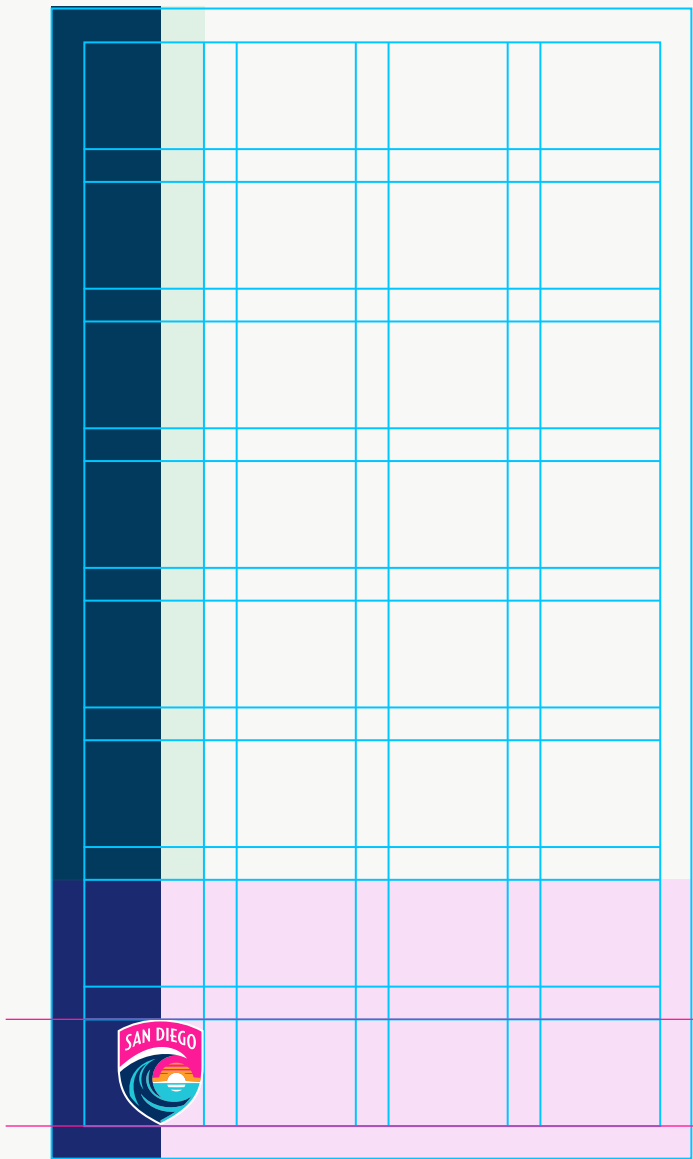
The Wave FC logo is placed on the bottom left hand side of the layout. Aligned centered half way off the solid colored bar.

This creates a nice cue to connect where the color comes from, the actual logo.

**The logo size is the width of solid colored bar.**



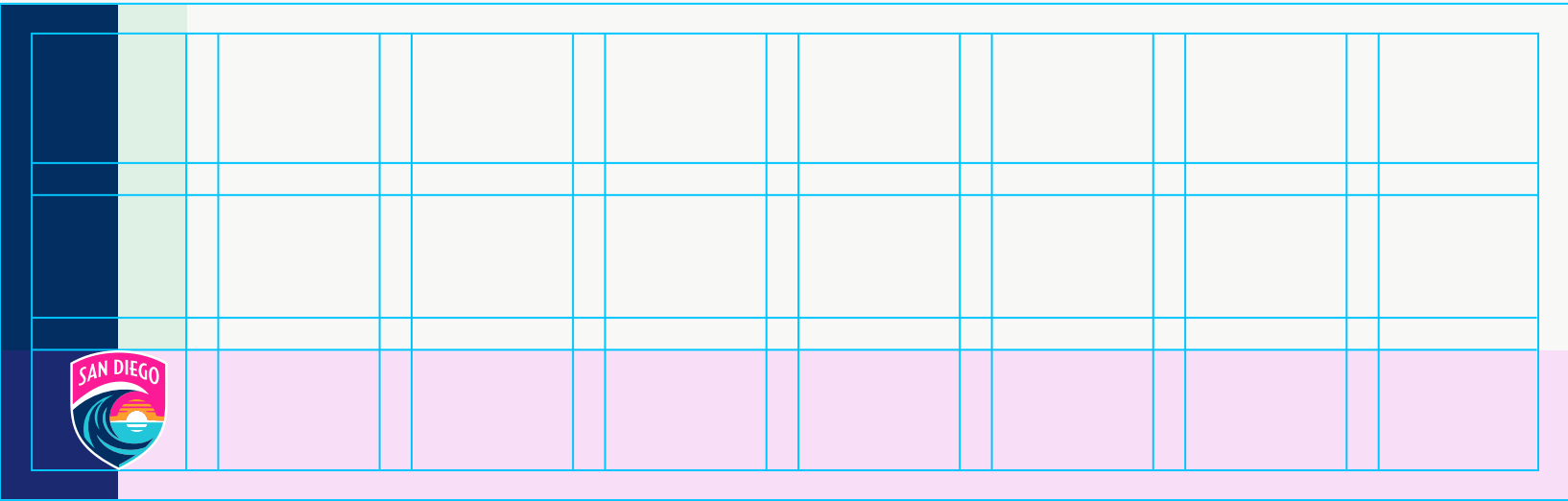
## VERTICAL LAYOUT



The logo size height is the height of the bottom row.

The width of the solid colored bar is the same as the height of the logo.

## EXTREME HORIZONTAL LAYOUT



The logo size height is the height of the bottom row.

The width of the solid colored bar is the same as the height of the logo.



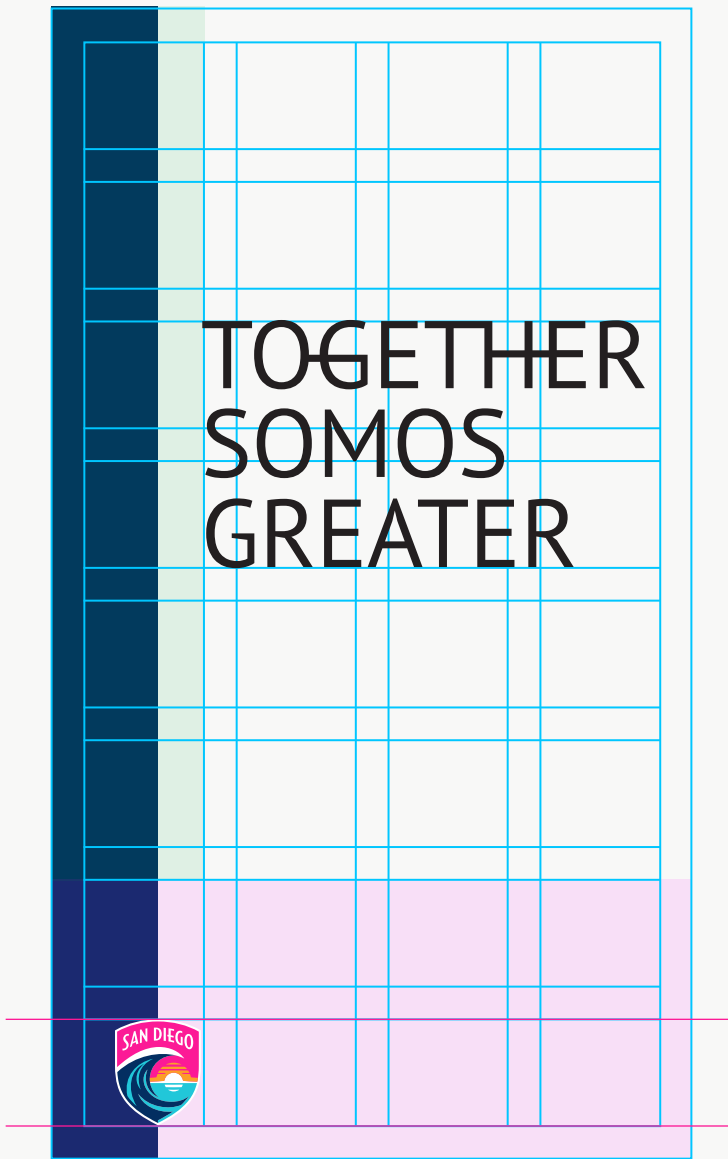
# 4. SET THE HEADLINE

The headline is placed centered in the space intended, not surpassing the clear space on the left side of the layout.

The headline size is based on the height of the Wave FC logo.



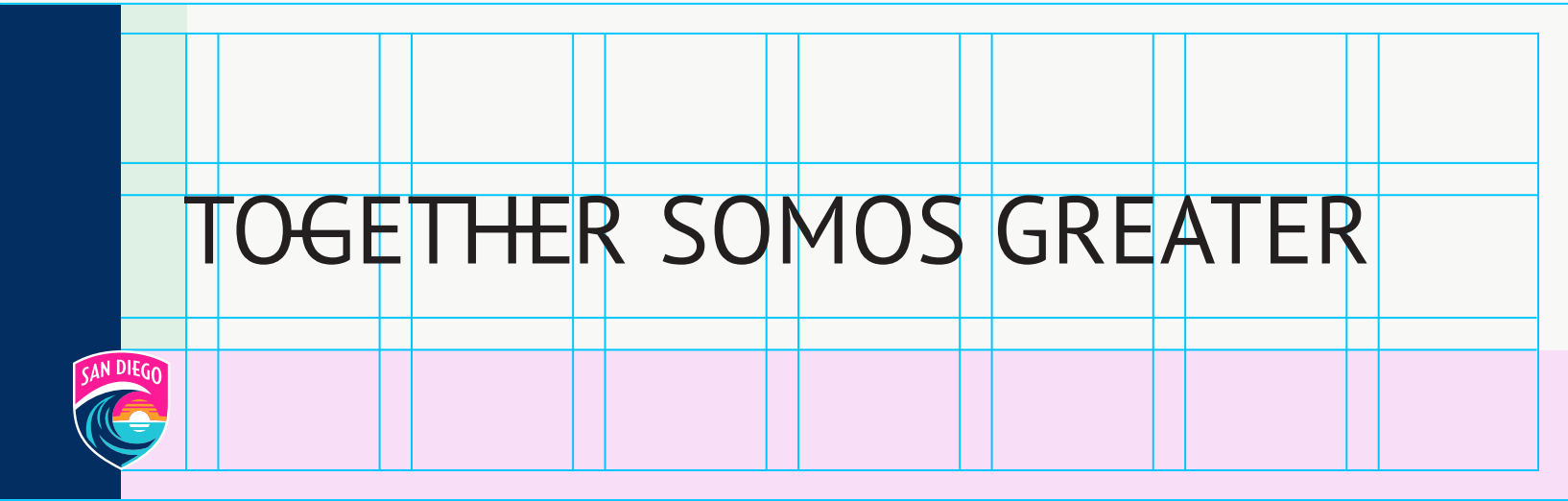
## VERTICAL LAYOUT



The headline size is 60% the height of the Wave FC logo.

The width of the solid colored bar is the same as the height of the logo.

## EXTREME HORIZONTAL LAYOUT



The headline size is 60% the height of the Wave FC logo.

The width of the solid colored bar is the same as the height of the logo.



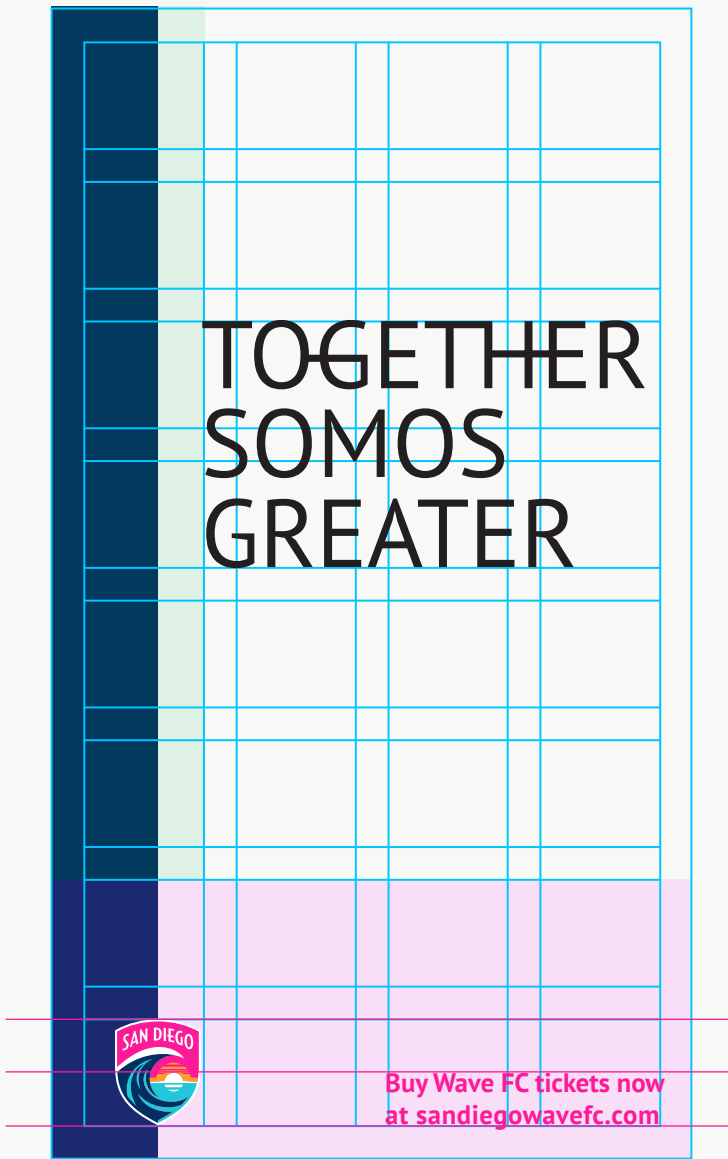
# 5. SET THE CTA

The headline is placed centered in the space intended, not surpassing the clear space on the left side of the layout.

The headline size is based on the height of the Wave FC logo.

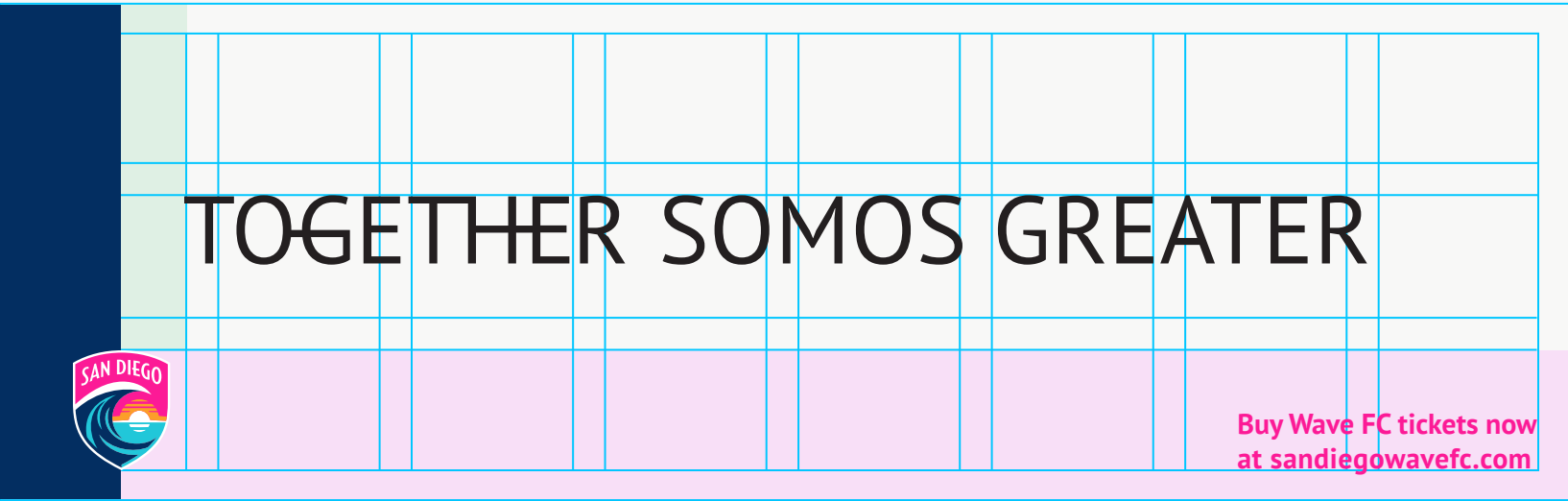


## VERTICAL LAYOUT



- The headline size is 60% the height of the Wave FC logo.
- The width of the solid colored bar is the same as the height of the logo.
- The CTA is 50% of the height of the Wave FC logo, placed bottom right margin aligned.

## EXTREME HORIZONTAL LAYOUT



- The headline size is 60% the height of the Wave FC logo.
- The width of the solid colored bar is the same as the height of the logo.
- CTA IS in pink and is placed on the bottom right hand side of the layout. The size is 50% of the height of the Wave FC logo.



# 6. SET THE TAGLINE WITH THE LOGO LOCKUP

The headline is placed centered in the space intended, not surpassing the clear space on the left side of the layout. When including the branding element Wave FC logo, the height of the branded element varies depending on the layout.

The Wave FC logo lockup is based on the height of the headline.



VERTICAL LAYOUT



The height of the Wave FC logo including name is the same x-height as the height of the tagline itself

EXTREME HORIZONTAL LAYOUT



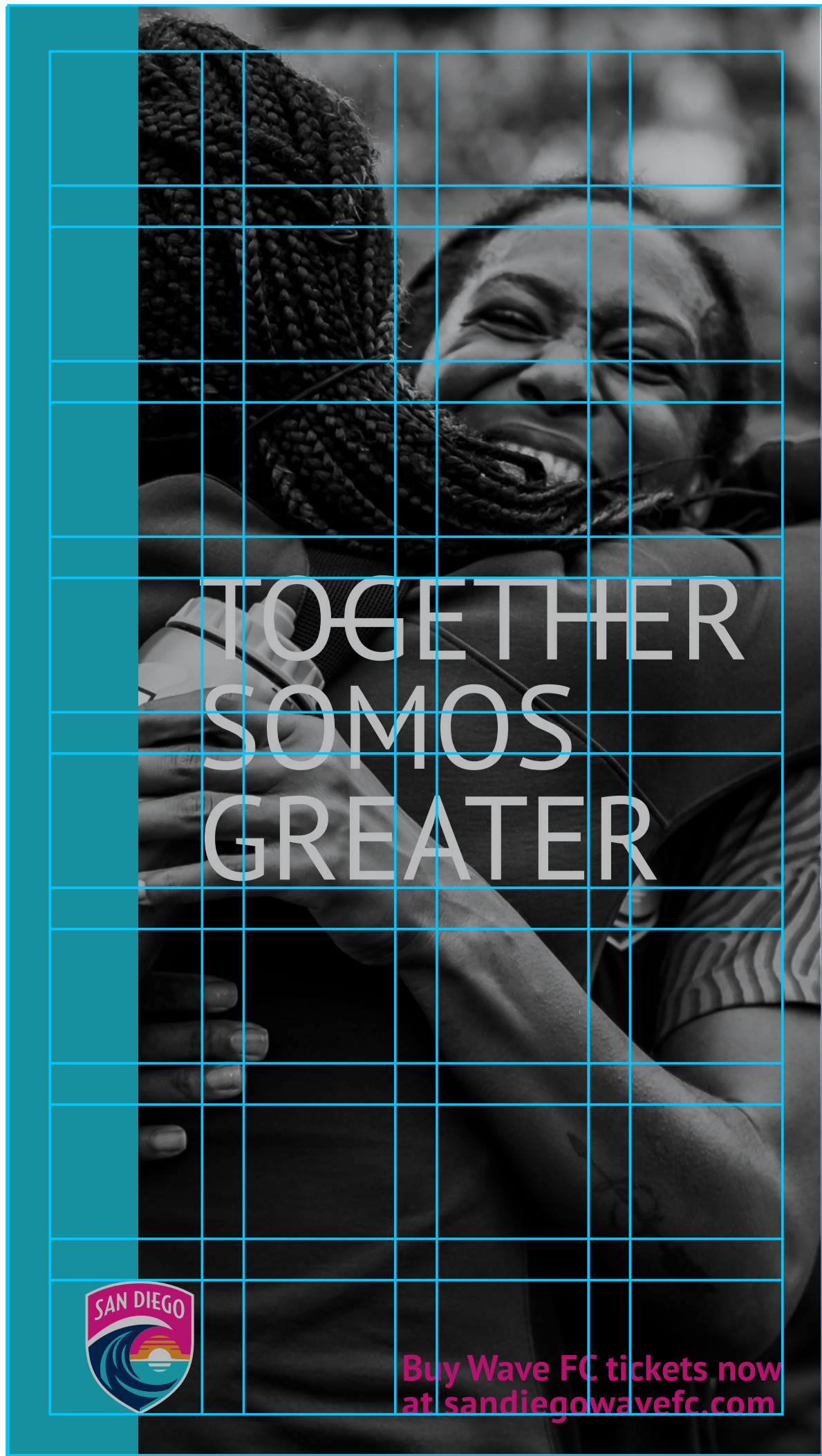
The width of the solid colored bar is the same as the height of the bottom row.

The height of the Wave FC logo and the tagline is +30% of the height of the headline.



# 1. VERTICAL

These layout examples show how to treat a vertical OOH layout. Headline on top of an image with a solid color bar to the left of the layout.



**COLOR BAR**  
The width of the solid color bar is X3 the size of the margin.



**LOGO:**  
The logos is placed at the bottom right hand corner, center aligned to the solid color bar.

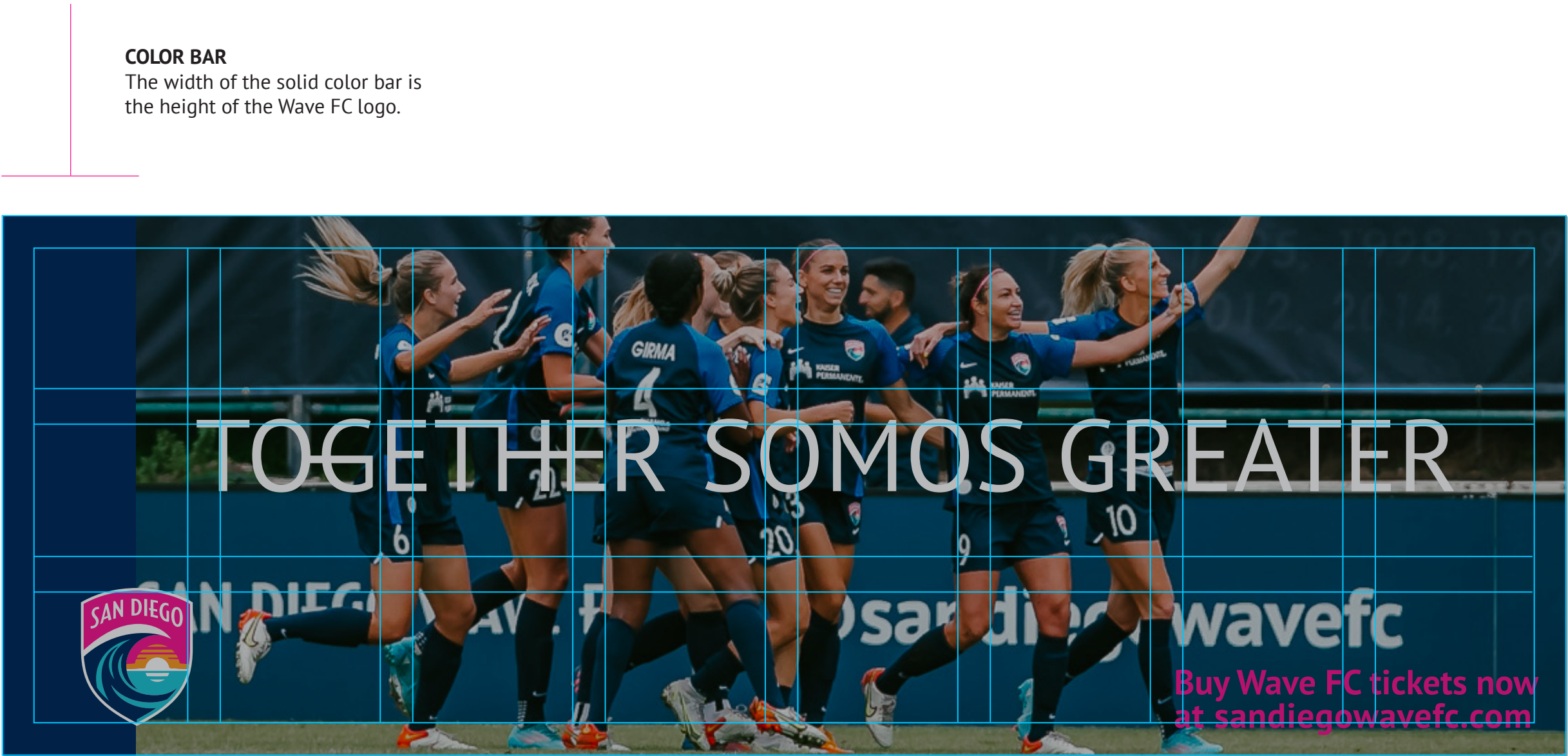
**HEADLINE:**  
The headline is in PT Sans Regular, in White. The second headline is in 80% White and the third headline is centered within the width of the image.

**CTA:**  
The CTA is in PT Sans Bold, in Poderosa.



# 2. HORIZONTAL

These layout examples show how to treat a Horizontal OOH layout. Headline on top of an image with a solid color bar to the left of the layout.



**COLOR BAR**  
The width of the solid color bar is the height of the Wave FC logo.



**LOGO:**  
The logo is placed at the bottom right hand corner, center aligned to the solid color bar.

**HEADLINE:**  
The headline is in PT Sans Regular, in White, centered within the width of the image.

**CTA:**  
The CTA is in PT Sans Bold, in Poderosa.



# STEPS TO EASILY CREATE PRINT LAYOUTS.

1. Set the margins.
2. Set the grid.
3. Set the headline.
4. Set the Wave FC logo.
5. Layout examples.

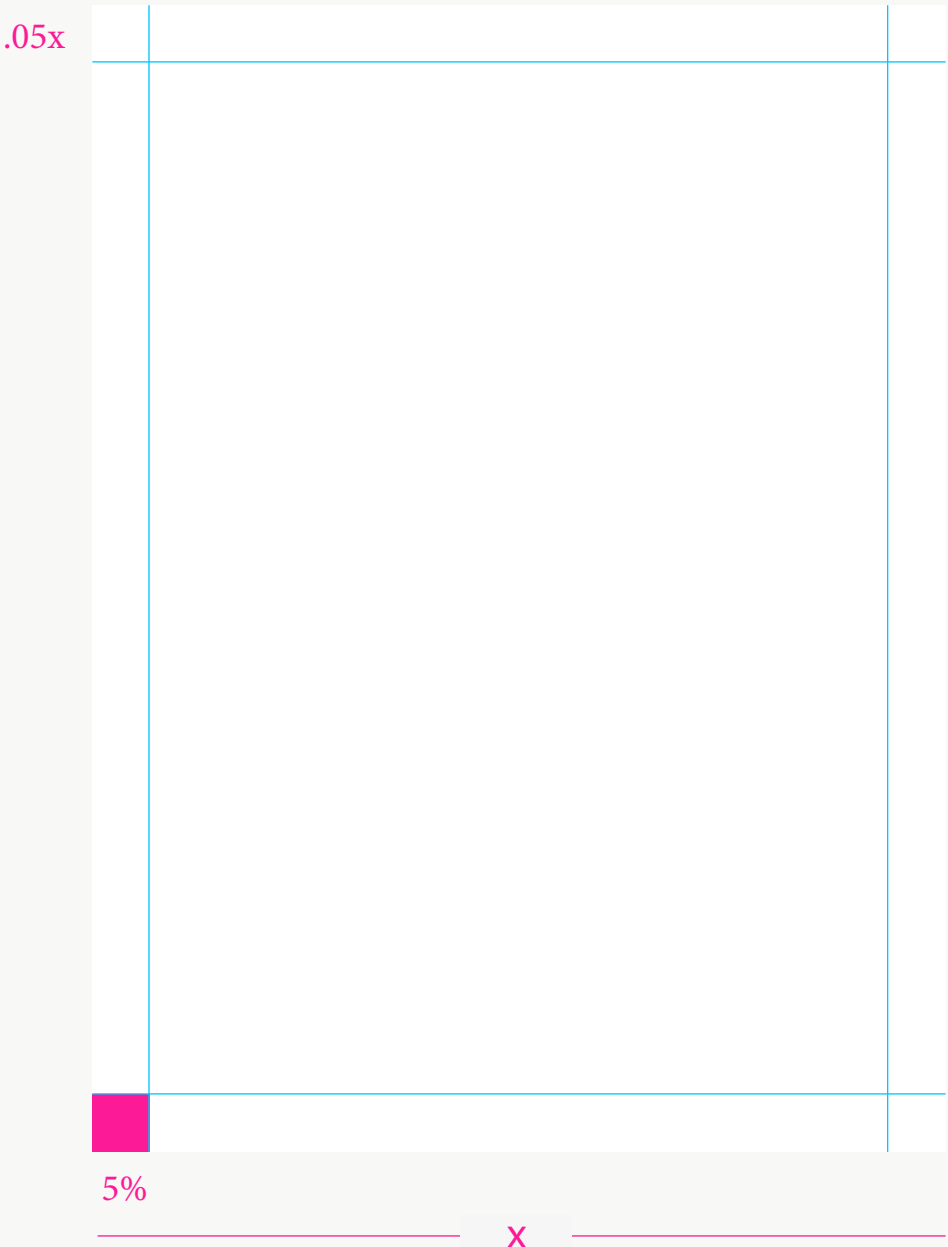


# 1. SET THE MARGINS

Margins are equal to 5% of the shortest dimension in the layout.



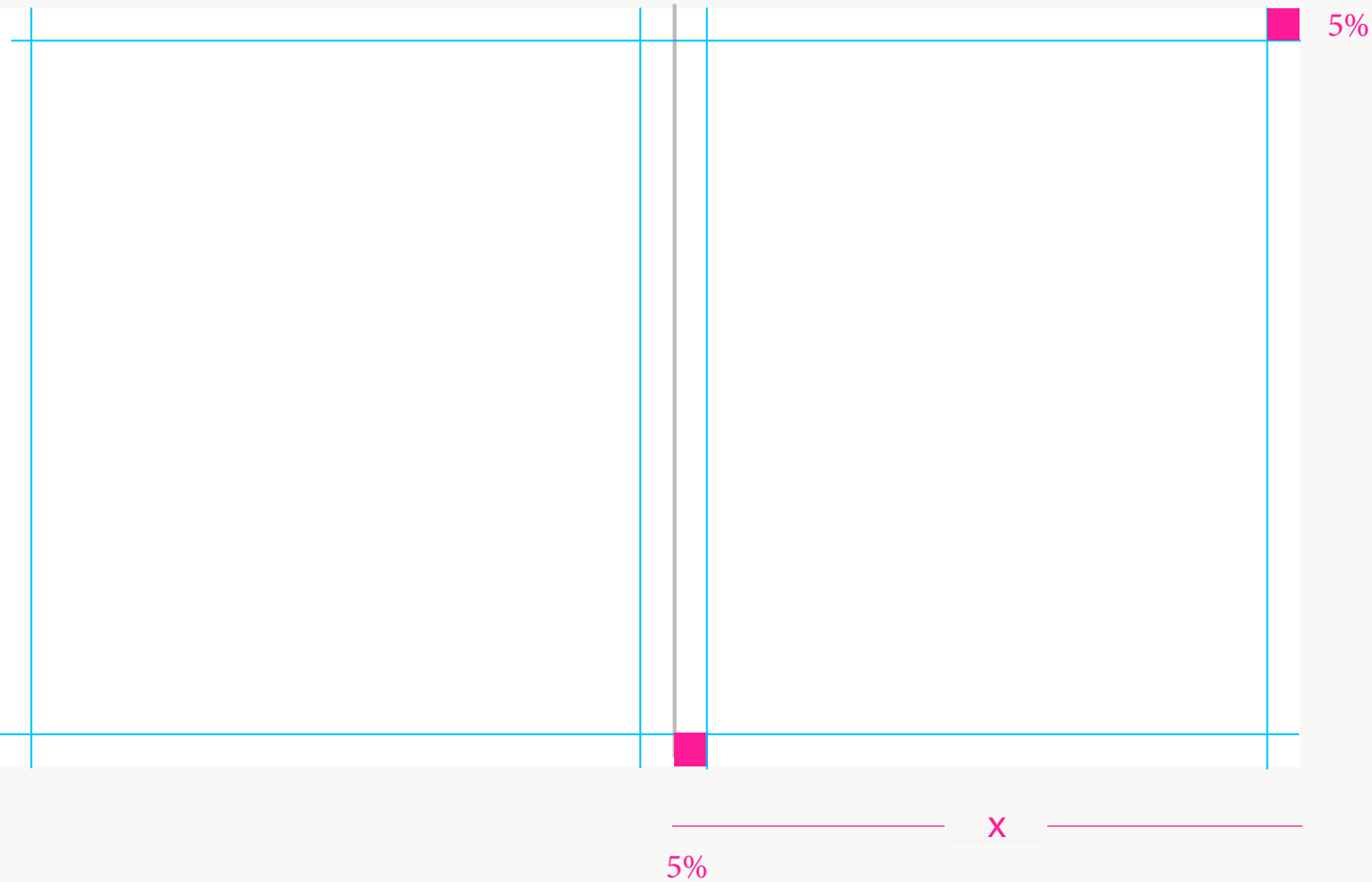
## SINGLE PAGE



To calculate margins for a Single page Vertical layout, multiply the size of the shortest side by .05.

For example, on a 8.5" x 11" layout, you would multiply 8.5 by .05, resulting in a margin of 0.425. You would then apply this margin size to all four sides of your layout.

## DOUBLE PAGE SPREAD



To calculate margins for a double-page spread, multiply the width of the shortest side of a single page by .05.

For example, on a 8" x 13" layout, you would multiply 8 by .05, resulting in a margin of 0.4. You would then apply this margin size to all four sides of each page in the spread.



# 2. SET THE GRID

The grid system is based on a 4-column framework for vertical single page and double page spreads  
The gutter size in between columns and rows match the size of the margins ( 5% of the shortest dimension in the layout )

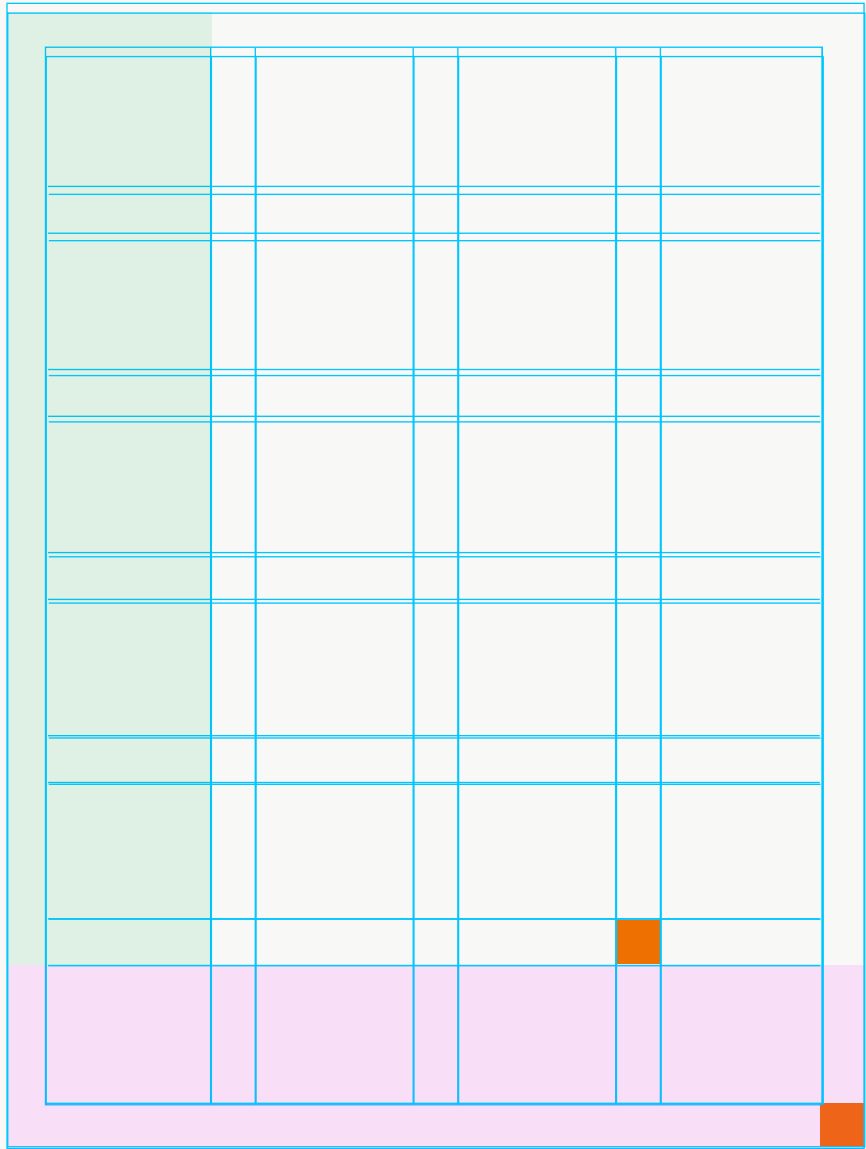
On vertical layouts we use a 4x6 grid.

The green overlays in the diagram to the left show the advised recommended negative space around the headlines on each specific size.

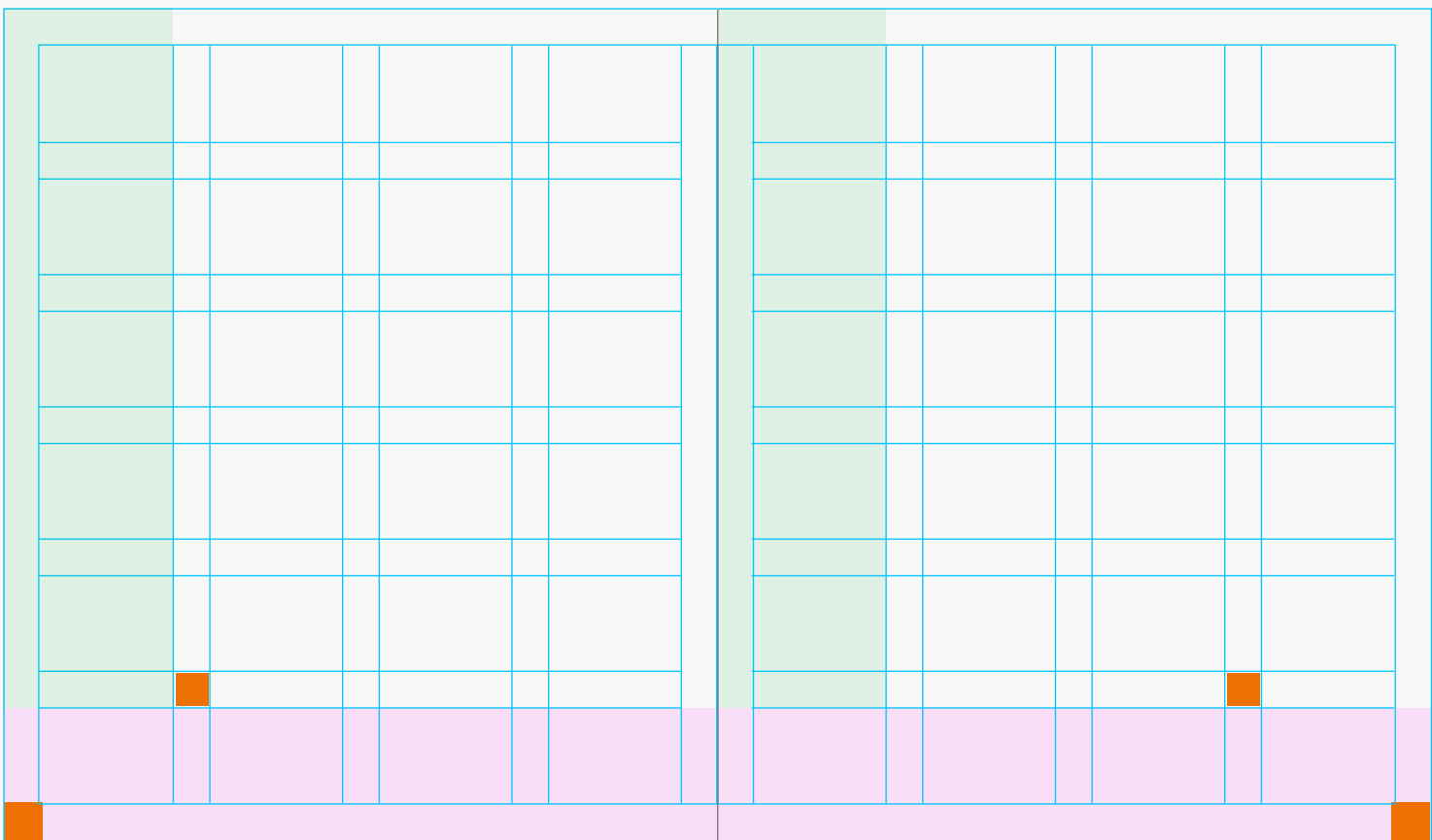


Advised recommended negative space around headline margins & guides Headline may not extend into Margin & Gutter size

SINGLE PAGE/ VERTICAL LAYOUT



VERTICAL/ MAGAZINE DOUBLE PAGE SPREAD





# 3. SET THE LOGO

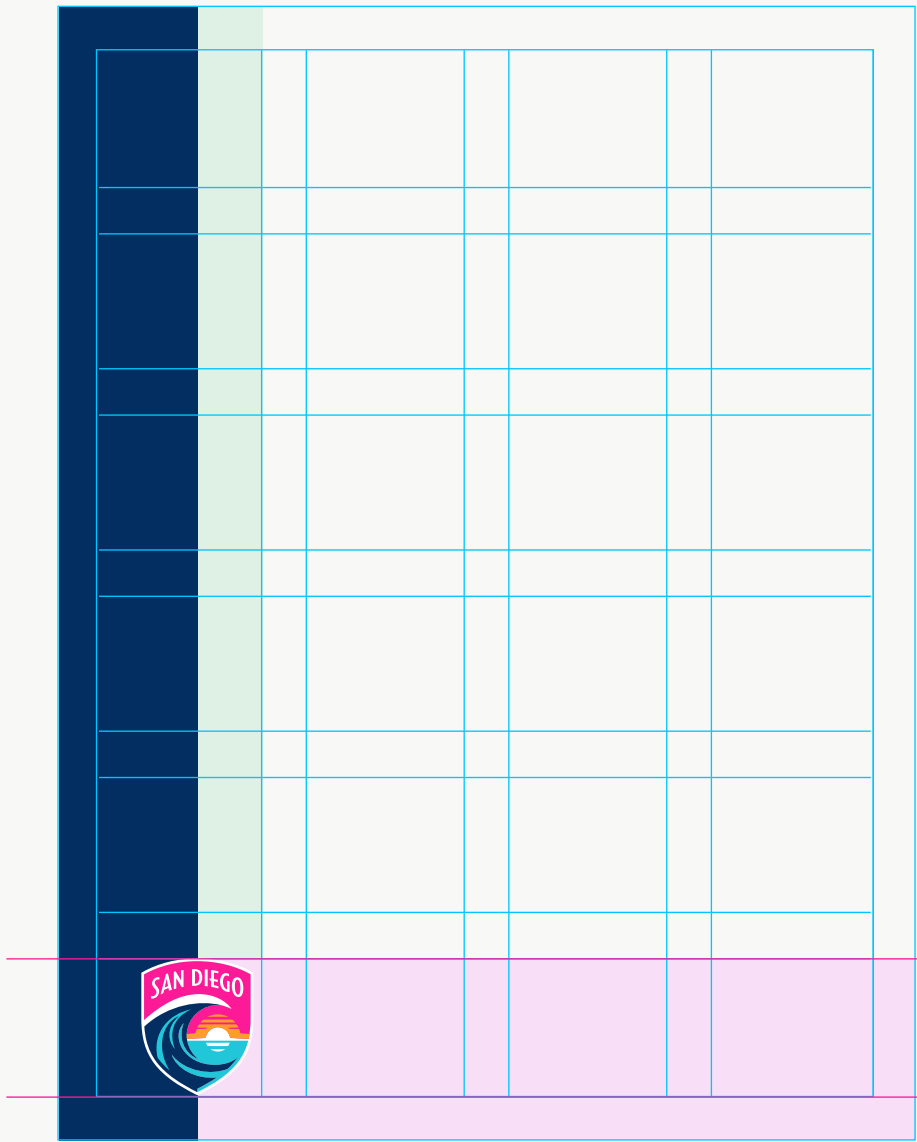
The Wave FC logo is placed on the bottom left hand side of the layout. Aligned centered half way off the solid colored bar.

This creates a nice cue to connect where the color comes from, the actual logo.

**The logo size is the width of solid colored bar.**



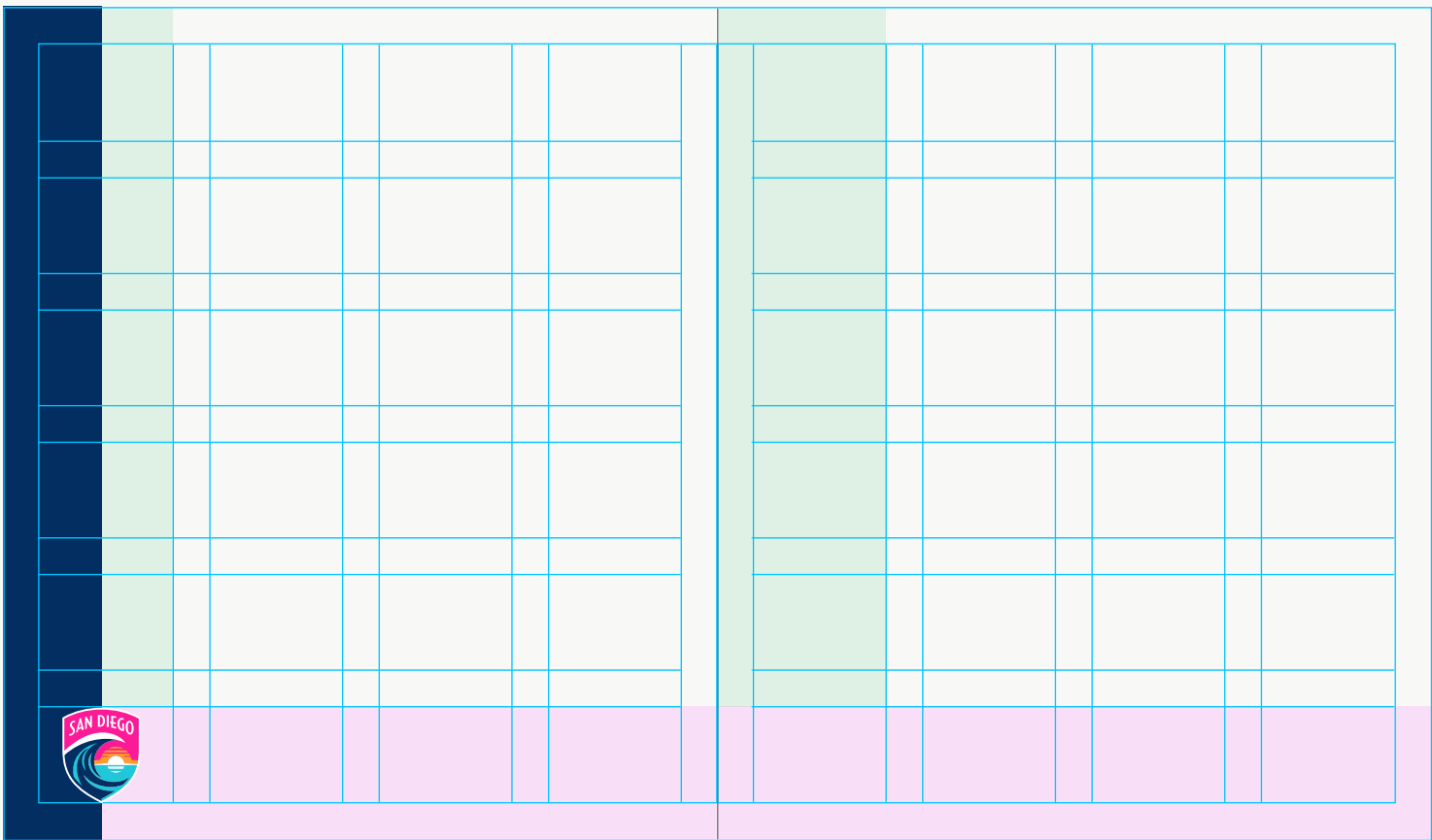
SINGLE PAGE/ VERTICAL LAYOUT



The logo size height is the height of the bottom row.

The width of the solid colored bar is the same as the height of the logo.

SINGLE PAGE/ HORIZONTAL LAYOUT





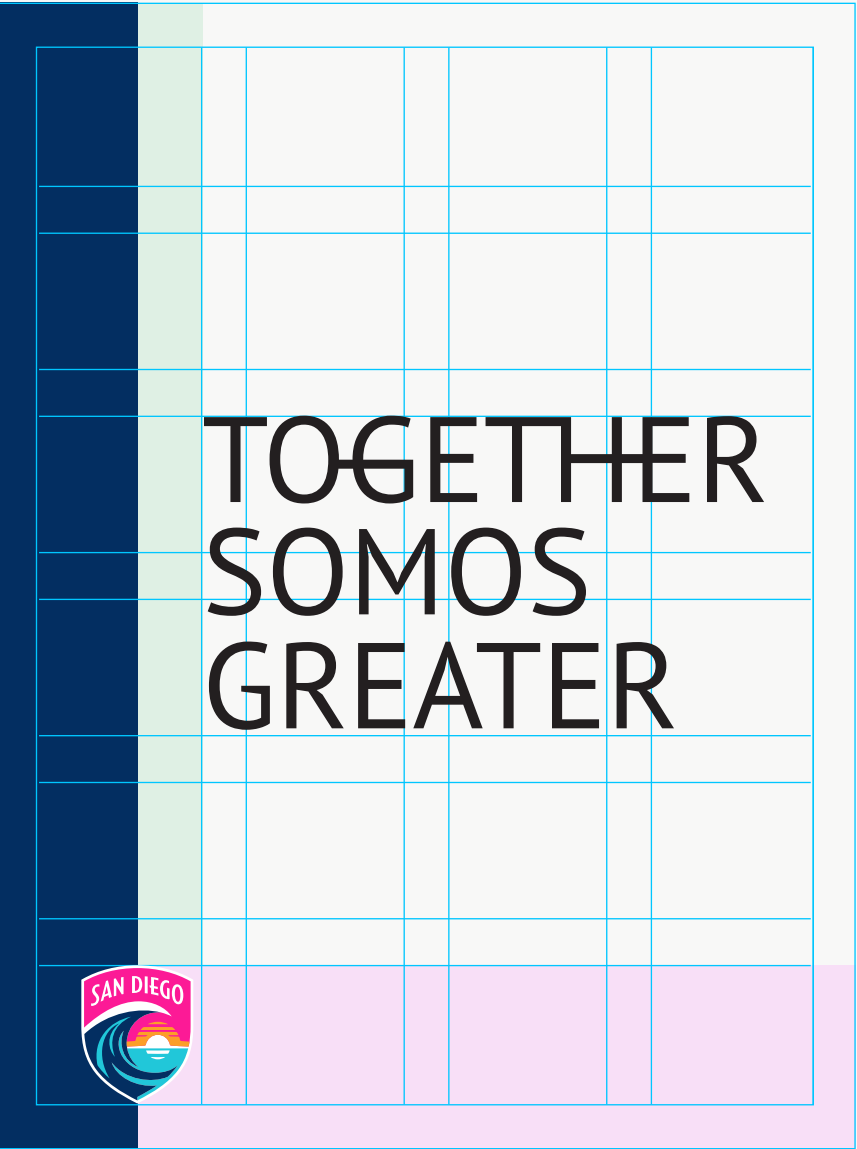
# 4. SET THE HEADLINE

The headline is placed centered in the space intended, not surpassing the clear space on the left side of the layout.

The headline size is based on the height of the Wave FC logo.

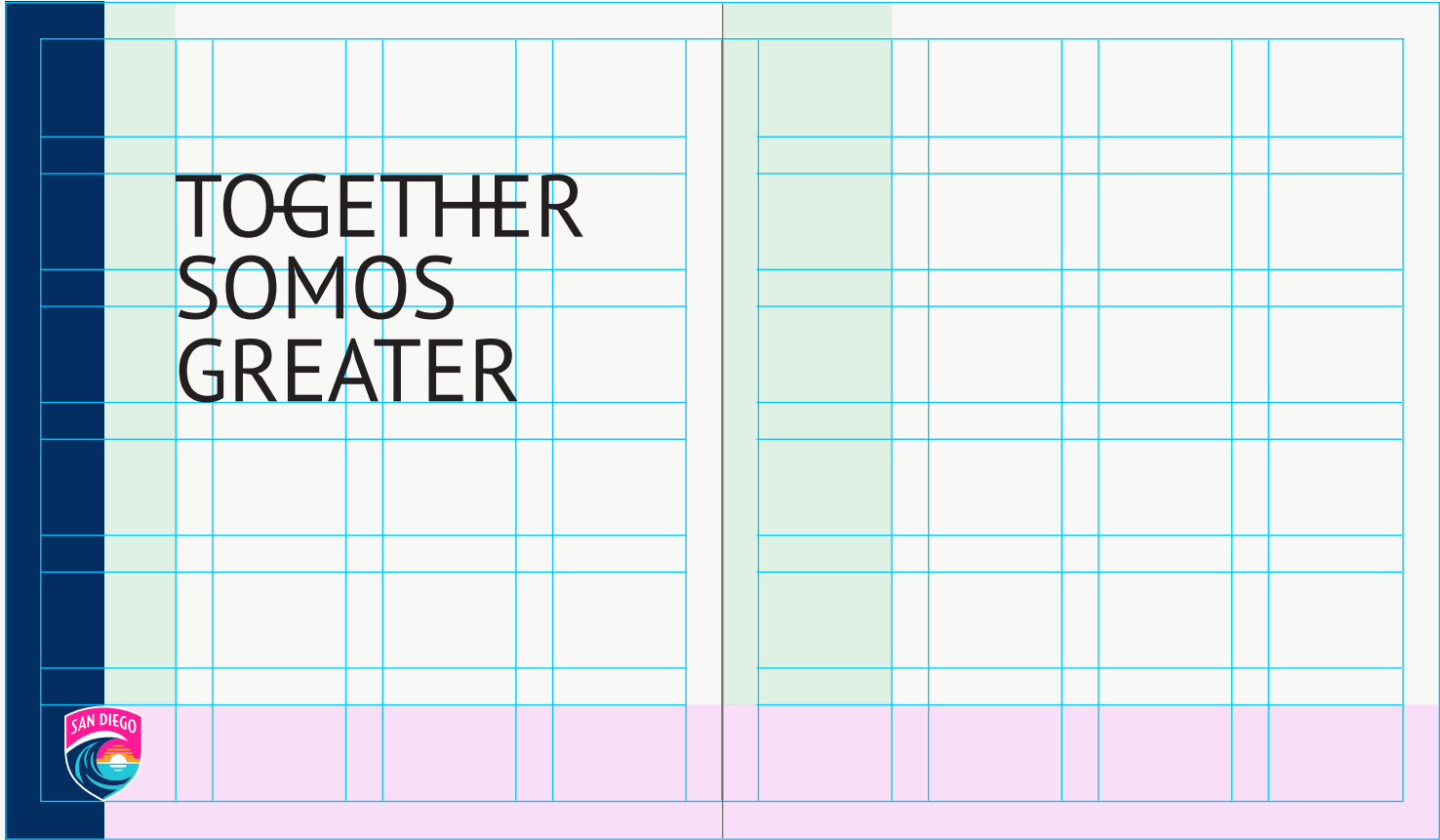


SINGLE PAGE/ VERTICAL LAYOUT



The headline size is 65% the height of the Wave logo.

SINGLE PAGE/ HORIZONTAL LAYOUT



The headline size is 70% the height of the Wave logo.



# 1. VERTICAL

This is an example of a vertical layout with a solid colored bar.

These layout examples show how to treat a vertical PRINT layout.  
Headline on top of an image with a solid color bar to the left of the layout.



**COLOR BAR**  
The width of the solid color bar is  
The height of the Wave FC Logo.



**LOGO:**  
The logo is placed at the bottom right  
hand corner, center aligned to the solid  
color bar.

**TAGLINE:**  
The tagline lockup is custom made  
in White, centered within the width of the image.



# 2.VERTICAL

This is an example of a vertical layout with an image only and the tagline lockup.

These layout examples shows how to treat a vertical PRINT layout.  
Tagline on top of the image.



**COLOR BAR**  
The width of the solid color bar is  
The height of the Wave FC Logo.

**LOGO:**  
The logo is placed above the  
Tagline.

**TAGLINE:**  
The tagline lockup is custom made  
in White, centered within the width of the image.



# 2.VERTICAL SPREAD

These layout examples show how to treat a Vertical spread layout  
Headline on top of an image with a solid color bar to the left of the layout.



**COLOR BAR**  
The width of the solid color bar is the height of the Wave FC logo.



**LOGO:**  
The logo is placed at the bottom right hand corner, center aligned to the solid color bar.

**TAGLINE:**  
The headline is in PT Sans Regular, in White, centered within the width of the image.



# TICKET DESIGN LAYOUTS.

1. Vertical layout.
2. Horizontal layout.



# 1. TICKET DESIGN

These ticket designs shows how they will work for both vertical and horizontal layouts.



VERTICAL\_300x600



HORIZONTAL\_300X250



08



MOTION





Screen 1

The word 'Together' appears on screen while the other words are pulled back with a transparent effect. A solid brand color appears on screen.



Screen 2

The word 'Somos' appears on screen with 'Together', while the last word is pulled back with a transparent effect.



Screen 3

The whole tagline appears on screen in White.



Screen 4

The San Diego Wave logo appears on the last frame with a CTA.







Screen 1

The word 'Together' appears on screen while the other words are pulled back with a transparent effect. A movie clip appears in the background.



Screen 2

The word 'Somos' appears on screen with 'Together', while the last word is pulled back with a transparent effect.



Screen 3

The whole tagline appears on screen in White.



Screen 4

The Wave FC logo appears on the last frame with a CTA.





09



GRASSROOTS EVENTS





Existing design example



Tent\_ New Design

The Wave FC Logo is the most prominent on the tent, the CTA is placed below the logo, and the tagline is placed on the bottom half of the tent.







Existing design example



Step and repeat Branded Wall:

The Wave FC Logo and the Plinqit logo is repeated with the tagline centered in the middle: Together Somos Greater. The elements are placed on an Onda Background.





THANK YOU!