BRAND GUIDELINES

PLAY

CONTENT

2 **ANTHEM VIDEO**

4 **BRAND OVERVIEW**
- The Mission
- The Vision
- Values & Behaviors
- Points of Difference
- Our Fans
- Impact Focus

11 **VOICE & STRATEGY**
- Archetype
- Brand Character
- Tone of Voice
- Language
- Brand DNA Pyramid

18 **VISUAL IDENTITY**
- Primary Logo
- Primary Logo Safety / Scale
- Color
- Color Usage
- Brand Mark Don't
- One & Two Color
- In Use Moodboard
- Secondary Marks / Icons
- Word Mark
- Lock Ups
- Typography
- Textures
- Uniform Kits

34 **PHOTOGRAPHY**
- Photography
- Talent
- By Category
- Dont's

39 **SOCIAL MEDIA**
- The Big Three

41 **DIGITAL**
- Web Safe Font
- UX Elements

46 **KEY STAKEHOLDERS**

01

BRAND OVERVIEW

THE MISSION

THE IMMEDIATE ACTIONS, THE "HOW" WE WILL ACHIEVE OUR LONG TERM VISION.

Build a world class home for players and fans that will be loved locally and respected globally.

THE VISION

THE LONG TERM GOALS, THE "WHY" WE DO WHAT WE DO.

The game we love has the power to be a force for good.

VALUES & BEHAVIORS

EXCELLENCE

Be the best, do your best

COMMUNITY

local pride, our San Diego roots stem from a rich and multicultural heritage

EQUITY

We proactively fight injustice, remove barriers, and provide opportunities

DIVERSITY

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

INTEGRITY

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

GROWTH

Get better every day, learn from mistakes, prioritize progress

POINTS OF DIFFERENCE

FUNCTIONAL

We will play in a world stadium,
with a grass field

We have elite, world class leadership on
and off the field with deep ties to the sport

EMOTIONAL

Proactive force for change through
the game joyful competition

OUR FANS

CONTEXT

San Diego. 8th largest city in the US.

Under served sports market.

New to the NWSL.

OUR AUDIENCE

SAN DIEGO LOCAL COMMUNITY

THE LIFER

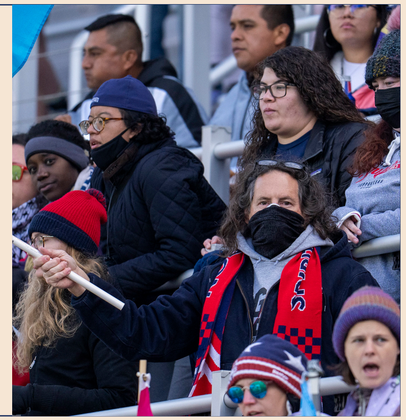
THE STORIES

THE PLAYER

PLAYS THE GAME TO CONNECT WITH SELF AND OTHERS

THE SUPPORTER

THE EXPERIENCE



THE CREATIVE

THE CULTURE

THE LOCAL

THE COMMUNITY

IMPACT FOCUS

FIRST 5 YEARS

Removing barriers to sport

Lifting women in every area of life

Prioritizing ocean-focused environmental initiatives

Empowering historically marginalized group

02

VOICE & CREATIVE STRATEGY

ARCHETYPE

THE HERO

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

THE HERO 75%

FOCUS: MASTERY

STATEMENT: THERE'S A WILL THERE'S A WAY

BRAND VOICE

Mastery | Courage | Growth

DRIVE

Mastery | Courageousness

Growth | Development | Defence

FEAR

Incompetence | Cowardice

Deterioration | Downfall | Incapability

STRATEGY

Become Stronger and Better

Prove People Wrong

HERO BRANDS

adidas

FedEx Express

ARCHETYPE

SECONDARY

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

DRIVE

Support | Help | Service

Recognition | Gratitude

FEAR

Anguish | Helplessness

Ingratitude | Neglect | Blame

STRATEGY

Others Before Self

The Greater Good is Worth Sacrifice

CAREGIVER BRANDS

unicef

WWF

TOMS

BRAND CHARACTER

PRIMARY

Rooted: born out of the culture and community of San Diego

Relentless: fierce; determined; unstoppable

Inspiring: a beacon of light and a force for good;
takes real action as an agent of change

SECONDARY

Principled: walks the talk; rings the community along with us

Passionate: acts from the heart; driven and authentic

Caring: service-oriented; welcoming; empowering

TONE OF VOICE

WELCOMING ~~WEAK~~

CONFIDENT ~~ARROGANT~~

FIERCE ~~RUDE~~

FUN ~~FRIVOLOUS~~

CARING ~~CLOYING~~

ASPIRATIONAL ~~ELITIST~~

DETERMINED ~~MEAN~~

LANGUAGE

PRONOUNS

Default to “they” Honor self-assigned pronouns

MULTI-LINGUAL APPR

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

SPECIFIC TERMINO

BIPOC, etc

LGBTQIA+ in the first reference

BRAND DNA PYRAMID

PROMISE

Use the game we love as a force for good in order to leave the game and our community better than we found it

ARCHETYPE & PERSONALITY

THE CREATOR

HERO
Mastery | Courage | Growth

CAREGIVER
Service | Community | For the Greater Good

POINTS OF DIFFERENCE

FUNCTIONAL
We will play in a world class stadium and training facility, with a grass field

We have elite, female leadership on and off the field with deep ties to the sport

EMOTIONAL
Proactive force for change through the game

Joyful competition

VALUES & BEHAVIOURS

EXCELLENCE
Be the best, do your best

COMMUNITY
Local pride, our San Diego roots stem from a rich and multicultural heritage

DIVERSITY
We seek and elevate diverse voices, backgrounds, and lived experience

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

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

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

MISSION

Build a world-class home for players and fans that will be loved locally and respected globally

03

VISUAL IDENTITY

PRIMARY LOGO

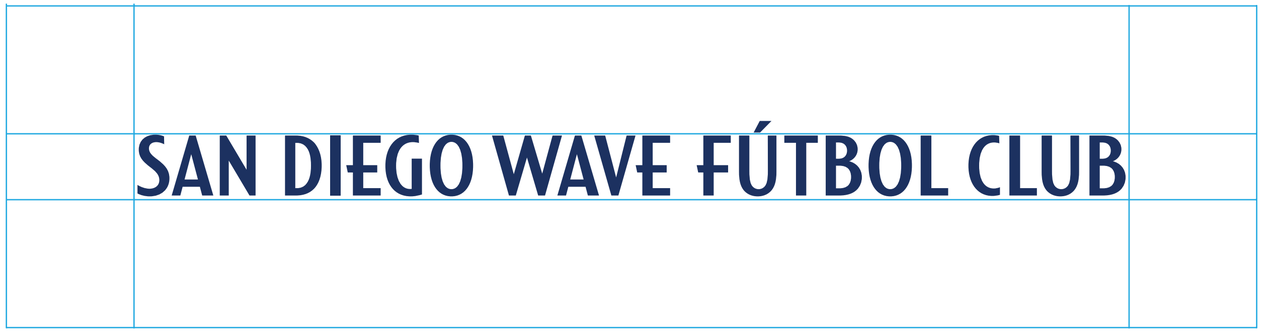
This is our Primary Logo & Team Crest.

It is inspired by the colorful people and place that is San Diego. It features the iconic shape of a wave rising up and cresting against the sky, a symbol of our commitment to elevating and lifting up both our beloved sport and our local community.

Use this mark as our Primary Branding element and do not manipulate in any way.

PRIMARY LOGO / SAFETY & SCALE

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



The San Diego Wave FC icon should never be smaller than:

50px (height) for digital

.75” (height) for print

COLOR

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.

ONDA

PMS: 282
HEX: #032E62
RGB: 3, 46, 98
CMYK: 100, 90, 33, 24

ONDA

PMS: 3115
HEX: #21C6D9
RGB: 33, 198, 217
CMYK: 68, 0, 16, 0

PODEROSA

PMS: 213
HEX: #FC1896
RGB: 252, 24, 150
CMYK: 0, 96, 0, 0

POISE

PMS: 2122
HEX: #BAD1F5
RGB: 186, 209, 245
CMYK: 24, 11, 0, 0

LA JOLIA

PMS: 9064
HEX: #F5E7D3
RGB: 245, a231, 211
CMYK: 3, 8, 17, 0

GOLDEN HILL

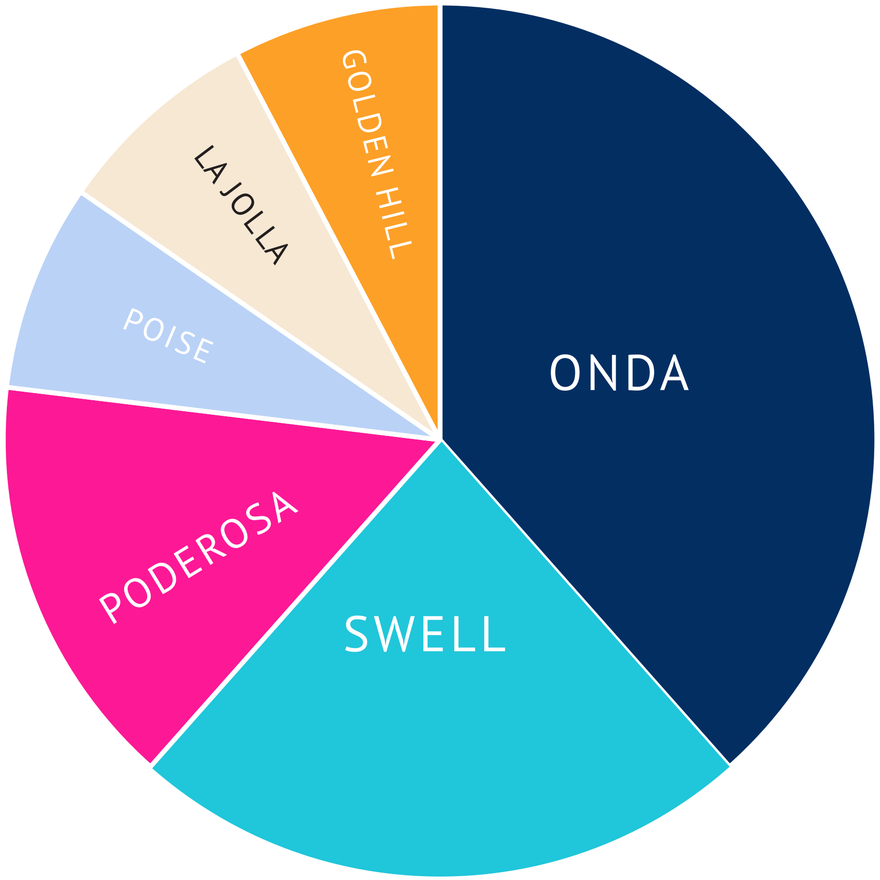
PMS: 137
HEX: #FD9F28
RGB: 253, 159, 40
CMYK: 0, 44, 100, 0

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

COLOR USAGE

Only approved brand colors should be used in all assets, collateral and communications based on this Color Usage Chart.

Furthermore, we have chosen PODEROSA to be the hero color for any community and cause based initiatives, posts and designs. In these instances Poderosa will be the PRIMARY color, with Onda acting as the Secondary/Complimenting color.



BRAND MARK DONT'S

DO NOT RECOLOR

DO NOT ADD OUTLINE

DO NOT ALTER TEXT

DO NOT REMOVE ELEMENTS

DO NOT ROTATE

DO NOT OBSCURE

DO NOT CREATE UNAPPROVED LOCKUPS

DO NOT STRETCH

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 complete with other colors.

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

ONE COLOR

TWO COLOR

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 / Pride Flag Coloring.

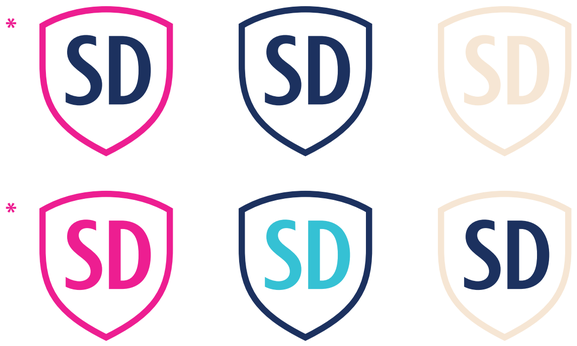
IN USE MOODBOARD

SECONDARY MARKS / ICONS

Our secondary mark still look to honor the Crest shape to represent the Team, Brand Colors to represent the Brand and a simple 'SD' to represent San Diego, our community.

The following color combinations are authorized for general use based on overall design and allowing the mark to be visible against other colors.

OPTION 1



*Any icons using Poderosa are used for cause or community initiatives.

SECONDARY MARKS / ICONS

Our secondary mark still look to honor the Crest shape to represent the Team, Brand Colors to represent the Brand and a simple 'SD' to represent San Diego, our community.

The following color combinations are authorized for general use based on overall design and allowing the mark to be visible against other colors.

OPTION 2

*Any icons using Poderosa are used for cause or community initiatives.

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 Futbol Club to FC / to save space or for optics

WAVE FC

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

SD WAVE FC

Short / Converting San Diego to SD and still using 'FC' / our most condensed linear version

SAN DIEGO WAVE FÚTBOL CLUB

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

~~SAN DIEGO WAVE~~

~~SAN DIEGO WAVE~~

We **never** use any Word Marks without key soccer team identifier, FC or Futbol Club.

LOCK UPS

Currently we feature two 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.

Currently, while there are other approved Word Mark — we only use the ones shown here as the Official Lock Ups.

SAN DIEGO WAVE FC

SAN DIEGO WAVE FC

TYPOGRAPHY

PRIMARY

We use PT Sans (Google Font) as our primary font across Headers, Sub Headers, and body copy while adhering to the guidelines here.

PRIMARY HEADINGS

PT Sans Bold

All caps

Primary

Only use for community or cause

AA

ABCDEFGHJKLM
NOPQRSTUWXYZ
1234567890+/()-%&

SUB HEADING

PT Sans Bold

All caps

Use sparingly and always 25% smaller

AA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890+/()-%&

BODY COPY

PT Sans Reg

All caps or sentence case

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890+/()-%&

TYPOGRAPHY

ACCENT

For a bit more human, editorial or rally cry tone in the course of typography — we offer DejuVu as our accent font. This font is used sparingly to allow PT Sans to be the lead font — while keeping the accent font truly for short, impactful statements or quotes.

ACCENT FONT

DejuVU

All caps or sentence case

Primary

Only use for community or cause

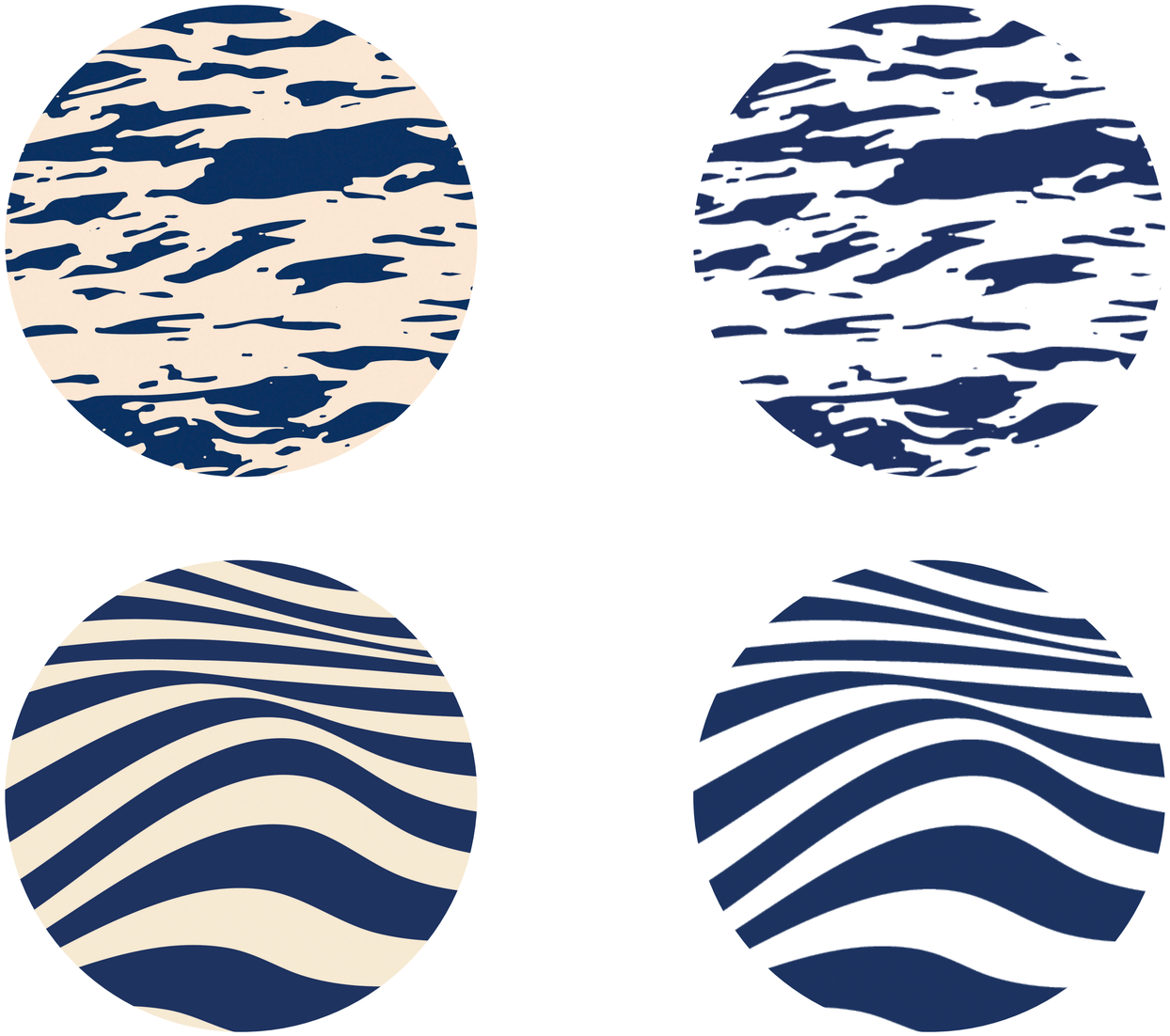
AA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890+/()-%&

TEXTURES

To be used as a background or textural element for digital, social and physical assets. Only to be modified on a case-by-case basis.

Cropping of the file is allowed based on the application and intent.



UNIFORM KITS

Our current kits are for TEAM use only. Never adopt, transfer, or use KIT patterns on other textures for consumer marketing.

Certain Brand / Digital use of the KIT pattern is authorized.

Other opportunities to apply these patterns can be reviewed case-by-case.

04

PHOTOGRAPHY

PHOTOGRAPHY

PRIMARY

Vibrant, saturated colors

Action and energy

Emotion

Authentic

SECONDARY

As background/texture:
duotone/monotone treatment
with brand blue

TALENT

WAVE FC PLAYERS

TALENT:

Diverse: skin tone, age, gender, body type

Real

Joyful

Energetic

BY CATEGORY

TEAM / PLAYERS

Full body portraits

Club & Sponsor branding visible

Authentic to sport but no awkward expressions

Powerful & Pure

GAMES / FANS

Diverse

Authentic

Appropriate for younger eyes

About competition / not just winning

Fun, Full, & Fan-first
(those dressing the part)

IMPACT / COMMUNITY

Diverse

More intimate / emotional

Human stories

Warm & Welcoming

DONT'S

Objectify / Cut off

Overly Manipulate(d)

Be too close or too far away

Feel like stock

Be muted or soft

05

SOCIAL MEDIA

THE BIG THREE

Need to draft general rules of content strategy perm platform

Need to draft general rules of content strategy perm platform

Need to draft general rules of content strategy perm platform

06

DIGITAL

WEB SAFE FONT

All brand typography guidelines remain for DIGITAL use. **See pg 30.**

However, when working with partners, v endors or third parties within marketing efforts, they should be aware that our DIGITAL REPLACEMENT / WEB SAFE font is **Verdana.**

This will ensure our site and its content will be viewed using fonts we expect, even if our primary font is not available to be served online in the market / vendor.

H1

Verdana Bold

Aa

ABCDFGJKLNOPQRSTUVXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+/()-%&

H2 / H3 / H4 / TEXT / LINKS

Verdana Reg

Aa

ABCDFGJKLNOPQRSTUVXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+/()-%&

UX ELEMENTS

Button Styles

BUTTON TEXT	BUTTON TEXT	BUTTON TEXT
Solid	Hover	Active

KEY BRAND STAKEHOLDERS

THE FUTURE

WE LEAD WITH A FIERCELY HUMBLE MENTALITY

We're here to be the best team in America, and, ultimately, in the world. It's what the San Diego soccer community expects and deserves.

We are coming to serve this region, highlight our shared history, and shape the path forward.

WE'RE A SOCCER CLUB FIRST.

Here to win championships and leave the game better than we found it.

THE PAST

SAN DIEGO IS ONE OF AMERICA'S GREAT FOOTBALLING CITIES

The community around and within the game in San Diego is tight, welcoming, visionary and passionate.

The city has made American soccer better for decades just by loving the game for exactly what it is:

A source of pride, unity and a really good time.

Cuellar and teammate Sanchez are San Diego's dynamic duo.

BACK COVER