



BRAND GUIDELINES



[PLAY](#)

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.

	SAN DIEGO WAVE FÚTBOL CLUB	



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.



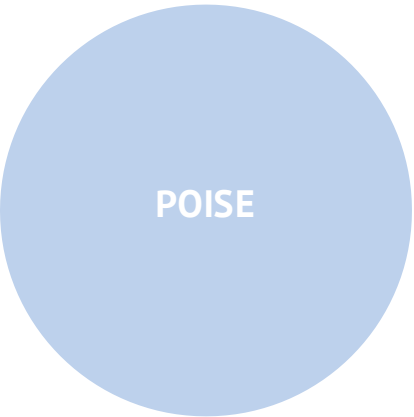
PMS: 282
HEX: #032E62
RGB: 3, 46, 98
CMYK: 100, 90, 33, 24



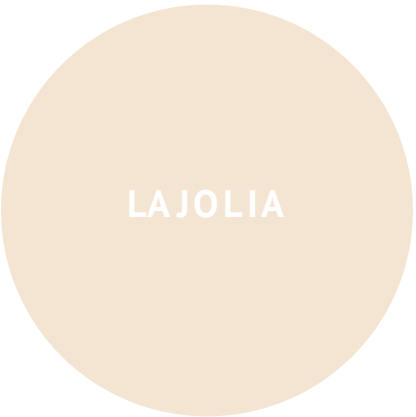
PMS: 3115
HEX: #21C6D9
RGB: 33, 198, 217
CMYK: 68, 0, 16, 0



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



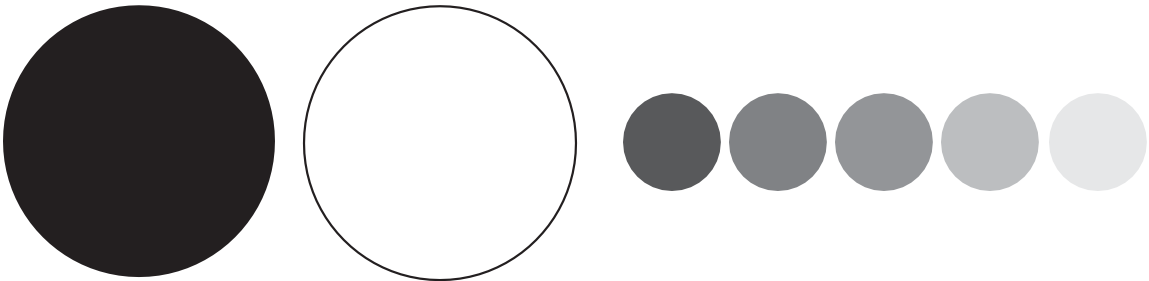
PMS: 2122
HEX: #BAD1F5
RGB: 186, 209, 245
CMYK: 24, 11, 0, 0



PMS: 9064
HEX: #F5E7D3
RGB: 245, 231, 211
CMYK: 3, 8, 17, 0



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

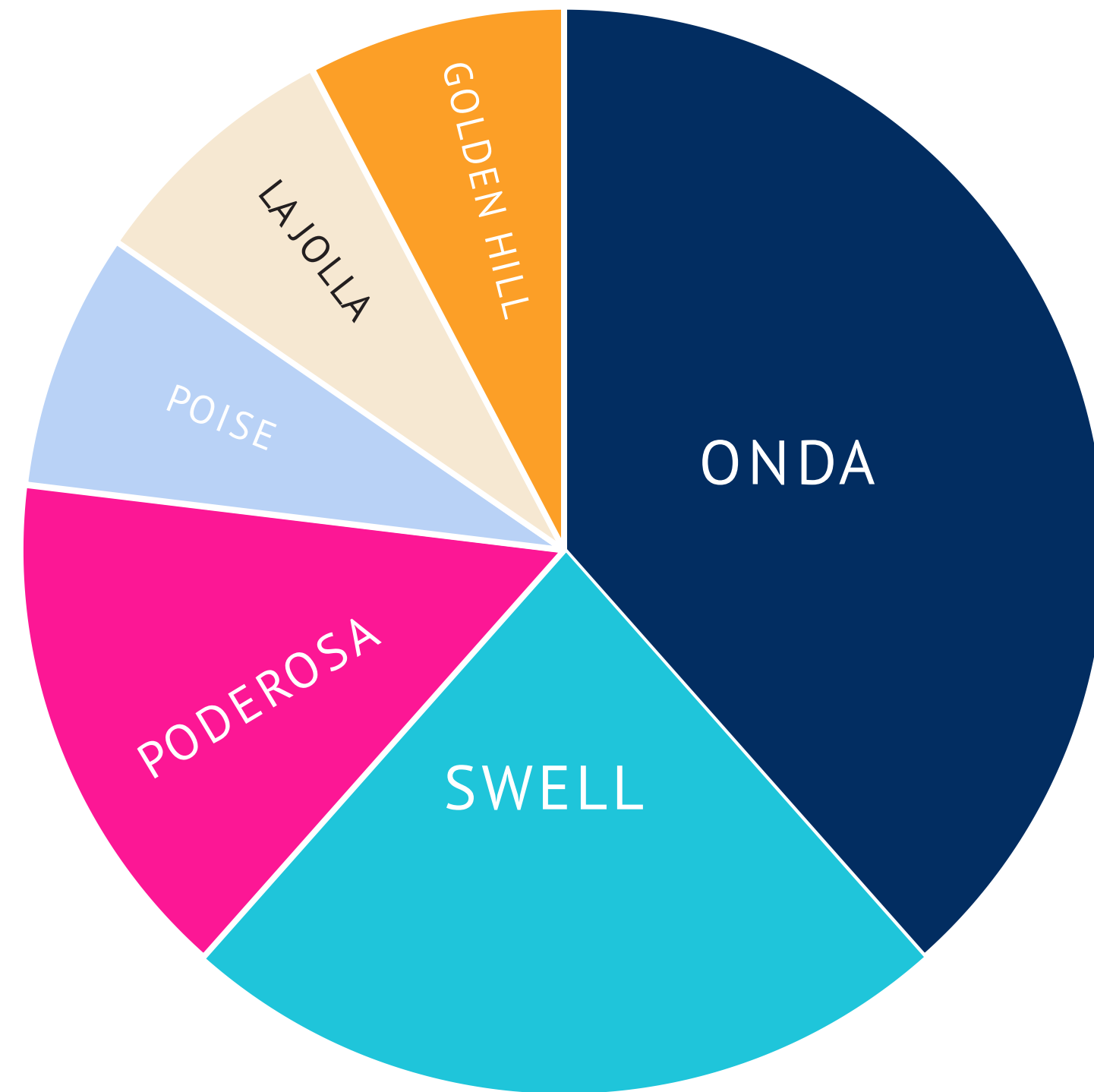


Black, white, and any shade of neutral gray are also acceptable.

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



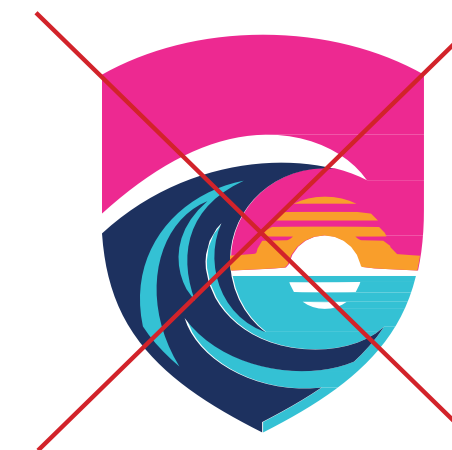
DO NOT RECOLOR



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



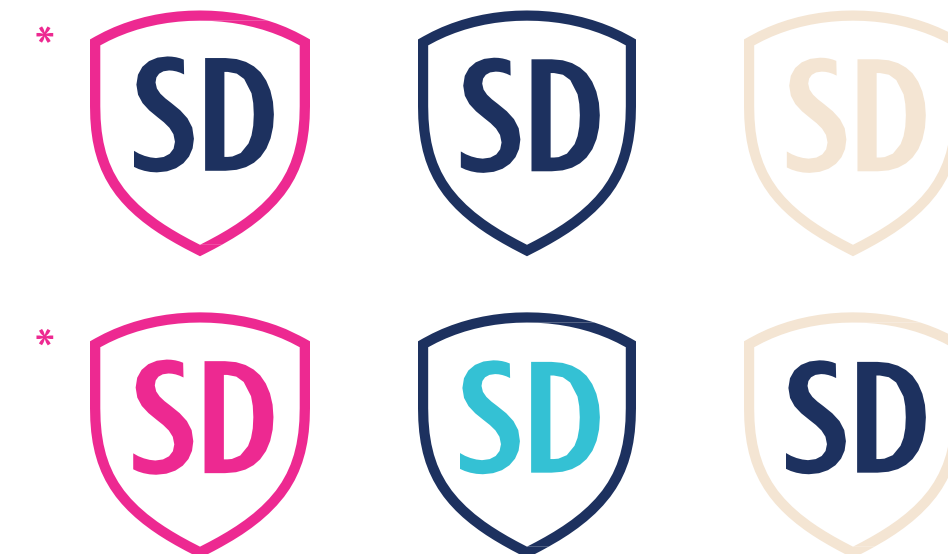
SECONDARY MARKS / ICONS

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~~

~~SAN DIEGO WAVE~~

SAN DIEGO WAVE FÚTBOL CLUB

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

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
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

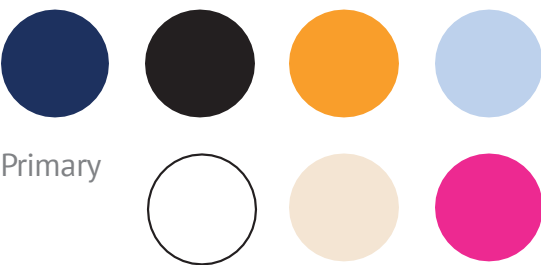
ACCENT

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



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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.

