

BRAND BOOK



THIS DOCUMENT IS THE SAN DIEGO WAVE FÚTBOL CLUB BRAND BOOK

San Diego Wave FC aren't just a brand.

We are a club. We are a club dedicated to winning every day, in everything that we do. This book serves as a guide to ensure consistency and quality across all San Diego Wave FC communications and marketing, to ensure we make waves both on and off the field.

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01 BRAND STRATEGY

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- 1.7 Audience Insights

CLUB ETHOS

**Be the best.
Inspire our diverse community.
Showcase San Diego.**

San Diego Wave FC are the best women's professional fútbol club, playing in the best league, in front of the best fans and in the best city in the world.

CLUB ETHOS

Wave FC set a new standard for player experience, one reflected in every aspect of how our fútbol club is cultivated. We represent everyone in San Diego's diverse community through our club and our inclusive commitment to pursuing excellence in everything we do.



**MAKE
WAVES**

BRAND STORY

**San Diego is a fútbol city.
It always has been.**

From the border to the beaches, San Diego has a vibrant fútbol culture unique to its people and region. This diverse region has produced some of the finest players in this country's history.

Professional women's soccer in the United States had a multitude of moments that lead to San Diego Wave Fútbol Club.

A history of hits and misses. World Cup glory. Launched leagues. Folded franchises. Challenges on the field and off. But a sport always rising and a love always growing.



BRAND STORY

Wave FC are the inheritor of a long and successful fútbol tradition in the region. Chula Vista and the '99ers. Shannon MacMillan to Alex Morgan to Melanie Barcenas. Wave FC are building on a legacy of excellence.

San Diego Wave FC are the standard bearer for women's sports. A new era for San Diego.

Trailblazers, innovators and those unwilling to compromise.

Jill Ellis, with investment from Ron Burkle, built San Diego Wave FC from the ground up with the vision of establishing a club by women, for everyone. Wave FC created the standard for establishing a professional women's soccer club.

A club that puts fútbol and our people first.

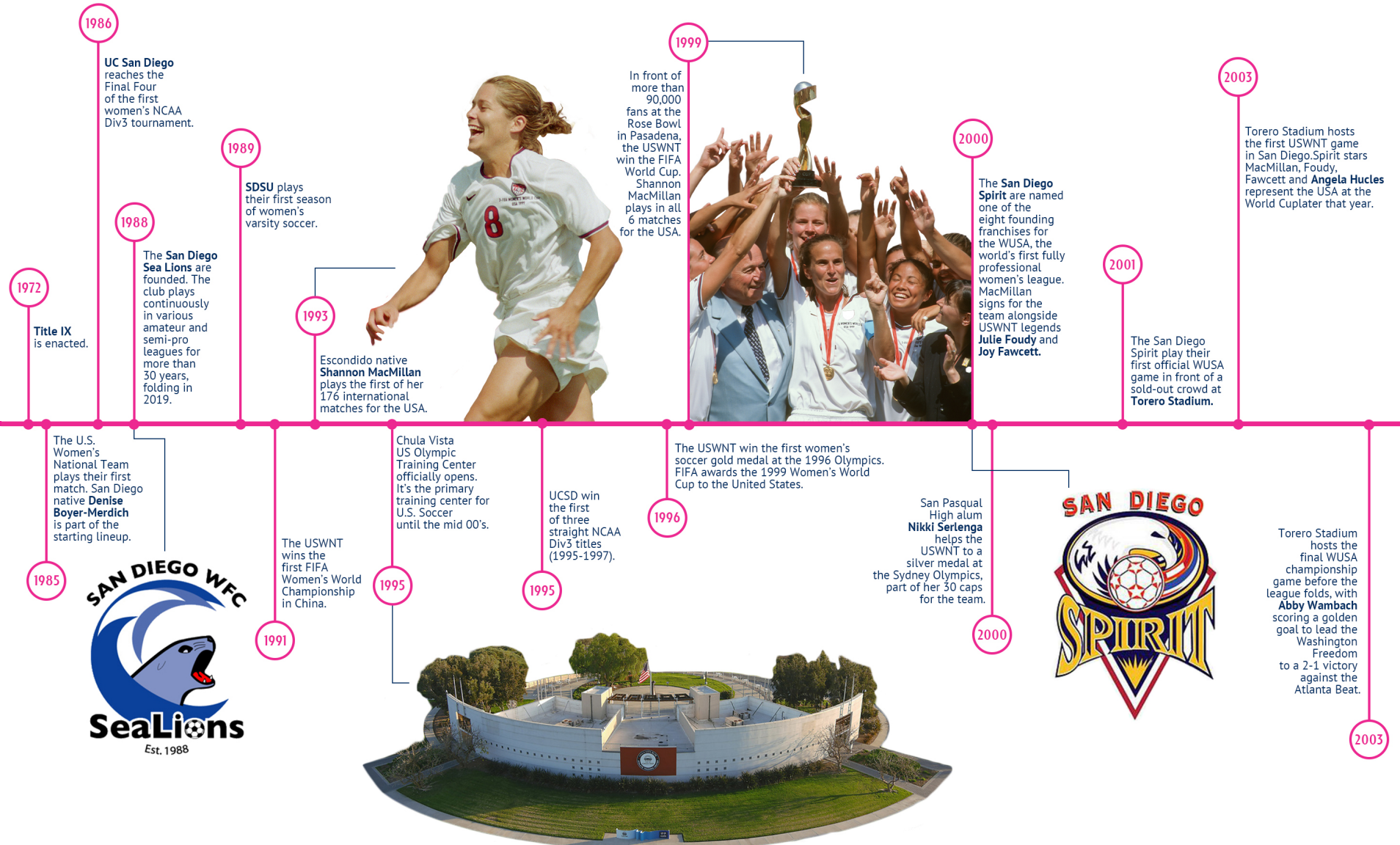
A club that is here to win championships and leave the game better than we found it.

A club that makes waves.

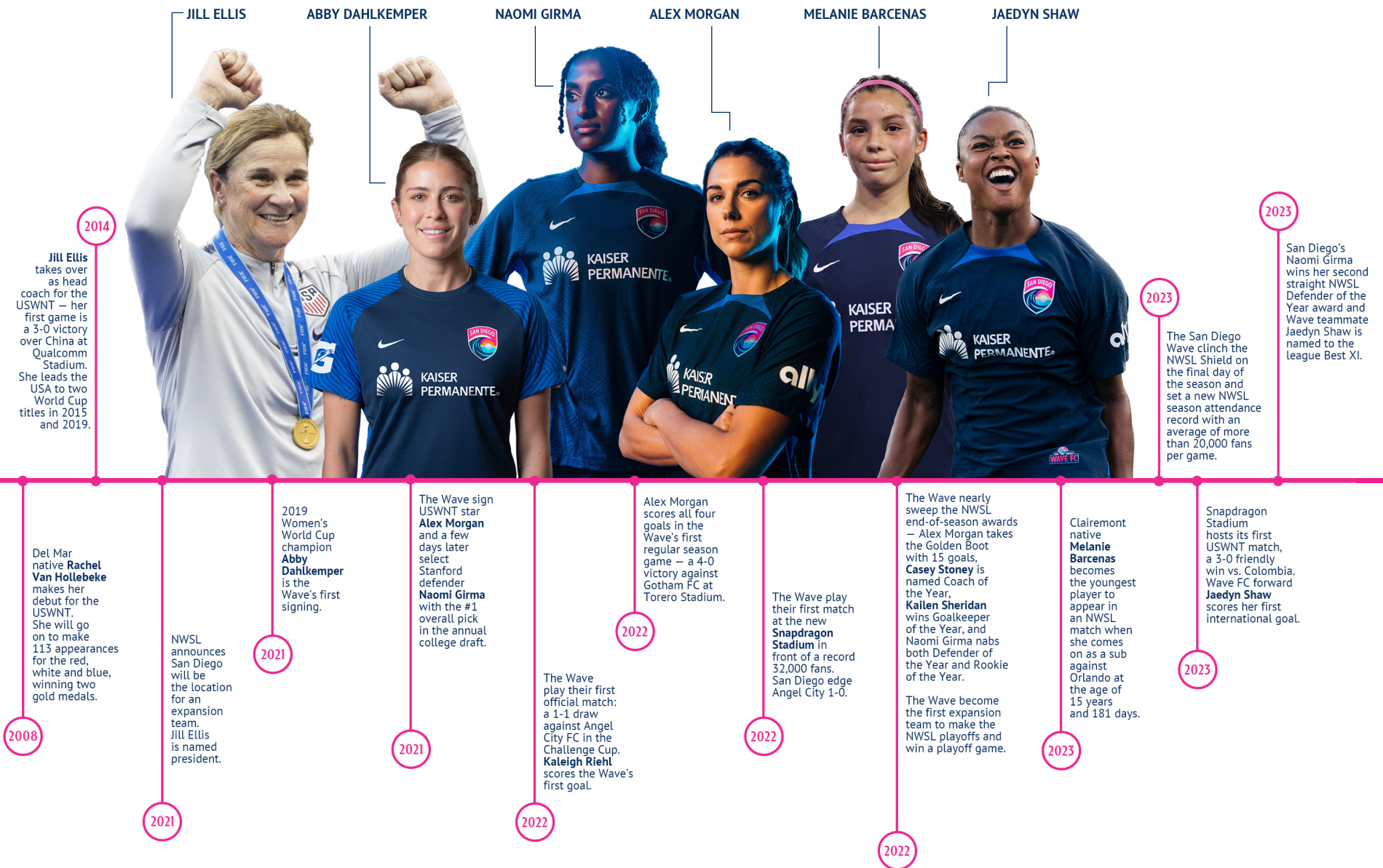


TIMELINE

San Diego Wave Fútbol Club are building on a rich legacy of the sport in this region.



TIMELINE



STRATEGY Pillars

CHAMPIONSHIP MENTALITY

- We put fútbol first.
- Lead by example.
- We develop our people and our players.
- Operate with transparency and trust.
- High challenge. High support.
- We win every day.

AUTHENTICALLY SAN DIEGO

- We are San Diego's club.
- Built from ground up.
- We represent a diverse region. Spanning multiple countries, cultures and ideologies.
- We are true to who we are.
- We develop local talent, welcome global stars, and play to represent America's Finest City every time we step on the field.

EVERYONE WELCOME

- Our club is inclusive to all.
- We believe diversity and community lead to greater equity and opportunity.
- We understand our community and speak multiple languages to engage with everyone.
- Our club welcomes all with open arms.
- We are proud of our diverse fanbase.

GROWING THE GAME

- A rising tide lifts all.
- Be a force for good through the game we love.
- Leave the game better than we found it.
- A club that takes real action as an agent of change.

BRAND POSITIONING

San Diego Wave FC are committed to equitable partnerships that grow the game and uplift our values.

We value collaborative, open and honest relationships with our partners, fans and community members and believe when one of us wins, we all win.

We are dedicated to providing the very best for our athletes, staff, and everyone who supports the club.



BRAND IDEA

San Diego Wave FC are building an inclusive platform to uplift and inspire our players, our fans, our partners and our community. All aspects of our club put our values into action and reflect this commitment: from the first team to the front office, from the development pathway we nurture and into the community we call home. Wave FC strive to put San Diego on the global stage in our pursuit to be the preeminent professional fútbol club in the world.



BRAND PURPOSE

San Diego Wave FC's mission is to be the best fútbol club in the world. We measure ourselves by the talent we nurture, the communities we inspire and the championships we win.

Wave FC are a club with a mission to win. The mission is about uplifting female athletes, women's sports and the communities who support them. It's about winning trophies. Building a legacy. Leaving the game better than we found it.



We set the standard for the sport.

SUPPORTERS

San Diego Wave supporters are the heartbeat of our club.

Headquartered in the Cove, organized supporters groups such as the San Diego Sirens are welcoming and inclusive while creating a unique atmosphere that enhances the experience for everyone at Snapdragon Stadium.

These supporters are hyper engaged with the club on and off the field and will be collaborative partners in the growth of the Wave for decades to come. Plus they're bringing the bubbles to every match.

THE FAMILY

San Diego has long been one of the hotbeds for youth soccer in North America and the San Diego Wave are proud to inspire the next generation of young ballers and their families. The Wave provide San Diegans a platform to cheer for their heroes and engage in meaningful interactions with some of the planet's best players.

Our developmental pathway inspires these families as they chase their dreams while also crafting a one-of-a-kind memorable experience along the way.

FÚTBOL FANS

San Diego is home to some of the most knowledgeable and passionate fútbol fans in the world. This region deserves a world class-professional team like the Wave.

These fans are super invested in tactics and styles of play and spend their weekends watching global soccer.

The Wave aim to be the best soccer club in the world and a club worthy of San Diego's fútbol fanáticos.

SAN DIEGO SPORTS FANS

San Diego is a vibe and our sports fans want an outlet to show off their local pride. Many of these fans have been burned by other San Diego sports franchises, and they want to support a team that wholeheartedly represents the city with unwavering pride.

San Diego sports fans support the Wave because of how we show up for the city and the work we put in to uplift and represent the city on a global stage.

THE EXPERIENCE SEEKERS

San Diego Wave FC matches are a really, really good time. Fans from all over Southern California come to Wave matches for a fun night out.

We know there's a lot of competition for people's time and money in San Diego, from the beaches to the nightlife but Wave matches provide these thrill seekers with a fun and affordable experience that is unmissable, welcoming and memorable.

AUDIENCE INSIGHTS

AUDIENCE INSIGHTS

EXPANDING OUR COMMUNITY

San Diego Wave Fútbol Club always foster inclusivity and build authentic connections to increase the club's overall presence among the diverse and passionate communities across San Diego County and beyond.

Community Engagement

- The Wave prioritize community partnerships built upon trust, open communication and strong interpersonal relationships.
- We are showing up in the community formally as Wave FC players and staff and informally as San Diegans.
 - » Our athletes are engaged and willing to spend time across the community to further grow and expand the Wave FC brand.
 - » The Wave prioritize our club's presence at key community events in South San Diego and throughout the county.
 - » The full calendar of events will be shared organization-wide (players, staff, supporters groups and partners) to encourage and increase participation.
- Wave FC aim to forge meaningful local partnerships by building sustained player presence in our community.
 - » Our club amplifies the team's visibility through real, substantive partnerships with local business and media outlets.
 - » Our players are willing to devote their time to these efforts and our platform.
- The Wave understand that underserved communities in San Diego have limited access to soccer facilities, equipment and training.
 - » We address access to soccer with our community partnerships and will always strive to make our games and gear more accessible.
 - » Increasing access to soccer is closely aligned to the Wave's goals to promote physical and mental health, especially to underserved communities.

AUDIENCE INSIGHTS

EXPANDING OUR COMMUNITY

Language and Cultural Sensitivity:

- We deliver accurate and timely Spanish communications including PR, social media and community announcements and outreach.
- Gamedays are a bilingual experience with stadium announcements, signage and entertainment in Spanish and English.
- Wave FC players can engage and attend events within the Spanish-language community, even if they don't speak the language.
- We create bilingual marketing materials and communications to promote inclusivity.
- The Wave identify and authentically uplift the cultural celebrations and holidays that are impactful for the entire San Diego community.

Storytelling

- Quality storytelling and content are key drivers of our community connections, and important ways we showcase the inviting and inclusive nature of the Wave FC experience.
- The Wave amplify relevant third-party philanthropic initiatives, especially organizations championed by individual players.
- Wave supporters groups are eager to expand the reach of the Wave and share their love of the sport. We should actively seek ways to tell their story.



02 BRAND PERSONALITY

- 2.1 Overview
- 2.2 Brand Essence
- 2.3 Tone and Voice
- 2.4 Look and Feel
- 2.5 Brand Experience

OVERVIEW

How our club carries itself, how we communicate and how we interact with the community all shape our identity.

Our values define how we speak, look and act. Whatever we're doing, no matter who we're with or where we are, if we keep these values close we'll stay true to who we are.



BRAND ESSENCE

Wave FC operate with authenticity, excellence and inclusivity as we engage and nourish our relationship with players, fans and the San Diego community.

	AUTHENTICITY	EXCELLENCE	INCLUSIVITY
WHAT WE MEAN:	• Transparent • Proud of who we are	• Win every day • Strive to be the best	• Everyone is welcome • Our diversity is our strength
WHAT WE DON'T MEAN:	• Cocky or fake	• Arrogant	• Restrictive

Always uplift and never tear down.

TONE AND VOICE

Our tone and voice shape how others perceive our club and our community. We use our tone to speak to different people for different purposes, while always staying true to our essence and values.

San Diego Wave FC's brand personality is empowering, confident, and inclusive. Wave FC aim to inspire, motivate and celebrate the people of San Diego through the sport of soccer.

San Diego Wave FC are:

Inclusive
Confident
Knowledgeable
Progressive
Creative
Positive
Transparent
Ambitious
Energetic
Eclectic
Genuine
Soccer Savvy

San Diego Wave FC are not:

Exclusive
Sarcastic
Conservative
Boring
Negative
Dishonest
Conventional
Fake
Performative

LOOK AND FEEL

The presentation of the San Diego Wave FC brand is key to showcasing our club and community values.

San Diego Wave FC's style is:

COMPETITIVE

- We put in the work. Daily. We showcase our grit and determination to win.
- Win or get caught trying.
- We turn frustration into determination.

VIBRANT

- Wave FC are inspired by the colorful landscapes of the San Diego and Baja California communities.
- Our diversity is our strength.
- When one of us wins, we all win.

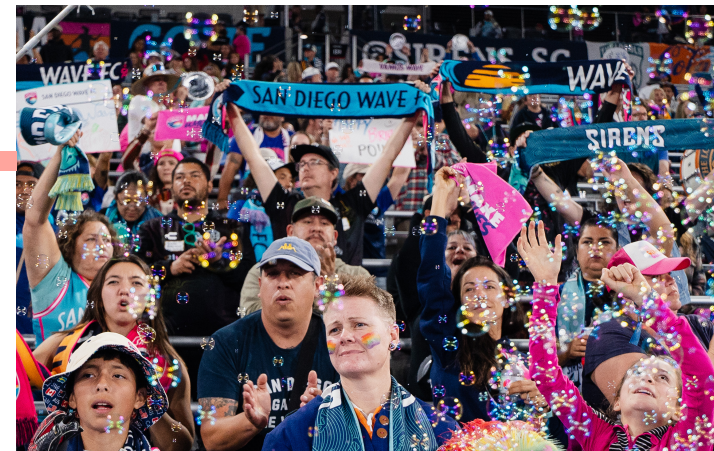
PASSIONATE

- San Diego is home to the best fans in the world, and our club is proud to represent them.
- Our players play for the badge every time they step on the field.
- Our fans push us to be our best.

BRAND EXPERIENCE

The experience at a San Diego Wave FC match or community event should always be welcoming, inclusive and most importantly fun. Wave FC matches bring together every type of San Diegan — from a family looking to see their heroes to passionate supporters building community in the Cove. There is a home for everyone at Snapdragon Stadium looking to have a fun night out.

Our diverse fanbase is a testament to all that makes San Diego special and our gameday experiences are welcoming to everyone. We think this diversity is what makes San Diego Wave FC games unique and the best matchgoing experience in North America.



03 BRAND WORLD

- 3.1 Logos
- 3.2 Color Palette
- 3.3 Typography
- 3.4 Language Guide
- 3.5 Photography

When the wave rises, it forms a crest.

San Diego Wave Fútbol Club colors embody the vibrant culture of Southern California. Our shield symbolizes strength and diversity, the relentless force of the wave and the community that stands with us.

THE CREST

These are the San Diego Wave Fútbol Club's approved crest and wordmark lockups.

Use the full-color version of the crest wherever possible. Do not manipulate this mark in any way.



PRIMARY WORDMARKS

These are the San Diego Wave Fútbol Club's primary wordmarks.

Only these versions are to be used as the club's wordmark.

Please use only in the official club color palette.

SAN DIEGO WAVE FÚTBOL CLUB

SAN DIEGO WAVE FC

WAVE FC

SAN DIEGO WAVE FÚTBOL CLUB

CREST AND WORDMARK LOCKUP

These are the approved San Diego Wave Fútbol Club's crest and wordmark lockups.

Please use these designated logo files, avoiding separate files for the crest and wordmark, to maintain consistent size, spacing, and proportions. Only the wordmarks displayed here are authorized for use as the official lockups, despite the existence of other approved wordmarks.



SAN DIEGO WAVE FC



SAN DIEGO WAVE FC

LOGO SAFETY AND SIZE

When incorporating the crest within or near other content, ensure compliance with the specified isolation areas and minimum sizes.



Isolation Area



55px (height)
for digital



6.75in (height)
for print

Minimum Size

ONE- AND TWO-COLOR CRESTS

This is the San Diego Wave Fútbol Club's crest in both one- and two-color applications.

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



One-Color



Two-Color

PRIMARY CREST BACKGROUNDS

These are examples of the crest on background colors. We recommend using high contrast to enhance the legibility of the crest.



WORDMARK ON BACKGROUNDS

These are examples of suitable applications of the wordmark on background colors, emphasizing high contrast for optimal readability.

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

SAN DIEGO WAVE FÚTBOL CLUB

CREST AND WORDMARK DON'TS



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 ELEMENTS



DO NOT STRETCH

Never use the ~~SAN DIEGO WAVE FÚTBOL CLUB~~ wordmark in a sentence.

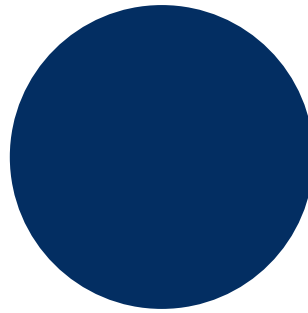
~~SAN DIEGO WAVE FÚTBOL CLUB~~ wordmark should not be used in a headline.

COLOR PALETTE

These are the San Diego Wave Fútbol Club colors. We are proud of our unique colors and how they represent the vibrant communities across San Diego and Baja California.

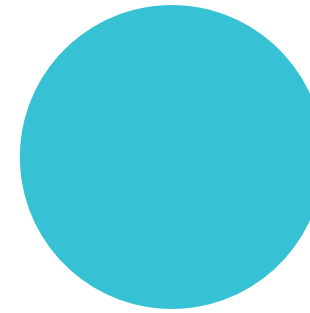
Wave supporters have adopted our colors as their own while fostering a sense of shared identity and connection to our city.

Our vision is to have these colors become synonymous with San Diego and to see our distinct pink and blues worn proudly, not just throughout California but across the country and globe.



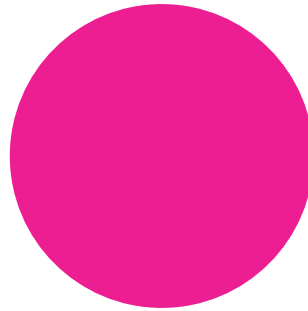
BLUE

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



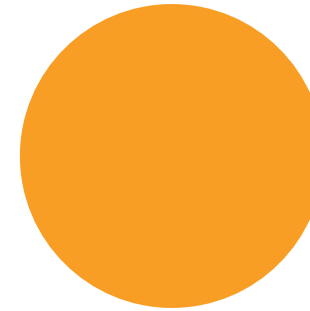
AQUA

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



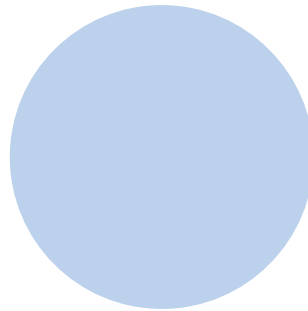
PINK

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



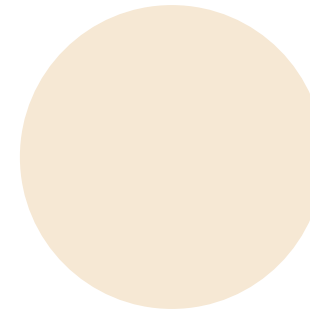
GOLD

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



LIGHT BLUE

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



SAND

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

EXTENDED COLORS

The extended color palette is designed solely for digital interfaces, infographics, illustrations and product designs where tone-on-tone pairings provide clarity or improve the user experience. The extended palette should be used only in support of the primary Wave colors.

Blue L4 #165AA9	Blue L3 #0B4F99	Blue L2 #1B4585	Blue L1 #1F3C72	Blue #032E62	Blue D1 #172952	Blue D2 #0C2143	Blue D3 #051B34	Blue D4 #091626
Aqua L4 #A2DCEA	Aqua L3 #8BD4E5	Aqua L2 #71CDDE	Aqua L1 #57C7DA	Aqua #21C6D9	Aqua D1 #2FAFC2	Aqua D2 #2A9EAE	Aqua D3 #268C9B	Aqua D4 #237b87
Pink L4 #F59FC5	Pink L3 #EF84B5	Pink L2 #EB67A6	Pink L1 #EB4B9B	Pink #FC1896	Pink D1 #D72283	Pink D2 #C22176	Pink D3 #AC206A	Pink D4 #961F5D
Gold L4 #FEC77B	Gold L3 #FDBB66	Gold L2 #FCB351	Gold L1 #FAA93D	Gold #FD9F28	Gold D1 #E49025	Gold D2 #D28129	Gold D3 #BF7329	Gold D4 #AC6528
Light Blue L4 #E5EEF9	Light Blue L3 #DAE8F7	Light Blue L2 #D1E0F3	Light Blue L1 #C7D9F0	Light Blue #BAD1F5	Light Blue D1 #A8BBD5	Light Blue D2 #92A5C0	Light Blue D3 #7C90AA	Light Blue D4 #677A94
Sand L4 #F8F3EF	Sand L3 #F7F0E8	Sand L2 #F5EDE1	Sand L1 #F5E8D9	Sand #F5E7D3	Sand D1 #E7D8C5	Sand D2 #D9C9B8	Sand D3 #CBBDA8	Sand D4 #BEB09F

TYPOGRAPHY

PRIMARY TYPEFACE PT SANS BOLD

Utilize PT Sans Bold for headlines, restricting its use to accentuating standalone short statements or as the initial line in a recurring headline.

Aa Bb Cc

Go, San Diego!

Single Statement

GOAL
GOAL
GOAL

Repeating Healine

abcdefghijkl
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

TYPOGRAPHY

SECONDARY TYPEFACE PT SANS REGULAR

PT Sans Regular is used for repeating headlines and for body copy.

Aa Bb Cc

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris leo nulla, sollicitudin eu dolor sit amet, pretium iaculis ante. Nulla bibendum odio metus.

Body Copy

GOAL
GOAL
GOAL

Repeating Headline

abcdefghijkl
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

TYPOGRAPHY

NAME AND NUMBER

SDW REGULAR

This custom typeface should only be used for player names and numbers. Please do not use punctuation with the SDW font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

ALEX MORGAN

LANGUAGE GUIDE

San Diego has its own unique, laid-back style and culture.

Our overall language should reflect that. We should always be thoughtful and deliberate in our communication.

This language guide is meant to provide recommendations for communicating with our fans, partners and community. While we have preferences for how we speak about the game and team we love, we should never police others' chosen language.

We distinguish between how our fans communicate and how we do. We leave space for our fans to engage with the team in the way they'd like, while not always curating the discussion.

We understand language is fluid and we should be ready to adapt our communication style to reflect our supporters' behavior.



LANGUAGE GUIDE

Team Name

- Use the full, official name San Diego Wave Fútbol Club on first reference.
- For subsequent references, use a recognizable abbreviation such as the San Diego Wave, the Wave or Wave FC.
 - » Avoid these team abbreviations: SD Wave FC, SDWFC

Waves

- Please refrain from referring to our team and players as pluralized Waves.
- As the language of our fans evolves over time this might change, and we should not correct others from referring to us this way.

Fútbol

- The Wave are proud to be a Fútbol Club, and we should refer to the sport as fútbol wherever possible.
- We recognize there are many names for this sport in North America, and we adapt our language depending on the audience.

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.

Pluralization:

- When referring to the San Diego Wave, use plural verbs- (e.g., The Wave are preparing for the playoffs).

Titles and Positions:

- Capitalize formal titles when directly preceding a name- (e.g., Head Coach Casey Stoney, President Jill Ellis).
- Use lowercase when referring to specific fútbol positions- (e.g., goalkeeper Kailen Sheridan, forward Alex Morgan).

Photography plays a pivotal role in capturing the essence and narrative of San Diego Wave Fútbol Club.

PHOTOGRAPHY

These principles are meant to guide our visual storytelling, ensuring every photograph resonates with the excellence, authenticity and inclusivity that define the Wave.



EXCELLENCE

San Diego Wave Fútbol Club's goal is to be the best team in North America, and our photography should be a window into that pursuit.

Wave FC photography should utilize close-up shots of the action to capture real, candid moments and situations.

We should always look to capture players in motion or when executing a specific action. We should be willing to showcase dynamic angles and interesting compositions.

Our excellence can be reflected in our unique and consistent approach to visual storytelling.



AUTHENTICITY

San Diego Wave Fútbol Club's photography celebrates our team's authentic bond and spirit while highlighting our players' unique personalities and the joy the sport brings everyone.

The Wave are in this together and we celebrate and support each other, through the good times and the bad. We are a team that works hard but plays hard too.

True passion and joy come through our players' expressions. Immediate reactions are priceless, in shots that are both triumphant and fierce.

Our photography captures these emotions and showcases true passion, dedication and love for the game of soccer through our athletes.

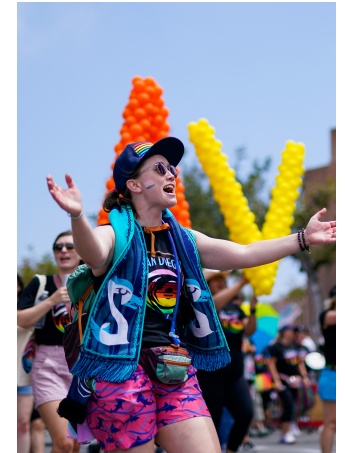


INCLUSIVITY

Fútbol without fans is nothing. Wave FC supporters are an essential part of the game and the lifeblood of our club. The team's photography should showcase our appreciation for the club's fans.

The photography of our fanbase should reflect San Diego as an inclusive and diverse community.

Shots where players interact with the fans are invaluable. The admiration and sense of pride through the fans' eyes are powerful reminders of what makes this club, city and sport so unique.



CONTACT AND ADDITIONAL INFORMATION

For further information on this Brand Book, please contact Marketing@wavefc.com.

For further information and downloadable brand assets we invite you to visit our website.



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