



PRIMARY LOGO

CREST + WORDMARK LOCKUP

ONE-AND TWO-COLOR
PRIMARY CRESTS

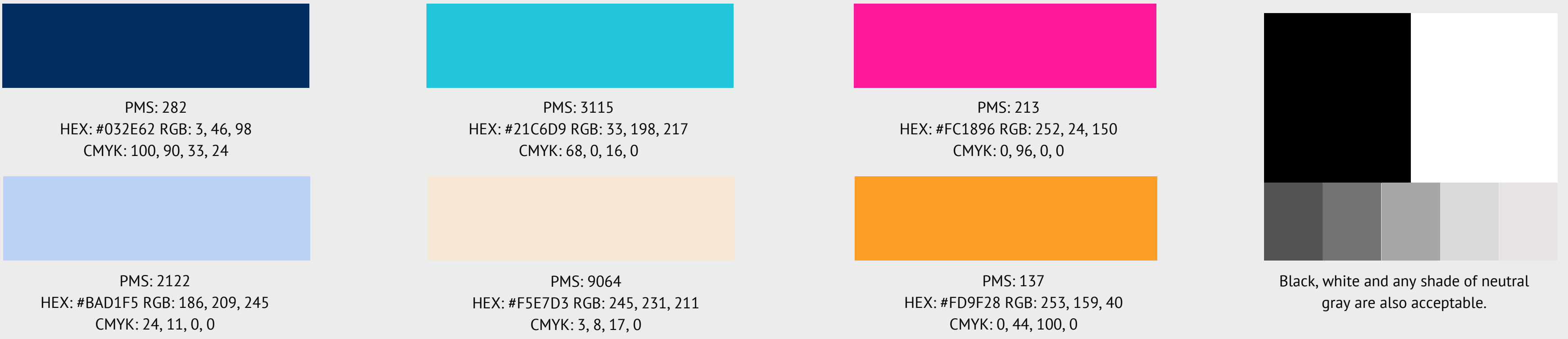


CO-MARKETING



COLOR SCHEME

Color codes are subject to change following sample review and printer recommendations



PRIMARY WORDMARKS

Please use only in the official club color palette.

SAN DIEGO WAVE FÚTBOL CLUB

SAN DIEGO WAVE FC

SAN DIEGO WAVE
FÚTBOL CLUB

WAVE FC

TYPOGRAPHY

AA

HEADLINE
PT SANS BOLD

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

BODY COPY
PT SANS REGULAR

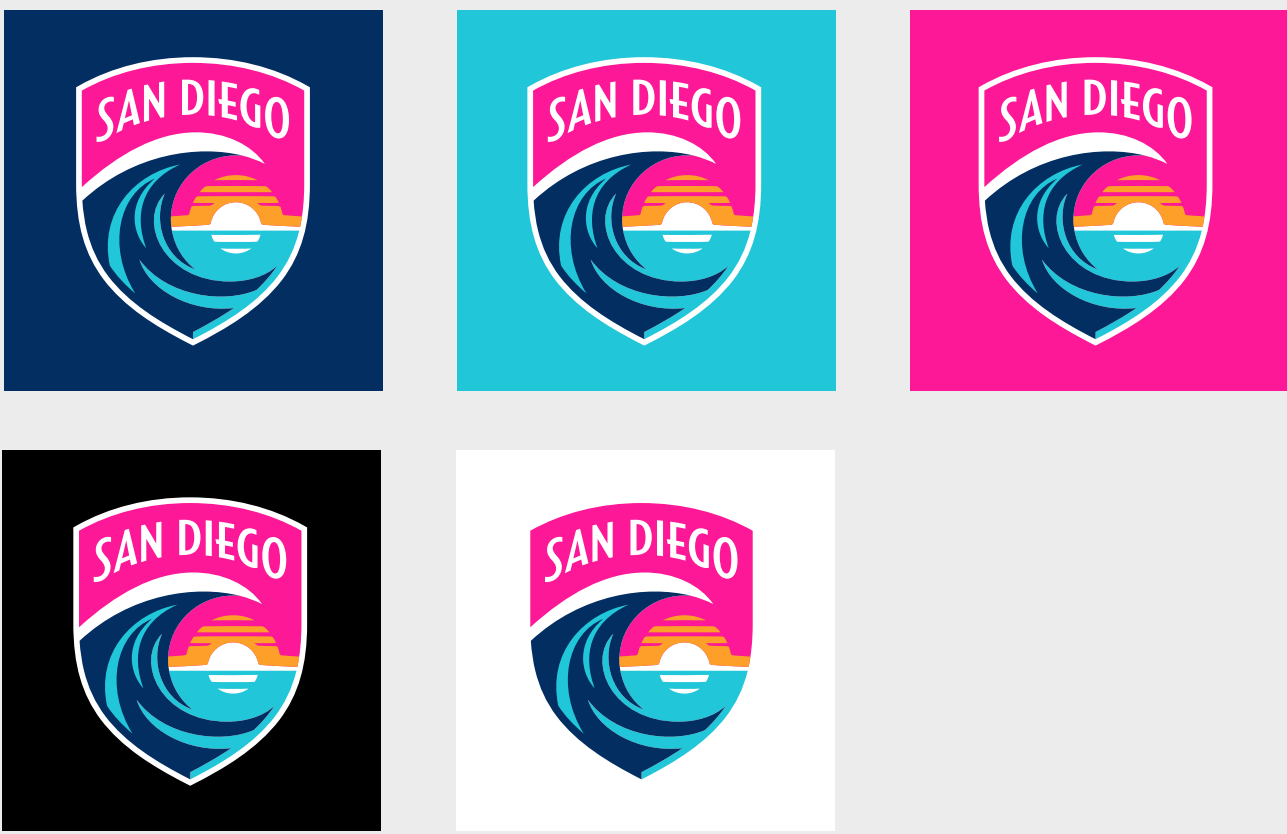
ABCDEFGHIJKL
0123456789

NAME AND NUMBER FONT
SDW REGULAR

KAILEN SHERIDAN

Please do not use punctuation
with the SDW font

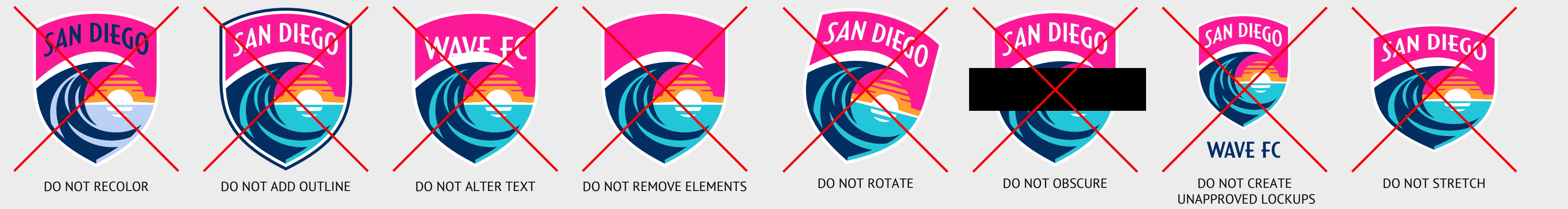
PRIMARY CREST BACKGROUNDS



WORDMARK ON BACKGROUNDS



DONT'S



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

Never use the ~~SAN DIEGO WAVE FÚTBOL CLUB~~ word mark in text.

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

NOMENCLATURE:

First reference must be **San Diego Wave FC** or **San Diego Wave Fútbol Club**

Subsequent references can include **San Diego Wave** or **Wave FC**

Never SD Wave, SD Wave FC, or SDWFC