



LOUISVILLE CITY FOOTBALL CLUB

BRAND BOOK

CONTENTS

1	ABOUT
2	CLUB CREST
4	WORDMARK
6	COLORS
7	ALTERNATE MARKS
8	LOGO USAGE
10	TYPOGRAPHY
11	TONE
13	SOCCER HOLDINGS

ABOUT

Louisville City FC is a professional soccer club uniting our community through the beautiful game. We strive to represent something greater than ourselves, ensuring that Louisville's name is synonymous with a winning tradition and culture of excellence. While chasing championships, we champion Louisville.

WE ARE PROUDLY LOUCITY.

CLUB CREST



Our club crest is our primary logo and should be used when possible. The contents of the crest include other marks that can be used in approved cases, including our primary wordmark, city mark, and single fleur-de-lis.

ONE-COLOR



Our club's crest is also available as a single color in either purple, white or black.

WORDMARK

LOUISVILLE
CITY®



LOUISVILLE
CITY®

Our primary wordmark comes directly from our club's crest in the Bordonaro Spur font.

ALTERNATE WORDMARK

LOUISVILLE CITY
FOOTBALL CLUB™

LOUISVILLE CITY
FOOTBALL CLUB™

LOUISVILLE CITY
FOOTBALL CLUB™

Our wordmark is our name in stacked text in the font featured within the crest, Bordonaro Spur.

COLORS



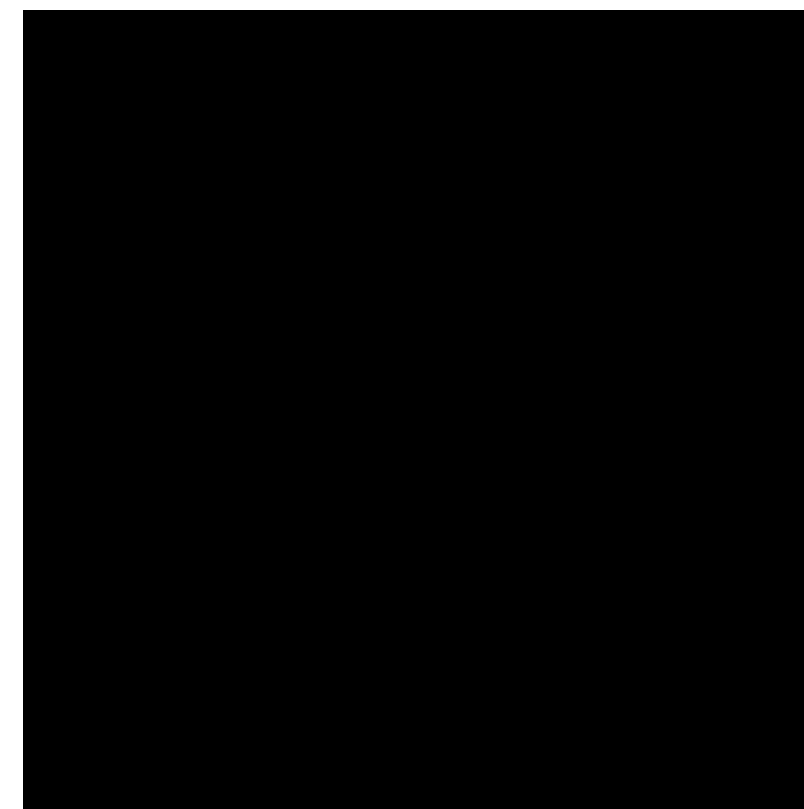
LOUCITY PURPLE

HEX: #400077

PMS: 2685 C

RGB: 64, 0, 119

CMYK: 89, 100, 14, 15



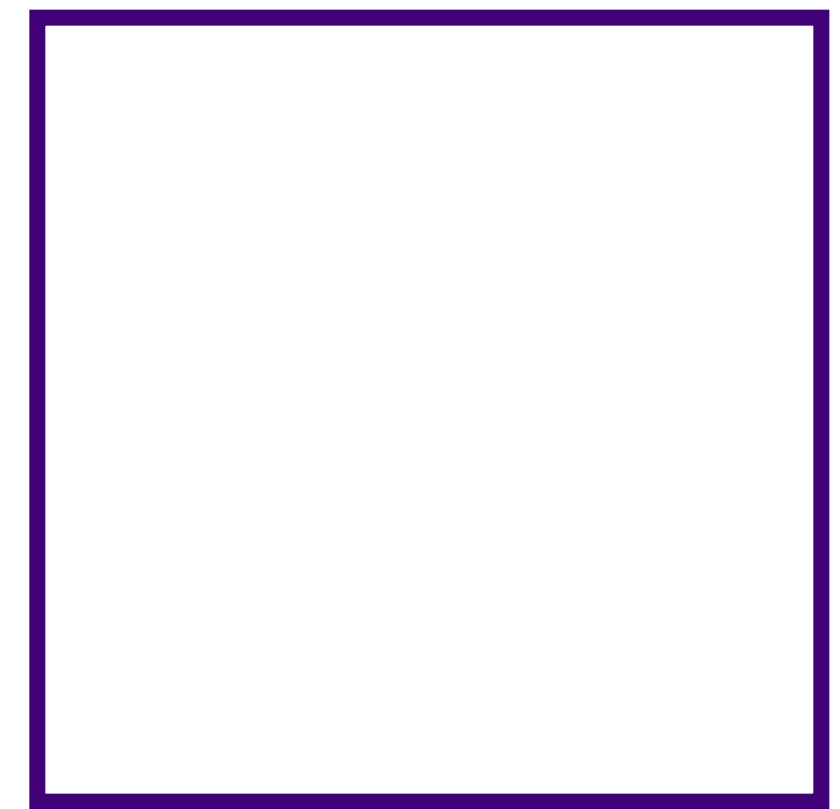
BLACK

HEX: #000000

PMS: BLACK

RGB: 64, 0, 119

CMYK: 60, 40, 40, 100



WHITE

HEX: #FFFFFF

PMS: WHITE

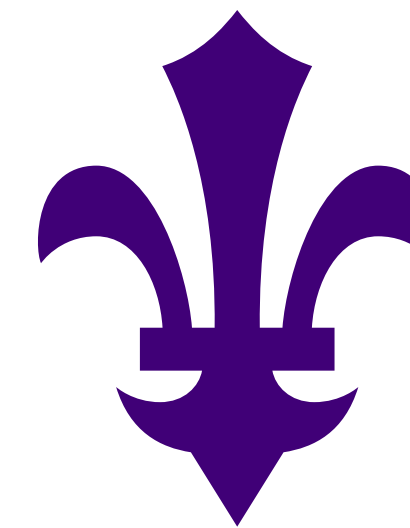
RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

ADDITIONAL MARKS



The center part of the logo may be used as an alternate on merchandise, background imagery, or artistic element. It can be used with or without the curved "Louisville" above.



A single fleur de lis may be used as an alternate on merchandise, background imagery, or artistic element.

LOGO USAGE

Size and placement of logo is to be determined by available space, aesthetic, function, and visibility. There are no minimum or maximum sizes. Plenty of clear space should always be given surrounding the logo.

All logo applications should be approved by the club before use.



The stars above the crest represent championships won by Louisville City FC, meaning additional stars could always be added in future seasons. As a general rule, if the logo is being applied in a location that will be visible for longer than one season, the crest should be used without the stars above it.



The primary version of the logo should have purple stars. However, if logo is being used on a dark background, the stars should be white. If using the star logo, the stars should always be clearly visible.

DO NOT



Do not alter the colors
of the logo.



Do not stretch the logo.
Scaling should be done
proportionally.



Do not add a stroke to
the logo.



Do not remove the
trademark symbol.



Do not rotate the logo.

TYPOGRAPHY

LOUCITY FC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

VAMOS MORADOS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Since starting play in 2015, Louisville City FC has consistently raised the standard of American men’s professional soccer both on and off the field.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

GAZZETTA - MEDIUM

Primary headline.

ACUMIN PRO WIDE - BLACK

Secondary headline.

Acumin Pro - Regular

Body/copy.

tone

LouCity speaks with confidence, pride, and community-rooted clarity.

Our language is direct, warm, and grounded in real connection — ambitious but humble, celebratory without being hyperbolic.

We champion Louisville first, reflect our tradition, and welcome fans into the story with open, inclusive energy.

TONE EXAMPLES

Ticket Push

GOOD – provides context, grounded in connection to our city

Almost time to represent OUR City at Lynn Family Stadium 💪

The boys in purple are back at home at 4 p.m. this Saturday when they face Miami FC for our home opener. Get tickets now 🎫 LouCity.com/opener

BAD – Missing context of who, what, when, etc.

Back at home. Let's get craaaaazyy 😄

🎫 loucity.com/opener

Tradition Acknowledgement

GOOD – provides context to who Paolo is and why people should be excited for the news

A LouCity legend joins the first team staff 🎫🌟

Ahead of the 2026 season, Paolo Delpiccolo has been appointed a full-time assistant coach after spending the past two years working in the LouCity Academy!

BAD – Lacking context for newer fans of who Paolo is and why they should care. Missing a reflection of tradition.

He's baaackk 😊

Fan Acknowledgement/Win Post

GOOD – shows appreciation to the fans

An incredible atmosphere built by our fans 💜

Thanks to all 10,933 fans who helped us have the largest crowd of the season and earn three points! We can't do it without you!

BAD – No acknowledgement of fan impact. Not humble.

LouCity? More like DubCity 😎

SOCCER HOLDINGS

Soccer Holdings, LLC is the parent company of professional soccer teams Louisville City FC and Racing Louisville FC. When the brands are used together, the following pages can be used as a guide.

OFFICIAL LOCKUP



When used together, the Louisville City crest should be on the left with Racing Louisville's crest to its right. This is to represent the order in which the clubs were established. They should be side by side, the same height, aligned at the top and bottom and equally spaced apart. The crests should never be stacked vertically. The official lockup includes the X that is in both crests equally spaced between them. When using the Louisville City logo with stars, the stars should remain above *both* crests, so that the crests remain the same height. The X, the stars, and the trademark symbol should always be visible.

DO NOT



Do not stack the logos vertically.



Do not make one logo larger than the other.



Do not overlap logos or place too closely together.



Do not alter the official lockup in any way.

TYPOGRAPHY

SOCCKER HOLDINGS LLC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VAMOS MORADOS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Louisville City FC and Racing Louisville FC play at
Lynn Family Stadium, located in Butchertown, near
downtown Louisville.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ZUUME - BOLD

Primary headline. This is an all-caps typeface and is
only meant for primary headlines.

ACUMIN PRO - BLACK

Secondary headline.

Acumin Pro - Regular

Body copy.

TYPOGRAPHY ALTERNATE

SOC CER HOLDINGS LLC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BORDONARO SPUR

Both team crests include Bordonaro Spur, an all-caps typeface. While this is not used as a primary font internally, it can be used on merchandise, digital and print graphics as needed.