FC CINCINNATI, EASTERN CONFERENCE – 2019 LOGO USAGE GUIDE

CREST: West End and soccer inspired
TYPE: Modern/German inspired
CINCINNATI: City on the rise

SWORD: Ready for battle
CROWN: Queen City
MANE: 7 hills of Cincinnati
WING: 3 seasons of play before joining MLS
WINGED LION: Winning spirit
TAIL: C for Cincinnati

Established: 2015
Slogans:
The Orange and Blue
Ignite and Unite, Now and Forever (2019 only)
Rise Together (2019 only)

Do:
• Club name is FC Cincinnati or Football Club Cincinnati
• Secondary names are FCC or FC Cincy (FC Cincy may only be used on merchandise)
• Encourage use of primary colors and/or light diamond pattern
• Use primary crest within larger design elements or photography but avoid placing in an area of visual interest
• Use 1-color reverse logo on dark backgrounds or 1-color positive logo on light backgrounds
• Use of two color primary and secondary wordmarks are preferred however, 1-color wordmarks can be used as alternative options

Don’t:
• Do not refer to Club as Fußball Club Cincinnati nor Fussball Club (formal, legal name only)
• Do not reduce logos or wordmarks to point of being illegible (min size: Primary 1” tall; Wordmark 1.5” wide)
• Do not pair logo and wordmark together on same design plane
• Do not crop the lion mark – it must be used in its entirety
• Do not extract the crown from the crest

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