

# FC CINCINNATI, EASTERN CONFERENCE – 2019 LOGO USAGE GUIDE



PRIMARY & EMBROIDERY LOGO

- 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

## PRIMARY LOGO COLOR VARIATIONS



## SECONDARY LOGOS



## PRIMARY WORDMARKS - 2 COLOR



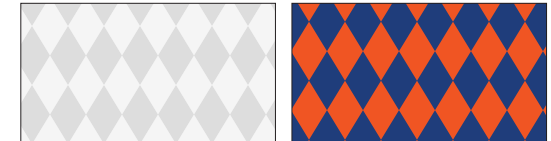
## PRIMARY WORDMARKS - 1 COLOR



## SECONDARY WORDMARK







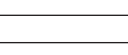
## DIAMOND PATTERN COLOR VARIATIONS



Primary: PMS Gray 4c coloring

Primary: PMS 021 Orange and PMS 287 Blue

## COLOR INFORMATION

-  Blue, PANTONE® 287  
C:100 M:75 Y:2 K:18  
HEX/HTML: 003087
-  Red, PANTONE® 21  
C:0 M:65 Y:100 K:0  
HEX/HTML: FE5000
-  Cool Grey, PANTONE® 4  
C:0 M:0 Y:0 K:35  
HEX/HTML: BBBCBC
-  PANTONE® 282  
C:94 M:55 Y:0 K:74  
HEX/HTML: 041E42
-  PANTONE® White  
C:0 M:0 Y:0 K:0  
HEX/HTML: FFFFFFFF

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2000.

## PERTINENT INFORMATION

**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

- Do scale size of pattern and incorporate Club colors
- Encourage use of official Club fonts: Champion (headlines) and DIN (body) (merchandise is not limited to Club fonts)
- When utilizing secondary logos, the crest or wordmark must also be used elsewhere on the product
- If the Club crest is used in conjunction with the lion mark, the two graphics must be featured on different planes so as not to repeat the lion mark

### 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