



# STYLE GUIDE





## ***Definitions:***

### **BRAND:**

A trust, built from all perceptions, thoughts, word-of-mouth, images, and feelings about our franchise.

### **BRAND STRATEGY:**

The overriding principles that guide the brand.

### **BRAND VALUES:**

The ideals and standards of our organization that are expressed through our brand.

### **CUSTOMER INSIGHTS:**

The underlying needs and motivations of our customers.

### **CUSTOMER GOAL:**

Changes in attitude or behavior we want from customers if we successfully communicate our brand.

### **BRAND ESSENCE:**

How the brand is defined in the hearts and minds of our customers.

### **BRAND PROMISE:**

The single-minded expression of the most compelling, believable and distinctive thing the Sounders FC can do for the consumer in order to drive growth.

Why we are striving for our brand:

- Brand Consistency
- Brand Stability
- Brand Identity
- Brand Strength



## ***Brand Objectives:***

### **KNOW THYSELF:**

Establish a clear understanding of the values of the Seattle Sounders FC franchise.

### **COMMUNICATE THE VISION:**

Launch a communication platform to clearly describe the brand of the Seattle Sounders FC to staff and external stakeholders.

### **EMPOWER THE PEOPLE:**

Provide the means to empower staff and stakeholders to promote the brand.

### **BUILD FAN AVIDITY:**

Strengthen the brand within the core segments and expand to connect with fringe segments.

### **UNIFORMITY:**

Maximize brand consistency across departments and with stakeholders.

### **DIFFERENTIATE:**

Fulfill the specific needs of the consumer like no other brand.

### **SHOW ME THE MONEY:**

Increase franchise revenues.





## ***Brand Personality:***

If the Sounders FC brand were a person it would be made up of the following characteristics:

- First Class
- Respectful
- Passionate
- Character
- Community-Oriented
- Worldly
- Fast-Paced
- Attacking
- Loyal
- Flair
- Charismatic





## ***Brand Facts and Symbols:***

Sounders FC Badge

Rave Green

MLS Logo

Members Association Logo

Qwest Field Logo

Space Needle

Qwest Field Images

- Upper Bowl Tarp
- Arches
- North tower skyline
- Pageantry shots - field

Players

Coaches

Band

Ownership Group

Drew Carey

Community

- Youth Soccer
- Starfire

Fans

- Supporters Group
- Members Association
- Jerseys, Scarves, Horns, Streamers, Drums



## ***Sounders FC Fan Characteristics:***

- Passionate
- Social
- Hard-working
- Caffeinated
- Forward-thinking
- Success-oriented
- Entrepreneurial
- Worldly
- Achievement-oriented
- Competitive
- Traditional
- Loyal
- Spontaneous
- Family-oriented
- Vigorous
- Loud



# Brand Essence





## ***Core Words:***

The core of the brand essence holds the four words that are the connective tissue that links the rational and emotional elements of the brand. The core is like the brands DNA in that it is unlikely or certainly very difficult to change.

The core of Seattle Sounders FC Brand Essence: Passion, Courage, Community.

### ***PASSION***

Passion is the powerful emotion that describes Sounders FC. Passion reflects the way the game is played and the boundless enthusiasm of the players who play the game. Soccer Fans are passionate about the game and are passionate for the Sounders FC. Sounders FC doesn't have to create passion in the region, they just have to unleash the passion of the fans of the Pacific Northwest.

### ***COURAGE***

Courage describes character of both the team on the field and the business practices of Sounders FC. Players will be daring, play with flair and love the world's game. The franchise will have a progressive business model, focused on fans, growth of the game in our community and challenging traditional MLS franchise practices.

### ***COMMUNITY***

Community is the core of the brand essence shows that the fans are not just customers, but part of the brand. Sounders FC will be leaders and participants in the community uniting soccer fans from around the Pacific Northwest and the world.





# Seattle Sounders FC Identity and Color Guidelines:

The following pages of the Official Sounders FC Style Guide contain graphic representations of the team's official colors, primary logo, logotype and primary mark with logotype.

They are not meant for reproduction, but as a guide for Authorized Sounders FC Partners to use for color and gray scale reference.

## Seattle Sounders FC Corporate Logo:

The corporate logo expresses a company's personality and character. Its use is important to the company as it helps establish a presence in the community and marketplace. Consistent use of a corporate logo system conveys the image of a well integrated, stable company or organization. The equity and awareness a company builds in its logo is enhanced by consistent use of simple graphic standards.



## Seattle Sounders FC Logotype:

The logotype was specifically created for Seattle Sounders FC. At this time there is not a complete alphabet.



DO NOT substitute the typeface.

DO NOT use the logotype or name of the team in singular form.

## Seattle Sounders FC Support Typefaces:

To complement and support the primary typeface, any of the **Helvetica** font family is preferred due to its wide range of styles for body copy, headlines and large interior and exterior signs.

Helvetica Light Condensed  
Helvetica Medium Condensed  
**Helvetica Black Condensed**

In specific applications, **Garamond** may be substituted as a complementary typeface.

Garamond  
**Garamond Bold**



## Light Background

## Dark Background

### Primary Mark:

The Sounders FC mark should be used when the Sounders FC involvement or presence is well established throughout the piece.



### Primary Logotype:

The Sounders FC word mark should be used when a variety of sponsors and logos are involved.



### Secondary Logotype:

The Sounders FC secondary word mark should be used when the primary (arched) version does not fit well in a specific layout or design.



## Black and White

The gray scale mark and logotype should be used only for a one color application.

### Primary Mark:



### Primary Logotype:



### Secondary Logotype:





# Color Guide

## Rave Green

Pantone 370C CMYK 56 0 100 27

## Sounders Blue

Pantone 647C CMYK 100 56 0 23

## Cascade Shale

Pantone 433C CMYK 33 3 0 95

### Incorrect Usage

DO NOT use the mark as a pattern



DO NOT stretch or condense



DO NOT break up the logo



DO NOT alter the original colors



DO NOT change logotype sequence



DO NOT cover or cutoff the mark



DO NOT add a keyline to the logotype



DO NOT angle the logotype



### Clear Space Requirements

Always provide ample clear space around the logo and logotype.



Please remember Sounders FC should always be plural. A player should not be titled a "Sounder", but rather a member of the Sounders FC.

The Qwest Field mark should be used when referring to the facility only and/or events taking place in the stadium and when the involvement or presence is established throughout the piece.

The Qwest Field Event Center mark should be used when referring to the complex (i.e. describing both the stadium and the event center) or when referring to an event that takes place only in the event center.

# Qwest Field and Qwest Field Event Center Identity and Color Guidelines:

## Light Background

### Qwest Field Primary Mark:



### Qwest Field Primary Logotype (1):



### Qwest Field Primary Logotype (2):



## Dark Background



### Qwest Field Event Center Primary Mark:



### Qwest Field Event Center Primary Logotype (1):



### Qwest Field Event Center Primary Logotype (2):



### Qwest Field Event Center Primary Logotype (3):





Black and White

The gray scale mark and logotype should be used only for a one color application.

Qwest Field  
Primary Mark:

Qwest Field  
Primary Logotype (1):

Qwest Field  
Primary Logotype (2):

Light Background



Dark Background



Qwest Field Event Center  
Primary Mark:

Qwest Field Event Center  
Primary Logotype (1):

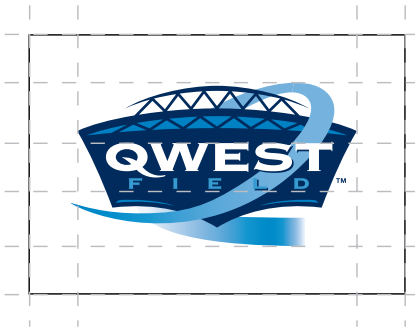
Qwest Field Event Center  
Primary Logotype (2):

Qwest Field Event Center  
Primary Logotype (3):



Clear Space Requirements

Always provide ample clear space around the logo and logotype.



Qwest Field Dark Blue

Pantone	CMYK
289C	100 64 0 60

Qwest Field Light Blue

Pantone	CMYK
3005C	100 30 0 6

For Qwest Field Typefaces and Incorrect Usage examples please refer to the Sounders FC Identity Guidelines.



PASSION | COURAGE | COMMUNITY | EXCELLENCE