USA SOCCER LOGO

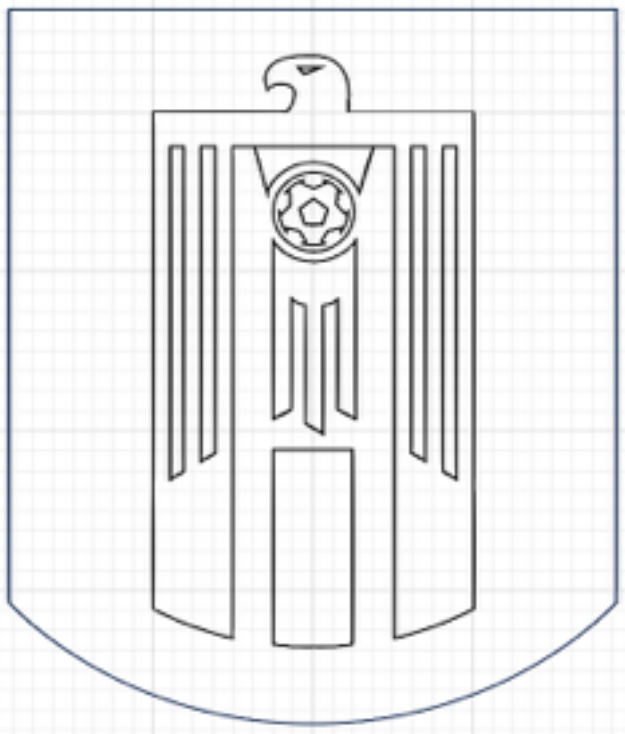
by Bang Pham

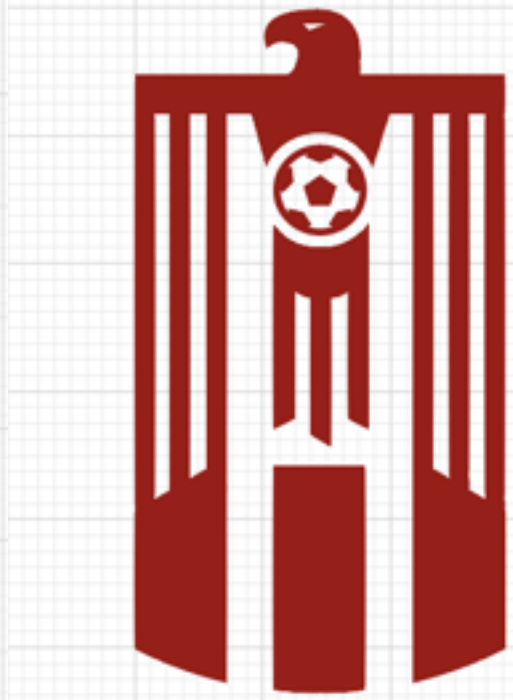
Commonly referred to as U.S. Soccer, is the official governing body of the sport of soccer in the United States. With headquarters in Chicago, Illinois, the FIFA member governs U.S. amateur and professional soccer, including the men's, women's, youth, beach soccer, futsal and Paralympic national teams. U.S. Soccer sanctions referees and soccer tournaments for most leagues in the U.S.

The US team crest has been recently changed. The new emblem replaces its dated ancestor that had been representing national team kits since 1995 which featured blue stripes and white stars on a red background which is the opposite of the American flag. However, the revamped logo, with red vertical stripes and a blue "USA" characters placed at the top, still look very outdated for modern design and does not shout the athletic theme.

My goal (pun intended) is to completely redesign the National team emblem, for the players and fans all over the U.S. The design is created with Adobe Illustrator CS5 with the objective to replace the official logo on the athletes' kit.

COLOR PALETTE





SKETCHES

SEMI-FINAL VERSIONS

FINAL PRODUCT

EXISTING LOGO DESIGN

1913

1950

1984

1993

1995

MESSAGE

The crest was created with a flat, simple color scheme. The progress has attempted to stay on the direction that heads toward minimalism. The final emblem omits the circular shape to avoid political vibe it might broadcasts, and stick with the more soccer traditional rounded bottom rectangular shape. The iconic national bald eagle is used as the main focus of the logo for its long life, great strength and majestic looks. This design symbolizes the spirit of U.S. Soccer, but it also go beyond the teams and the game. Although it might share the similar design style with many existing crests and logos, I want this piece of work to be uniquely American, something that represents the sport and our country both on and off of the field.