



2025

STYLE GUIDE

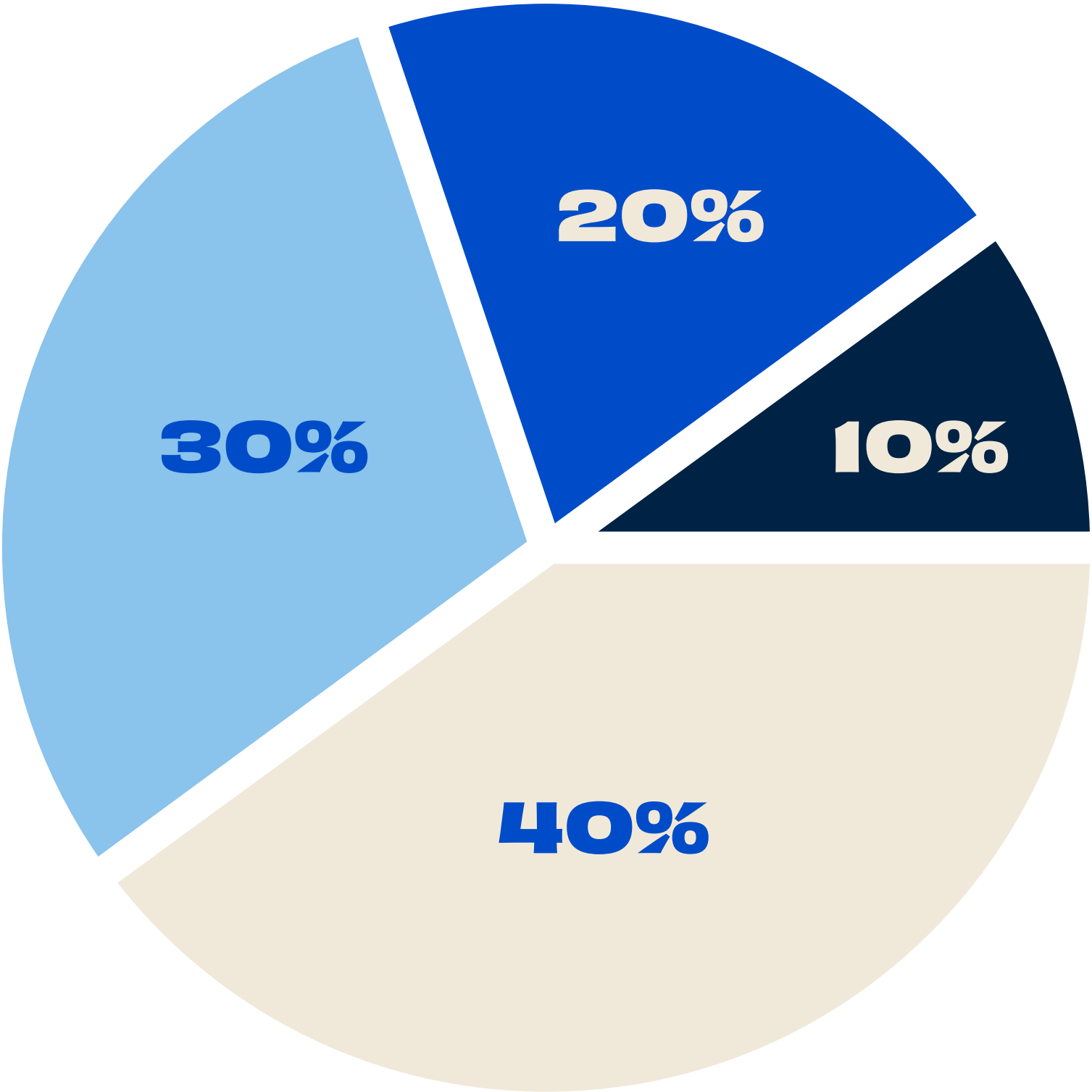
COLORS

These are the club colors and should always be used to maintain brand integrity.

For the 2025 season, the color wheel on the right is the color hierarchy to be used. Focus is on Smoke Blue and Ivory, whereas Empire Blue and Navy Blue should be used as accent colors.

Whenever using Telus, use less Empire Blue

Empire Blue R:0 G:76 B:200 C:100 M:80 Y:12 K:3 HEX 004CC8 Pantone 2728 C
Deep Sea R:0 G:34 B:68 C:100 M:85 Y:40 K:40 HEX 002244 Pantone 282 C
Smoke Blue R:142 G:186 B:229 C:44 M:13 Y:0 K:0 HEX 8AC3EB Pantone 2141 C
Ivory R:240 G:233 B:217 C:4 M:5 Y:12 K:0 HEX F0E9D9 Pantone 9224 C
White



TYPOGRAPHY

OBVIOUSLY

Obviously is a typeface that should be used on titles and callouts.

For titles, use only “Wide Bold” in all caps and 0 tracking. For other weights or settings, contact the Marketing department.

OBVIOUSLY WIDE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OBVIOUSLY WIDE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



TYPOGRAPHY

AVENIR

Avenir is the official Whitecaps FC typeface. Should be used on body copy as well as it could be used as title.

For titles, when it’s less than 5 words, use Avenir Black in “all caps” with 300 tracking.

AVENIR BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



TYPOGRAPHY HIERARCHY

The following are some usage examples for typography hierarchy. These are simply a starting place for making typography selection.

These suggestions are guidelines and do not cover all potential typographic needs that may arise.

Typography sizing will vary according to the layout.

Note: Do not use the typeface "Nautica" on any of these settings.

Obviously Wide Bold always in "all caps"

HEADLINE: OBVIOUSLY WIDE BOLD

SUB HEAD: AVENIR BLACK ----- *Avenir Black in "all caps" with 300 tracking*

BODY COPY: AVENIR MEDIUM Consectetuer adipiscing elit, sed diam nonummy

Avenir Black in "all caps" with 300 tracking

HEADLINE: AVENIR BLACK

SUB HEAD: Avenir Black ----- *Avenir Black with 0 tracking*

Body copy: Avenir Heavy, Consectetuer adipiscing elit, sed diam nonummy



TYPOGRAPHY

NAUTICA

Nautica is a calligraphic typeface that should be used as an accent only, on social media assets.

Always use “Nautica Bold”.

Please refer to the example on the right for usage. Should be used as accent.

Nautica

Bold



Example



LOGO

These are the primary logos of the Vancouver Whitecaps FC visual identity system.

For specifications and color combinations see pages 8, 9 and 10.



for darker backgrounds



for lighter backgrounds



LOGO SAFE SPACE

The minimum space on all sides is equal to the width of “W” from the wordmark within the crest.



Print minimum size: 1” wide



Digital minimum size: 60px wide



USAGE

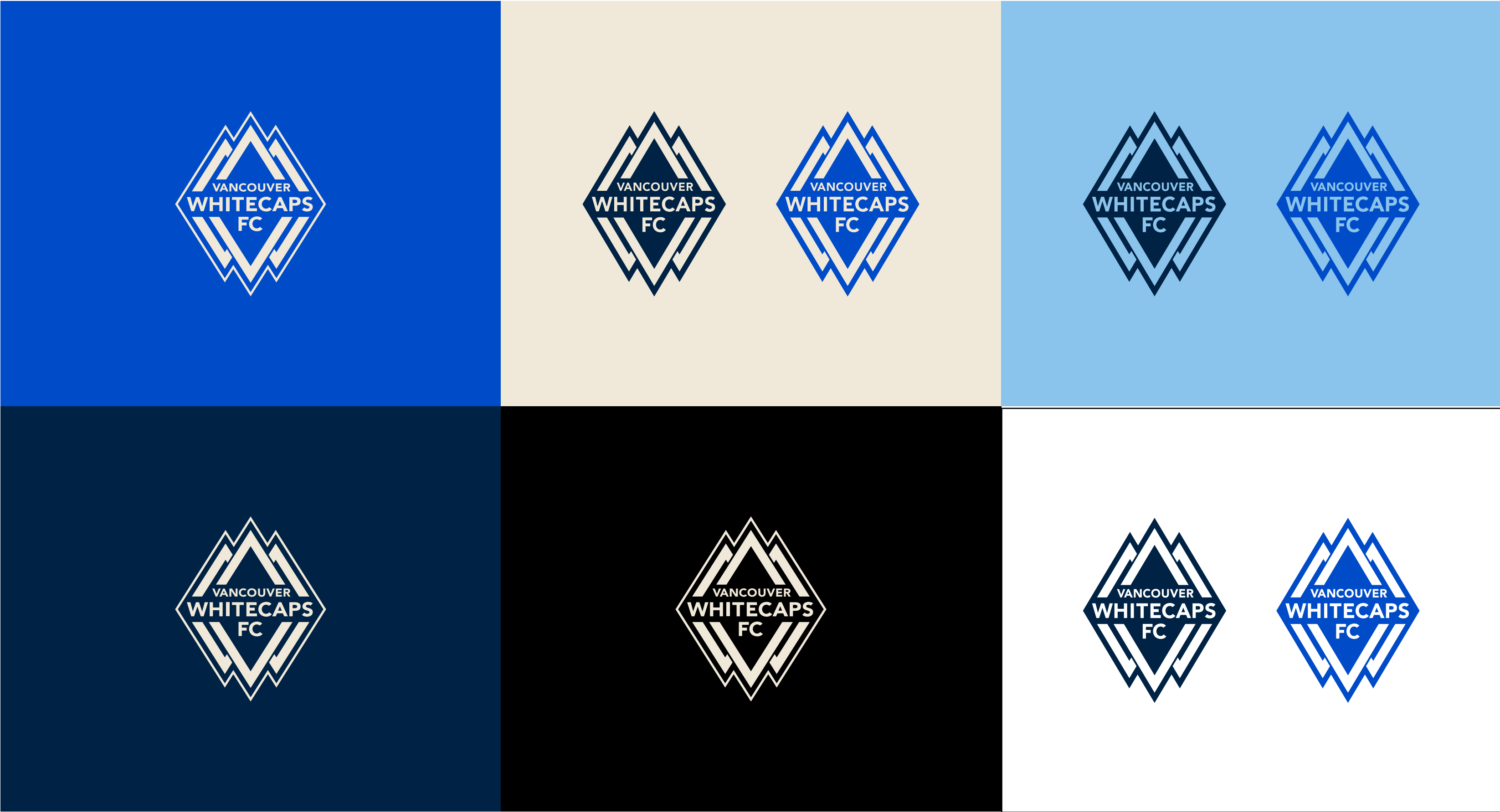
The following examples demonstrate what NOT to do when using the crest. Please note that these rules also apply to all versions of the crest.

- 1. **DO NOT** rotate the crest
- 2. **DO NOT** skew it in any way
- 3. **DO NOT** change the colors of any elements in the crest
- 4. **DO NOT** add any effects to the crest
- 5. **DO NOT** use the wordmark by itself
- 6. **DO NOT** remove any elements from the crest
- 7. **DO NOT** alter or re-type the official wordmark
- 8. **DO NOT** alter or get rid of any elements of the crest



LOGO COLORS

These are the possible scenarios for single-color logos on different colored backgrounds. Please refer to this page when using single color logos.



PARTNER LOCKUPS

When the crest is to be used in a lockup with a partner logo, the partner logo must follow the following sketches:

- Use the “W” as a spacer
- For horizontal partner logos, use the top example. Logo width shouldn’t exceed 2 times the Whitecaps FC crest height. As for height, shouldn’t be higher than the inner peaks.
- For vertical or squared logos, use the bottom example. Logo width shouldn’t exceed the Whitecaps FC crest height as it shouldn’t be taller than the peaks.

Horizontal partner logos



Vertical or squared partner logos



PARTNER LOCKUPS

Here are a few examples of partner lockups applications and how they should be placed based on the rules presented.



ICONS

These are some of the icons available to use on the 2025 season.

TOGETHER WE DARE



74



CIRCLE WORDMARK



V MONOGRAM



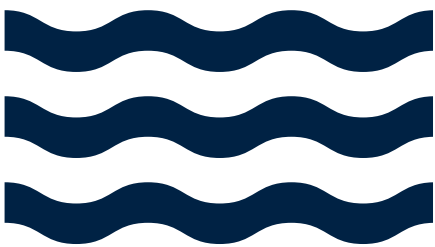
VWFC OUTLINED



LEAF BALL



WAVE



ICONS

These are the possible scenarios for the “TGTHR WE DARE” wordmark in different backgrounds.



PATTERN

This is the official 2025 season pattern.

When used as a background, should be set with the blending mode “multiply” and 20% opacity.



TOGETHER WE DARE

For all questions and approval brand usage, contact:

Nicolle Arzua, Manager, Graphic Design
narzua@whitecapfc.com

