LOUISVILLE CITY FC / BRAND GUIDELINES

**PRIMARY
NO TRADEMARK**

no trademark

no trademark reversed

**PRIMARY
GRAY OUTLINE**

primary with gray outline

*primary w/ gray outline
no trademark*

**PRIMARY
PURPLE & GRAY**

purple & gray

*purple & gray
no trademark*

purple & gray reversed

*purple & gray reversed
no trademark*

**PRIMARY
BLACK & GRAY**

black & gray

no trademark black & gray

**PRIMARY
ONE COLOR**

*one color
light background*

*one color
dark background*

*no trademark one color
light background*

*no trademark one color
dark background*

**LOU CITY
PURPLE**

**LOU CITY
GOLD**

**LOU CITY
GRAY**

PANTONE 269c
82r 30g 120b
80c 95m 0y 35k
#521E78

PANTONE 7403c
232r 206g 121b
0c 11m 51y 0k
#E8CE79

PANTONE COOL GRAY 2c
214r 214g 210b
5c 3m 4y 8k
#CCCCCC

LOUISVILLE CITY FC

ALTERNATE GOTHIC NO 1 D
For primary headlines

THIS IS #LOUCITY

ALTERNATE GOTHIC NO 3 D
*for subheads and
other mid-sized type*

LOUISVILLE CITY FC is an American professional soccer club based in Louisville, Kentucky, competing in the United Soccer League. Louisville City plays its home games at Louisville Slugger Field, where the club finished second in the league in average attendance.

ADELLE SANS
*for body copy and
all other typographic needs*