



DETROIT CITY FC

BRANDING & IDENTITY

UPDATED SPRING 2021

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DETROIT CITY FC

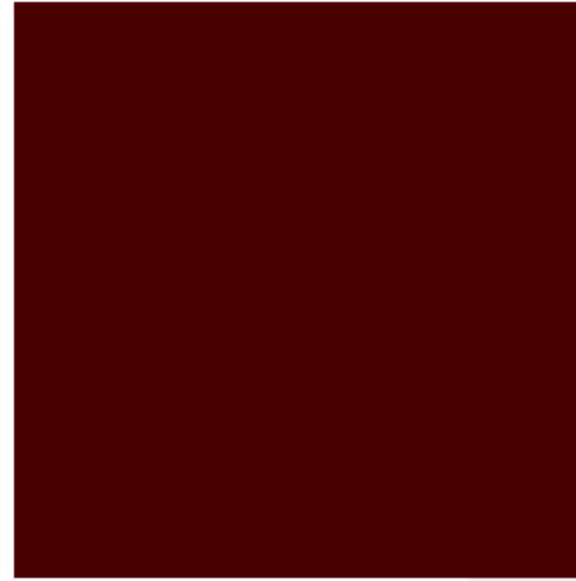
PASSION FOR OUR CITY, PASSION FOR THE GAME
FOUNDED IN 2012

DETROIT CITY FC HAS ESTABLISHED ITSELF AS ONE OF THE MOST TALKED ABOUT SOCCER CLUBS IN NORTH AMERICA. OUR CLUB MOTTO, **PASSION FOR OUR CITY, PASSION FOR THE GAME**, EVOKE THE THREE IDEAS THE GRASSROOTS ORGANIZATION WAS BUILT UPON:

TO SATISFY THE DEMAND FOR SOCCER IN DOWNTOWN DETROIT
REPRESENT THE CITY IN A POSITIVE LIGHT
BUILD COMMUNITY THROUGH THE BEAUTIFUL GAME

COLOR PALETTE

PRIMARY COLORS



PANTONE 1817C
CMYK: 45, 87, 79, 69
RGB: 73, 0, 0
HEX: #490000

ROUGE



PANTONE 7563C
CMYK: 23, 37, 100, 2
RGB: 199, 155, 45
HEX: #C79B2D

GOLD

SECONDARY COLORS



BLACK
PANTONE BLACK 6C
CMYK: 0, 0, 0, 0
RGB: 75, 68, 67, 90
HEX: #000000



WHITE
PANTONE 000C
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



VERDIGRIS
PANTONE 2401C
CMYK: 77, 11, 49, 0
RGB: 35, 166, 150
HEX: #23A696



PRIMARY MARK

THE SPIRIT BADGE

THE BADGE FEATURES THE ICONIC SPIRIT OF DETROIT - REPRESENTING OUR COMMITMENT AND PASSION FOR OUR CITY. THE FLEUR-DE-LIS PATTERN IN THE BACKGROUND PAYS HOMAGE TO DETROIT'S ROOTS AS A FRENCH SETTLEMENT AS ROUGE - OUR PRIMARY COLOR - HIGHLIGHTS THE ROUGE RIVER - A 127-MILE RIVER THAT FLOWS THROUGH METRO DETROIT.



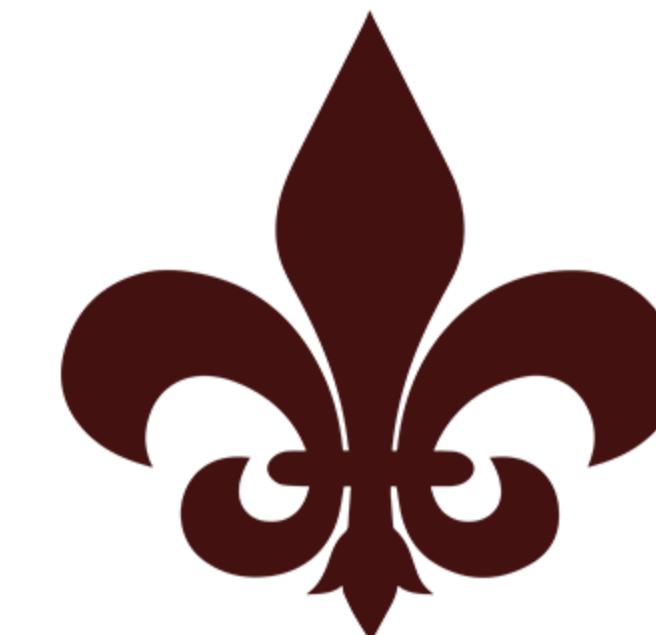
SECONDARY MARK

THE FLEUR-DE-LIS

THE FLEUR-DE-LIS IS USED BY **DETROIT CITY FC** TO HIGHLIGHT THE DEEP FRENCH ROOTS OF THE CITY OF DETROIT.

ON JULY 24, 1701, **FRENCH** EXPLORER ANTOINE DE LA MOTHE CADILLAC, ALONG WITH MORE THAN A HUNDRED OTHER SETTLERS, BEGAN CONSTRUCTING A SMALL FORT ON THE NORTH BANK OF THE **DETROIT RIVER**. THE FORT WOULD LATER GO BY THE NAME FORT PONTCHARTRAIN DU **DÉTROIT**.

THE **FLEUR-DE-LIS** IS PARTICULARLY ASSOCIATED WITH **FRENCH** ROYALTY IN A HISTORICAL CONTEXT AND OFTEN APPEARS ON THE CITIES' COATS OF ARMS.



PREFERRED USES

WHENEVER POSSIBLE, PRIMARY MARK SHOULD BE FORMATTED AS BELOW.
SHAPE OF THE BADGE IS THE CENTER. PLEASE SEE PAGE 9 FOR PLACEMENT GUIDELINES



PRIMARY MARK



FULL COLOR

ONE COLOR
WHITE

ONE COLOR
GOLD



ONE COLOR
BLACK



ONE COLOR
ROUGE



TWO COLOR
WHITE+ROUGE



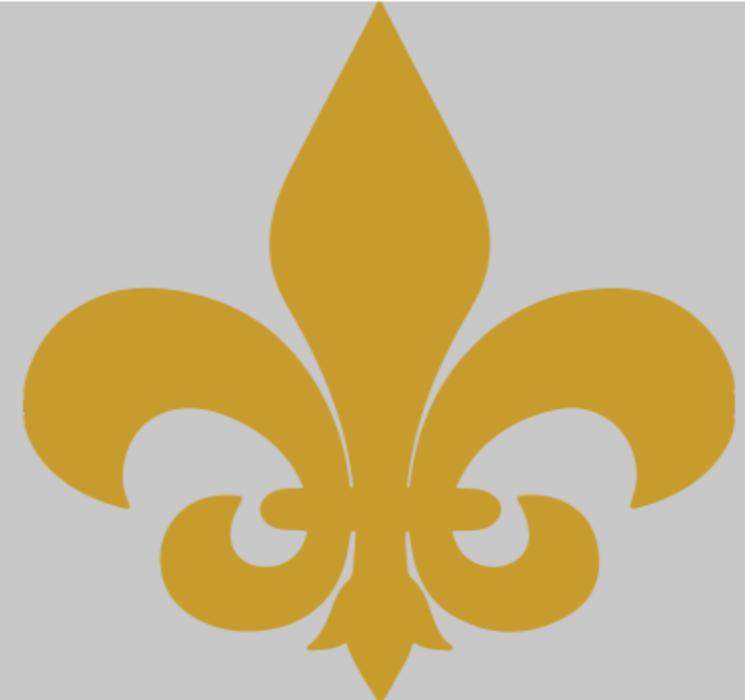
TWO COLOR
WHITE+GOLD



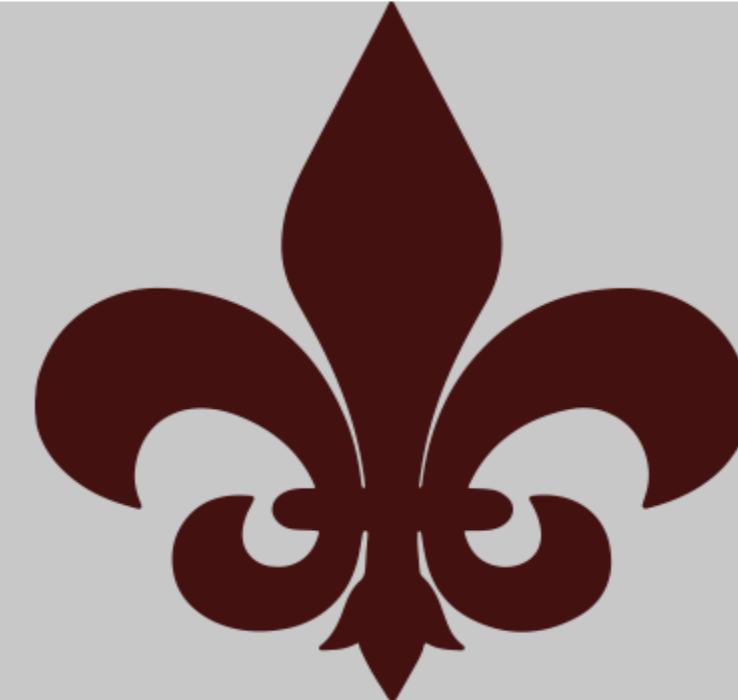
TWO COLOR
WHITE+BLACK

PREFERRED USES

SECONDARY MARK + WORDMARK



GOLD



ROUGE



BLACK



WHITE

DETROIT CITY FC

TWO COLOR W/GOLD OUTLINE

DETROIT CITY FC

ONE COLOR

LE ROUGE

TWO COLOR W/GOLD OUTLINE

LE ROUGE

ONE COLOR

LOGO PLACEMENT

PRIMARY MARK



CENTER LOGO BASED ON THE BADGE AND NOT THE FULL CREST. ALL DESIGNS SHOULD BE FIRST CENTERED BY BADGE WIDTH AND THEN VISUALLY CENTERED BY JUDGEMENT.

BADGE SIZE

YOUTH JERSEY: ~3.2" X ~2.5"*

ADULT JERSEY: 4" X 3.125"

ADULT JACKET: 4.25" X 3.3125"

THE CREST LOGO SHOULD NEVER BE MAXED OUT TO FIT IN THE SPACE PROVIDED. DUE TO THE UNBALANCED NATURE OF OUR LOGO, THE FIRST PRIORITY IS CENTERING THE LOGO BASED ON THE SHAPE OF THE BADGE, THEN MAXIMIZING THE SIZE FOR THE AVAILABLE SPACE.

*EMBELLISHMENTS ON YOUTH ITEMS MAY REQUIRE DECREASING SIZE AS MUCH AS 20%, PLEASE SUBMIT THESE CHANGES FOR APPROVAL



LOGO PLACEMENT

CLOTHING

SIZE OF CREST SHOULD BE VISUALLY CENTERED - NOT JUST MAX OUT THE SIZE TO THE SPACE



HATS

WE HAVE HAD TREMENDOUS TROUBLE EMBROIDERING THE CREST LOGO ONTO HATS LOCALLY. WE HAVE, HOWEVER, FOUND SUCCESS WITH 47 BRAND, WHO UTILIZES AN INTERNATIONAL SUPPLIER. IF YOUR CLUB IS INTERESTED IN BASEBALL HATS, PLEASE CONTACT THE FRONT OFFICE TO COORDINATE AN ORDER. ORDERS GENERALLY TAKE 4-6 MONTHS TO ARRIVE. AT THIS TIME, CREST HATS SHOULD NOT BE ORDERED FROM A LOCAL PRINTER WITHOUT PRIOR APPROVAL FROM THE CLUB.



AFFILIATE MARKS

PRIMARY MARK



LOCATION IN MANDATORY FONT

WORD MARKS

DETROIT CITY FC YOUTH CITY

DETROIT CITY FC YOUTH DOWNRIVER

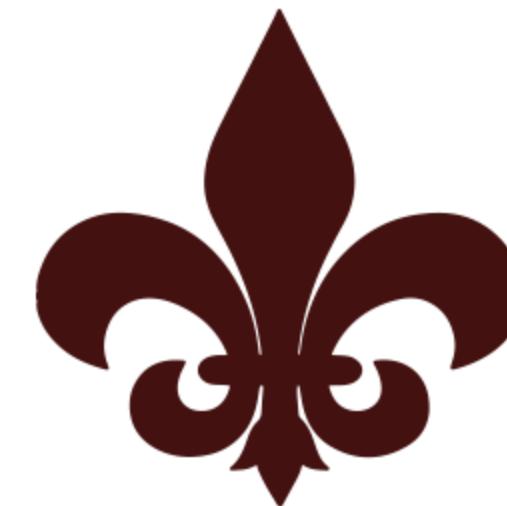
DETROIT CITY FC YOUTH GENESEE

DETROIT CITY FC YOUTH SOUTH OAKLAND

DETROIT CITY FC YOUTH WEST

SECONDARY MARK

SAME AS FIRST TEAM; DO NOT PLACE LOCATION IDENTIFIER UNDER FLEUR-DE-LIS





USAGE STANDARDS

1. PLAYER JERSEYS MUST USE FIRST TEAM PRIMARY MARK.
 - A. LIGHT COLORED JERSEYS SHOULD USE THE FULL-COLOR LOGO WITH THE ROUGE BACKGROUND LAYER. IF THE LIGHT COLORED JERSEY HAS ROUGE ACCENTS, IT IS PREFERRED TO COLOR MATCH THE ROUGE IN THE BADGE TO MATCH THE FABRIC COLOR, EVEN IF THAT DOES NOT MATCH THE PRIMARY TEAM ROUGE.
 - B. DARK COLORED JERSEYS (ROUGE, BLACK, ETC...) SHOULD USE THE GOLD AND WHITE LOGO WITHOUT THE ROUGE BACKGROUND LAYER, TO LET THE DARK COLOR SHOW THROUGH.
2. TECHNICAL STAFF & OTHER “HIGH-END” PIECES MUST USE THE CORRESPONDING SPECIFIC AFFILIATE MARK IN FULL COLOR. THE LOGO SHOULD BE FULL-COLOR, AND CONFORM TO THE SAME DARK/LIGHT CONVENTIONS AS LISTED ABOVE.
3. TRAINING GEAR MUST USE THE CORRESPONDING SPECIFIC AFFILIATE MARK. THIS MARK CAN BE EITHER FULL-COLOR OR SINGLE-COLOR.
4. ALL COMMUNICATIONS (LETTERHEAD, SIGNATURE PAGES, BUSINESS CARDS, ETC...) MUST USE THE CORRESPONDING SPECIFIC AFFILIATE MARK IN FULL COLOR. IN CASES WHERE THE MATERIALS SUPPORT A MAJORITY OF THE AFFILIATES, IT IS APPROPRIATE TO USE THE GENERAL AFFILIATE MARK (YOUTH) INSTEAD.

MERCHANDISE USAGE STANDARDS



IMPRINT TYPE GUIDELINES:

SCREENPRINT

BEST OPTION FOR LARGER QUANTITY ORDERS, AND BIGGER IMPRINTS. CAN BE ANY NUMBER OF COLORS. TEAM COLORS SHOULD MATCH THE PANTONE COLORS INCLUDED IN THIS DOCUMENT. ROUGE 1817, GOLD 7753.

HEAT TRANSFER

BEST FOR LOW QUANTITY ORDERS, AND GENERALLY FOR LOW COMPLEXITY OR SMALLER DESIGNS. COLORS SHOULD BE MATCHED AS CLOSELY TO THE PANTONE COLORS AS POSSIBLE. IT WILL BE DIFFICULT TO COLOR MATCH EXACTLY.

EMBROIDERY

BEST OPTION FOR HIGH END GARMENTS (TRACK JACKETS, RAIN JACKETS, ECT), AND HATS. WHEN EMBROIDERING, USE ONLY THE TWO COLOR CREST LOGO IN GOLD AND WHITE, LETTING THE GARMENT SHOW THROUGH AS THE BACKGROUND.

EMBROIDERY COLORS

IF GOLD IS ELSEWHERE ON THE GARMENT, COLOR MATCH TO THAT. IF NOT, USE GOLD THREAD CLOSEST TO PANTONE 7753. FACIAL FEATURES AND BODY ACCENTS SHOULD BE COLOR MATCHED TO THE GARMENT. FOR EXAMPLE, ON A BLACK TRACK JACKET, THE EYES, CHIN, RIBS, ECT SHOULD BE EMBROIDERED WITH BLACK THREAD.

FONTS

PRIMARY, SECONDARY & DIGITAL FONTS

**PRIMARY + JERSEY NUMBERS
MANDATORY**

**SECONDARY
VITESSE BOLD**

**DIGITAL
MONTSERRAT (REGULAR)**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9



REFERENCES

WHEN WRITING AND PROVIDING CONTENT FOR THE CLUB SEE BELOW TO AVOID REPETITION

FIRST REFERENCE

DETROIT CITY FOOTBALL CLUB

SECOND REFERENCE

DETROIT CITY FC

ADDITIONAL ACCEPTABLE REFERENCES

DCFC
LE ROUGE

UNACCEPTABLE REFERENCES

CITY

HASHTAG

#DCTID

DETROIT CITY FC STYLE GUIDE

DETROIT CITY FC LAUNCHED ITS DEVELOPMENT SIDES IN 2021. THE TEAMS ARE REFERRED TO AS THE FOLLOWING:

NISA
MEN'S FIRST-TEAM

MWPL
MEN'S U23

UWS
WOMEN'S FIRST-TEAM

UWS2
WOMEN'S DEVELOPMENT TEAM

AFFILIATE TEAM NAMES ARE TO BE REFERRED TO IN THE FOLLOWING FORMAT:

WEST 05B ROUGE
DOWNRIVER 10G GOLD

LOCATION, LAST TWO DIGITS OF YEAR, FIRST LETTER OF GENDER AND TEAM COLOR ID.

AS A CLUB, **PLEASE USE ROUGE** IN PLACE OF MAROON.



2021 SOCIAL MEDIA LOOK & FEEL

NOTES

THE THREE MAJOR ELEMENTS IDENTIFIED IN THE 2021 SOCIAL MEDIA LOOK AND FEEL ARE THE **COLOR PALETTE**, **BRANDING LOCKUP** AND **BACKGROUND TEXTURE**. NOT ALL GRAPHICS REQUIRE EACH ELEMENT BE PRESENT, BUT AN EFFORT WILL BE MADE TO UTILIZE THESE ELEMENTS THROUGHOUT SOCIAL GRAPHICS TO CREATE CONSISTENCY.

COLORS

WITH OUR KITS COMING FROM ADIDAS, WE ARE LOOKING TO MATCH THE STOCK ROUGE AND GOLD SUPPORTERS WILL SEE ON THE PITCH.



ROUGE

PANTONE 1817C
CMYK: 45, 87, 79, 69
RGB: 73, 0, 0
HEX: #490000



GOLD

PANTONE 871C
CMYK: 42, 47, 72, 16
RGB: 138, 117, 82
HEX: #8A7552

BRANDING LOCKUP

DETROIT CITY FOOTBALL CLUB
DETROIT, MICHIGAN
EST. 2012
SUBJECT LINE 1
SUBJECT LINE 2



IF FOR SPONSOR,
PLACE SPONSOR
MARK HERE
<

BACKGROUND TEXTURE

