



MONTEREY
BAY
FOOTBALL
CLUB

BRAND GUIDELINES

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PUBLISH DATE: SUMMER 2021

INTRODUCTION

An introduction to Monterey Bay Football Club

This is Monterey Bay Football Club's brand guidelines. In this document, you will learn all about Monterey Bay Football Club's brand style, the football club's image, and how to use and build upon this brand.

British designer and passionate football fan Christopher Payne designed the Monterey Bay Football Club brand in collaboration with Erika Bjork.

See more of Christopher Payne's work at:

www.footballbranddesigner.com

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DESIGN PRINCIPLES

A reflection of the sport

We created the Monterey Bay Football Club brand to reflect the sport (football/soccer) passionately played and supported in Monterey County.

The Monterey Bay F.C. brand is exciting and bold, loud, though respectful. It is forward-leaning and fast-paced; the brand can be bright, youthful, and electrifying when needed, yet authoritative and serious when the time calls.

Be bold

When working with the brand, utilize the football club's eye-catching colors. Use our bright and optimistic primary color combination of 'crisp blue' combined with 'kelp blue' to identify and differentiate this brand from others. Also, use vivid and action-packed photography that captures the game's emotion and mix this photograph with big, bold typography.

Clear and interesting photography

Photography will play a significant part in how this brand evolves. Great photography will entice new audiences to fill the stadium, use photography to capture moments of passion, action, and genuine human emotion. Look to capture the excitement and intensity of football through striking and dynamic photography.

Big impact, simple message

Use big, bold typography to tell a simple message. Don't be afraid of condensing written content and simplifying your message, but use big typography to amplify it.



PRIMARY CREST

Monterey Bay F.C.'s primary crest

This is Monterey Bay Football Club's primary crest. It represents us and identifies us. It is a sign of quality, professionalism, passion and progression. The crest is designed to look strong and powerful, beautiful and different.

The crest was designed in 2021 by British designer Christopher Payne, after multiple input sessions from the local community. Payne wanted to create a crest that felt like Monterey Bay. It was important to Payne to represent the region's association with the ocean yet also incorporate the region's famed agriculture.

The crest features a design of the land becoming the sea, as the sea becoming the land. Note how the horizontal lines at the foot of the crest (representing the lines found in the region's agriculture fields) progressively become lines representing the movement of the sea.

This central graphic also references the region's proud military history (Fort Ord being a historic U.S. army base) with the upward-pointing lines resembling the patches found on soldiers' uniforms.

Monterey Bay Football Club wants to serve as a Union between land and sea. The club strives to bring the two communities together within the stadium. The club will be known as 'The Union'; this is why the word Union is placed prominently within the typography section of the crest.

The style of the word 'Union' takes inspiration from the Bixby Creek Bridge; this local landmark is famed for its structure and beauty, to reference the Bixby Creek bridge, the typography has a slight arch at the lower half of the typeface.

Things to consider when using the primary crest

Always look and see how the crest sits within the space in which it is allocated. Make sure that the crest stands out wherever it is placed. Don't place the crest in congested areas; ensure that the crest has room to breathe.

Make sure that the wordmark is always legible and readable, especially in the smaller sizes.

Make sure that the crest's shape isn't cropped or altered in any way.

Do not add any extra text or change the word mark for any reason.

Any usage of the crest will have to be approved by Monterey Bay Football Club administration.

For questions on the use of this crest, please contact :
brand@montereybayfc.com.



PRIMARY CREST BREAKDOWN

1. Club name / Custom typography

Our name Monterey Bay Football Club, is proudly displayed at the top of our crest. Our name identifies us and will be sung by the club's fans. The name is displayed using the football club's primary typeface (Infield). Learn more about club typography further in the document.

2. Shield shape

Our shield is strong and powerful and rooted in football tradition. Our shield encapsulates and protects all key visual identifiers, from the club's name and nickname to the distinctive land and sea graphic.

3. Representation of land

Our football club represents all of Monterey County, the sea, and the land. At the foot of the crest, the three horizontal lines represent the many agriculture fields and farmlands found in the region.

4. The club's nickname

Our football club will be a union of multiple communities. Therefore, we will be known as 'The Union' or 'Union.' The word 'Union' is seen on crest design, reminding us of the purpose and mission of this football club.

5. Representation of sea

Our football club represents all of Monterey County, the sea, and the land. Therefore, the middle portion of our crest features upward-pointing curved lines representing the movement of the ocean.

6. Club colors

Our color combination is a key identifier for the football club. 'Crisp blue' and 'kelp blue' combine to provide high contrast, youthful, yet authoritative color combination. Learn more about club colors further in the document.

1. Club name

4. The club's nickname

2. Shield shape

5. Representation of sea

3. Representation of land

6. Club colors

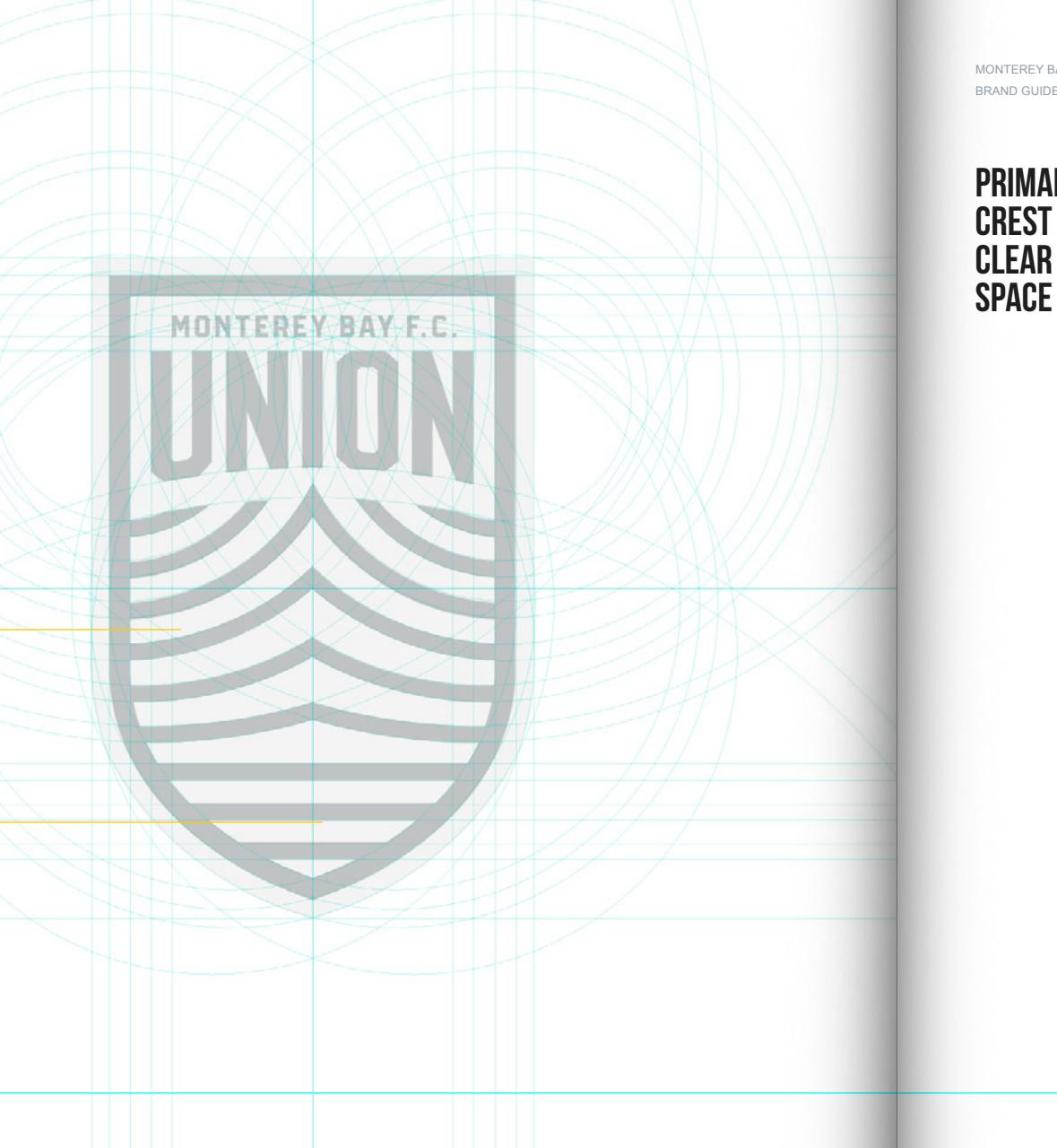


PRIMARY CREST DESIGN CONSTRUCTION

Monterey Bay F.C. crest construction

The Monterey Bay Football Club's crest was designed with a passion for the game, knowledge of design practices, and great attention to detail. In addition, the crest was designed to resonate with the local community and be functional across all media in all scenarios.

The design was built with precision, using guiding lines and circular shapes (seen on the right) to ensure that the crest design has a solid structure and visual hierarchy.

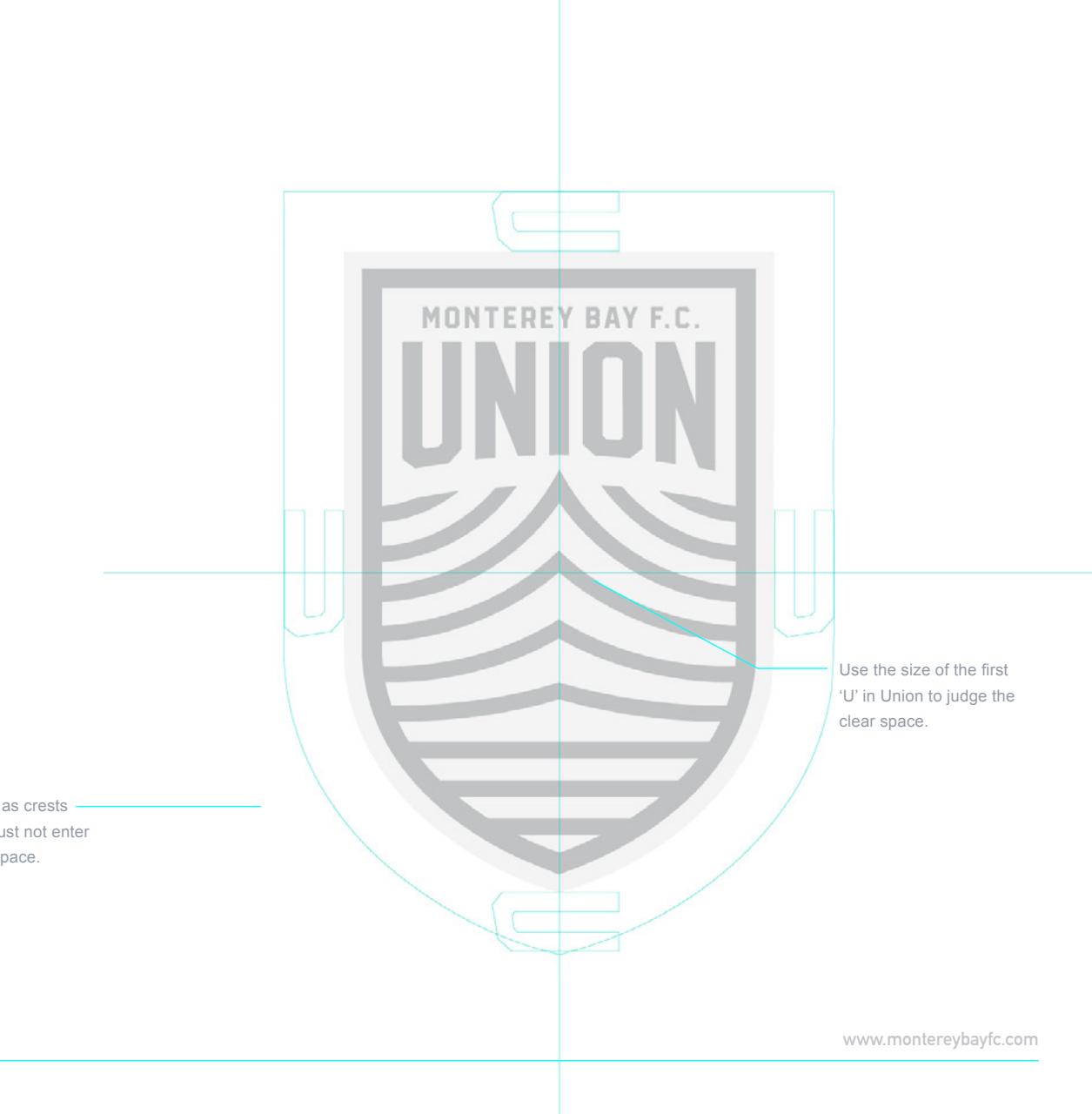


PRIMARY CREST CLEAR SPACE

Monterey Bay F.C. crest clear space

The Monterey Bay F.C. crest should always stand out and have a substantial impact on a canvas. The crest should never be placed in congested areas or too close to the edge of a canvas. There must be a good amount of clear space surrounding the crest design.

Adding 'padding space' around the crest will ensure that the crest has room to breathe wherever it is placed. Other elements such as crests and typography must not enter the defined clear space. See the clear space guidance on the right.



WATERMARK CREST

Monterey Bay F.C. watermark crest

This is Monterey Bay F.C.'s watermark crest.

The watermark crest is used to overlay on top of graphics and photography - provided that there is sufficient contrast between the background color and the white watermark crest.

The watermark crest has the same structure as the primary crest - The form of the design must never be changed.

The watermark crest is prominently placed on top of photography - to add ownership to the photograph. When placing this watermark crest on top of a photograph please ensure that there is sufficient contrast between the color of the watermark crest and the background.

Things to consider when using the watermark crest.

Never change the color of the watermark crest. It should always be white.

Pay attention to where you are placing the watermark crest. Ensure there is sufficient contrast between the background in which the watermark crest is placed and the watermark crest itself.

Make sure that the watermark crest isn't cropped or altered in any way.

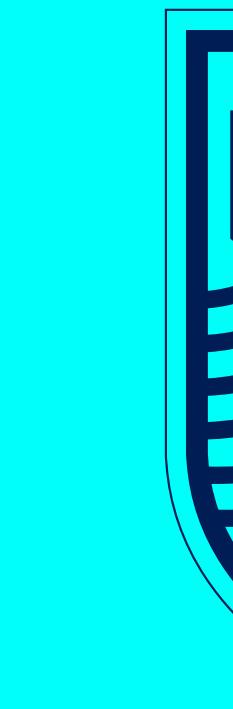
Never use the watermark crest in place of the primary crest design. If in doubt, use the primary crest.



**PRIMARY CREST
FULL COLOR
COLORED BKGD**



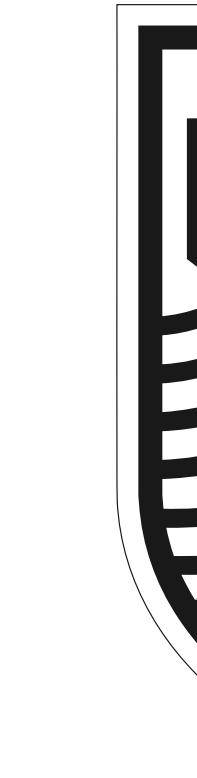
**PRIMARY CREST
FULL COLOR
COLORED BKGD**



PRIMARY CREST
ONE COLOR
BLACK BKGD



PRIMARY CREST
ONE COLOR
WHITE BKGD



SECONDARY CREST

Monterey Bay F.C.'s secondary crest

Monterey Bay F.C. has a secondary crest designed to add choice and flexibility to the brand like many modern sports brands.

Monterey Bay F.C.'s secondary crest is derived from the football club's principal crest. However, it offers a more straightforward visual that represents the football club and identifies the brand. The secondary crest utilizes the typography from the principle design.

Though less visually descriptive than the football club's main crest, the secondary crest remains a sign of quality, professionalism, passion, and pride for Monterey County - only in a simpler graphic.

The secondary crest can be used in situations when the main crest may not work. For example, you may find cases when the principal crest doesn't work because of spacing issues or balance issues.

Additionally, the secondary crest can be used on official club merchandise to offer the fans more choice in fan wear and apparel.

Things to consider when using the secondary crest.

When using Monterey Bay F.C.'s secondary crest, consider who the viewing audience is and how familiar they are with the Monterey Bay F.C. brand. Suppose the viewing audience is already familiar with the Monterey Bay F.C. brand. In that case, there will be no harm in using the secondary crest.

Suppose the audience is new to the Monterey Bay F.C. brand or at an early stage in getting to know the brand. In that case, you should consider using the primary crest, as the more descriptive design will help the audience understand and remember the organization's brand.

MONTEREY BAY F.C.

UNION

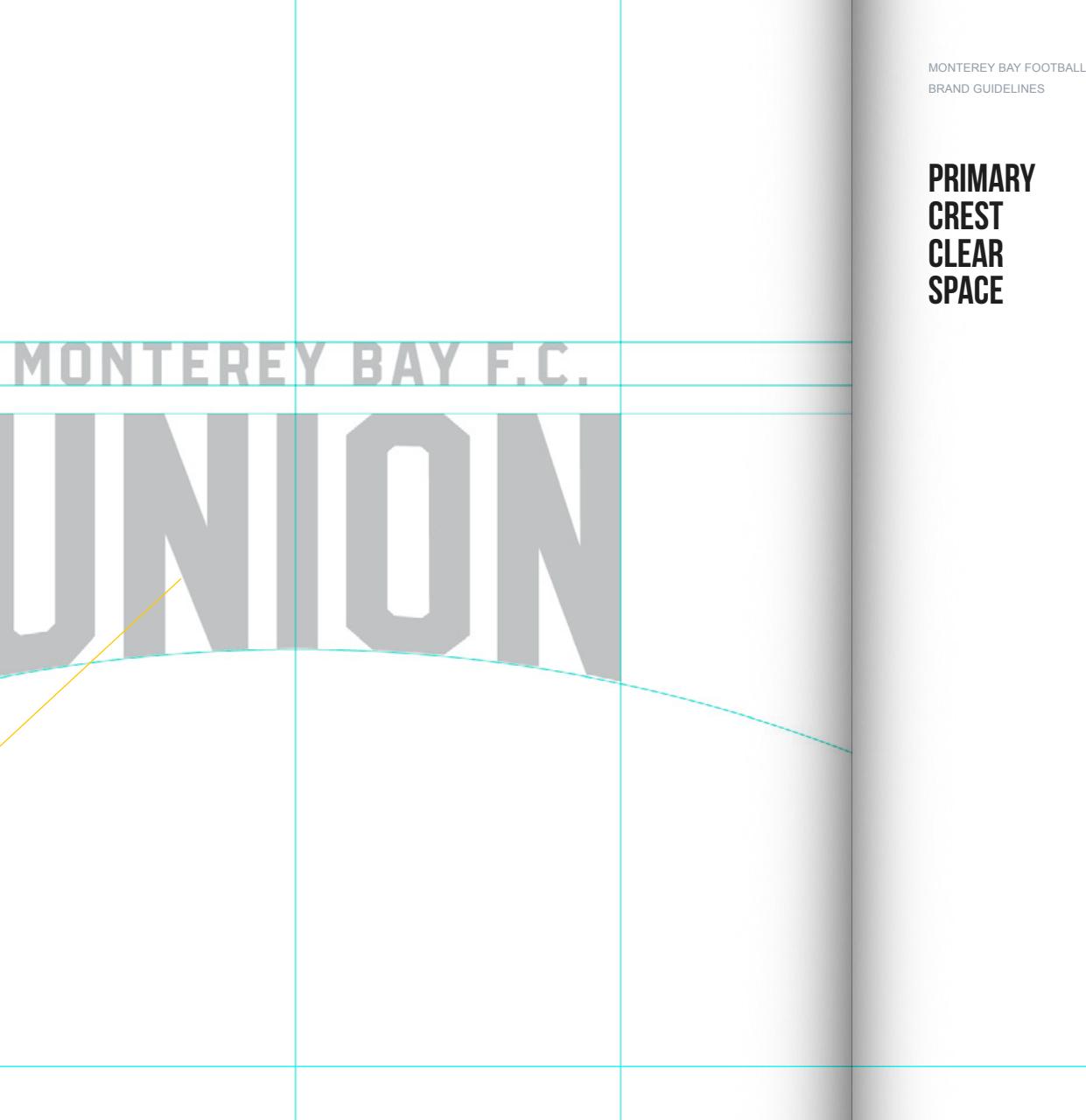
SECONDARY CREST DESIGN CONSTRUCTION

Monterey Bay F.C. crest construction

The Monterey Bay Football Club crest was designed with a passion for the game, knowledge of design practices, and great attention to detail. In addition, it was intended to reference the Bixby Creek Bridge - a well-known local landmark.

The secondary crest will resonate with the local community and be functional across all media in all scenarios.

The design was built with precision, using guiding lines and circular shapes (seen on the right) to ensure that the crest design has a solid structure and visual hierarchy.



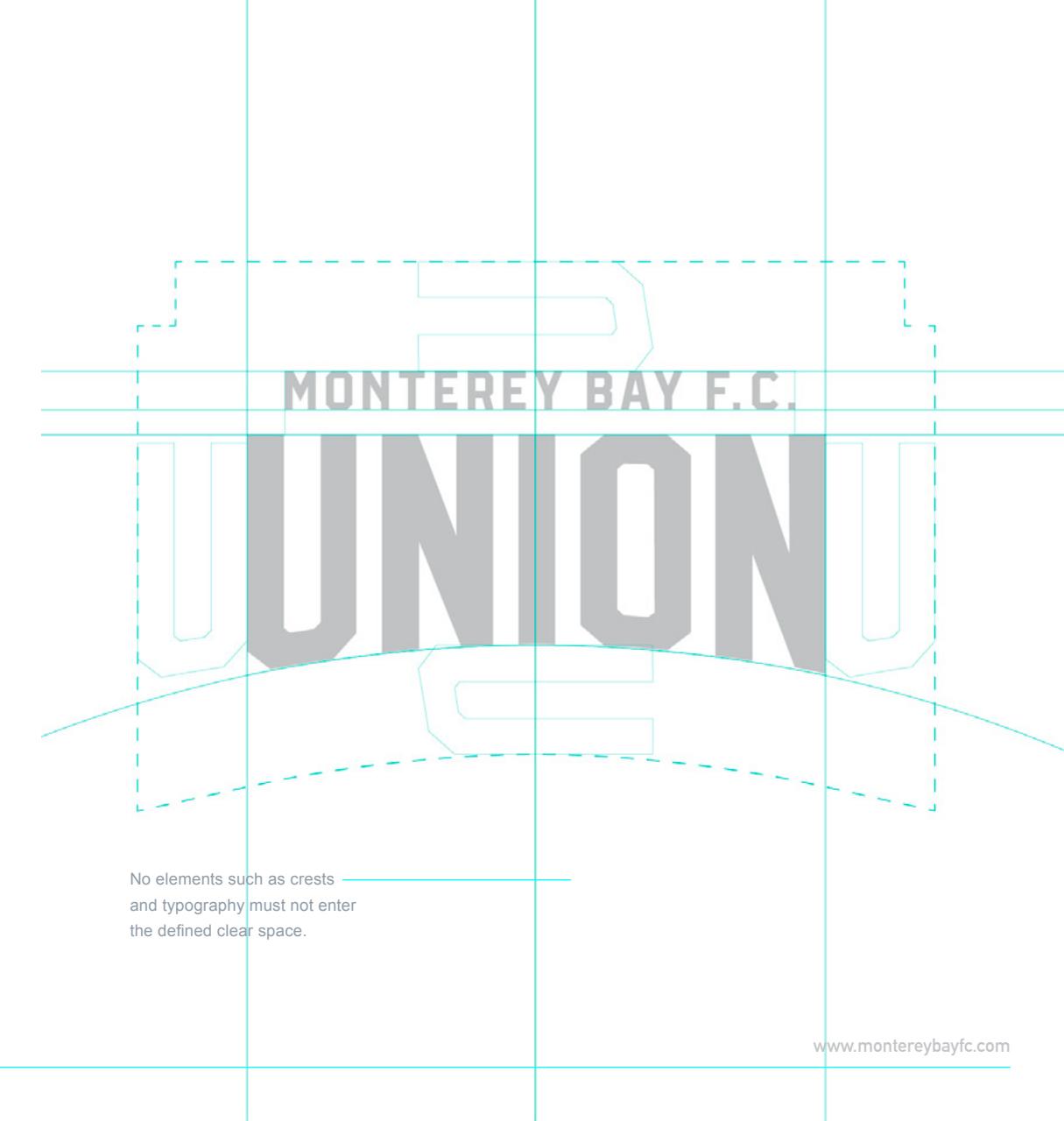
PRIMARY CREST CLEAR SPACE

Monterey Bay F.C. crest clear space

The Monterey Bay F.C. crest should always stand out and have a substantial impact on a design.

The secondary design should never be placed in congested areas or too close to the edge of a canvas. There must be a good amount of clear space surrounding the crest design;

Adding this clear space will ensure that the crest has room to breathe wherever it is placed. Other elements such as different crests and typography must not enter the defined clear area. See the clear space guidance on the right.



SECONDARY CREST
FULL COLOR
COLORED BKGD

MONTEREY BAY F.C.
UNION

SECONDARY CREST
FULL COLOR
COLORED BKGD

MONTEREY BAY F.C.
UNION

MONTEREY BAY FOOTBALL CLUB CREST FAMILY

Monterey Bay F.C. crest family

This is Monterey Bay Football Club's crest family.

Always try to use the primary crest whenever possible. It is our main identifier. It is the symbol of our club and tells a visual story to the viewer. However, in cases where it makes more sense to use the football club's secondary crest, such as limited space, or secondary messaging, feel free to use the secondary crest to identify the football club.

When deciding which crest to use, always think about the audience that will see your artwork. Are they familiar with the Monterey Bay Football Club brand? Do they know the football club well? Is this their first interaction with the brand?

Suppose the audience is seeing the brand for the first time. In that case, you should always lead with the primary crest - as it tells more of a visual story and has more of a distinctive design. However, once you are confident that the audience is accustomed to the primary crest and is familiar with the Monterey Bay F.C. brand, you can then begin to use the secondary crest.

If ever in doubt on which crest to use, please opt for the football club's primary crest.



MONTEREY BAY F.C. UNION

PRIMARY CREST DESIGN CONSTRUCTION

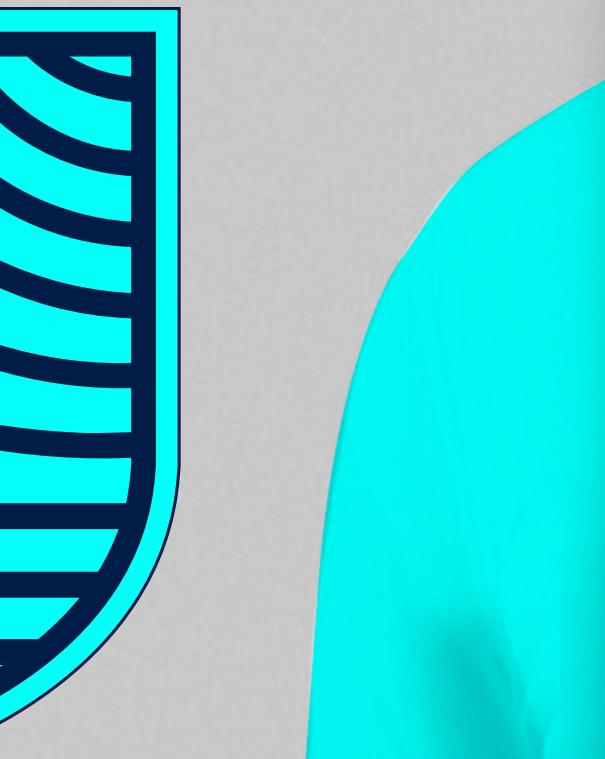
Monterey Bay F.C. Tertiary crest

In addition to having a primary and secondary crest, Monterey Bay Football Club also has a tertiary crest. This crest is a simplified version of the football club's primary crest.

The tertiary crest utilizes the land and sea graphic and encapsulates it within a shorter version of the club's shield.

Note: Even though the tertiary crest has no typography on the design, it can still be identified as a Monterey Bay F.C. brand asset due to the land and sea pattern and the striking color combination.

Monterey Bay F.C. tertiary crest



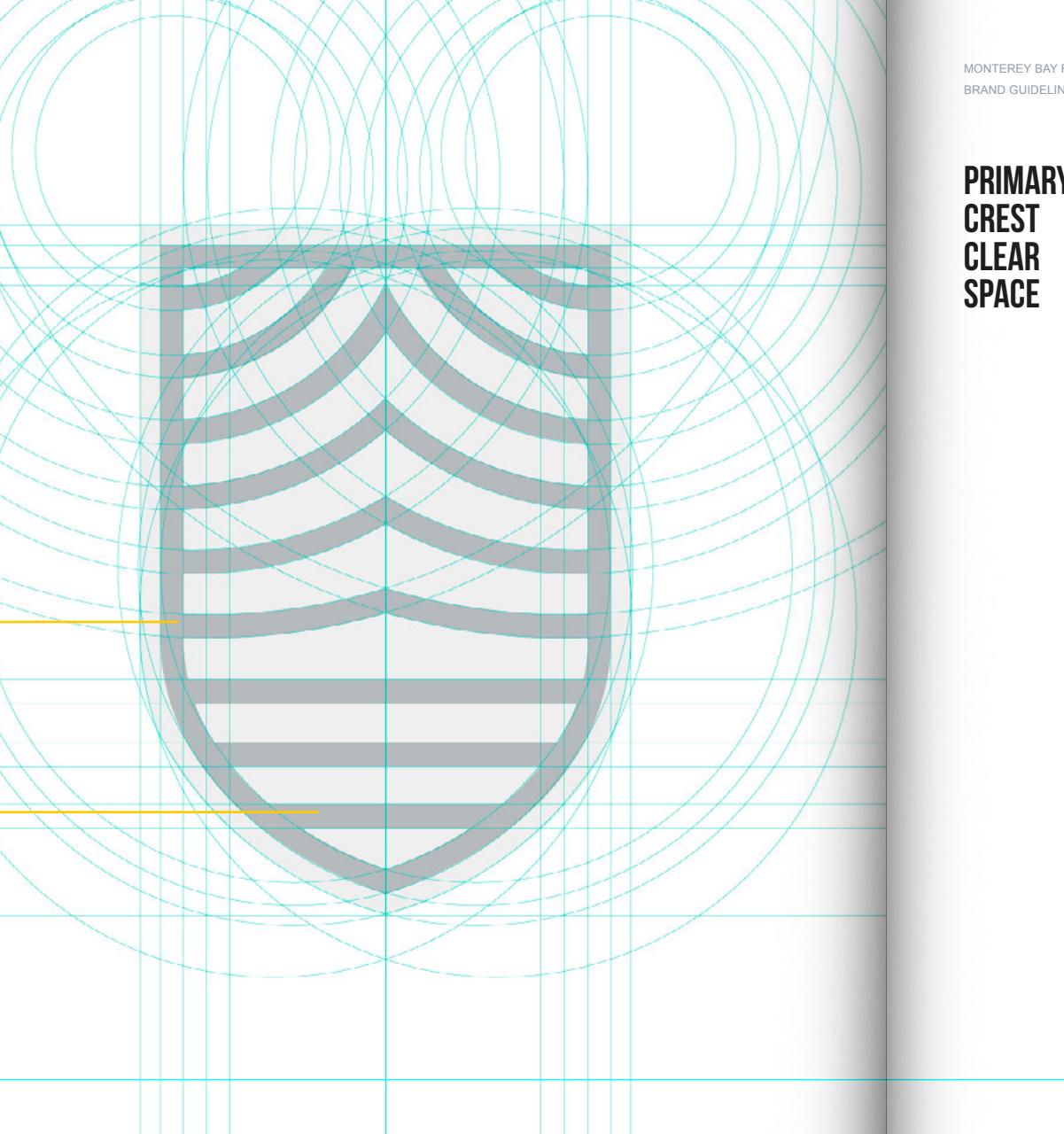
PRIMARY CREST DESIGN CONSTRUCTION

Monterey Bay F.C. tertiary crest construction

The Monterey Bay Football Club's crest was designed with great attention to detail, enabling it to be functional across all media in all scenarios.

The design was built with precision, using guiding lines and circular shapes (seen on the right) to ensure that the crest design has a solid structure and visual hierarchy.

Note: The curved lines in the tertiary crest design are thicker than those in the football club's primary crest design.

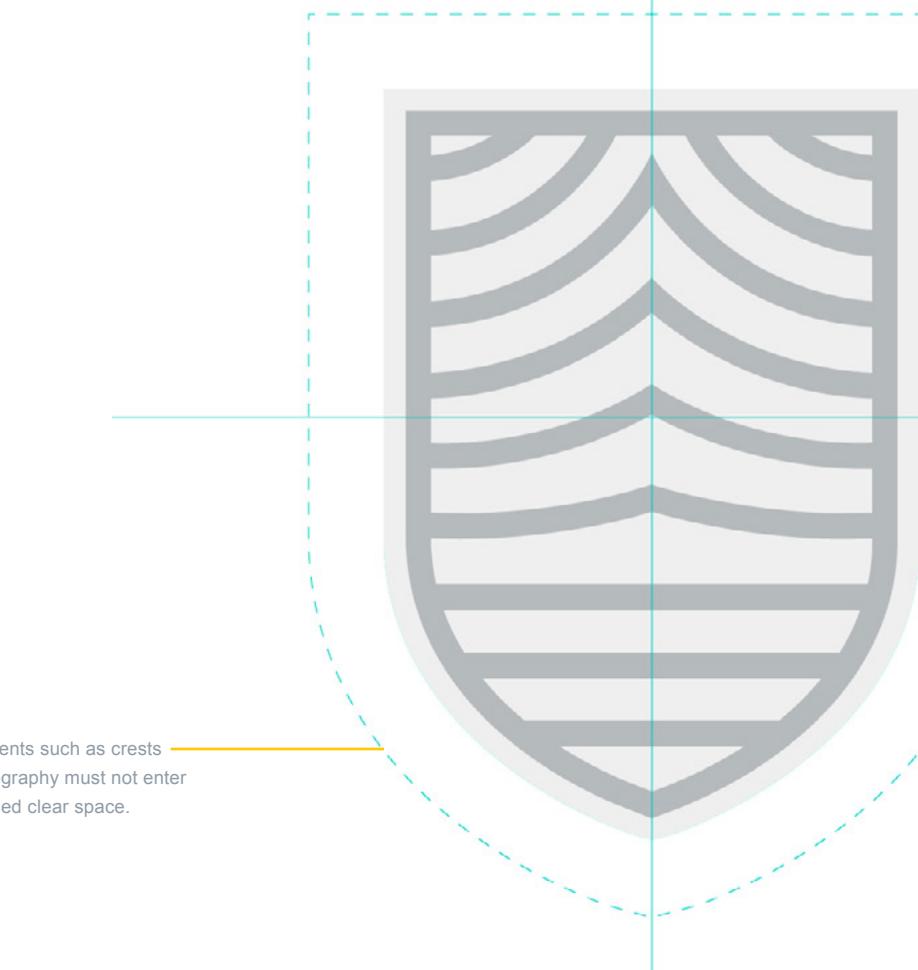


PRIMARY CREST CLEAR SPACE

Monterey Bay F.C. tertiary crest clear space

Like other crests in the Monterey Bay F.C. crest family, the tertiary crest should always stand out and substantially impact a canvas. The crest should never be placed in congested areas or too close to the edge of a canvas. There must be a good amount of clear space surrounding the crest design.

Adding 'padding space' around the crest will ensure that the crest has room to breathe wherever it is placed. Other elements such as crests and typography must not enter the defined clear space. See the clear space guidance on the right.



ADDITIONAL KEY GRAPHICS

Additional key graphics

Beyond the primary Monterey Bay F.C. crest and the secondary Monterey Bay F.C. crest, we also have additional key graphics used in specific scenarios.

Monterey Bay F.C. key graphics are descended from the football club's primary crest design. Thus, they are intentionally part of the visual language of the football club.

All essential graphics should look and feel like they come from the same family and hold the same design characteristics. For example, the key graphic on the right utilized the 'land and sea' graphic and is encapsulated within a shorter version of the club's shield shape.

When creating additional key graphics, use the brand's existing graphics, such as the land and sea graphic. If you wish to incorporate typography in key graphics, use the club's custom typeface, 'Infield.'

In addition to this, look to use the football club's color palette to keep the brand consistent.

Monterey Bay F.C. primary crest



Monterey Bay F.C. secondary crest
(typographic crest)



Monterey Bay F.C. tertiary crest



CREST VIOLATIONS

The do's and don't of the crest.

The Monterey Bay Football Club crest was designed to work across all assets, all media, and in all scenarios. Please use common sense and use the crest as it comes. We expect to have consistency in our branding and deliver a professional image. You should not tamper with, modify or change the design, typography, or proportions in any way.

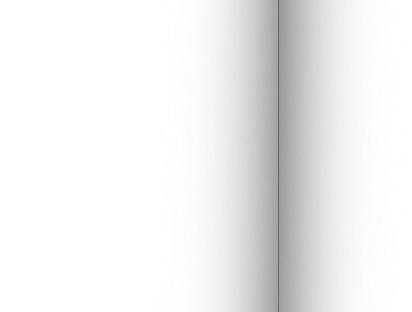
There are many ways in which the crest can be misused, and the brand can be violated.

Should you have doubts or any questions on how to use any of Monterey Bay Football Club's crests, please reach out to: brand@montereybayfc.com.

Don't take out, or edit any of the words from the crest wordmark.



Don't alter the proportions of the crest design.



Don't breakup the crest in any way.



Don't change the typography of the word mark.

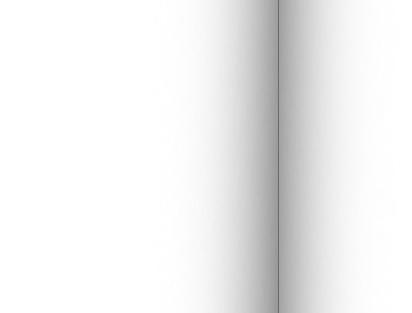


Don't place anything in front of the crest.

Don't place or distort the crest by placing it on a 3D axes.



Don't outline the crest.



Don't opastize the crest or make the crest transparent.



Never invert the colors of the crest.



Don't tilt, twist or change the angle of the crest.



MONTEREY BAY FOOTBALL CLUB COLOR FAMILY

Monterey Bay F.C. colors

Monterey Bay Football Club's primary colors are bright, energetic, and exciting. The club's colors are a reflection of the crisp fresh air that is enjoyed in Monterey. The colors also reference the inviting blue waters that the region is famed for.

'Crisp blue' is the football club's primary color. It is bright, youthful, and energetic. It makes our club stand out. Crisp blue is almost always combined with 'Kelp blue.' Kelp blue adds contrast and authority, and clarity to the brand.

The 'crisp blue' and 'kelp blue' color combination is high contrast and bold. Therefore, most graphics that you create should lead with this color combination.

KELP BLUE

FOR SCREENS:

HEX CODE : #001D48

HEX CODE : #03FFF7

RGB: R 0 / G 29 / B 72

FOR PRINT:

CMYK : C 100% / M 52% / Y 0% / K 58%

PANTONE: 2955 C

CRISP BLUE

FOR SCREENS:

HEX CODE : #FFFFFF

RGB: R 255 / G 255 / B 255

FOR PRINT:

CMYK : C 0 / M 0 / Y 0 / K 0

PANTONE: 319 C

WHITE

FOR SCREENS:

HEX CODE : #FOCA0D

RGB: R 240 / G 202 / B 13

FOR PRINT:

CMYK : C 0 / M 8 / Y 100 / K 1

PANTONE : 7405 C

DUNE YELLOW

FOR SCREENS:

HEX CODE : #FOCA0D

RGB: R 240 / G 202 / B 13

FOR PRINT:

CMYK : C 0 / M 8 / Y 100 / K 1

PANTONE : 7405 C

MONTEREY BAY FOOTBALL CLUB COLOR ON HOME KITS

A consistent brand

Our football club's colors are vitally important to our brand. They are inspired by the region, and they help identify us while setting us apart from other teams. Our fans will wear the club's colors at home and away games.

Our color combination is used across all of our marketing and communications (print and digital) and on the pitch.

Our home kit color combination is crisp blue (jerseys), kelp blue (shorts), and kelp blue (socks).

CRISP BLUE
FOR SCREENS:
HEX CODE : #03FFF7
RGB: R 3 / G 255 / B 247
FOR PRINT:
CMYK : C 58% / M 0% / Y 19% / K 0%
PANTONE : 319 C

KELP BLUE
FOR SCREENS:
HEX CODE : #001D48
RGB : R 0 / G 29 / B 72
FOR PRINT:
CMYK : C 100% / M 52% / Y 0% / K 58%
PANTONE: 2955 C

KELP BLUE
FOR SCREENS:
HEX CODE : #001D48
RGB : R 0 / G 29 / B 72
FOR PRINT:
CMYK : C 100% / M 52% / Y 0% / K 58%
PANTONE: 2955 C



BRAND COLORS: **CRISP BLUE**

CRISP BLUE

CRISP BLUE

HEX CODE : #03FFF7

RGB: R 3 / G 255 / B 247

CMYK : C 58% / M 0% / Y 19% / K 0%

PANTONE : 319 C

Monterey Bay F.C.'s primary color - Crisp blue

'Crisp blue' is Monterey Bay F.C.'s primary. Crisp blue is inspired by the crisp and clean air that is enjoyed in and around Monterey. The color also draws inspiration from the crisp and clear ocean that the region is famed for.

'Crisp blue' provides a pop of excitement and youthful energy to our brand. Crisp blue is our most used color. It helps us stand out and differentiates us from other teams in the league and the region.

PAIRS WELL WITH:

KELP BLUE

HEX CODE : # 001D48

RGB : R 0 / G 29 / B 72

CMYK : C 100% / M 52% / Y 0% / K 58%

PANTONE: 2955 C

'Crisp blue' parings

'Crisp blue' pairs exceptionally well with 'Kelp blue'.

The color combination of 'crisp blue' and 'kelp blue' helps achieve high contrast, clear and striking designs. Combined, they provide feelings of youthful energy mixed with authoritative undertones.

This color combination should be used on almost all club assets.

BRAND COLORS: **KELP BLUE**

Monterey Bay F.C.'s primary color - Kelp blue

'Kelp blue' is part of Monterey Bay F.C.'s primary colors. Kelp blue is inspired by a famous kelp bed found in the waters in and around Monterey. So often, when looking out to the Monterey Bay ocean, you will see dark patches amongst the crisp blue waters; this is the region's kelp forests.

'Kelp blue' provides a serious edge to our brand; it is authoritative and robust and offers an excellent contrast to other colors in the football club's brand.

KELP BLUE
HEX CODE : #001D48
RGB : R 0 / G 29 / B 72
CMYK : C 100% / M 52% / Y 0% / K 58%
PANTONE: 2955 C

'Kelp blue' pairings

'Kelp blue' pairs exceptionally well with 'crisp blue.'

The color combination of 'kelp blue' and 'crisp blue' helps achieve high contrast, clear and striking designs. Combined, they provide feelings of youthful energy mixed with authoritative undertones.

This color combination should be used on almost all club assets.

PAIRS WELL WITH:
CRISP BLUE
HEX CODE : #03FFF7
RGB: R 3 / G 255 / B 247
CMYK : C 58% / M 0% / Y 19% / K 0%
PANTONE : 319 C

BRAND COLORS: WHITE

Monterey Bay F.C.'s primary color - white

'White' is a key part of Monterey Bay Football Club's primary color palette.

It is clean, clear, simple, and calm. It lightens the feel of our brand and can work with our two key colors: 'Crisp blue' and 'kelp blue'.

White represents the breaking of waves in the Monterey Bay oceans.

'White' is often used as a typography color. When white typography is placed on a 'kelp blue background,' the white typeface pops, as the design will have maximum contrast.

WHITE

HEX CODE : #FFFFFF

CMYK : C0 / M0 / Y0 / K0

RGB: R 255 / G 255 / B 255

PAIRS WELL WITH:

KELP BLUE

HEX CODE : #001D48

RGB : R 0 / G 29 / B 72

CMYK : C 100% / M 52% / Y 0% / K 58%

PANTONE: 2955 C

White pairings

Always keep in mind that white is intended to be an accent color and never meant to dominate a design.

White works best when paired with Kelp blue, as the two colors contrast nicely; however, in some cases, white can be paired with Crisp blue - however, note that the contrast levels will not be the same.



BRAND COLORS: DUNE YELLOW

Monterey Bay F.C.'s primary color - Dune yellow

'Dune yellow' is part of Monterey Bay F.C.'s primary color palette, yet isn't used as often as kelp blue or crisp blue.

'Dune yellow' is inspired by the region's mountainous sand dunes that are found around the coast of Monterey Bay.

The tone of the yellow that is selected for this brand isn't exact to the color of sand, as we band the yellow to be more vibrant, more exciting, and more youthful.

'Dune yellow' is used to call attention to actions that we want the viewer to take and critical information that we want the viewer to consume. Use 'dune yellow' as an accent color and a guiding color, such as on website CTAs.

DUNE YELLOW
HEX CODE : #FOCA0D
RGB : R 240 / G 202 / B 13
CMYK : C 0 / M 8 / Y 100 / K 1
PANTONE : 7405 C

PAIRS WELL WITH:
KELP BLUE
HEX CODE : #001D48
RGB : R 0 / G 29 / B 72
CMYK : C 100% / M 52% / Y 0% / K 58%
PANTONE: 2955 C

Dune yellow pairings

Always keep in mind that 'dune yellow' is intended to be an accent color. 'Dune yellow' was never meant to dominate a design.

'Dune yellow' works well when paired with 'Kelp blue.'

'Dune yellow' is bright and vibrant, so pairing 'dune yellow' with 'crisp blue' (which is also bright and vibrant) may not give your designs enough contrast and may overwhelm the viewer.

Look to pair 'Dune yellow' with darker colors such as kelp blue.

There will be many occasions when 'Dune Yellow' isn't used in your designs, and that's ok.

KELP BLUE

FOR SCREENS:

HEX CODE : #001D48

RGB : R 0 / G 29 / B 72

FOR PRINT:

CMYK : C 100% / M 52% / Y 0% / K 58%

PANTONE: 2955 C

CRISP BLUE

FOR SCREENS:

HEX CODE : #03FFF7

RGB: R 3 / G 255 / B 247

FOR PRINT:

CMYK : C 58% / M 0% / Y 19% / K 0%

PANTONE : 319 C

WHITE

FOR SCREENS:

HEX CODE : #FFFFFF

RGB: R 255 / G 255 / B 255

FOR PRINT:

CMYK : C0 / M0 / Y0 / K0

DUNE YELLOW

FOR SCREENS:

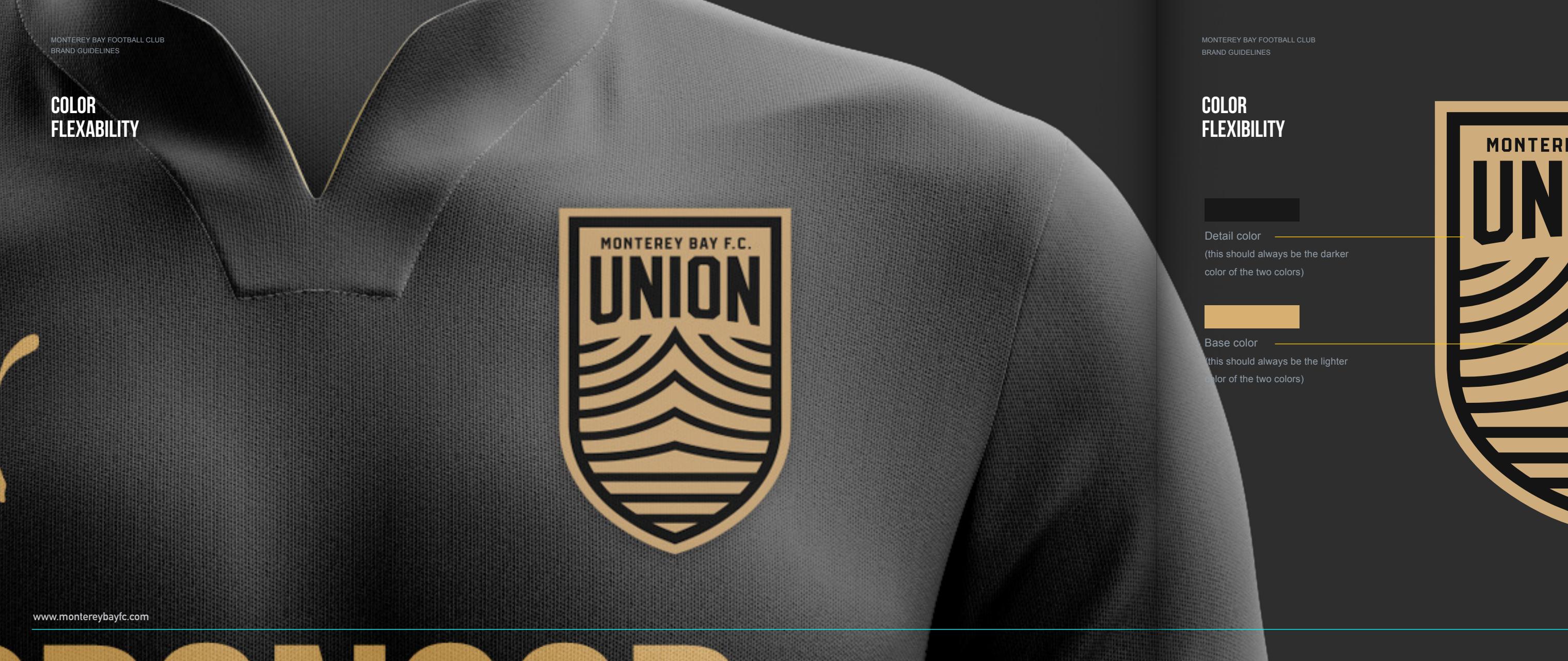
HEX CODE : #FOCA0D

RGB : R 240 / G 202 / B 13

FOR PRINT:

CMYK : C 0 / M 8 / Y 100 / K 1

PANTONE : 7405 C



COLOR FLEXIBILITY

COLOR FLEXIBILITY

Color flexibility

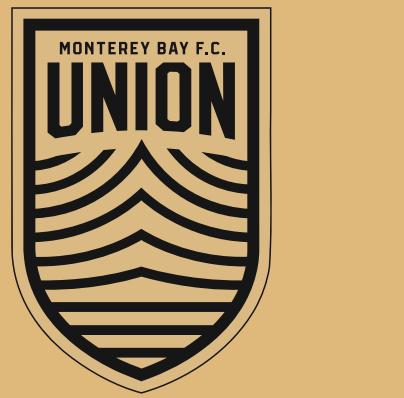
Although we are strict on our primary color combination and prefer that combination to be used in most scenarios, there will be instances when the football club's color combination needs to change. This is ok; the brand was designed to be flexible and support this change.

A standard instance where a color change will happen is on the football club's away kit and training jerseys. The football club's away kit must have different colors to the home kit. In many cases, it is advantageous for the football club's crest to adapt to these color changes, to enhance the design, and embrace the different look.

Guidelines when changing the crest's colors

- When changing the color of the crest, use just two colors.
- Ensure that the two colors have great contrast.
- Always ensure that the darker color of the two is used on the detail part of the design.
- Always ensure that the lighter color of the two is used on the base part of the design.





MONTEREY BAY FOOTBALL CLUB TYPOGRAPHY

Monterey Bay F.C. typography family

Typography plays a vital role in delivering our message to our many audiences. Our typography represents and identifies our football club and will be used throughout our branding (both on and off the pitch)

Monterey Bay Football Club's typography family consists of three typefaces, both vastly different from one another, though intended to work together and compliment each other.

Monterey Bay F.C. primary typeface - 'Union Type'

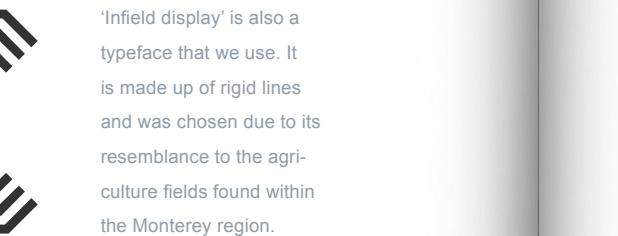
'Union type' is Monterey Bay F.C.'s primary typeface. It is a custom typeface designed by Christopher Payne, specifically for Monterey Bay F.C.

'Union type' is tall and noticeable, strong and powerful. It has an athletic feel and gives the football club a sporting look and feel.

'Union type' is mainly used in headlines and should only be used in short sentences (up to 10 words) to quickly and efficiently capture the viewer's attention. It is not advised to use 'Union type' in extensive and lengthy sentences or body copy.

To complement 'Union type', we also use 'Infield Block.' This typeface is used in the football club's crest design. It, too, has a solid and powerful look, and it inspired the creation of the 'Union type.'

'INFIELD DISPLAY'



'Infield display' is also a typeface that we use. It is made up of rigid lines and was chosen due to its resemblance to the agriculture fields found within the Monterey region.

Like Union Type, 'Infield Block' is used in headlines. It should only be used in short sentences (up to 10 words) to quickly and efficiently capture the viewer's attention. It is not advised to use 'Infield Display' in extensive and lengthy sentences or body copy.

Monterey Bay Football Club's information font.

Monterey Bay Football Club's detailed typography is Arial. Arial is simple, legible, reliable, and commonly available across a multitude of devices and applications.

This typeface is to be used when writing long-form and informative content. Use Arial on paragraphs at a smaller font size. Arial should never be used as a headline typeface or an attention-grabbing typeface (please defer to 'Infield' for headlines). Always look to pair Arial with other typefaces in the typography family.

'UNION TYPE'

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

'INFIELD BLOCK'

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

ARIEL REGULAR / BOLD

A B C D E F G H I J K L N O P Q R S T U V W X Y Z
A B C D E F G H I J K L N O P Q R S T U V W X Y Z

ARIEL REGULAR ITALIC / BOLD ITALIC

A B C D E F G H I J K L N O P Q R S T U V W X Y Z
A B C D E F G H I J K L N O P Q R S T U V W X Y Z

MONTEREY BAY FOOTBALL CLUB TYPOGRAPHY STYLE

Monterey Bay F.C. typography style

Monterey Bay Football Club messaging should be big, bold, exciting, and attention-grabbing. The typography layout should be the same.

When creating graphical content where typography leads the visual, please use 'Infield' as the title or headline font.

'Infield' is used to grab the audience's attention and draw them into the information. To complement this headline font and add more refined details and information to the design, use Arial (regular, bold, or italic) to add context and explanation.

Things to remember when laying out typography

- Use 'Infield' to grab attention.
- Use 'Arial' to describe and provide more detail.
- Ensure that the title typography is big and bold, though it sits within the canvas comfortably.
- Ensure the headline copy is short and punchy and the detail typography (or body copy) is small and precise. It provides the reader with all the additional information that is needed.
- When possible, break up the headline content into multiple lines to fill the page. There are no set rules on where to break up your sentences - this must be done by eye, using your best judgment. (Look and see if the headline structure has the right balance and if each line is sufficiently filling the space. Ensure that you don't have one line of headline text which far outstretches the other lines).

On the right is an example of how to use the Monterey Bay F.C. layout style.

SEASON TICKETS AVAILABLE

cuptatem debis explant preperum volorisinust aut quia dicitatia inum olorep ernatqu odicilles aut que poriae. Nem nonsequis nihillam. cuptatem debis explant preperum volorisinust aut quia dicitatia inum qvolorep ernatqu odicilles aut que poriae. Nem nonsequis nihillam.

UNION TYPE

Note: how Union Type is big and bold and captures the viewer's attention.

ARIEL

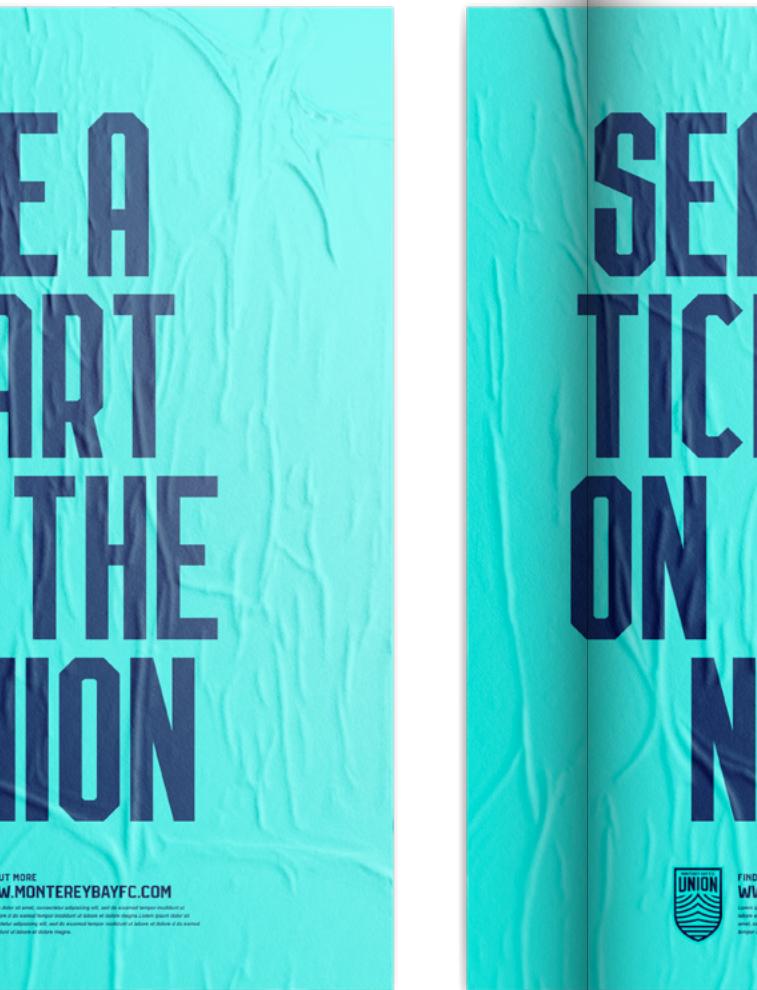
Note how ariel is smaller and more delicate and provides more detail to the viewer.

MONTEREY BAY FOOTBALL CLUB TYPOGRAPHY IN ACTION

Using Monterey Bay Football Club's typography style

Now that we have established the typefaces that Monterey Bay F.C. uses and the preferred layout style, let's take a look and how this type of treatment could work alongside the Monterey Bay F.C. crest and color scheme (covered earlier in this document).

On the left are some examples of Monterey Bay F.C.'s big and bold typography style. The Union Type is used to grab the reader's attention, and the sub copy is used to provide more details.



MONTEREY BAY FOOTBALL CLUB TYPOGRAPHY IN ACTION

Using Monterey Bay Football Club's typography style

Don't be afraid to get creative with typography. We look to be bold and daring with our designs while being clever and relevant to the region we represent.

This is an example of typography that visually represents Monterey. Note in the design below that the typography form resembles a wave gathering momentum; this ties into our brand's feel and references our ocean ties.

The image features a large, bold word "GOAAAL" centered against a dark blue background. Each letter is formed by a series of cyan-colored, nested octagonal outlines. The letters are arranged horizontally, with "GO" on the left, a large central "O", and "AAAL" on the right. The design has a dynamic, layered appearance, resembling waves or momentum.

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MONTEREY BAY F.C. TYPOGRAPHY USED IN SUBBRANDS

Typography in Monterey Bay F.C. subbrands

Our typeface, 'Infield,' is also an identifier for Monterey Bay Football Club Subbrands.

As the football club and the business grows, more subbrands will emerge. This brand was designed to scale with the football club's growth. The club's typography, Infield, alongside club colors, will be used as a critical identifier for new business entities.

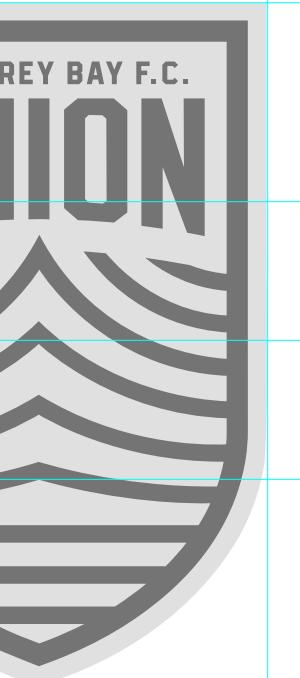
For example, in the future, if the football club opens a youth academy to train the next generation of California based footballers, the academy may need to be branded; when that day comes, 'the subbrand system' will be used to ensure that every new entity is consistent with the Monterey Bay F.C. branding.

Approaches to creating Monterey Bay F.C. subbrands

When making Monterey Bay Football Club subbrands, there are two approaches that you should take that would keep the sub identity on brand.

1. Use typography and official club colors in the subbrand's identity. As the typography and colors are key brand identifiers, the inclusion of this typeface will instantly enable the subbrand to be recognized as a Monterey Bay F.C. entity.
2. Pair the official crest with the subbrand's name. This is the most straightforward way to show the subbrand to be part of Monterey Bay F.C.'s more comprehensive brand. Again, remember to give the Monterey Bay F.C. crest 'space to breathe' and place a separating line next between the crest mark and the typography.

The separator line is 5% bigger than the crest



The name of the subbrand should be vertically centered.

The name of the subbrand should be vertically centered.

**YOUTH
ACADEMY**



**OFFICIAL
PARTNER**



**TRAINING
CAMP**

MONTEREY BAY FOOTBALL TYPOGRAPHY ON THE JERSEY

Club typography on the pitch

The football club's typography isn't limited to club marketing and messaging practices. The typeface 'Infield Block' and 'Infield Display' can also be used on the pitch to help unify the brand and give the organization a consistent and well-thought-out look and feel.

You can see some examples of how this could look on the back of players' jerseys on the right. The player's names used the typeface 'Infield Block' whereas the numbers use 'Infield Display.'

'INFIELD DISPLAY'

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



MONTEREY BAY FOOTBALL CLUB BRAND PATTERNS

Monterey Bay F.C. brand pattern

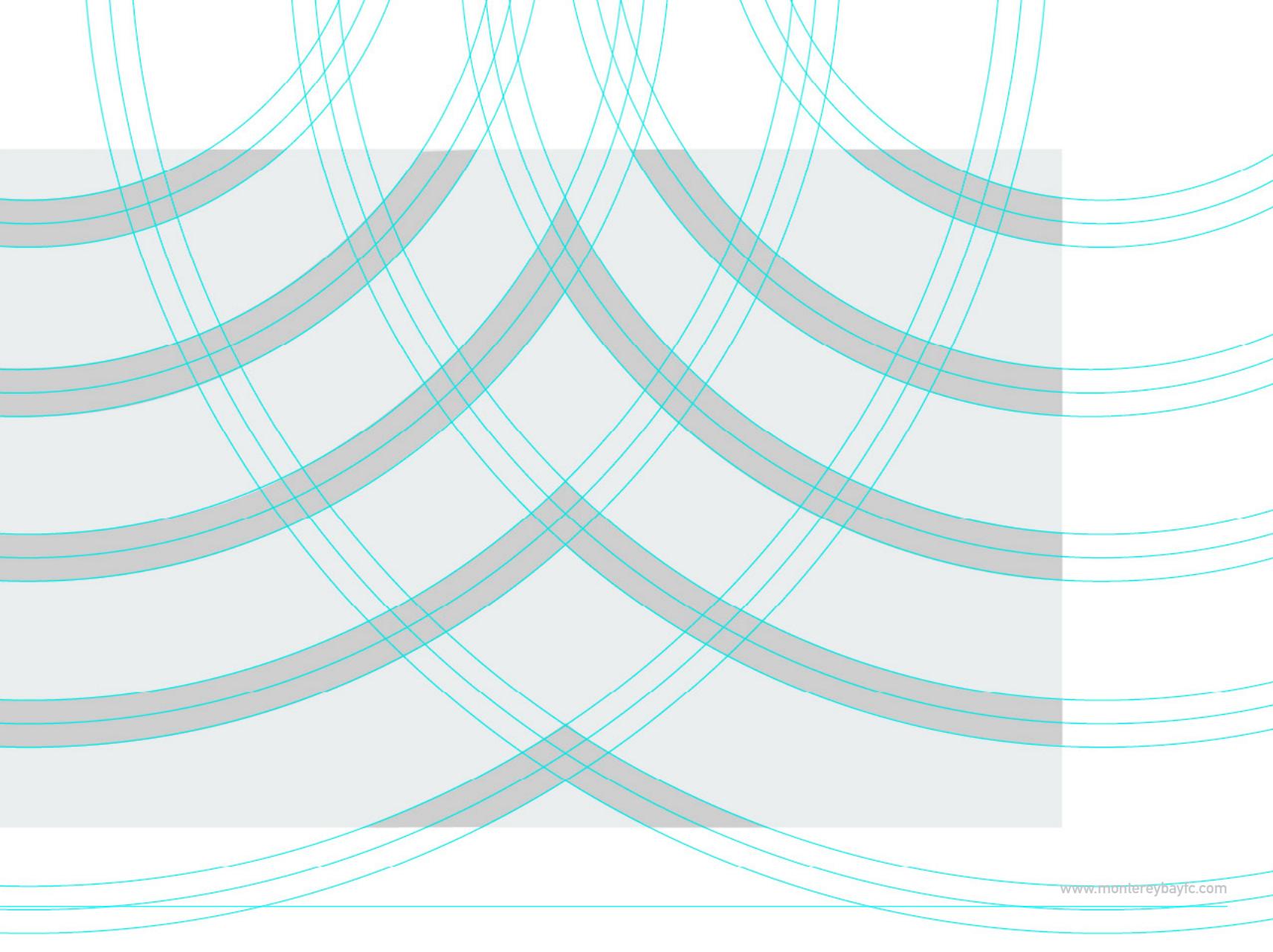
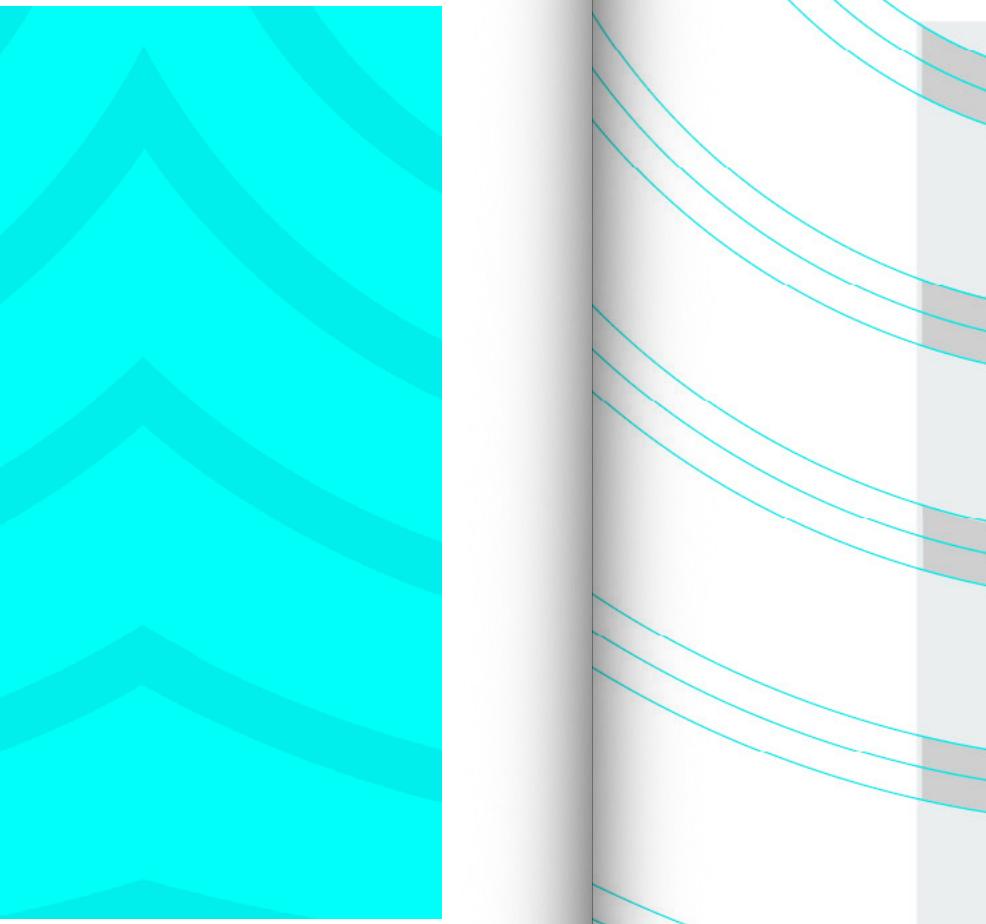
To add extra interest and depth to the football club's colors and the brand's look and feel, Monterey Bay Football Club has a unique brand pattern. This brand pattern is intended to be used across a wide variety of different marketing, merchandise, and communication items.

The brand pattern is mainly used as a background element to help support other design features - such as club typography, crests, and even photography. However, the brand pattern is an essential part of the football club's look and feel.

Inspired by land and sea

The Monterey Bay F.C. brand pattern is derived from the football club's primary crest. The design that shows the union between the land and sea is used to fill the canvas.

Further examples of how to use Monterey Bay F.C. brand patterns can be found later in this document.



MONTEREY BAY FOOTBALL CLUB BRAND PATTERNS

Brand pattern

The brand pattern is designed to support other brand elements such as Monterey Bay F.C. crests, icons, photographs, and typography. In addition, it is used to add texture and depth to the canvas (without the brand pattern, the designs may feel very 'flat' with just a solid color).

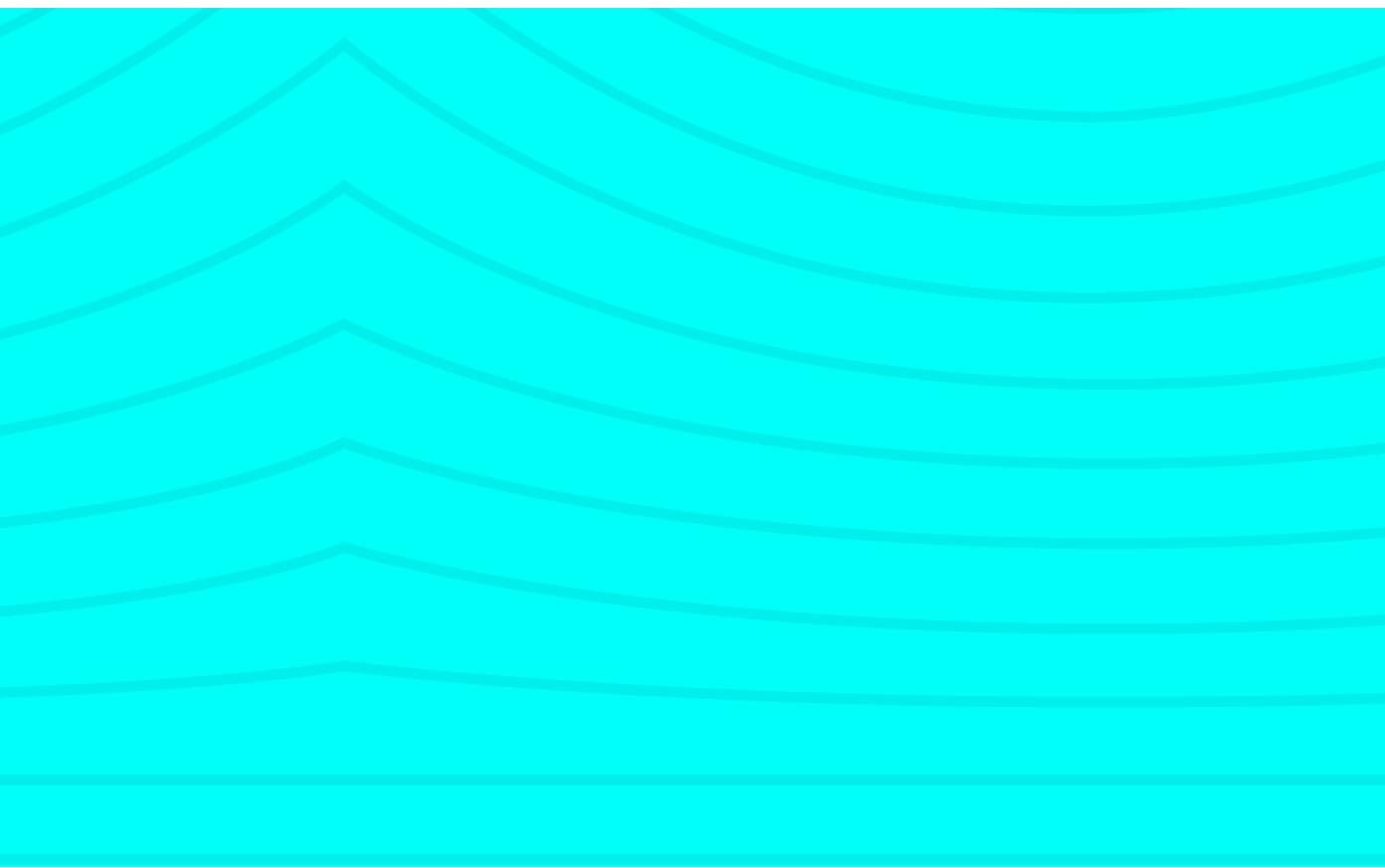
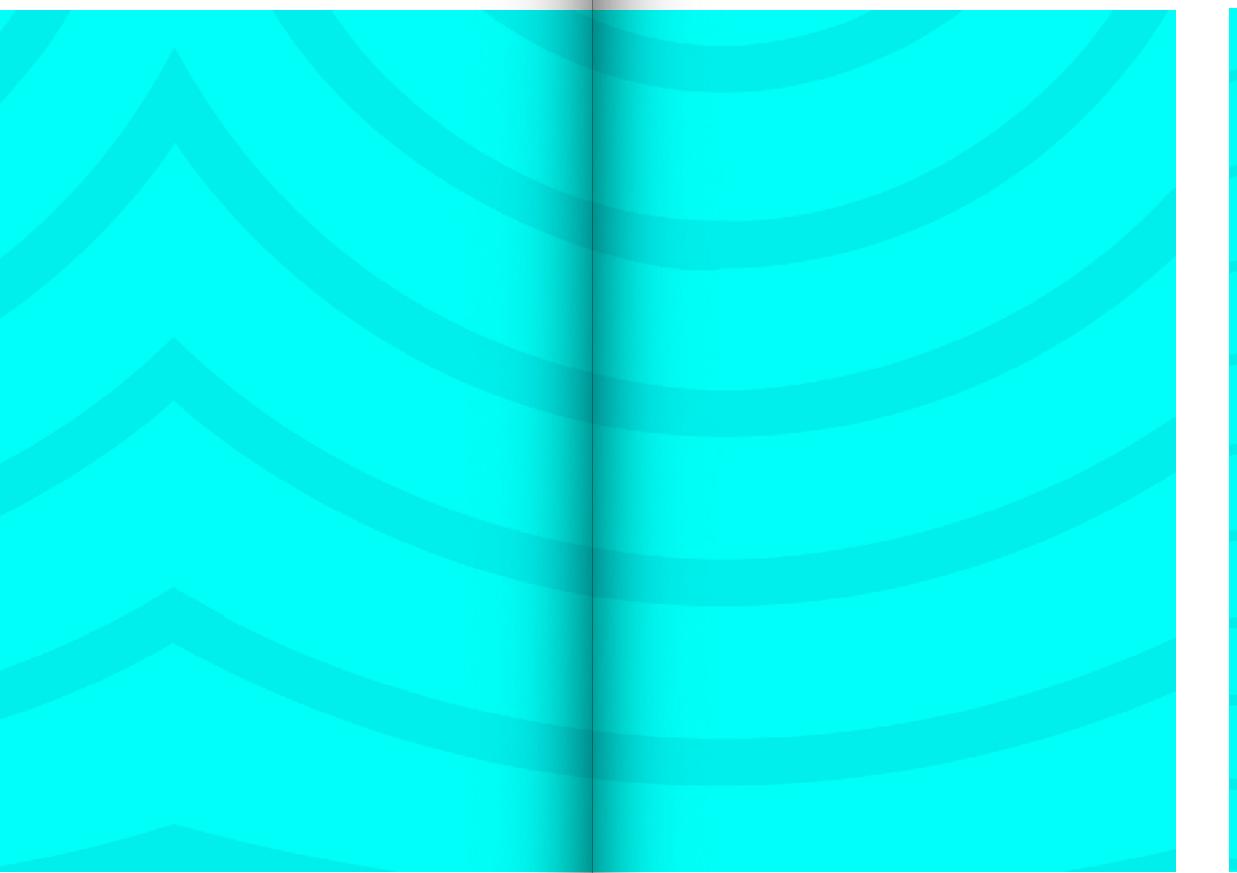
The brand pattern has similar visual properties to the football club's crest, as the curved lines that make up the brand pattern have the same line curvature as the lines found on the club's crest.

On the right are a few examples of Monterey Bay Football Club brand patterns; you can see that they are simple yet highly relevant to the football club's brand visuals: You can see the connection between the primary crest and brand pattern.

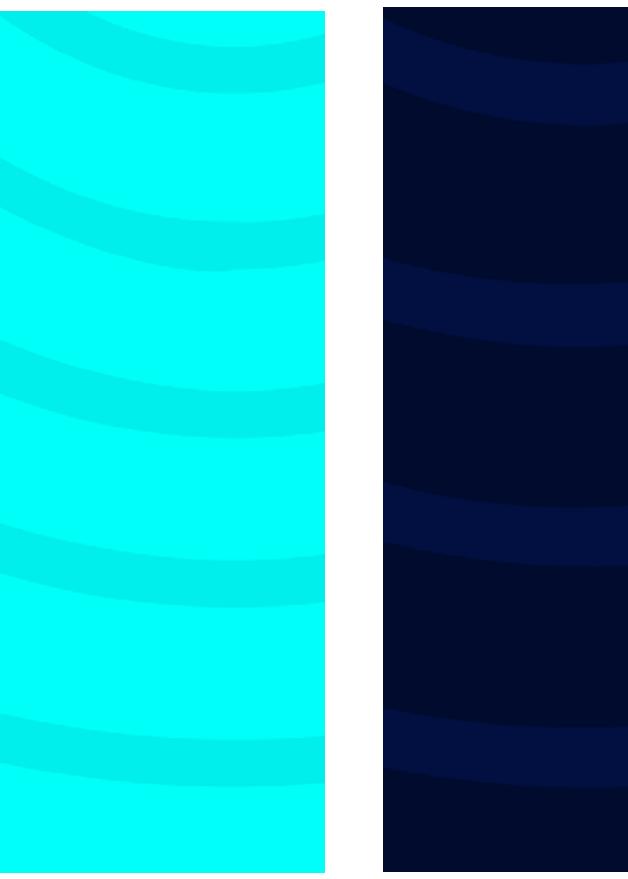
Three constancies make these brand patterns feel part of Monterey Bay F.C.'s visual language.

1. All lines have the same curvature as what is on the club's crest.
2. The brand patterns use Monterey Bay F.C. colors.
3. The thickness of the line's stroke can vary from canvas to canvas, but the curvature must stay the same.

When creating your brand patterns, please ensure that your designs follow the above guidelines.



MONTEREY BAY
FOOTBALL
CLUB
BRAND
PATTERNS



MONTEREY BAY FOOTBALL CLUB BRAND PATCHES

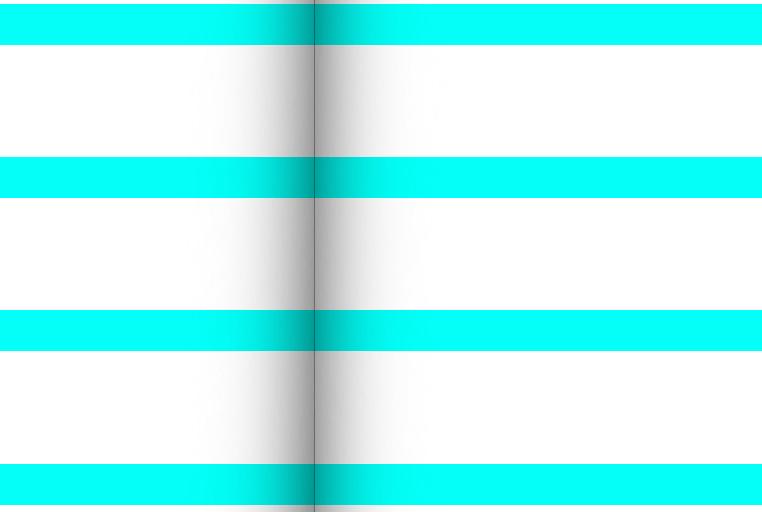
Brand patches

Alongside the football clubs' brand patterns, we also have 'brand patches, graphic elements derived from the football clubs crest, and design to represent land and sea.

These brand patches are used as a background element on a canvas, often overlapped by typography. They add extra interest and ownership to a design.

Use brand patches on your canvas to liven up the design. When placing these brand patches on a canvas, try to put them randomly yet still have balance. You can increase or decrease the size of brand patches; however, never tilt or rotate brand patches.

Over the following few pages, you will see some examples of brand patches on a canvas.



MONTEREY BAY FOOTBALL CLUB BRAND PATCHES

Brand patches

In these examples, you will see the random though the balanced placement of the brand patches.

Note that the brand patches are white, on a crisp blue background, with the detailed information - such as the football club's crest and typography being a darker color.

This color contrast enables essential information (such as messaging and crest) to stand out. The brand patches and the background is used to add design flair and brand ownability but not getting in the way of the vital information.



MONTEREY BAY
FOOTBALL
CLUB
BRAND
PATCHES





BRAND IN ACTION

Brand elements used:

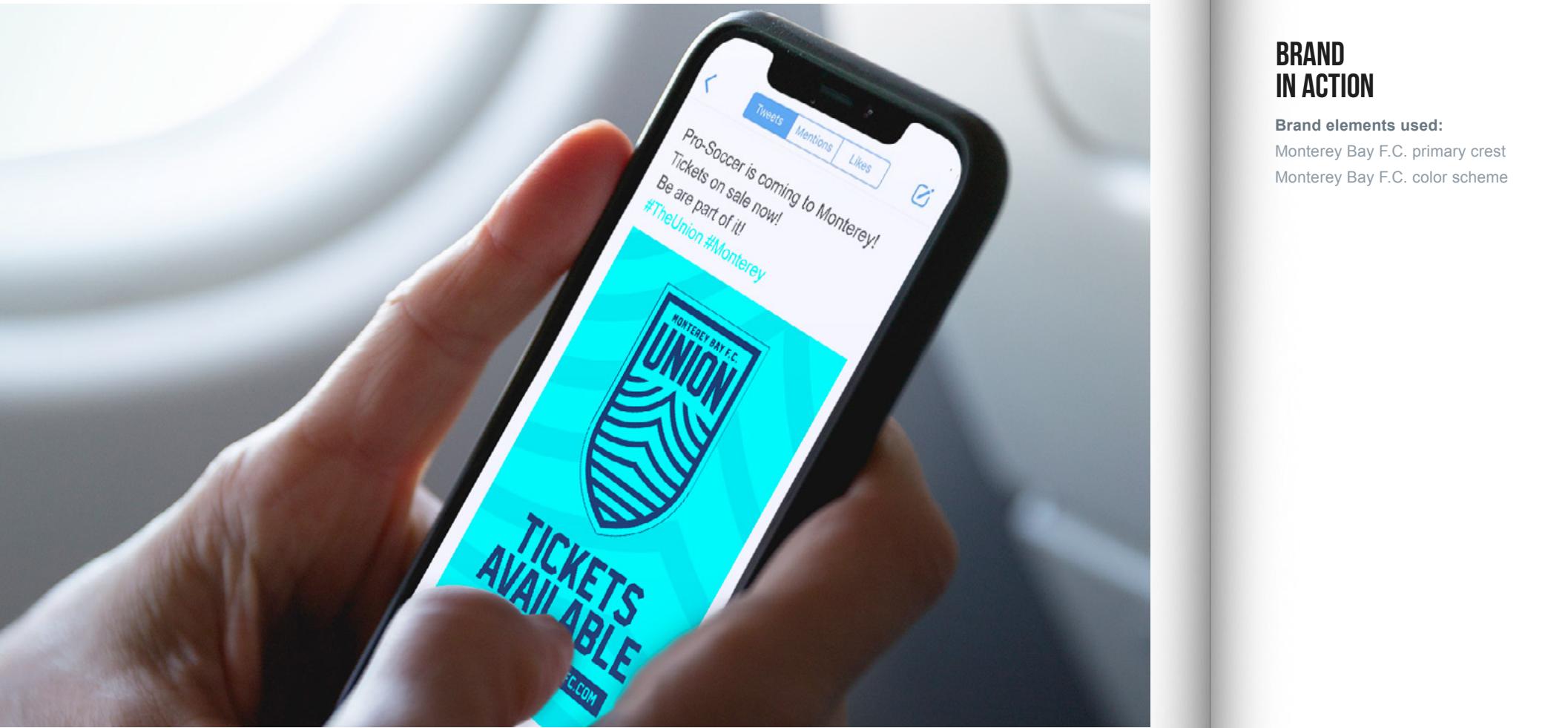
- Monterey Bay F.C. primary crest
- Monterey Bay F.C. color scheme
- Monterey Bay F.C. typography
- Monterey Bay F.C. brand pattern
- Monterey Bay F.C. brand patches



BRAND IN ACTION

Brand elements used:

Monterey Bay F.C. primary crest
Monterey Bay F.C. color scheme
Monterey Bay F.C. typography
Monterey Bay F.C. brand pattern



BRAND IN ACTION

Brand elements used:

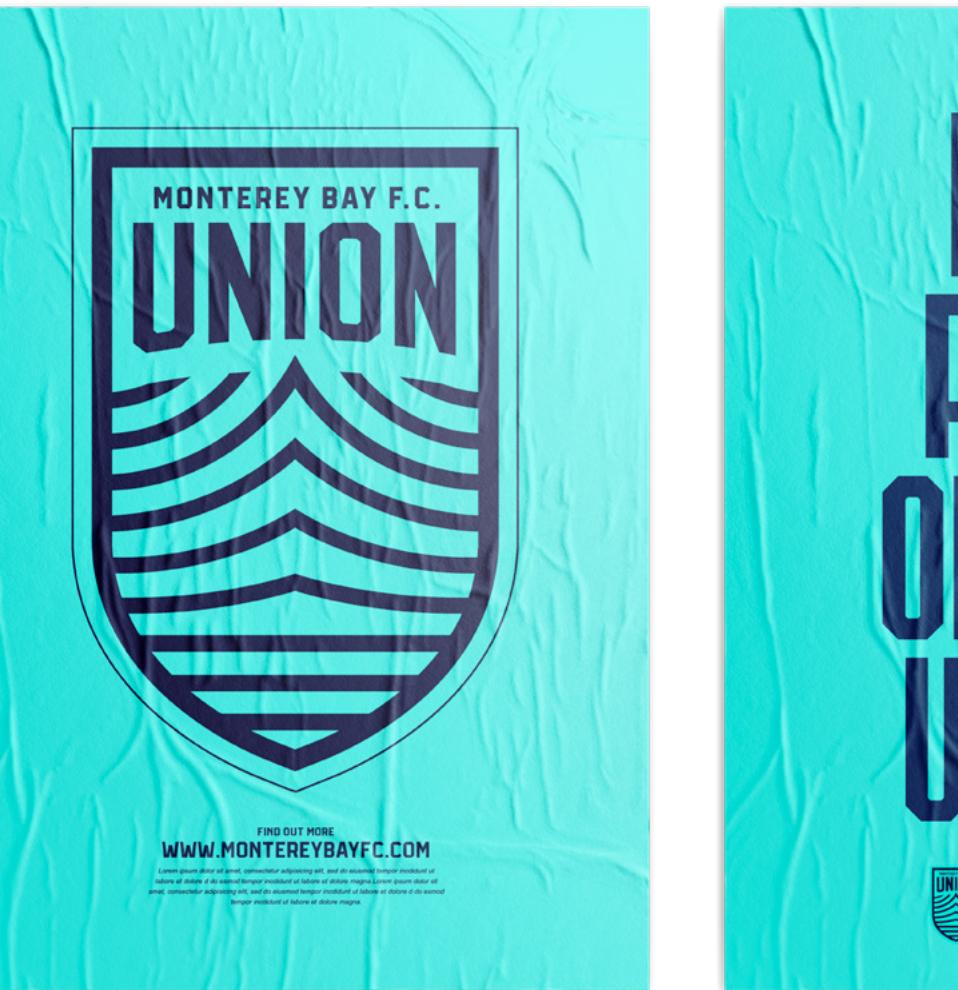
Monterey Bay F.C. primary crest
Monterey Bay F.C. color scheme



BRAND IN ACTION

Brand elements used:

- Monterey Bay F.C. primary crest
- Monterey Bay F.C. color scheme
- Monterey Bay F.C. typography



SEASON TICKETS ON SALE NOW



BRAND IN ACTION

Brand elements used:

Monterey Bay F.C. primary crest
Monterey Bay F.C. color scheme
Monterey Bay F.C. secondary crest



BRAND IN ACTION

Brand elements used:

Monterey Bay F.C. primary crest
Monterey Bay F.C. color scheme



BRAND IN ACTION

Brand elements used:

Monterey Bay F.C. primary crest
Monterey Bay F.C. color scheme



BRAND IN ACTION

Brand elements used:

Monterey Bay F.C. primary crest
Monterey Bay F.C. color scheme



BRAND IN ACTION

Brand elements used:

Monterey Bay F.C. secondary crest
Monterey Bay F.C. color scheme



BRAND IN ACTION

Brand elements used:

Monterey Bay F.C. primary crest
Monterey Bay F.C. color scheme
Monterey Bay F.C. secondary crest



GOT QUESTIONS?

BRAND CONTACTS

Got questions, do you want to know more?

Monterey Bay Football Club is committed to helping you use the brand in the correct way - For questions on the usage of this brand, or doubts, please feel free to contact us on the following email addresses.

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CHRISTOPHER PAYNE

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Brand guidelines designed by Christopher Payne

BRAND GUIDELINES

THANK YOU