



**BRAND GUIDE**

JUNE 18, 2013



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The Ottawa Fury FC Brand Guide is a document for OSEG employees and their marketing and design partners to follow in order to establish a consistent brand language and experience for audiences across all touch points.

This document is divided into four sections to facilitate ease of use and demonstrate practical examples of the principles applied to real-world examples. The first section, **BRAND PLATFORM**, provides the context and direction for the Fury brand. The second section, **IDENTITY SYSTEM**, introduces the key components of the Fury brand marks. The third section, **LOGO USAGE**, provides detail about those components in the context of the identity system. The fourth section, **APPLICATION EXAMPLES**, provides reference examples showing application of these principles and the choices that get made in real-world implementation.

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## BRAND PLATFORM

The new brand platform draws on the characteristics of Ottawa, the qualities of the Fury, and key elements that will make the brand identity resonate.



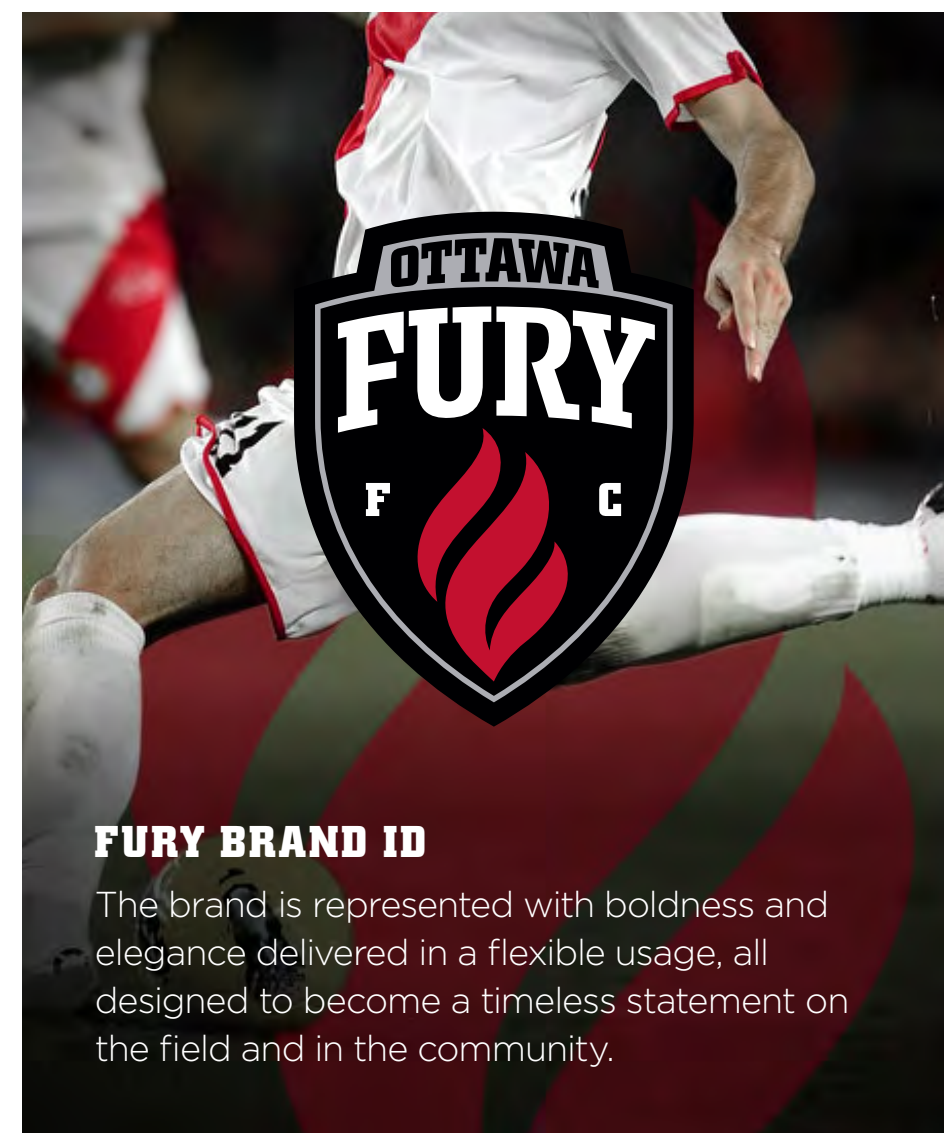
### OTTAWA

Proud and vibrant, the city combines beauty and energy with a high expectation of success.



### FURY FC

A name ingrained in Ottawa sports culture joins with the traditions of world football to rise to the next level.



### FURY BRAND ID

The brand is represented with boldness and elegance delivered in a flexible usage, all designed to become a timeless statement on the field and in the community.



## IDENTITY SYSTEM

### THE FURY CREST

Fury, defined as intense and fierce, is represented by a flame that serves to ignite the passion in players and fans alike. The crest draws on traditional colors of the community. The overall effect is a proud, energetic identity.

**THE PRIMARY LOGOMARK:** Used for most applications, the crest represents strength, kinship and tradition. It encompasses all the elements of the identity system with boldness and elegance.





## IDENTITY SYSTEM

### THE LOGOTYPES

1. THE PRIMARY LOGOTYPE: This mark can be used for applications such shirts and hats in which a bold word mark is needed.

2. THE SECONDARY LOGOTYPE: This mark is intended only for uses such as scarves that require a special horizontal mark. For all other applications, the primary logotype should be used.



1

2

**OTTAWA FURY FC**

**OTTAWA FURY FC**



## IDENTITY SYSTEM

### THE STANDALONE FLAME

Eternal and omnipresent, the flame ignites the passion in players and fans. The flame can be used separately from the crest, either as a subtle graphic signature, or as a large, bold textural pattern.





# LOGO USAGE

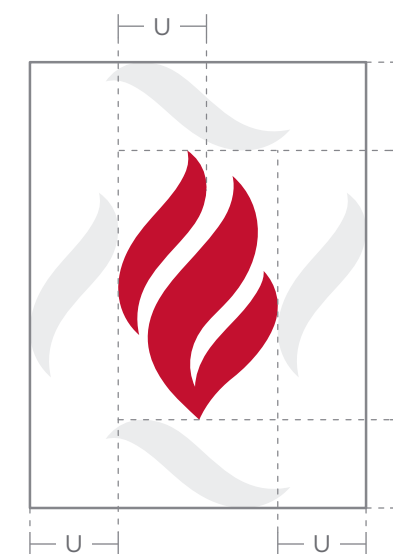
## MINIMUM SIZE

To ensure clarity and legibility, general guidelines are provided for minimum logo sizes.



## MINIMUM CLEAR SPACE

Use the width of the letter "U" to determine the minimum unit of clear space between the logo and other graphics. For the Standalone Flame, use the width of the upper piece of the flame as the minimum unit. Ample space around the logo is preferable, so please give it as much breathing room as possible.





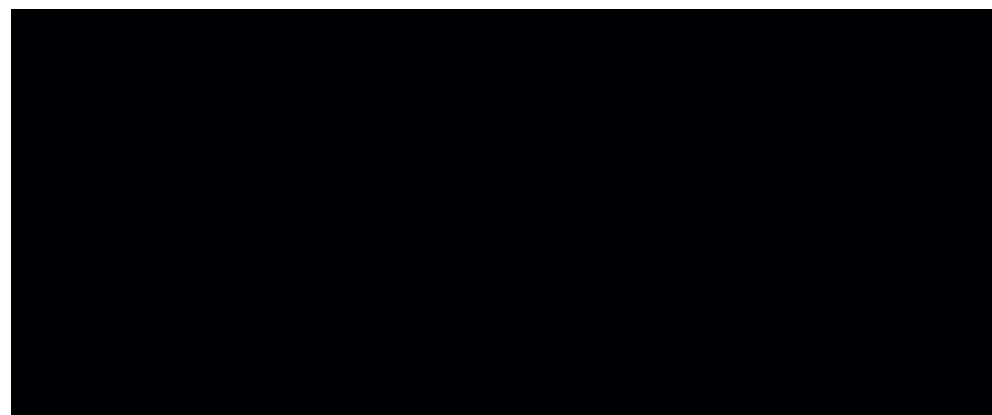
# LOGO USAGE

## COLOR PALETTE

The colors red and black, synonymous with athletic excellence in Ottawa, are the main colors for the Fury FC. Emblematic of toughness and tenacity, they combine the boldness and elegance of the brand.

With more than 150 years of sports history in Ottawa, the tradition of red and black also draws from the Capital's ceremonial guard and the mounted police.

The primary colors blend with uses of gray, metallic silver and white for a variety of effective presentations.



**BLACK**

PMS: Black C  
CMYK: 60, 50, 40, 100  
RGB: 0, 0, 0  
HEX: #XXXXXX



**RED**

PMS: 187 C  
CMYK: 0, 100, 79, 20  
RGB: 196, 18, 48  
HEX: #c41230



**GRAY**

PMS: Cool Gray 6 C  
CMYK: 0, 0, 0, 31  
RGB: 186, 188, 190  
HEX: #babcbе



**METALLIC SILVER\***

PMS: 877 C  
\* This is a print-only alternative to PMS Cool Gray 6 C



**WHITE**

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff





# LOGO USAGE

## COLOR APPLICATION

The primary version of the logo, which is shown at right in the three color column, should be used wherever possible. In situations that don't allow for full-color applications, refer to this chart for simplified two color and one color examples. These might be used for screening onto T-shirts, printing in a black and white newspaper ad, embroidering onto a scarf, etc.

For high quality printing applications, the three color effect can be achieved with only two colors by using a 31% tint of the black to create the gray color. The line screen will need to be high enough to prevent the word "OTTAWA" from being obscured by the halftone dots.

As a general rule, avoid reversing the logo. The word "FURY" and the flame should be lighter than the background color.

| THREE COLORS | TWO COLORS |  | ONE COLOR |  |  |  |                 |
|--------------|------------|--|-----------|--|--|--|-----------------|
|              |            |  |           |  |  |  | WHITE SUBSTRATE |
|              |            |  |           |  |  |  | GRAY SUBSTRATE  |
|              |            |  |           |  |  |  | RED SUBSTRATE   |
|              |            |  |           |  |  |  | BLACK SUBSTRATE |



# LOGO USAGE

## CORRECT LOGO USAGE

Logo applications shown here all fall within the intended brand language.



On a dark background, the crest outline will be subtle.



On a black background, the outline of the crest disappears.



The crest can be used on a photograph.



The crest can be used on an off-brand background color only when used in support of another brand.



The crest can be used in black-and-white on an off-brand background color only when used in support of another brand and Fury Red and Gray are unavailable.



The one color version of the crest can be used in an off-brand color only when used in support of another brand and black is unavailable.



# LOGO USAGE

## INCORRECT LOGO USAGE

Logo applications shown here fall outside the intended brand language and should be avoided.



Don't remove the crest outline



Don't reverse the crest



Don't use the type and flame lockup without the crest



Don't alter the colors within the crest



Don't distort the crest



Don't rotate the crest



## LOGO USAGE

## TYPOGRAPHY

We've selected a pair of font families to give the Fury Brand a consistent look and maximum flexibility.

**HEADLINES:** The lettering in the Fury Crest is based on the typeface Berthold City. Consequently, this font family provides a strong brand connection when used for headlines and to highlight key messages.

**BODY COPY:** The Gotham typeface is a versatile, functional family of fonts. Both sturdy and elegant, its characters are simultaneously legible and refined. Complementary to Berthold City, it works well for large blocks of text.

Berthold City Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Berthold City Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Berthold City Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



## LOGO USAGE

### PHOTOGRAPHY STYLE

Photography should support the Fury and its brand. The overall feel should be energetic and exciting. Brand traits include passion, commitment, competitiveness, pride and elegance.

Seek imagery showing action and spontaneity, on the field and in the stands. Also be consistent with treatment of imagery supporting all levels of Fury FC.

Note that usage rights have not been purchased for any of the photography found in this brand guide book.



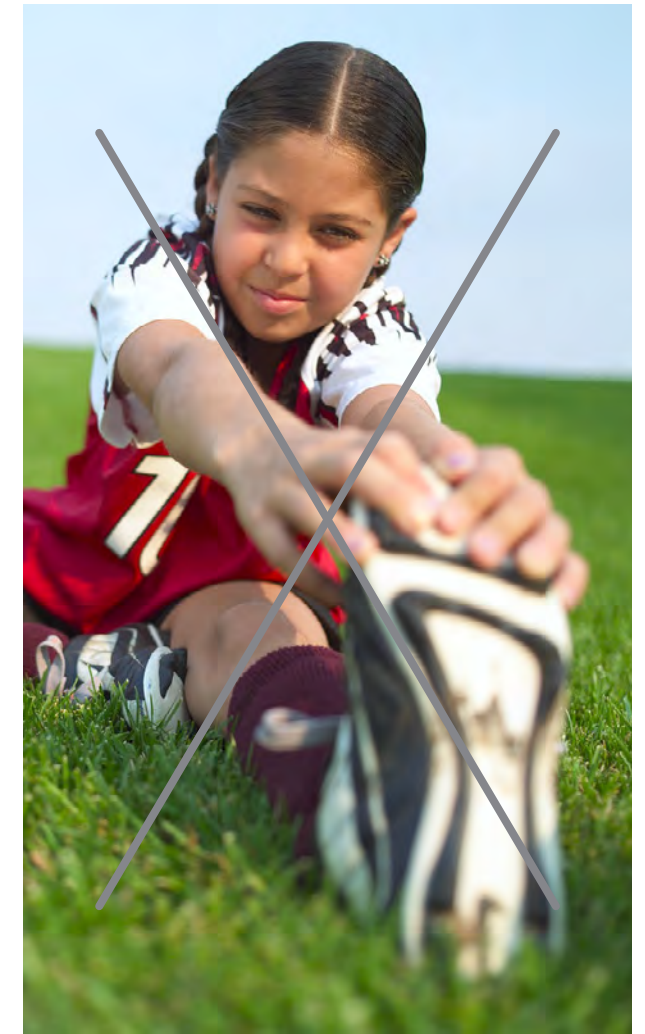


## LOGO USAGE

### PHOTOGRAPHY STYLE: DON'TS

The visual tone of Fury photography should not appear to be staged or static. The photography shown here would be considered off-brand.

Note that usage rights have not been purchased for any of the photography found in this brand guide book.





## APPLICATION EXAMPLES

### THE STANDALONE FLAME

1. The Standalone Flame can be used as a large, bold, graphic pattern in conjunction with the Fury Crest to heighten the energy and impact of the branding.
2. The Standalone Flame can also be used by itself as an elegant signature mark.
3. The Standalone Flame can be depolyed strategically to intimidate opposing teams.



### THE SECONDARY LOGOTYPE

4. The secondary logotype is intended for uses such as scarves that require a special horizontal mark. For all other applications, the primary logotype should be used.

