



# EXPRESS

VISUAL GUIDELINES

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# BRAND GUIDELINES

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# WHY A VISUAL GUIDE?

Columbus Express Soccer Club is a larger representation than some kids kicking a ball into a net. And our brand is more than just a logo.

In sports and marketing it is important that we are presenting the best versions of our brand in a streamlined way.

Use this guide to make our brand the best version it can be.



# VISUAL DIRECTION

CRISP,  
SIMPLE,  
& BOLD

We want our visual language to capture our vision. Our mediums should be crisp and full of definition, simple and to the point, and showcase the boldness of Columbus Express Soccer Club's players, coaches, and families.



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# BRAND LOGOS



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# PRIMARY: BADGE

The CESC Badge is a core component of our visibility. The CESC Badge showcases our core colors, Winged CE logo, state, and full club name.

To the right are the approved versions of the CESC Badge. Do not use altered versions of the CESC Badge in marketing, apparel, or other areas.

The official CESC Badge should be the three-color blue, orange, and white version. You can use this on all backgrounds.



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## PRIMARY: WORD MARK

Our Word Mark and Word Lock are derived from the Flying Express logo made famous by Detroit Express adopted from our earliest days. This spirited mark should follow the three-color overlay but can use different variations in one-color and two-color.

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*EXPRESS*

*EXPRESS*

*EXPRESS*  
SOCCER CLUB

## SECONDARY: WING STATE

A versatile logo, the Wing State is a stand alone icon. The Winged CE and Indiana backdrop allow us to use this logo in a number of different ways.



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## SECONDARY: WING

Is it a wing?

Is it an E?

Is there a C in there?

Yes.

This logo is at the heart of our CESC Badge and incorporates the club's initials and our swift moving namesake.



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# NUMERALS

A custom number font for our uniforms was created to give Express teams a unique look. Mimicking our Word Mark and inspired by the past, this number adorns the colors of the club.



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# THREE-COLOR VARIATIONS



Our three-color logos are the primary marks and should be used firstly to retain consistency throughout the brand.

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A young boy in a blue soccer uniform is captured in a dynamic pose, kicking a soccer ball. He is leaning forward with his right leg extended, and the ball is suspended in the air above him. The background is a lush green field with a blurred line of trees in the distance. The word "COLORS" is written in large, white, block letters on the left side of the image.

**COLORS**

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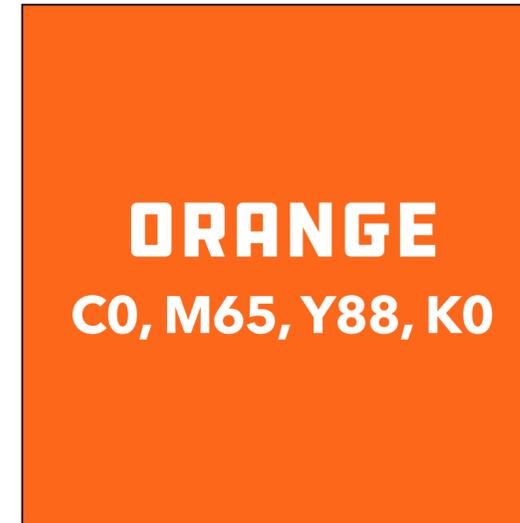
# COLOR PALETTE

Orange & Blue since 1977.

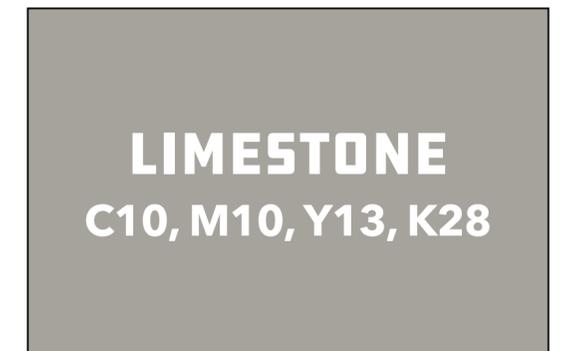
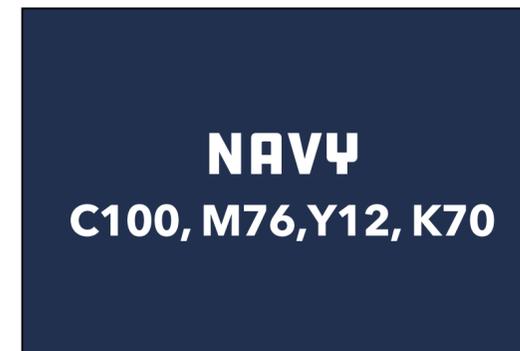
Many tales surround the Columbus Express colors. Founding father John McLachlan jokes the colors were chosen because they were the cheapest available at the store. With the relationship of Columbus soccer and hockey, some believe a united front was created between Express and the Iceman, who were rumored to be modeling the then expansion New York Islanders.

Regardless of fact or fiction, Columbus Express has always been proud of our colors.

## PRIMARY



## SECONDARY



## NEUTRALS



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# TYPOGRAPHY

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# TYPEFACES

To ensure that our message and profile remains consistent, Columbus Express uses two primary fonts in marketing and communication. **DDC HARDWARE** is a display font and will be used primarily on graphics, apparel, and uniforms. **Avenir Next** should be used throughout different communications such as text and literature.

## DDC HARDWARE

**DDC HARDWARE**, the font in the CESC Badge, serves as the base of the custom CESC numeral. This typeface is bold and sturdy, thus being CESC's sporting typeface.

**USE FOR: HEADLINES ONLY**

**COLUMBUS EXPRESS**  
**SOCCER CLUB**

## Avenir Next

**Avenir Next** is Columbus Express' club-wide typeface. The simplicity yet modern look of Avenir Next provides a font with versatility to be used in many different forms.

**USE FOR: HEADLINES, SUBHEADS, BODY TEXT**

Avenir Next Ultra Light

Avenir Next Regular

Avenir Next Medium

**Avenir Next Demi Bold**

**Avenir Next Bold**

Avenir Next Ultra Light Italic

*Avenir Next Italic*

Avenir Next Medium Italic

**Avenir Next Demi Bold Italic**

**Avenir Next Bold Italic**

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