OSHAWA FOOTBALL CLUB

BRAND GUIDELINES

CONTENTS

BEHIND THE BRAND **3**

THE LOGO **5**

BRAND COLOURS 7

TYPOGRAPHY 8

PHOTOGRAPHY STYLE 9

ONLINE PRESENCE 10

APPAREL **11**

ENVIRONMENT 12

THE PATHWAY 13

BEHIND THE BRAND

BRAND PURPOSE

To unite the Oshawa community through soccer/football and avoid community confusion between recreational programming and competitive programming. This re-brand also gives our competitive families an updated modern professional look and feel.

BRAND POSITIONING

Oshawa Football Club (Oshawa FC) is where community, culture, and ambition meet.

We develop players, build leaders, and create belonging through the universal language of soccer.

BRAND PERSONALITY

Trait	Description
Bold	Confident but not arrogant
Inclusive	Everyone belongs
Modern	Clean, contemporary design
Authentic	Real people, real stories
Ambitious	High standards
Community-Driven	Proudly Oshawa

BRAND STATEMENT



We believe football belongs to everyone.
We create opportunities.
We build communities
We develop players and champions.

LOGO SYSTEM

PRIMARY LOGO CREST

BADGE

ICON

THE LOGO

LOGO SYSTEM

PRIMARY CREST

Black-and-white shield logo.

Featuring:
Crown = Excellence, Premier, Leadership
Horse = Strength, Determination, Pride
Shield = Protection, Tradition

Usage:
Jerseys
Signage
Website
Sponsorship decks
Letterhead

Secondary Mark
Horse head only.

Social media icons
Watermarks
Training gear
Merchandise

Badge Mark
Circular badge version.

Lifestyle apparel
Hats
Hoodies
Stickers
Limited edition collections

PRIMARY CREST SHIELD



SHIELD



BADGE



ICON



PRIMARY COLOUR SCHEME

PRIMARY BLACK

HEX VALUE - WEB	#000000
RGB - WEB	0 0 0
CMYK - PRINT	60 40 40 100

PRIMARY WHITE

HEX VALUE - WEB	#FFFFFF
RGB - WEB	255 255 255
CMYK - PRINT	0 0 0 0

SECONDARY COLOUR SCHEME

SECONDARY HERITAGE RED

HEX VALUE - WEB	#D71920
RGB - WEB	215 25 32
CMYK - PRINT	0 88 85 16

SECONDARY CHARCOAL

HEX VALUE - WEB	#1E1E1E
RGB - WEB	30 30 30
CMYK - PRINT	0 0 0 88

TYPOGRAPHY

TYPEFACES

BEBAS NEUE PRO

ALTERNATIVES:

OSWALD & DIN CONDENSED

Primary Typefaces
A modern condensed sans serif.

Used for:
Headlines
Jerseys
Posters

As Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0123456789@!#.

MONTSERRAT

Secondary Typeface
A modern sans serif typeface that offers easy readability for body paragraphgs and long forms of text.

Used for:
Body copy
Website
Documents

As Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789@!#.

STYLED IMAGERY







Images Should Feel

✓ Real
✓ Emotional
✓ Diverse
✓ Community-focused
✓ High contrast

Avoid

✕ Generic stock photos
✕ Artificial poses
✕ Overly cheerful team photos
✕ Cartoon graphics

Preferred Subjects

Players walking to training
Community pitches
Diverse athletes
Tournaments
Black-and-white portraits
Game-day emotion

SOCIAL MEDIA







Content Ratio

40% Community
30% Players
20% Club News
10% Promotional

Graphic Rules

Large typography.
Minimal copy.
Strong dramatic black and white photography.

WEARABLES



Lifestyle Collection

Black Hoodie
White Crest
Back Graphic:
Our City, Our Club

Streetwear Collection

Oversized tee
Small crest front
Large horse head back
Premium embroidery

Training Collection

Monochrome
Minimal branding
Nike-inspired simplicity

SIGNAGE



Performance Centre

Walls:

Large typography

Examples:

BUILT IN OSHAWA

COMMUNITY

DEVELOPMENT

EXCELLENCE

Mural Concept

Large black-and-white player imagery.

Horse crest watermark.

Minimal red accents.

THE BRIDGE



Recreational Program

Indoor and outdoor programming for players who want to play but mostly want to have fun and meet new friends.



Learning Program

Indoor and outdoor programming for players U6-U7 that want a bit more and are looking to move to the competitive program



Competitive Program

Indoor and outdoor programming for players looking for that next level. This is our high-performance program for athletes.



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