



Logo Usage Guidelines

2024 – 2025 Season

FC ARIZONA



FC ARIZONA LOGO USAGE



FCAZ has made the FCAZ primary shield and authorized alternative logos available to club teams and their affiliates as outlined within this guide, only specifically in the manner(s) described and only with proper approval from FCAZ.

Any usage of any logo that is not described in this guide is not authorized for club use.

For all FCAZ logos:

- Club Teams or affiliates must request approval for usage of FCAZ primary shield and authorized alternative logs before usage.
- Club Teams or affiliates may not distort any logo or alter its proportions in any way.
- Club Teams or affiliates may not use individual parts of any logo separately.
- Club Teams or affiliates may not copy any logo with other lettering or make additional attachments of any kind to the logo.
- Club Teams or affiliates may not reproduce or use the logo in any other colors than those authorized by the FCAZ.

For more information on logo usage approval, or to receive a link to download approved logos, please contact Geovani Diaz at geo.diaz@fcarizona.com.

FC ARIZONA

Logo Usage Permission



Usage: The FCAZ primary shield and authorized alternative logos may be used: (i) digitally on FCAZ club team affiliates' social media pages (ii) FCAZ club team specific and fan made merchandise and banners used to promote the individual club team only, not to be made available for resale.

Note: When using the FCAZ primary shield and approved alternative logos, they must be in colors approved by the FCAZ standard of colors.

FCAZ can provide FCAZ primary shield and approved alternative logos in digital form for clubs to use to advertise and promote their participation in a specific club team event.

For more information on logo usage approval, or to receive a link to download approved logos, please contact Geovani Diaz at geo.diaz@fcarizona.com.



“PRIMARY SHIELD”

To Be Used Without
Alteration



“THE SKULL”

To Be Used In Addition To Our
Shield In All Forms Of Media.



“ONE COLOR SHIELD”

To Be Used In Place Of Full Color Shield.

FC ARIZONA

Logo Usage and Separation



Clear Space: When using the FCAZ approved logos, clubs and affiliates must follow clear space guidelines. To create the necessary space, use the letter “A” at the final logo text size to insure a constant space.



FC ARIZONA

Logo Usage and Co-Branding





- When co-branding with the FCAZ primary shield and approved alternative logos, the co-branded logo must be to the right of the FCAZ logos and divided by a vertical line in compliance with the aforementioned logo space guidelines.

When co-branding with the FCAZ primary shield and approved alternative logos, the co-branded logo must not be larger than the height of the FCAZ logo.

FC ARIZONA Club Color Palette



- The use of approved alternative logos must only be used in one of the approved color pallet options below.



HEX #051F5C
 CMYK 0.95 0.66 0.00 0.64
 RGB 5 31 92
 PANTONE 281 C



Hex #0D1D3F
 CMYK 0.79 0.54 0.00 0.75
 RGB 13 29 63
 Pantone 289 C



HEX #8B744B
 CMYK 0.00 0.17 0.46 0.45
 RGB 139 116 75
 PANTONE 140 U



HEX # AC1A2D
 CMYK 0.00 0.85 0.74 0.33
 RGB 172 26 45
 PANTONE 187 C

When using the full color FCAZ Primary Shield, the standard colors within the logo itself must not be changed or altered in any form.

FC ARIZONA

FC ARIZONA

FC ARIZONA

FC ARIZONA

FC ARIZONA Typography



Typography

The logo type is **Pocus Primera 400 Condensed**. It is recommended that this be the only place this font is used for your branding to keep the logo's individuality. The supporting font is **Monster Twenty**.

Helvetica font should be used for headlines and sub headlines and body text.

These fonts have been carefully selected to best represent the brand image and should be used to retain consistency.

Replacing these fonts with alternatives should not be done.

POCUS PRIMERA

Aa 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
1 2 3 4 5 6 7 8 9 0

MONSTER TWENTY

AA 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
1 2 3 4 5 6 7 8 9 0

Contact Information



FC ARIZONA



If you have any questions and or concerns on how to print, post or incorporate, always feel free to email or visit.

Email – geo.diaz@fcarizona.com Web – www.fcarizona.com

Thank you for choosing
FC ARIZONA.