

SC QUEEN ANNE

VISUAL STYLE GUIDE

August, 2019



**WE ARE
SCQA**

YOUTH SOCCER IN QUEEN ANNE



ABOUT THIS GUIDE

This is your guide to the **SC Queen Anne** brand. Our brand is much more than a name and crest. It's a set of relationships and experiences, as well as a source of pride for both kids and parents.

We want those experiences to be consistent from beginning soccer players to our volunteers. This document provides a set of guides and examples to make the visual representation of the brand consistent. The intention is not limit creativity, but to provide the tools necessary to express the same creative vision across websites, fliers, jerseys, and more.

VISUAL SYSTEM

PRIMARY CREST

CROWN

The crown is made up of three points, representing the three towers atop Queen Anne hill. The center point of the crown represents the Space Needle that is exclusive to the Queen Anne neighborhood.

CLUB NAME

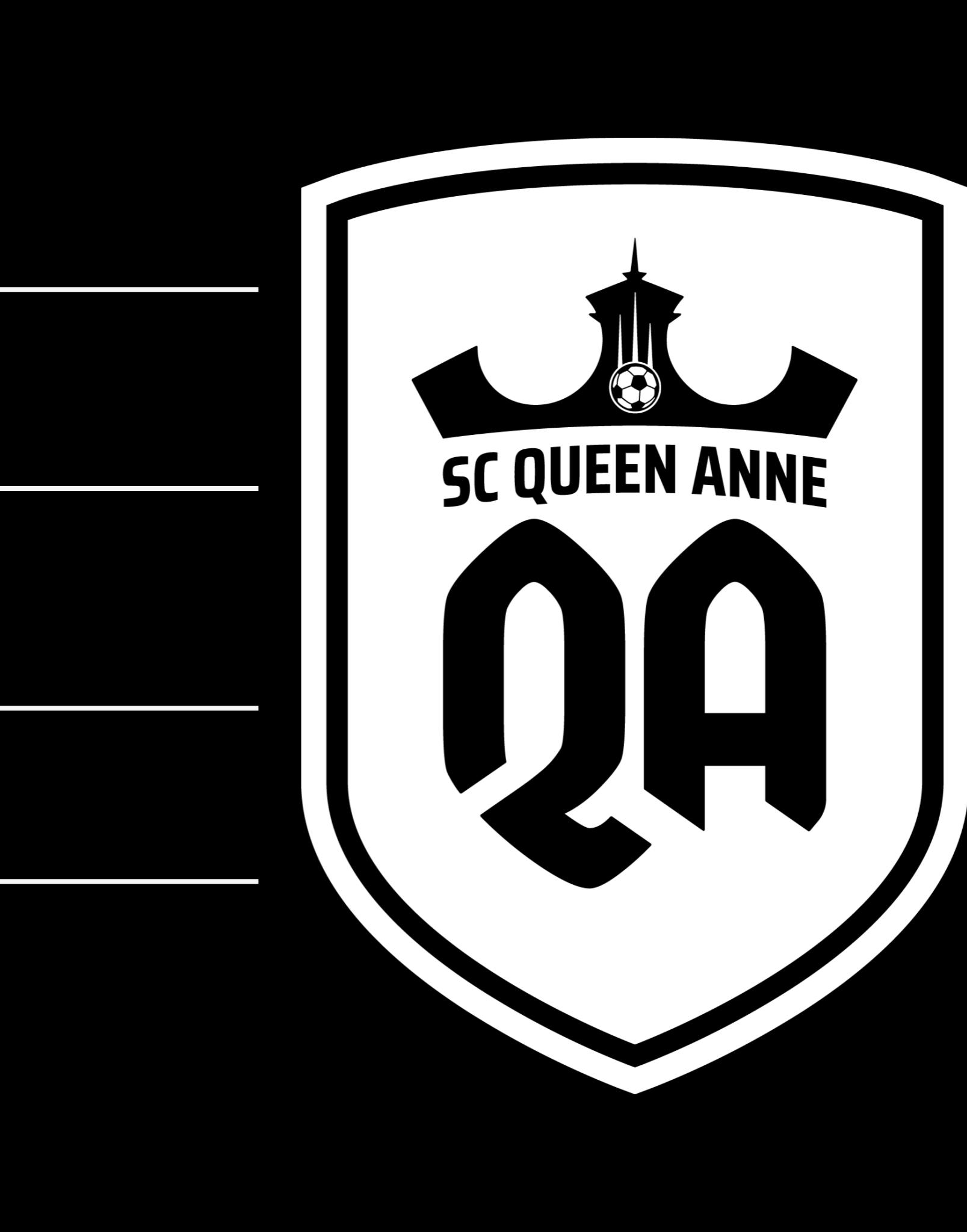
The official club name is Soccer Club Queen Anne, but is abbreviated at all times as "SC Queen Anne". Within the crest, Saira Condensed Bold is used rather than Extrabold to help with clarity at small sizes. This is the only use of Saira Condensed Bold in the SCQA visual system.

INITIALS

The large "QA" represents the name "Queen Anne" and is a common identifier for the Queen Anne clubs. Often the teams will be referred to as "QA Leopards" or "QA Kangaroos". The font used to create the initials is Germania One.

SHIELD

The shield acts as a container for all of the individual symbols of the crest. The shield should be used at all times to as a base for the symbols to create focus.



PRIMARY CREST

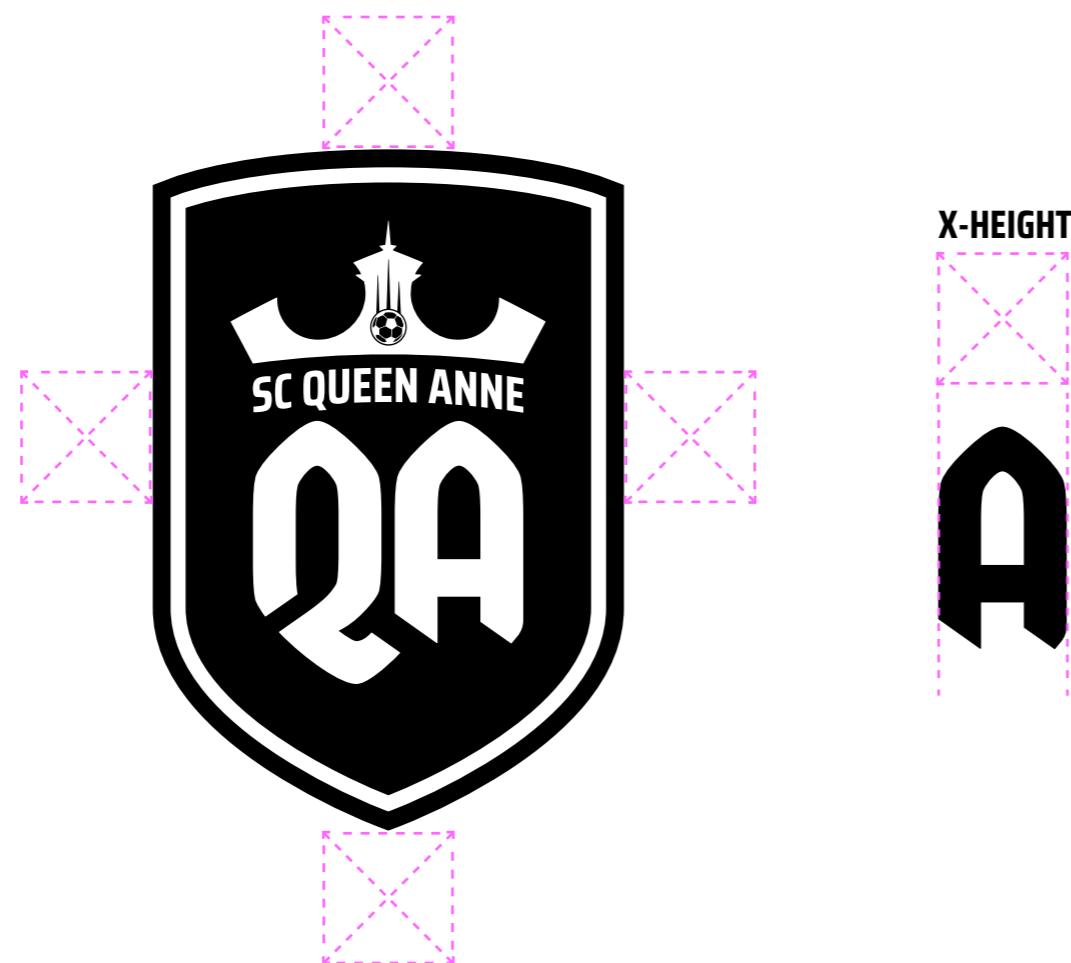
CREST GUIDELINES

The SC Queen Anne crest should not be modified in any way. Provided with this guide are a black version and a white version to use as needed.

Additionally, to ensure proper focus on the crest, a set amount of clear space is necessary around the crest at all times. This provided specs are recommended and can be estimated by visualizing the letter "A" in "QA" around the entire crest.

These same guidelines should be taken into consideration for the secondary logo and wordmark, though no set guidelines are provided in this document.

CREST CLEAR SPACE



INAPPROPRIATE USE



Do not stretch or distort the crest in anyway.



Do not colorize the logo outside of the approved black and white variations.



Do not add effects to the logo such as drop shadows. If the logo does not stand out on its background, try a different color variation or place on a solid background.

SECONDARY MARKS

WHEN TO USE

The secondary logo and secondary wordmark should be used in instances where the primary crest is too small to read clearly such as the corner of a small flier.

The secondary wordmark should always be used along with the crest on the same piece of collateral, though not necessarily adjacent. For example: A snapback hat could feature "SCQA" on the front with a small primary crest on the back or side. The secondary wordmark is written in Germania One.

In addition to these secondary marks, "SC QUEEN ANNE" can be written out in Saira Condensed Extrabold without the crest.

Other acceptable variations of the name are QA Soccer or Queen Anne Soccer, written in Saira Condensed Extrabold.

SECONDARY LOGO



**SC QUEEN ANNE
SEATTLE YOUTH SOCCER**

SECONDARY WORDMARK

SCQA

OVERVIEW

Typography keeps the look and feel of our communications both distinctive and consistent. With Saira Condensed Extrabold as our primary typeface and Chivo Regular as our secondary, our font system is sporty and modern yet friendly.

The font system is deliberately simple to allow for instances where a designer may not be available, but consistency is required.

Saira Condensed Extrabold should be used exclusively for headlines, paragraph headers and applications where text is the main visual element. Chivo Regular is used for subheads and body copy.

Saira Condensed Extrabold and Chivo Regular are available for free through fonts.google.com.

In instances where only websafe fonts are available, use Trebuchet MS Bold for headlines, and Trebuchet MS regular for body copy.

HEADINGS

SAIRA CONDENSED

EXTRABOLD - ALL CAPS

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
1 2 3 4 5 5 6 7 8 9 0 ! ?

BODY COPY

Chivo

Regular

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
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
1 2 3 4 5 6 7 8 9 0 ! ?

Bold

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
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
1 2 3 4 5 6 7 8 9 0 ! ?

WHITE

#ffffff

VERY LIGHT GREY

#f6f6f6

Web use only

BLACK

#000000

VISUAL EXPRESSION











QUESTIONS?

JP Flores
connect@jpflores.com