

Brand Guideline





Presentation Content

- 01. Brand Visual & Identity**
Overview of the new logo and alternatives ways it can be used
- 02. Color scheme**
Approved colors to be used in all brand materials
- 03. Football kits**
Home, away, and training kits
- 04. Sting clobber/apparel**
Coach jackets, kit bags, and more...



Brand Visual & Identity

The new logo consists of a scorpion and sharp edges which incorporates a sharp connection to the word “sting”.

Visual identity 2022

Primary Logo



STING FOOTBALL CLUB

South West Edmonton

String Football Club

Developing the player and the person

Primary Logo



STING FOOTBALL CLUB

South West Edmonton

String Football Club

Developing the player and the person



Dark Background

White outer circle to contract the logo from the brand dark background



Light Background

Orange outer circle to contrast the logo from white or light backgrounds



Dark Background (alternative)

Greyscale logo without any colors



Light Background (alternative)

Greyscale logo without any colors



Orange Background

White outer circle to contract the logo from the brand dark background



Light Background

Orange outer circle to contrast the logo from white or light backgrounds



Dark Background (alternative)

Greyscale logo without any colors



Light Background (alternative)

Greyscale logo without any colors



Color Scheme

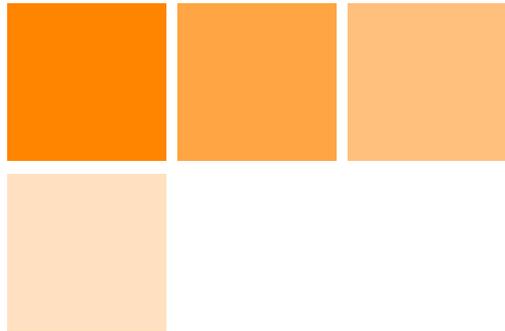
- Orange is associated with meanings of joy, warmth, heat, sunshine, enthusiasm, creativity, success, encouragement, change, determination, health, stimulation, happiness, fun, enjoyment, balance, freedom, expression, and fascination.
- Edmonton Southwest designated color

02

Orange and black

Color Scheme

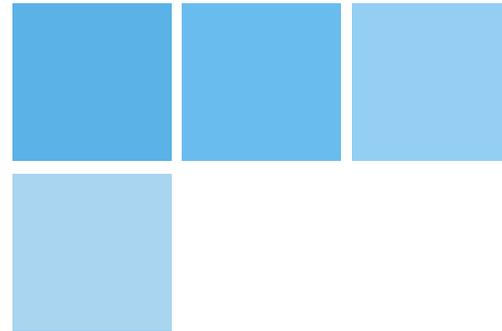
Main color palette to be used when designing corporate materials



Sunset Orange

Main brand color

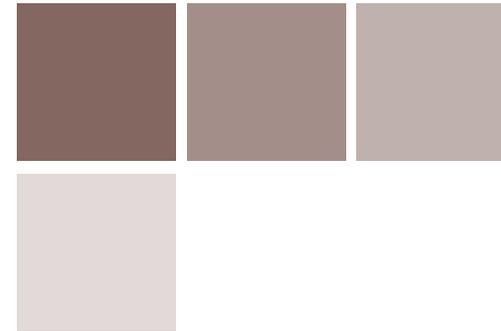
- Used for main color attraction



Sky Blue

Secondary color

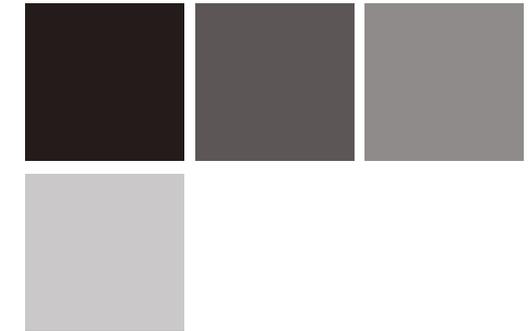
- Should only be used for contrasting color needs



Light brown

Subtle design watermarking

- Used on white backgrounds to give depth to content



Black

Main opposing brand color

- Used for typography and background of logo

Base Color

These are the base colors which make up the Sting brand and should be used on all marketing materials in 2022

...

#FF8500

Sunset Orange

Sunset orange which pops against dark and light backgrounds

...

#352A27

Offset black

This black is slightly offset to incorporate brown into the mix

Asap Font

Aa

Bold Text

Lorem laksana sadipsum dolor sit amet, con
sectetur adipiscing elit, sed do eiusmod
tempor incididunt.



24pt

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

Header Text

Lorem laksana sadipsum dolor
sit amet, consectetur



Character Type



Aa

Black Type

Lorem laksa sadipsum dolor sit
amet, co nse ctetur adipis cing elit,
sed do eius.

Lorem laksa sadipsu

Aa

Bold Type

Lorem laksa sadipsum dolor sit
amet, co nse ctetur adipis cing elit,
sed do.

Lorem laksa sadipsu

Aa

Regular Type

Lorem laksa sadipsum dolor sit
amet, co nse ctetur adipis cing elit,
sed do eius mu.

Lorem laksa sadipsu



03



Kits by Macron





Sting Football Club —

Goal Keeper Jersey 2022

Lime green and greyscale logo





Sting Football Club —

Home Jersey 2022

Orange top with black bottoms



KIMAH SHIRT ORA/BLS SS



MESA HERO SHORT BLK



Sting Football Club ———

Home Kit 2022

Orange top with black bottoms



Sting Football Club

Away Jersey 2022

White zebra to match the logo edge and color



Sting Football Club

Away Kit 2022

White zebra to match the logo edge and color



TURRIS SHIRT WHT/BLK SS



MESA HERO SHORT BLK



Sting Football Club

Away Jersey 2022

Striking black and grey kit



Sting Football Club

Away Kit 2022

Striking black and grey kit



ALIOTH SHIRT BLK/DGRY SS



MESA HERO SHORT BLK



Sting Football Club

Training Shirts 2022

Black and white





Sting

Apparel

04



Sting Football Club —

Kit bag 2022

Orange top with black bottoms



Sting Football Club

Coach jacket 2022

Black and white grey scale





Sting Football Club —

Formal Coach Polo

Formal wear for coaches





Sting Football Club —

Formal Coach Polo

Formal wear for coaches





Sting Football Club —

Sting Zipped Hoody

Grey scale





Sting Football Club —

Sting Zipped Hoody

All black

