



# Our Visual Brand



# Welcome

This brand guide aims to help our teams create clear, consistent, and engaging content for their social media accounts. You do not need any design experience to use it—its purpose is to make things easier, not more complicated.

Inside, you'll find approved uses of our crest, club colors, and best practices that help every team represent Eastside FC in a consistent way. Think of it as a toolkit: you can keep things simple, use photos and videos from your team, and only use design elements when you need them.

Most importantly this is about helping every team share great moments from the season in a way that feels easy, consistent, and true to Eastside FC.



# What's Inside?

- 01 Our Brand
- 02 Design Principles
- 03 Instagram Setup & Basics

# Our Brand





Our brand is not what we say about ourselves or what our colors are.



It's what people remember about us.



Every email, photo, social post, field sign, and uniform contributes to the perception of Eastside FC.

Small moments build lasting impressions.

The strongest brands are not the loudest. They are the most recognizable. And the most consistent.



Clear beats clever.

Simple beats complicated.



Authentic moments will  
always outperform  
manufactured ones.





Dozens of teams.  
Hundreds of players.  
Thousands of stories.



# Our brand is our people.

The Eastside FC visual brand is built on simplicity, confidence, and authenticity. Our players, coaches, teams, and community are the story—we do not need excessive graphics or effects to create impact. Photography, video, and genuine moments should always take center stage, with design serving to support and elevate the content rather than compete with it. When in doubt, keep it clean, keep it simple, and let the players, coaches and families of Eastside FC do the talking.



# Our Design Style

## 01 Simple

Keep things as clean as possible. Remove anything that doesn't add to the message, including unnecessary graphics or elements.

## 02 Confident

Lead with clarity and conviction.  
Let the content speak for itself.

## 03 Consistent

Make it unmistakably Eastside FC. Follow the club's visual standards and design system. Avoid custom interpretations of the brand.

## 04 Authentic

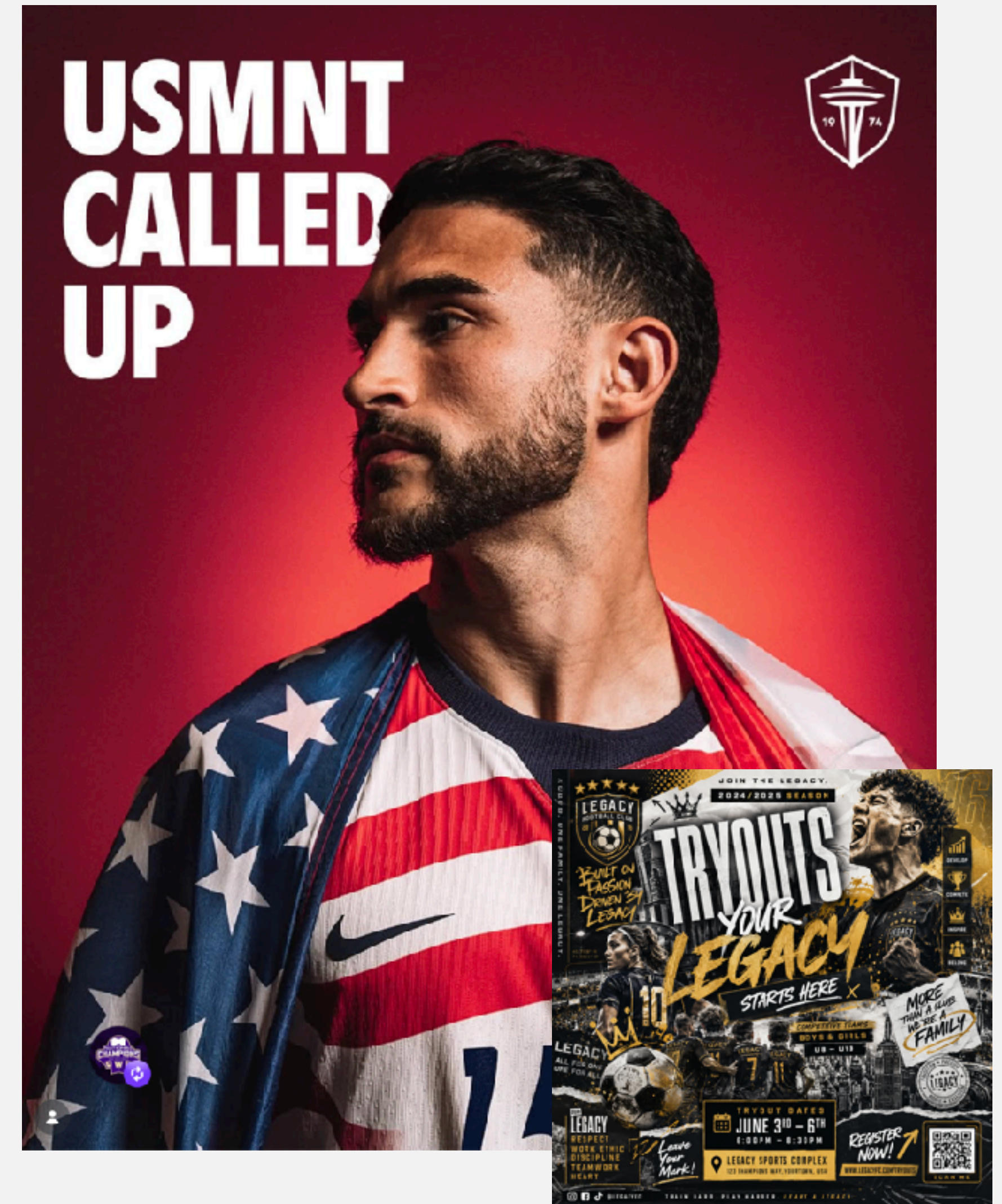
Show the real Eastside FC. Use genuine moments, real photos, actual players and coaches. Avoid AI.

# Keep it Simple

Clear messages create the strongest impact.

The Eastside FC brand is built on restraint. Avoid clutter, excessive graphics, and competing elements. Focus on one message, strong photography, and clean layouts that are easy to understand at a glance.

- Focus on one message per design whenever possible.
- Use fewer elements, not more—every item should have a purpose.
- Give text, photos, and logos room to breathe with generous spacing and padding.
- Avoid excessive effects, textures, outlines, shadows, and decorative graphics.
- If removing an element makes the design stronger, remove it.



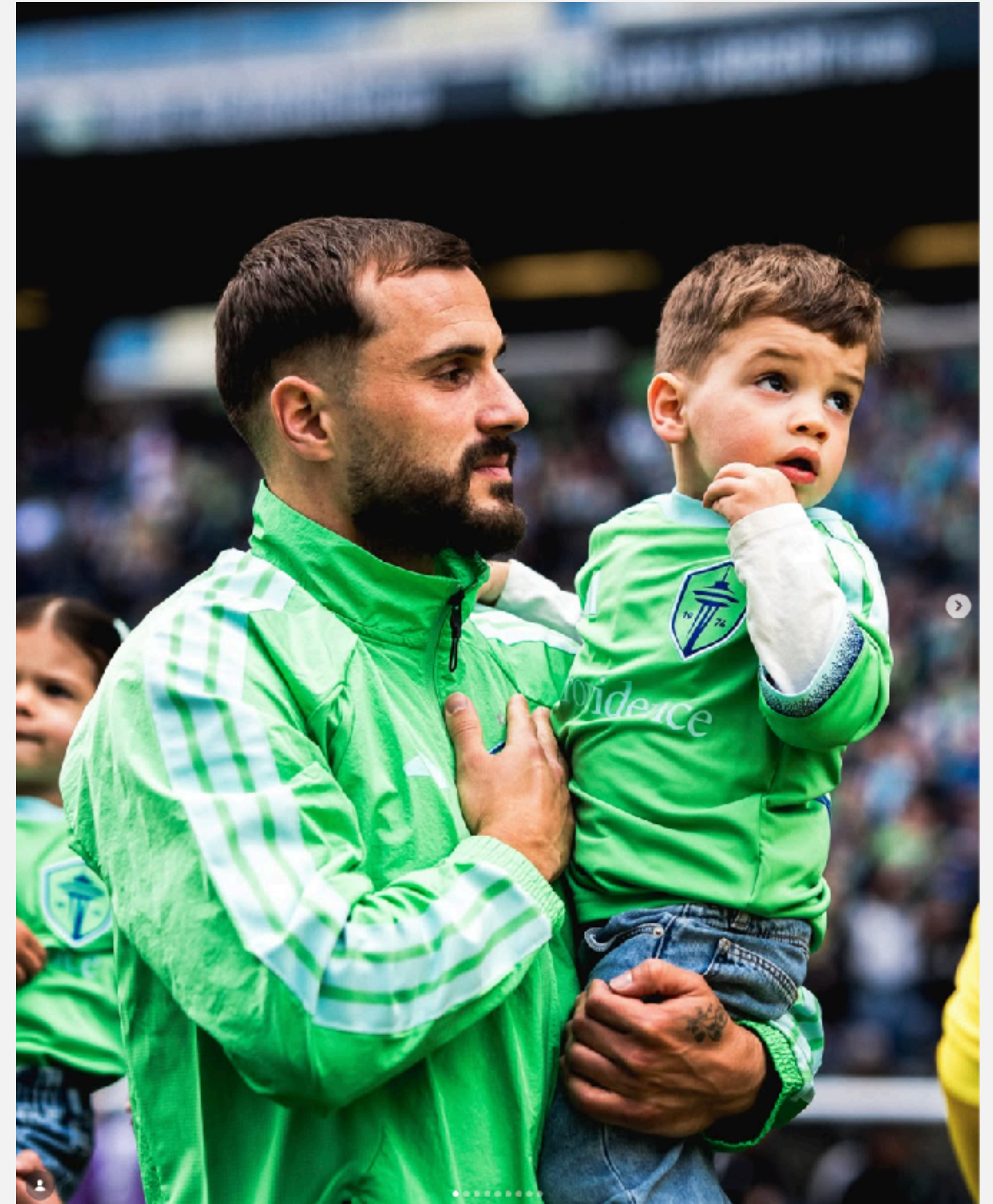
A Seattle Sounders FC Instagram post vs. a busy ChatGPT graphic which prioritizes visual intensity over visual hierarchy and communication.

# Be Confident

## Strong brands don't need to shout

Confidence comes from clarity and consistency. Use bold typography, purposeful layouts, and disciplined use of color. Let the quality of the content and the strength of the club speak for themselves.

- Use bold, purposeful typography to establish a clear visual hierarchy.
- Let photography and content carry the message rather than relying on design tricks.
- Use club colors intentionally and consistently.
- Avoid cramming every available space with information or graphics.
- Trust the brand system—consistency creates a stronger impression than constant reinvention.



# Stay Consistent

Strong brands don't need to shout

Consistency is one of the most powerful tools in branding. When families, players, and prospective members encounter Eastside FC, they should immediately recognize the club regardless of which team account, program, or communication they are viewing. Consistent use of colors, typography, photography, and club assets builds familiarity, trust, and professionalism over time.

- Use approved club colors, fonts, logos, and templates whenever possible.
- Create a recognizable Eastside FC look across all posts, stories, and reels.
- Maintain a similar visual style from game to game.
- Avoid creating alternate versions of the crest, colors, or brand elements.
- When in doubt, choose consistency over creativity.



# Be Authentic

Real moments will always outperform manufactured ones.

The most compelling content already exists within the club. Focus on genuine player experiences, team celebrations, training sessions, and competition. Authentic photography and video build stronger connections than heavily designed or AI-generated content.

- Prioritize your team's photography and video whenever possible.
- Capture genuine moments of competition, teamwork, effort, and celebration.
- Show the club as it truly exists rather than creating an idealized version of reality.
- Avoid AI-generated imagery, manipulated photos, or artificial scenes that misrepresent players, teams, facilities, uniforms, or club experiences.
- Use AI as a tool for productivity and ideation when appropriate, but never as a substitute for authentic club stories, moments, and photography.



# Our Crest



# The Eastside FC Crest

A symbol of our club, community, and legacy

The Eastside FC crest is more than a logo—it is the symbol of a club, a community, and a legacy more than 50 years in the making. Worn proudly by generations of players, coaches, and families, the crest represents our shared commitment to excellence, character, and the pursuit of growth both on and off the field.

Every player who wears the crest becomes part of something bigger than themselves, carrying forward the values and standards that define Eastside FC.



Redesigned Crest  
February 2026

# Clear Space Requirements

The **minimum** clear space around the crest should be equal to the height of the “E” in the Eastside FC logo. Text, photos, graphics, or edges of the graphic should not enter this area, ensuring the crest remains prominent, legible, and consistent across all applications. Let it breathe.



# Placing Team Names Near the Crest

An exception to the crest clear space requirement is placing a team name near the crest.

**Clear Space:** Equal to the height of "1970" in the crest

**Font:** Bebas Neue

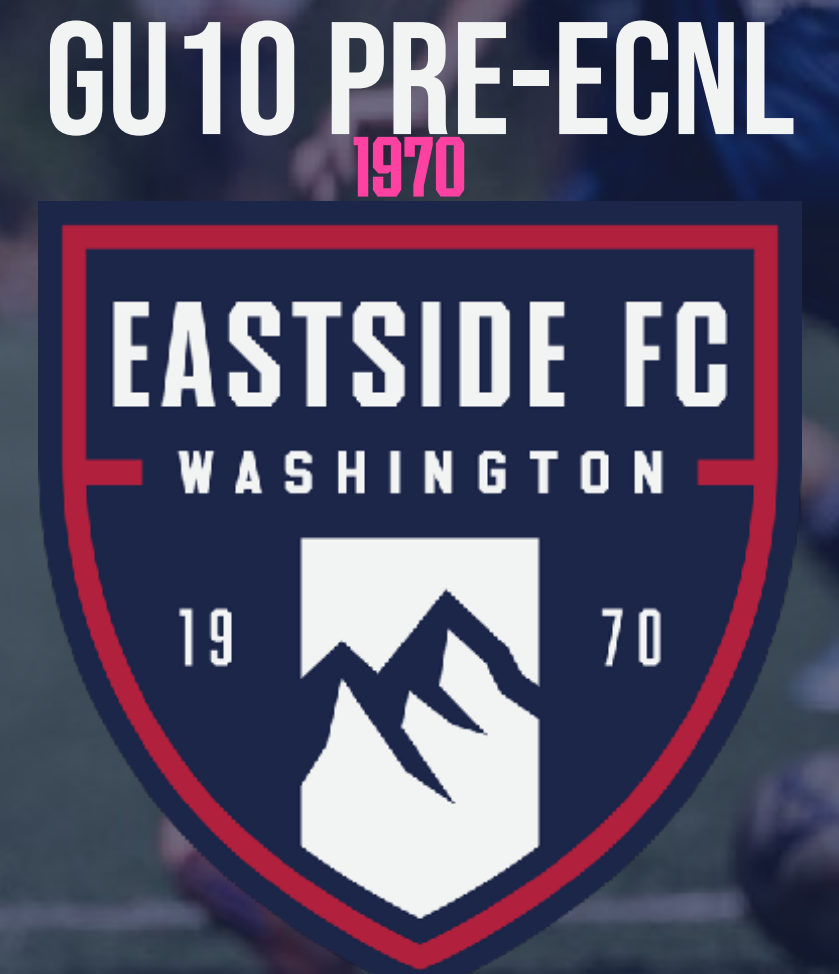
**Font Colors:** Eastside FC Navy or White



Team names must never be taller than the "E" in Eastside FC



Team names must never be wider than the crest itself



Do not add team names or other information near or inside the crest.

**BU7 WHITE**  
1970



~~B98 PURPLE~~



# The crest should not be altered in any way.

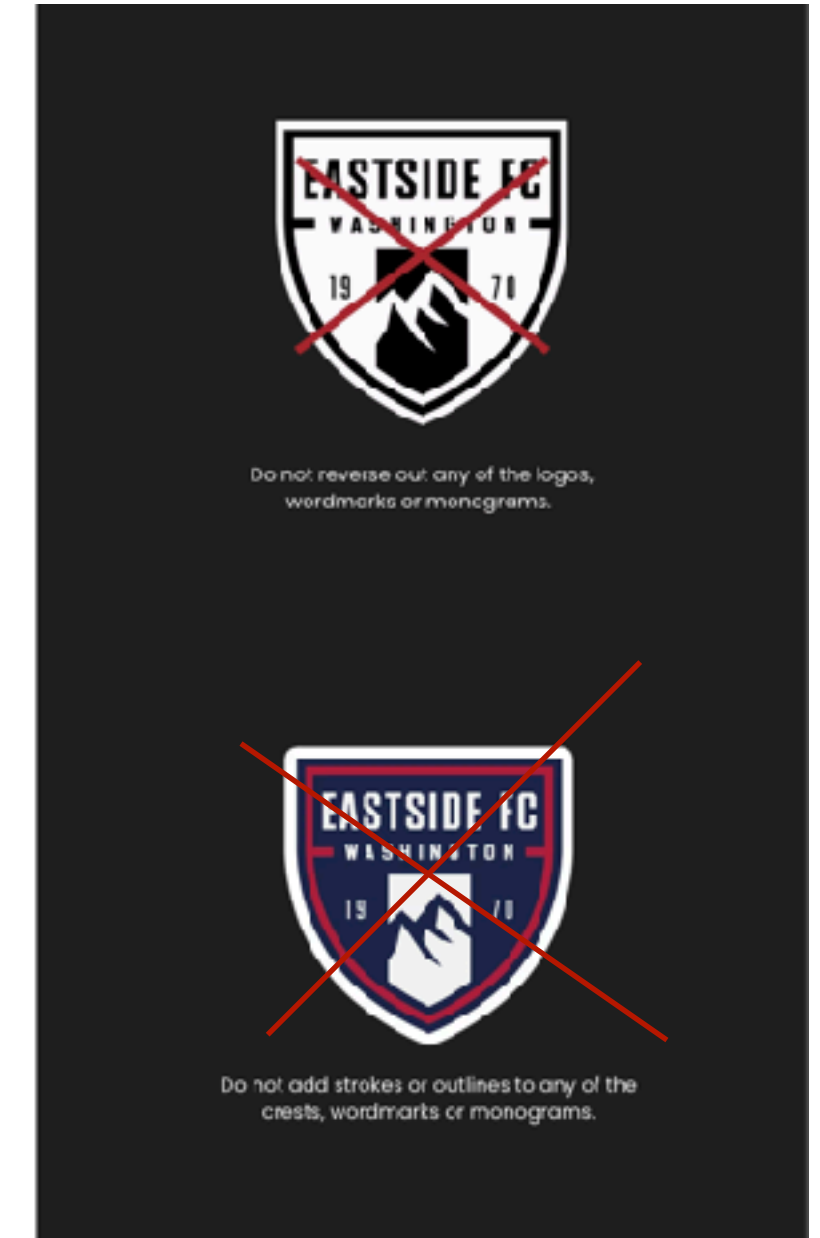
**Our crest should always be reproduced as provided and should never be altered in any way.**

*To preserve the integrity and recognition of the brand, do not add drop shadows, outlines, strokes, glows, gradients, textures, other visual effects or make parts of the crest transparent.*

The crest should not be stretched, compressed, recolored, rearranged, or modified from its approved artwork. Consistent use of the crest across all teams, programs, and communications strengthens the Eastside FC identity and ensures that every representation of the club reflects the same professional standard.



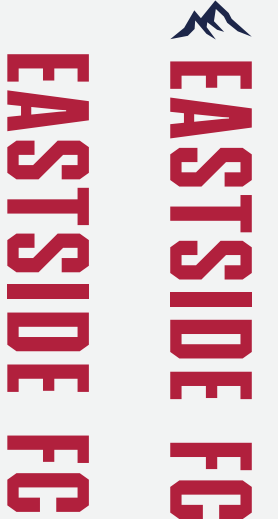
AI tools routinely and unintentionally alter logos.



# Use only the full color crest.

Team social media accounts are permitted to use only the approved full-color Eastside FC crest provided by the club.




New Eastside FC wordmarks, monograms, alternate logos, and other brand assets are reserved for official club communications and may not be used on team-managed accounts. This ensures a consistent visual identity and protects the integrity of the Eastside FC brand across all platforms.



# Do not use tag lines or mottos in your team content

Whether official, or something you came up with, do not use tag lines, mottos or sayings in your team graphics.

## Existing:

-  ~~One Club. All In.~~
-  ~~Building Champions in Life~~
-  ~~One Team. One Goal. All In.~~  
(Was used in team kickoff decks)

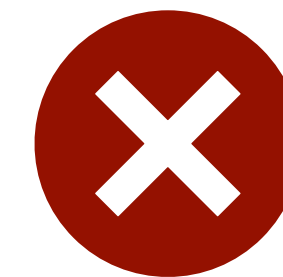
## Or something you came up with:

-  ~~Playing for each other~~

# Do not use unnecessary design elements

The Eastside FC Brand is clean and simple.  
Avoid unnecessary graphic elements, such as:

- ✘ Random brush strokes and paint splatters
- ✘ Over texturing: ripped paper, grain effects, grunge, fabric, concrete
- ✘ Decorative scribbles, dots, stars and arrows with no purpose and other random geometric accents
- ✘ Unnecessary drop shadows, glow effects, color noise and gradients
- ✘ Over-stylized typography treatments



# Our Fonts

Headlines should be bold, confident, and immediate in impact. They are designed to capture attention in a single glance and should use strong, high-contrast typography such as Anton or Impact. Italics may be used sparingly to add motion or emphasis, but clarity and strength should always come first.

Subheads provide structure and rhythm between headlines and body copy. Poppins SemiBold for clarity, with Bebas Neue or Permanent Marker used selectively to add personality or energy in key moments.

Subheads should support the message hierarchy without competing with the headline.

Body copy should be clean, simple, and highly readable across all platforms. Poppins and Poppins Light create a modern, approachable tone that aligns with Eastside FC's minimalist design system. The goal is clarity over decoration—every word should be easy to read and easy to understand.



All fonts are available in the free version of Canva.

HEADLINES

## Poppins Bold

**Eastside FC**



## Anton

(ALL CAPS, can be italics)

**COMMITTED**



## League Spartan Extra Bold

(ALL CAPS)

**CHAMPIONS**



SUBHEADS

## Poppins SemiBold

**Eastside FC team wins  
2026 President's Cup**

A more serious and structured font



## Permanent Marker

*SUMMER CAMP*

Always paired with a headline font—never used on its own. It adds emphasis and balances the headline fonts, creating the feeling of a handwritten note layered onto the design.



## Bebas Neue

**EASTSIDE FC TEAM WINS  
2026 PRESIDENT'S CUP**

A great font to use when space is limited such as roster lists—or dates, times and locations. Can also be used as a headline font.



BODY COPY

## Poppins

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque a suscipit orci. Sed id neque eu nisi mattis fringilla sed nec neque. Etiam molestie accumsan neque, id interdum diam dictum sed.

## Poppins Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque a suscipit orci. Sed id neque eu nisi mattis fringilla sed nec neque. Etiam molestie accumsan neque, id interdum diam dictum sed.

# Our Colors

Use club colors consistently to strengthen the Eastside FC brand across every team and platform.

## Navy

Hex: #1d2649  
RGB: 29, 38, 73

## Red

Hex: #b2203c  
RGB: 178, 32, 60

## White

Hex: #f2f3f4  
RGB: 242, 243, 244

Note: The Eastside FC white is not a pure white.

# Using Red

Red is an essential part of the Eastside FC identity and is proudly worn by our girls' teams as their primary kit color. On the field, red conveys energy, confidence, and competitive spirit, making it highly effective as a uniform color.

However, colors behave differently in digital and print design than they do on apparel. Large red backgrounds can quickly dominate a composition, compete with photography and typography, and create visual fatigue when used repeatedly.

For this reason, navy serves as the club's primary background color, providing a stable and consistent foundation for content across all teams and programs.

Red should be used as an accent color to create emphasis, highlight key information, and draw attention to important details. By using red selectively, the color retains its impact while ensuring the Eastside FC brand remains cohesive, legible, and recognizable across all communications.

Navy is the stage. Red is the spotlight.



# Using Colors Together

Navy or white should be the dominant color in most applications, creating a consistent foundation for the brand. Red should be used selectively for emphasis and key moments. Strive for this balance in every design, even if the exact percentages vary.



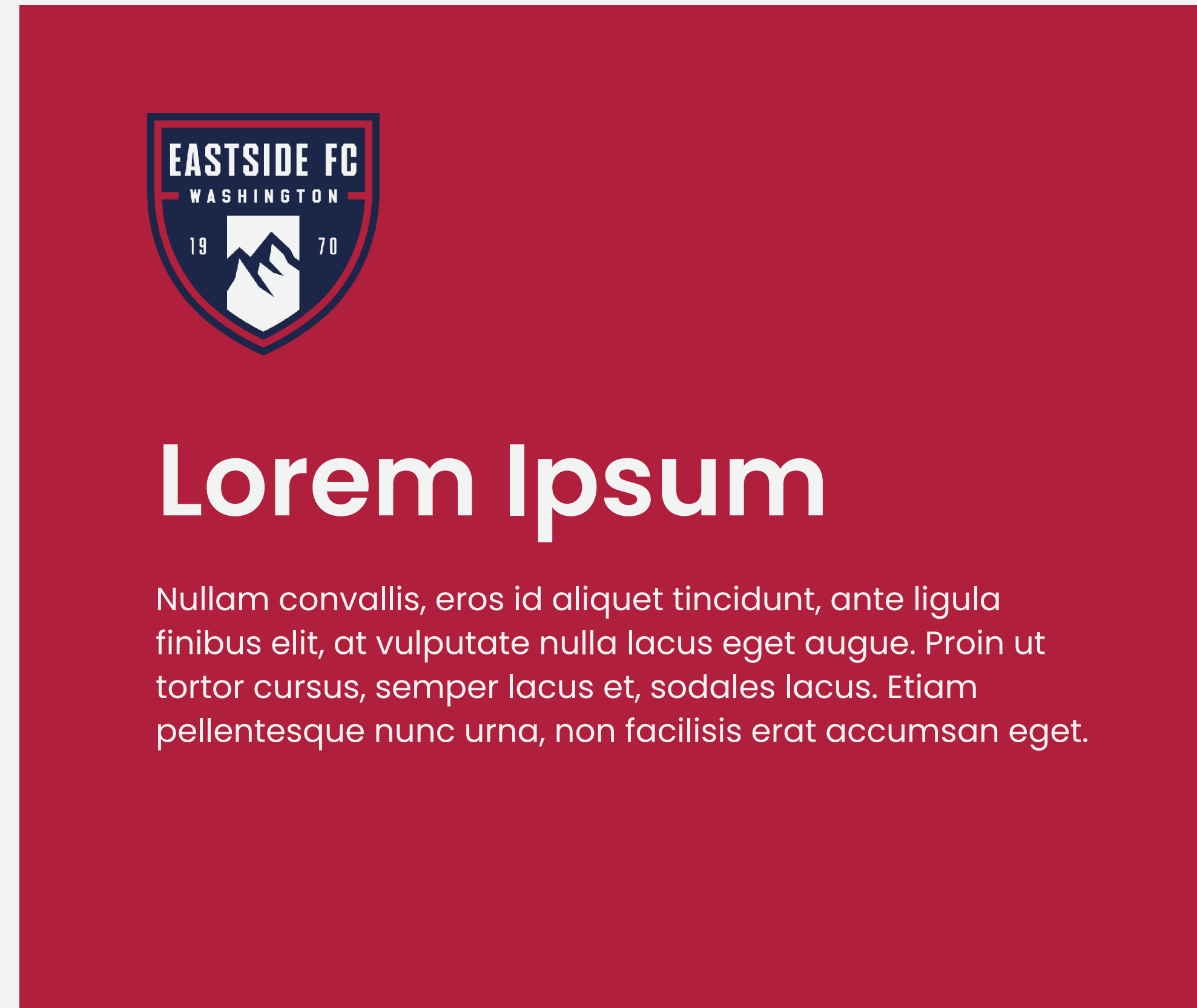
## Approximate color usage ratio in graphics

Navy-themed  
70–80% Navy  
15–25% White  
5–10% Red

Lighter-themed graphics



## Avoid red as the primary background color.



# Using Backgrounds

The crest and other elements should be placed on simple, understated backgrounds that support—not compete with—the mark. Avoid busy patterns, cluttered imagery, or high-contrast elements that distract from the crest. The Eastside FC crest should always remain the most recognizable and distinguishable element in the design.



Example backgrounds



# The Navy/Red Gradient

The navy-to-red gradient is an approved way to sneak a little red into the background and may be used to create visual energy, depth, and motion.

This gradient maintains brand consistency while allowing red to play a more prominent supporting role. To preserve their impact and maintain a cohesive visual identity, this official gradient background should be used sparingly and reserved for select applications or special moments.



## Lorem Ipsum

Nullam convallis, eros id aliquet tincidunt, ante ligula finibus elit, at vulputate nulla lacus eget augue. Proin ut tortor cursus, semper lacus et, sodales lacus. Etiam pellentesque nunc urna, non facilisis erat accumsan eget.

# Background Textures

Textured backgrounds can be used sparingly as long as they don't distract from the main message. Less is more.



## Lorem Ipsum

Nullam convallis, eros id aliquet tincidunt, ante ligula finibus elit, at vulputate nulla lacus eget augue. Proin ut tortor cursus, semper lacus et, sodales lacus. Etiam pellentesque nunc urna, non facilisis erat accumsan eget.



## Lorem Ipsum

Nullam convallis, eros id aliquet tincidunt, ante ligula finibus elit, at vulputate nulla lacus eget augue. Proin ut tortor cursus, semper lacus et, sodales lacus. Etiam pellentesque nunc urna, non facilisis erat accumsan eget.



# Photo Backgrounds

Photography may be used as a subtle background texture by reducing opacity and placing it beneath a navy color field. These treatments should remain understated and support the content without competing with typography, the crest, or other key brand elements.



## NATIONAL PLAYOFFS

*Nullam convallis, eros id aliquet tincidunt, ante ligula finibus elit, at vulputate nulla lacus eget augue. Proin ut tortor cursus, semper lacus et, sodales lacus. Etiam pellentesque nunc urna, non facilisis erat accumsan eget.*

# Little Red Boxes

These are short contextual labels used to provide additional information about a headline, such as age group, program, season, or event type. They appear in white typography on an Eastside Red background and should be used sparingly to add clarity and visual hierarchy. **Less is more. Smaller is better.**

## How to use them?

These little elements should hover just over or under your text and offset them slightly. They should be at least half the height or less than the headline they are modifying. Use them sparingly.

**Font:** Poppins SemiBold, never italics.

**Font Color:** #f2f3f4

**Background Color:** #b2203c

**Background Shape:** Square corners

**Other:** No lines, drop shadows or other elements



# Design Principles





# About our design

We took the opportunity to step back and evaluate how Eastside FC presents itself across social media, our website, print materials, and team communications. We are continually learning, refining, and trying to improve our own work as well.

As we strive to push the brand forward, the examples and standards that follow are not intended to be a declaration that we have perfected the craft of design. This living document represents the direction we believe best reflects the Eastside FC brand today: simple, clear, intentional, consistent, and focused on the players, teams, coaches, and stories that make our club special.

This process is as much for us as it is for our teams. As we continue to evolve the Eastside FC brand, we hope these examples provide useful guidance and help all of us create stronger, more consistent communications together. Please let us know what you think.

# Our brand is clean.

The Eastside FC brand is simple, clean, and minimal—every design should communicate one clear message with as few visual elements as possible.

This makes your job easier, and also keeps the focus on the players, the coaches and the club.

# MATCHDAY



## What people really want are the photos and videos.

The goal of your team account is not to become a graphic designer. The most engaging content on social media is often the simplest: great photos, short videos, candid moments, celebrations, and behind-the-scenes glimpses of the team experience.

The Eastside FC brand kit is provided to help create consistency when a designed graphic is needed and a template doesn't do the job, but most posts, stories, and reels should be built around authentic team content.

A strong photo or video with a simple text overlay will almost always outperform an overly designed graphic while requiring far less time and effort to create.



LAFC Instagram profile grid



# Less Design. More Team.

## Avoid using AI to create Eastside FC brand assets

The Eastside FC brand has been intentionally designed to be clean, simple, and highly recognizable. Our visual identity relies on consistency, restraint, and disciplined use of the crest, colors, typography, and supporting graphic elements. We are a “less is more” brand.

While AI-powered design tools can be helpful for generating creative ideas, they more often than not introduce unnecessary effects, graphics, textures, alternate colors, and modified versions of the crest that dilute the strength of the brand. These changes are almost always made with good intentions, but they create inconsistency across the club and reduce the impact of our visual identity. For this reason, team communications should use approved club templates and brand assets and guidelines rather than AI-generated designs. Protecting the integrity of the brand ensures that every team contributes to one unified Eastside FC brand, regardless of age group, platform, or program, and that the crest remains recognizable, trusted, and impactful wherever it appears.



Example AI design composition

# Avoid these AI pitfalls

1. AI will often modify the Eastside FC crest, sometimes dramatically and sometimes in subtle ways. Both create inconsistencies and weaken the integrity of the brand.
2. Do not use AI to simulate, recreate, or superimpose the Eastside FC crest onto apparel, signage, merchandise, fields, facilities, or other physical objects.
3. Do not use AI to generate alternate versions of the crest, including different colors, styles, textures, effects, outlines, or artistic interpretations.
4. Do not use AI to create fictional Eastside FC uniforms, apparel, merchandise, or equipment that do not exist in real life.
5. Do not use AI to generate team graphics that introduce unofficial colors, gradients, patterns, or visual effects outside of the approved brand system.
6. Do not use AI to place players, coaches, or teams into fabricated environments, stadiums, events, or scenarios that could be mistaken for real experiences.
7. Do not use AI to create synthetic player or coach images that may misrepresent individuals or create confusion about actual club activities.
8. Do not use AI to recreate, redesign, or generate typography, wordmarks, monograms, or other official Eastside FC brand elements.



# Principle

Visual hierarchies help readers understand what's important.

If everything is the same size, then nothing is important.

In strong design, **size, weight, spacing, and contrast** are used intentionally so that content is easy to scan and understand in seconds. For Eastside FC, this means the crest, a headline, or a key message should always be immediately clear, while secondary information supports—not competes with—the main focus.

**YOU** At some point you may come back to read this line or maybe not.

**WILL READ  
THIS FIRST.**

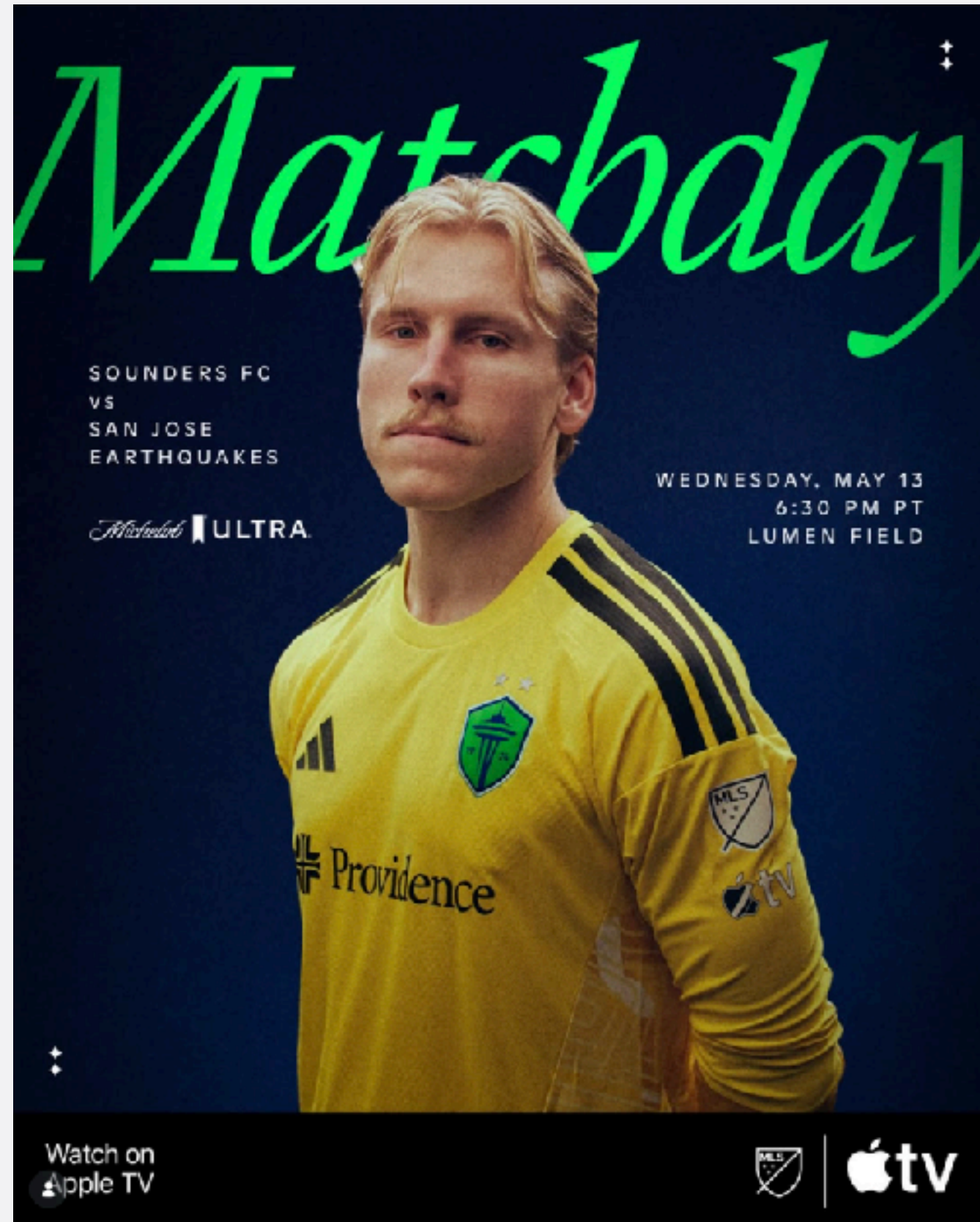
**And then you will read this line next.**

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

**You'll probably read this before the paragraph.**

# Principle

## Consistency



# Principle

## Alignment



**2026 SPRING SCHEDULE**

DATE	TIME	TYPE	OPPONENT
MARCH 28	12:00 PM	AT	REAL SALT LAKE
MARCH 28	7:00 PM	AT	UTAH VALLEY
APRIL 5	1:00 PM	AT	TACOMA DEFIANCE
APRIL 5	6:00 PM	VS	WHATCOM CC
APRIL 11	12:00 PM	VS	OREGON STATE
APRIL 11	6:00 PM	AT	PORTLAND
APRIL 18	12:00 PM	VS	SEATTLE PACIFIC
APRIL 18	7:00 PM	AT	SEATTLE U
APRIL 25	4:00 PM	VS	WESTERN OREGON
APRIL 25	7:00 PM	VS	PENINSULA COLLEGE

HOME    AWAY    NEUTRAL

**W** 47° 39' 35.68" N -122° 18' 21.48" W **UW** **2026**

IT IS CONFIDENTLY ASSERTED THAT [...] THE UNIVERSITY HAS NOT AN EQUAL IN THE WORLD. 350 ACRES BETWEEN TWO LAKES, NEAR AN ARM OF THE PACIFIC OCEAN, THESE ACRES COVERED WITH A LUXURIANT VEGETATION AND BROKEN BY BEAUTIFUL CONTOURS [...] WHO CAN DENY [...] AT THE PRESENT RATE OF PROGRESS, WILL SEE THE INSTITUTION GROW AND RISE TO THE POSITION INTENDED FOR IT, AS THE APEX OF THIS BRIGHT STATE.

# Principle

One message per design



# Principle

## Design for small screens.

95% of your audience will see your team posts on a phone.

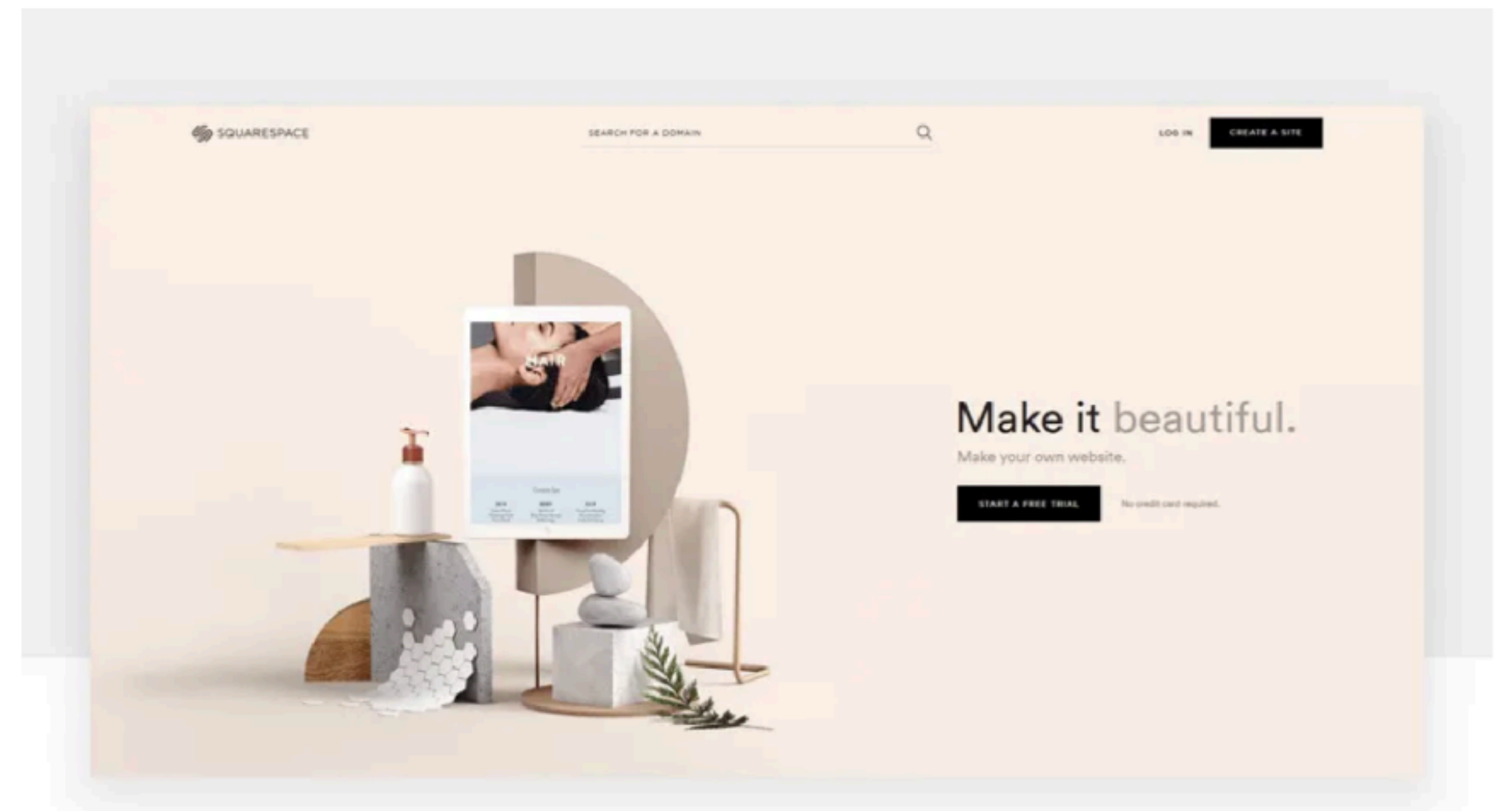
Before posting: Back up from your laptop or mobile screen 6-10 feet and take a look at your design. Your primary message should be immediately clear.



# Principle

Empty space and padding are your friends.

White space (or negative space) isn't wasted—it creates clarity, structure, and hierarchy. Beginner designers often try to fill every area, make everything larger, and treat empty space as something to eliminate, which leads to crowded, hard-to-read compositions. Strong design uses restraint: padding gives elements room to breathe, guides the eye, and makes key content stand out. When everything is big and tight, nothing feels important or clear.



# Principle

## Cleverness requires clarity

Design should always prioritize being instantly understood over being visually clever, trendy, or experimental. If a viewer has to interpret or “figure out” the message, the design has failed its primary job.



# Instagram Setup & Basics





# Your accounts are representing the club

Team social media accounts are independently managed by team volunteers and are not official Eastside FC communication channels. These guidelines are provided to promote brand consistency, encourage engaging content, support player safety, and share social media best practices. Team social media volunteers are responsible for the content they publish and should exercise good judgment, keeping in mind that their account reflects not only their team, but also the broader Eastside FC community.

# Team Account Guiding Principles



Be positive and represent the club

Always think about player safety

Build your team culture and community

Follow the Eastside FC brand standards

Post consistency, not constantly

Think before you tag

Check accuracy before posting

# Profile Picture

Your profile picture doesn't have to include Eastside FC team names or crests, but if you do use them, please follow our brand standards.



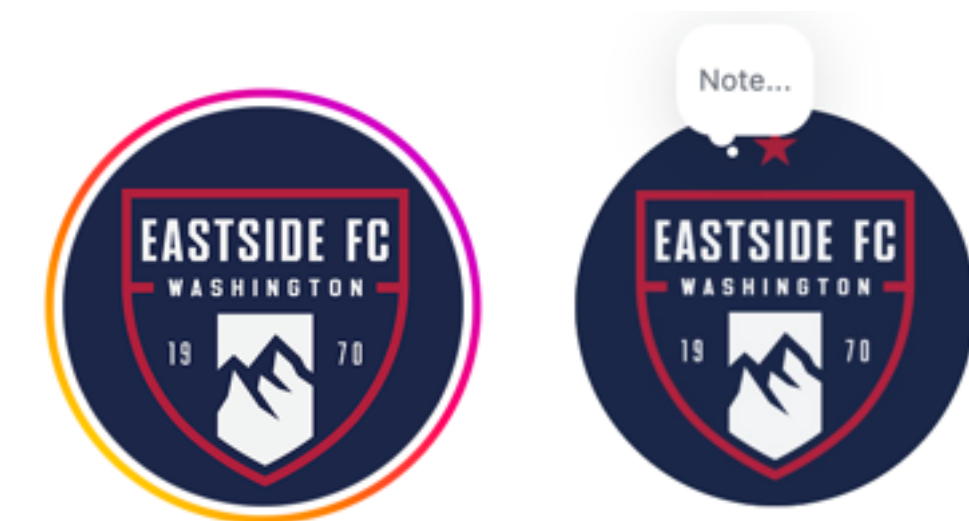
Unaltered brand photos published by Eastside FC



Variations of team photos using the crest and team name



Variations of the crest using the team name



Variations of the crest with or without the star

# Instagram Username

Example: @waeastsidefc

Your Instagram username is the part that starts with the @ symbol. It can be called your “handle”, your “@ name” or your “username”.

**Recommended Format** (small caps with underscores)

@efc\_age\_team

**Example**

@efc\_gu17\_ecnl

~~@Efc\_GUI7ECNL~~

~~@EastsidefcGUI7ECNL~~

~~@EastsidefcGUI7ECNL~~

## A Note on Usernames

We have gone back and forth internally on the best naming convention for team Instagram accounts and, like many things, there is no perfect solution. The easiest account names to recognize and understand are those based on the team's current age group and order (e.g. @efc\_gu17\_ecnl). While these names will need to be updated as teams move into a new age group each year, they are short, clear, and immediately understandable to players, families, and prospective members.

Alternative formats that include birth years (e.g. @efc\_G\_2009\_2010\_ecnl) provide more permanence, but quickly become long, difficult to read, and harder to remember. For those reasons, we recommend using the current age group and league format, recognizing that it is not perfect but provides the best balance of clarity, simplicity, and usability. The year we are using underscores, maybe next year we'll use dots.

# Instagram Display Name

## Example: Eastside FC

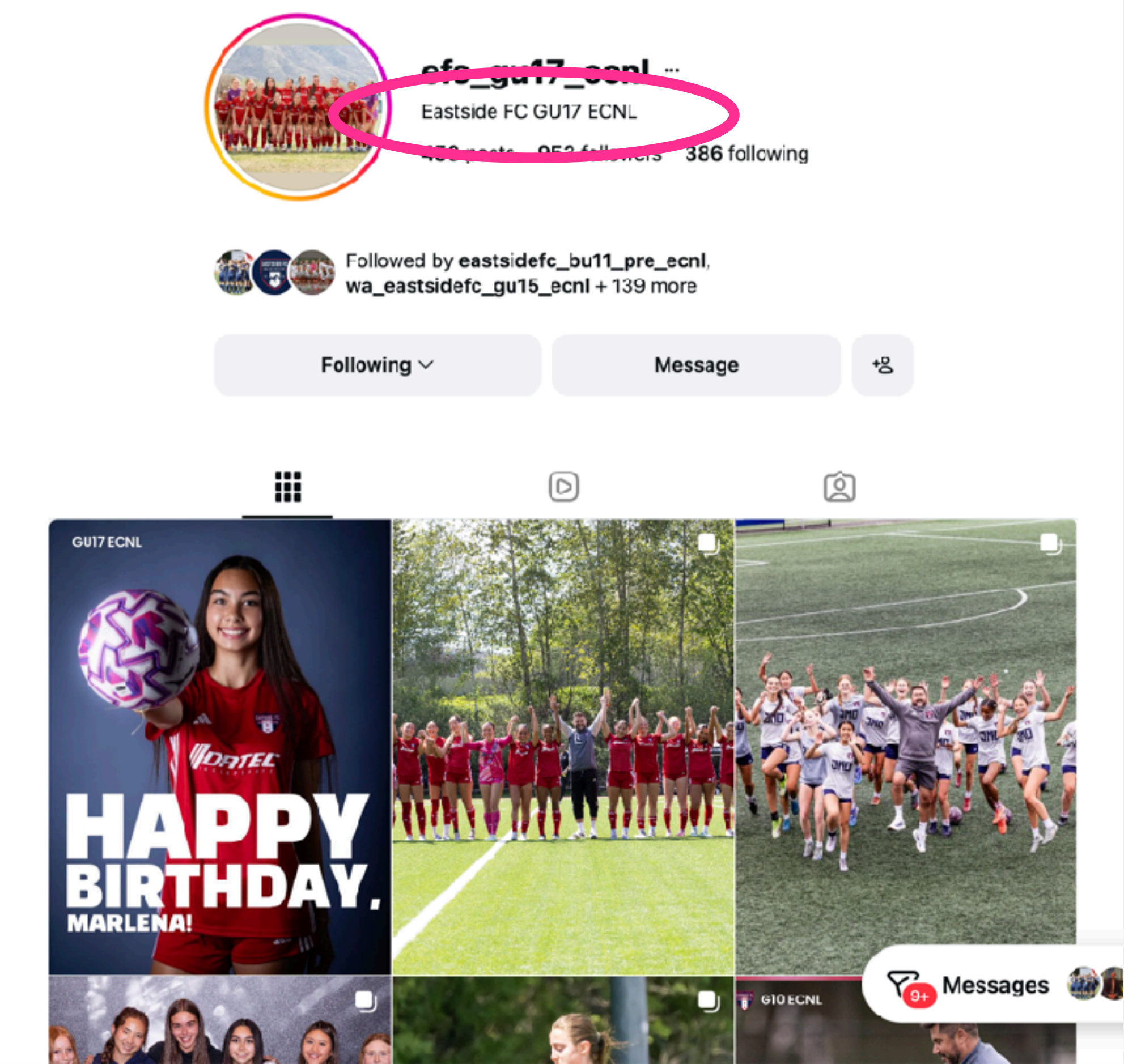
Your display name is the bold text shown at the top of your profile. Display names may change yearly as teams move through age groups

### Recommended Format

Eastside FC [girls/boys][age group]+[team]

### Example

Eastside FC GU17 ECNL



# Instagram Bio

We recommend including the following:

Coach Name

Team achievements

Tag @waeastsidefc

Website: [linktr.ee/eastsidefc](https://linktr.ee/eastsidefc)



**Thank You**