



# FORT WAYNE FOOTBALL CLUB

FORT WAYNE FOOTBALL CLUB  
BRAND GUIDELINES | VERSION 1A | OCTOBER 2025

IDENTITY  
BREAKDOWN

A Club's crest anchors its brand and serves as its identity, representing the connection to its community, its values, its culture through symbolism and imagery. As a new chapter begins in 2026 with the expansion to pro, Fort Wayne Football Club is excited to roll out a more sophisticated crest, with a nod to the city's ties to nature and recreation.

Our identity features the initials of Fort Wayne: F and W.

Encapsulating the design is the shield shape. The shield is strong and is a shape commonly associated with the sport we love - football.

Beneath the shield is the official club name - Fort Wayne Football Club. It is separated from the crest, allowing for greater flexibility in our identities.

Our primary color, autumn gold, symbolizes new beginnings, prosperity, success, and a connection to nature. We also have a strong use of black, which symbolizes strength, resilience, and control.

Intertwined and United

A confluence of our innovations, cultures, ideas and shared memories that bring our community together.

Our Three Rivers

The "F" visually represents the access points and confluence of our three rivers – how the St. Mary's and St. Joseph converge to form the Maumee. The rivers represent a significant role in our city's geography, history and recreation.

Historic Roots & Continued Growth

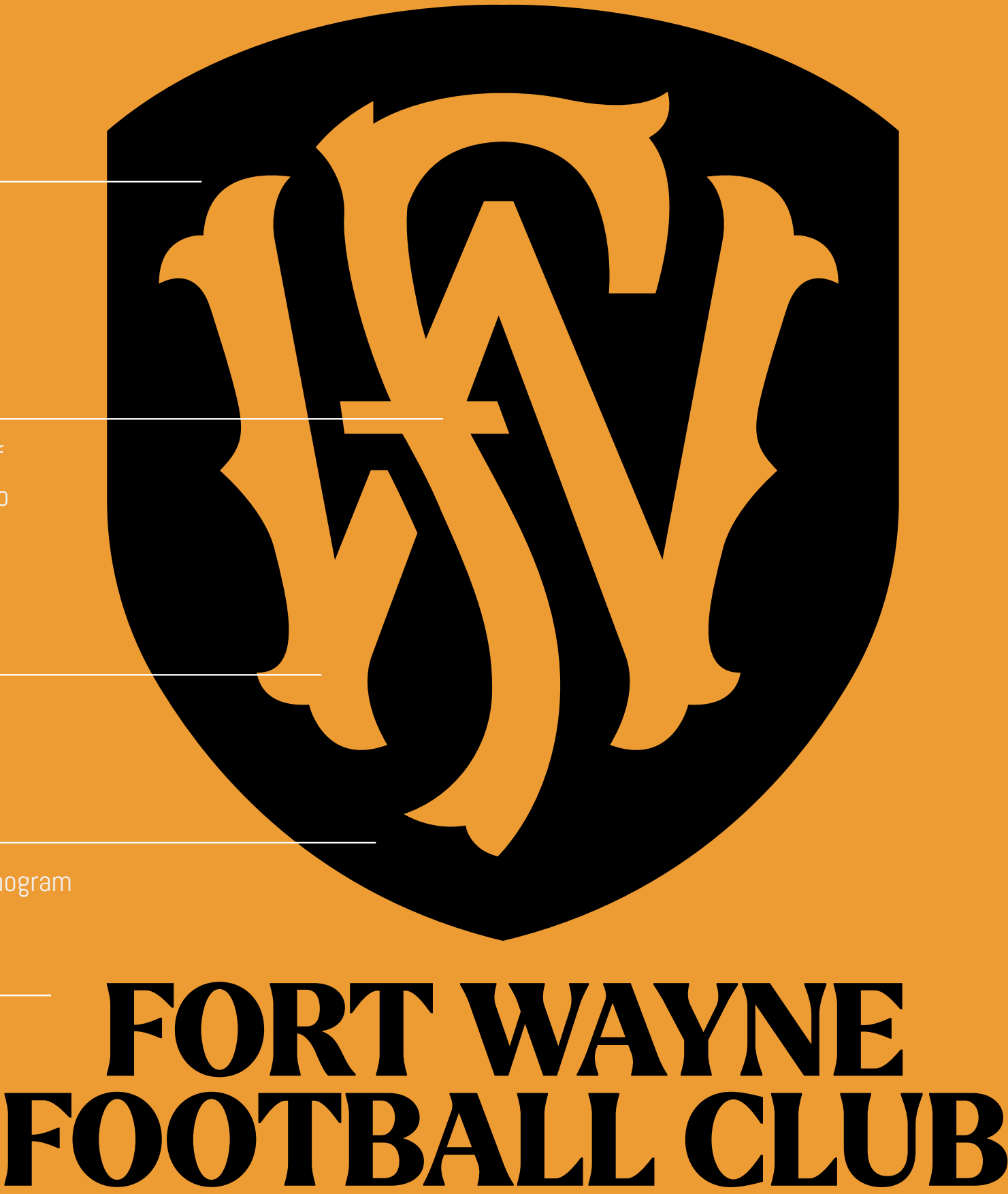
The branches of the "W" embody the trees and nature throughout our 80+ parks and 150+ miles of trail systems.

A Sophisticated Crest

The shield symbolizes our fortitude and tradition, while the monogram embodies the city's ties to, and love of, nature and recreation.

Our Name

We will be primarily known as Fort Wayne Football Club.



SECONDARY  
IDENTITY

Our identity was designed to be flexible, offering different ways to represent our football club.

The shield containing the F and the W can be used without the typography. The shield can be a solid color or an outlined design.

NOTE: This shield can be reversed on black, the color can be inverted.

PRIMARY IDENTITY



**FORT WAYNE  
FOOTBALL CLUB**

SECONDARY IDENTITY



SECONDARY  
IDENTITY

Our identity was designed to be flexible, offering different ways to represent our football club.

The secondary identity can also be used as an outline. This is great for background patterns.

PRIMARY IDENTITY



SECONDARY IDENTITY  
(OUTLINED)



The primary identity and secondary identity can be used in almost all situations; however, with approval from Fort Wayne Football Club's marketing and brand directors, you may also use the football club's wordmark when it makes sense to do so. For example, when you have a canvas which is wide, and you need to fill the wide space, or limited edition merchandise items.

The wordmark can only be used alone when it is centered and only with Larkin Extra Bold font.

Never left or right justify the wordmark, unless it it has the crest to the left of it. See the next page for usage examples.

FORT WAYNE  
FOOTBALL CLUB

FORT WAYNE  
FOOTBALL CLUB

The wordmark can be left justified when it is placed next to the club's crest.

Never left or right justify the wordmark, unless it it has the crest to the left of it.

FORT WAYNE  
FOOTBALL CLUB

✓ The wordmark can be centrally justified.

 FORT WAYNE  
FOOTBALL CLUB

✓ The wordmark can only be left justified when it is placed next to the club's crest



FORT WAYNE  
FOOTBALL CLUB

✓ The wordmark must be center justified when placed below the shield

FORT WAYNE  
FOOTBALL CLUB

✗ Never left-justify the football club's wordmark. It loses balance and visual symmetry.

FORT WAYNE  
FOOTBALL CLUB

✗ Never right-justify the football club's wordmark. It loses balance and visual symmetry.

As this is the first time that the club is mentioned, we spell out the club's full name: Fort Wayne Football Club.

Fort Wayne Football Club opened its season with an emphatic 6-0 victory on Friday night.

On second and subsequent references to the club, Fort Wayne FC can be used.

Fort Wayne FC employed an unconventional 3-2-4-1 formation in a coaching masterclass that allowed the team to play with fluidity and high-tempo pressing.

PRIMARY  
COLOR PALETTE

Autumn Gold (2011 C) is our primary color.

NOTE: When working with print vendors, always request physical versions of the print materials before approving the final design, as colors from different vendors may vary and not accurately match what you see on a digital screen.



CMYK: 0, 35, 78, 7  
RGB: 237,155, 51  
#ed9b33  
Madeira Color: 1869

Black C  
CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0  
#000000

Our football club has two primary typefaces.

Redig (Regular) should be used for all headlines. It is designed to capture attention with short and snappy titles.

Fluro can also be used as a body copy typeface where more words are required. We use it as a typeface to ‘fill in the details.’

Tahoma Regular / Bold is used as our body copy font for internal presentations and documents.

This typeface combination creates a dynamic and exciting type of treatment. Examples of the typeface in action can be seen on the following pages.

REDIG (REGULAR) - HEADLINE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

FLURO - DETAIL TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

TAHOMA REGULAR - BODY COPY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

TAHOMA BOLD - BODY COPY TYPEFACE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

LARKEN - WORDMARK TYPEFACE (CAN ONLY BE USED IN WORDMARK APPLICATION)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**



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