





### **MISSION STATEMENT**

Oregon Premier Football Club will provide the highest possible level of technical and tactical soccer training, athletic development and competitive team play. We will help our players be the best soccer players, students and people they can be.

CLUB LOGO



TRAINING TEE LOGO



LANDSCAPE LOGO 2



SECONDARY LOGO



SECONDARY BADGE



COMMUNITY BADGE





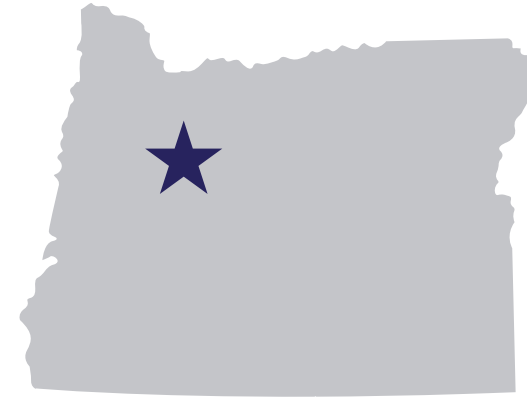
**BLUE**

RGB - 20 47 83  
CMYK - 100 85 40 35  
PMS - 103-16C



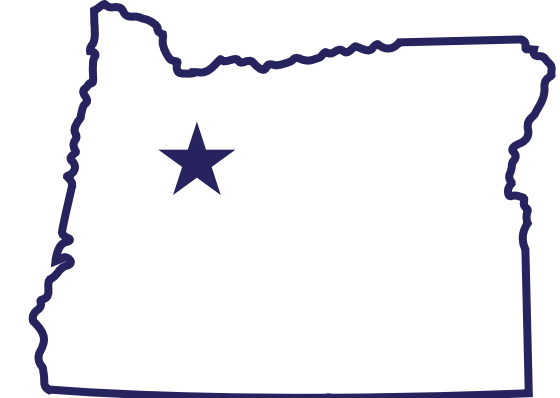
**GOLD**

253 205 93  
33 42 83 8  
116C



**GRAY**

211 211 211  
24 17 16 0  
428C



**WHITE**

## COLORS

The OPFC colors have been chosen to represent our state. Navy blue and gold are the official state colors of Oregon. The legislature adopted navy blue and gold as the state colors in 1959. The use of blue in the tradition of heraldic colors over the centuries usually depicted piety and sincerity. Gold denotes honor and loyalty.

# OREGON PREMIER FC

## Brand Style Guide

Our Club's name will be present in a large bold font so that the name will not get lost or be compromised

**OREGON**  
**PREMIER FC**

Our main crest shape is the same as the shield that the national team uses. This signifies that while we are focused on serving the local community, we are also intent on following national coaching trends and education.

The state of Oregon silhouette is in the center of the badge representing our home. No matter where we travel everyone will know that we represent our state with pride. The silhouette also is a reminder that while most of our players may come from WUFC and LO we happily take any player needing a home club.



'FC' will be a constant identifying mark within the 'OPFC' brand execution.

*EST. 2009*

We will show the year in which the club was originally founded. We will celebrate our history and the fact that our club represents a partnership between Lake Oswego and Willamette United.

The horizontal stripes represent the partnership between Lake Oswego and Willamette United Soccer Clubs. Our clubs will always work together to take care of the players that play for OPFC.



# OREGON PREMIER FC | Brand Style Guide



# OREGON PREMIER FC

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# OREGON PREMIER FC

## Brand Style Guide



**WHITE KIT**

**BLUE KIT**

**GOLD KIT**



FONTS

COPPERPLATE LIGHT

COPPERPLATE MEDIUM

COPPERPLATE BOLD

*SIGN PAINTER OBLIQUE*

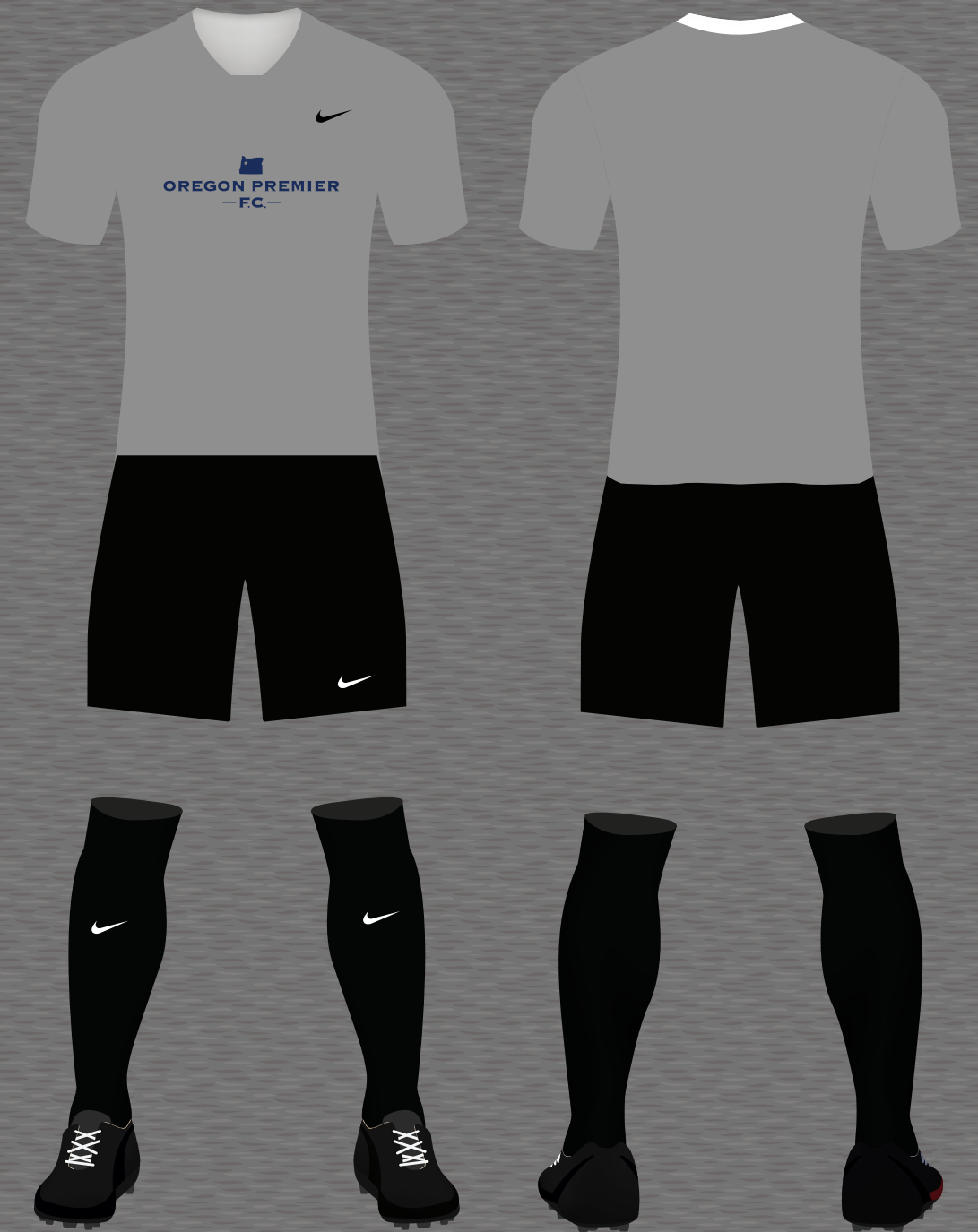
*SIGN PAINTER SEMI-BOLD*

BIG NOODLE TITLING REGULAR

*BIG NOODLE TITLING OBLIQUE*



# OREGON PREMIER FC | Brand Style Guide



**TRAINING KIT**

