

Portland Common FC Brand Guidelines

This document serves as a guide to Portland Common FC’s branding and graphic standards



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Club Information



Philosophy

Philosophy Portland Common Football Club is founded on the three principles of Club, Community, and Common Ground.

Our constant and unwavering goal is to serve Portland Maine, and the surrounding community, while representing our region within the global game of soccer.

Club Bio

Founded as an amateur club in 2019, Portland football Club soon became a regional powerhouse, winning multiple regional and national amateur competitions. Bolstered by community support and multiple sold out home matches while playing at Portland's publicly owned Fitzpatrick Stadium, Portland FC decided in 2021 to make the jump to professional soccer, and join USL's League 1.

As part of the jump to USL, Portland Football Club will be constructing a purpose built soccer specific stadium in the heart of downtown Portland. This stadium, to be named The Portland Common, will be open to the public on non-match days, serving as a public park for the community.

Subsequently, Portland Football Club will be re-branding as Portland Common Football Club.

Brand Voice

70’s corporate. Trendy, standardized, and sinister in a way you just can’t quite put your finger on...

Common?
Anything But.



Color



Color Pallet

The Portland Common color pallet is heavily inspired by the bright, verdant summers of Maine as well as the gold, and deep blue greens of Portland’s stunning coastal sunrises.

White	CMYK: 100	RGB: 225r, 225g, 225b	HEX: FFFFFFFF
Bright Forest	CMYK: 83C, 7M, 99Y, 0K	RGB: 0r, 164g, 77b	HEX: 00A256
Sunset	CMYK: 0C, 42M, 100Y, 0K	RGB: 248r, 169g, 49b	HEX: F8A931
Dusk Pine	CMYK: 95C 40M 94Y 43K	RGB: 21r, 78g, 48b	HEX: 154E30

Dusk Pine



Sunrise Gold



Bright Forest





Portland Common

White



Color Usage



Bright forest

Evocative of the bright, verdant nature that surrounds Portland, and makes Maine a summertime paradise.

White

The secondary color of Portland Common Football Club.

Dusk Pine

Reminiscent of the dark, creeping shadows of early morning, bathing the beautiful nature of Maine in a deep blue green dawn.

Sunrise Gold

Meant to represent the sunning golds and yellows that shine over the Casco Bay during sunrise.



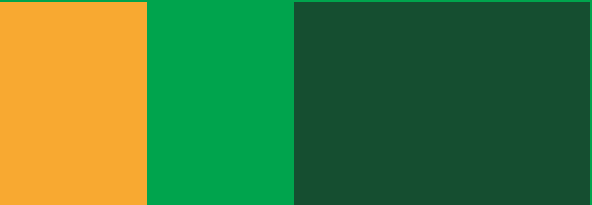
Color pairing when Forest is the dominant color.



Color pairing when White is the dominant color.



Color pairing when Pine is the dominant color.



Gold should NEVER be the dominant color, and NEVER paired with white (Aside from text).



Logos





Portland Common
Football Club



P C  F C





Primary Logo

This is the primary logo for the Portland Common, and should be used in most cases.

The crest draws from the simplicity of the original state flag of Maine, placing it's iconic pine and star at the heart of the mark. A hyper-symmetrical "PC" encloses the pine and star accented by a stylized "FC"

The decision to omit the club name was made to further emphasize the club's commitment toward existing solely for Portland Maine, and the surrounding community. We felt no need to add text to such an instantly recognizable symbol of the state.



Primary Wordmark

This is the primary wordmark for the Portland Common, and should be used whenever the full name of the club is required.

The wordmark inverts the thinking of the primary mark, swapping iconic imagery indicative of Portland, for a distinctive wordmark that's unmistakably that of a football club.

The mark features the primary Helvetica Neue typeface enclosed within a white boarder that includes a simplified football pitch in the bottom right.

There are also unenclosed versions of the wordmark. These marks exclude the pitch.



**Portland Common
Football Club**

**Portland Common
Football Club**

Initial Mark

This is the initial mark for the Portland Common. It features the club initials in Salisbury Bold, separated in the middle by a full rendition of the Pine tree and star from the primary crest.

The mark should be used primarily as an accent piece, emphasizing the Portland Common brand.



Flag Mark

The flag mark is a tertiary mark, to be used across the Portland Common brand. The mark utilizes the international maritime signal flag alphabet to spell out “PCFC”.

While the signal flag for “C” typically includes three colors, this has been simplified to fit the Portland Common Brand.

This mark may be used often, and should usually be included in conjunction with other club branding.



Crest Lockup

The Primary logo lockup includes the Portland Common club name positioned to the left and right of the crest.

A secondary lockup allows for the club motto of “Anything But” to be placed beside the right of the crest, with “Portland Common” being placed on the left. This lockup should be used sparingly.

The secondary lockup should always be used at the same width as the primary.

Primary Lockup



Secondary Lockup



Complementary Design Elements

The Portland Common brand includes several design elements that may be used across the brand.

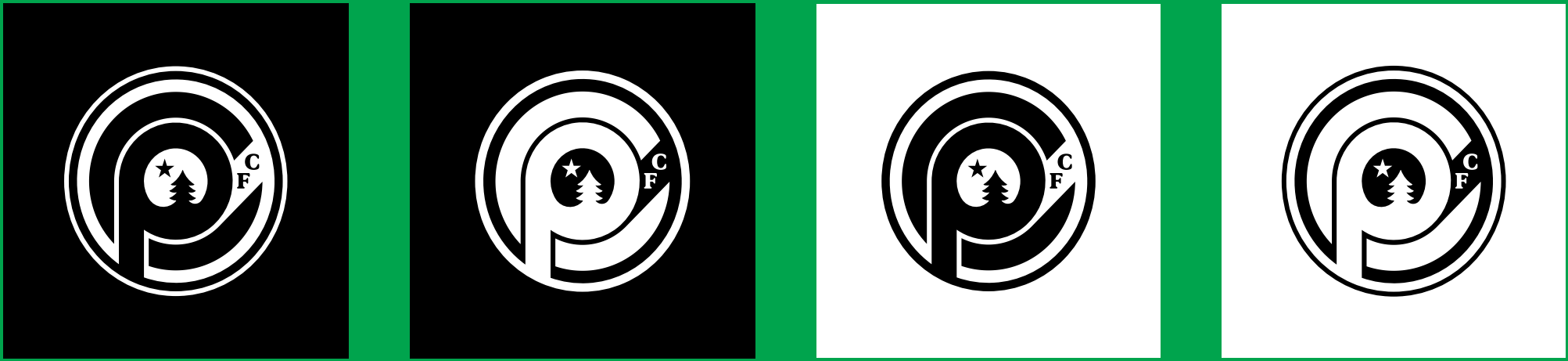
These elements should never be combined with other brand elements and should only appear when other club branding is present.



One Colors

When black and white usage is required, any of the displayed executions may be used, though versions have been indicated for use when possible.

There are three one color marks for usage only on a green background.



Preferred versions



Approved Uses



Typography



HELVETICA

NEUE

Aa

Bold 42Pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold 42Pt

abcdefghijklmnopqrstuvwxyz

Bold 42Pt

1234567890!@#\$%^&*()<>?

Salisbury
Bold Aa

Bold 42Pt

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

Bold 42Pt

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

Bold 42Pt

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

Salisbury is the Font Used for “FC” In the Primary Badge

It is to be used sparingly across the brand, and never used as body copy.

Portland Common.



Anything But.

Contact

These branding standards and guidelines are for demonstration purposes only.
For more information on these standards or the PCFC brand, please contact Thomas Hill.

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