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**BRAND IDENTITY STANDARDS**

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## OUR HISTORY



Oklahoma City businessman Bob Funk, Jr., was awarded a United Soccer League franchise on July 2, 2013, and in November, the club announced its ultimate identity – Oklahoma City Energy FC. Recently retired Sporting Kansas City goalkeeper Jimmy Nielsen was named Energy FC head coach for the inaugural season.

Tim McLaughlin, founder of Fields & Futures, joined the club as an ownership partner prior to the start of the 2014 season. Energy FC won their first match away to Orange County Blues FC on April 5 and played their first home match against Orlando City SC on April 26 at Bishop McGuinness Catholic High School's Pribil Stadium. The season ended with a 10th place finish – just four points off a playoff spot and averaging over a sell-out for home matches.

The success and growth in such a short amount of time led the club to move to newly-renovated Taft Stadium for the 2015 season. That year, the team finished second in the Western Conference, making the playoffs for the first time. The success continued into the post season, as Energy FC advanced to the Western Conference Final.

In 2016, the team finished 7th in the Western Conference and advanced to the Western Conference Semi-Finals. Energy FC also advanced to the fourth round of the Lamar Hunt U.S. Open Cup after defeating cross-town

rival Rayo OKC 2-1 in extra time. That year also saw Energy FC host one of the most substantial clubs with the world's largest following, as Club Deportivo Guadalajara, also known as Chivas, played the Greens in front of 6,687 fans at Taft Stadium in an international-friendly.

2017 was another successful year for Energy FC, as they made the playoffs for a third straight season after finishing 6th in the Western Conference. Back-to-back road wins earned the Greens a spot in the Conference Final for the second time in three years. Energy FC lost the match to Swope Park Rangers in an epic penalty shootout that saw both sides attempting 10 shots each with the deciding goals coming down to each teams' goalkeepers. That year also saw the club host another international friendly, as Liga MX power and 2017 CONCACAF Champions League winners CF Pachuca, were welcomed to Taft Stadium.

Prior to the 2018 season, Steve Cooke was named head coach of the club. Cooke came to the club after serving as interim head coach at MLS side Colorado Rapids in 2017. Energy FC regained the Black Gold Derby Wrench for the third time in four years over rival Tulsa. After a dominating performance in the second half of the season, Energy FC narrowly missed the USL Playoffs competing for a spot until the final month of the season.



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**OUR VISION:**

Establish Oklahoma City Energy FC as an internationally-acclaimed football club that unifies our city in Energy green.

**OUR MISSION:**

Oklahoma City Energy FC is dedicated to building a world-class football club by elevating the quality and character of our team and our community - for the love of the sport, our fans and our city.

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**WE ARE**

**LEADERS  
UNITED  
DETERMINED  
CATALYST  
TEAM  
TRUE**

#### **PERSONALITY**

Energy FC's brand personality captures the spirit that comes from our mission, vision and values. These statements identify who we are and where we are going as an organization.

Our values represent the people who are part of our team, our community as well as the characteristics we strive to embody. Our personality and beliefs should shine through in everything we say and do.

#### **Leaders**

We lead our team, community and sport by playing with character, confidence and respect.

#### **United**

We share the aspirations of our city focused on growth and connection.

#### **Determined**

We believe work conquers all –with grit, precision and continued focus on advancing our performance.

#### **Team**

We only win when we work as a team – regardless of beliefs, abilities and background.

#### **Catalyst**

We are bold agents of positive change, on and off the pitch.

#### **True**

We are true to ourselves, the sport and our fans – operating with integrity, clarity and trust.





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The Energy FC logo is central to our club identity. It appears on the clothes we wear, the flags we wave and the stadium we call home. Oklahoma's state flag inspired our design; the state palette dictated our colors; and the composition captures the vibrancy and energy of the people.

Proper use of the Energy FC identity is paramount to our goal of being a steadfast advocate for Oklahoma City. Use this guide to ensure the logo and supporting elements are used in a manner that reflects the pride we take in our city and the team we put on the field.

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### TONE

The Energy FC tone is personable, knowledgeable and community-led. We are energetic, approachable and confident, but never arrogant. We are community-driven and passionate about building a world-class football club built on quality and character.

Our tone should be:

- **Personable** – approachable, heartfelt, genuine
- **Energetic** – exciting, motivating, encouraging
- **Community-Driven** – people-oriented, passionate, Oklahoma City-centric
- **Fun** – entertaining, witty, engaging

Consider the following when drafting content:

- Consider your audience.
- Be personable and energetic.
- Classify if the content is community-driven and is engaging and fun to the audience – does it make you consider “OKC,” “community,” “united,” “engaging” and/or “fun.”
- Use first person (“we,” “our,” “us”) and second person (“you,” “your”) when appropriate to maintain a conversational and approachable tone.
- Use active rather than passive language.

**Forward**

Offensive position usually placed behind the striker; this player uses speed to make crisp accurate passes.

**Right Back**

Defensive position that covers the right side of the field; this player's role is to impede an opponent's progress toward the goal.

**Right Midfielder**

Center position that plays on the right side of the field; this player uses playmaking skills to pass the ball to the forwards.

**Defensive Midfielder**

Center position; this player tries to take the ball from the opponent before that player reaches the defenders and quickly mount a counterattack.

**Goalkeeper**

Position whose role is to prevent the ball from entering the goal; this is the only player allowed to touch the ball with the hands.

**Striker**

Offensive position whose main role is to score goals; this player plays a forward position in the opposing team's zone.

**Left Midfielder**

Center position that plays on the left side of the field; this player uses playmaking skills to pass the ball to the forwards.

**Left Back**

Defensive position that covers the left side of the field; this player's main role is to impede an opponent's progress toward the goal.

**Sweeper**

Position that stays back, anticipates defensive mistakes by teammates and makes up for them; this player is not required to closely mark an opposing player.

**USE THIS:**

**Energy FC  
Club**

**Match**

**Matchday**

**Pitch**

**Penalty**

**Goalkeeper**

**Kit**

**Shirt**

**Boots**

**Draw**

**Offside**

**Loan**

**Transfer**

**Full Time**

**Report**

**Clean Sheet**

**Table**

**Dressing Room**

**Extra Time**

**Training**

**Supporters**

**Attack**

**Fixtures**

**Boots**

**NOT THIS:**

**The Energy FC  
Franchise**

**Game**

**Gameday**

**Field**

**PK**

**Goaltender**

**Uniform**

**Jersey**

**Cleats**

**Tie**

**Offsides**

**Assignment**

**Trade**

**Final**

**Recap**

**Shutout**

**Standings**

**Locker Room**

**Overtime**

**Practice**

**Fans**

**Offense**

**Schedule**

**Cleats**



Oklahoma City is unlike any other city in the world. Born from a gunshot and historic land run, Oklahoma City has created its *standard* of living and behavior. One journalist from the land run wrote about it in such a way that describes not only the spirit of our great city but the essence of what Energy FC aims to portray as a club. That is **“an attitude that all things are possible if people are willing to take a chance and embrace the future without hesitation or reservation.”**

### OKC Standard – Spirit, Passion, Pride and Respect

That same spirit lives today as the city continues a great renaissance. Those great qualities make Energy FC proud to represent Oklahoma City in the world’s most beautiful game. Energy FC believes in the OKC Standard and aims to bring that same standard to the pitch.

### Green Creed

Actions that are unacceptable include, but are not limited, to:

- Physical harm or threats of physical harm to others.
- Disrespectful and/or hateful public speech (verbally or online).
- Leading, participating, and/or encouraging in inappropriate chants.
- Throwing any objects onto the pitch during a match.

It is up to every fan to display what it means to be a Green and to utilize the OKC Standard and to ensure everyone does as well. If you see individuals acting in a way that violates the OKC Standard, please inform them and us of their unacceptable behavior. Everyone must be held accountable for their individual actions.

Slurs, derogatory language, physical harm and/or threats of physical harm toward anyone are completely unacceptable and will be dealt with in the strictest possible terms. Any Green who doesn't demonstrate the OKC Standard, whether at home or on the road, is subject to sanctions, including ejection, banishment, and arrest.

Our Energy comes from how we band together as ONE – One Club, One City, One Energy FC. We know that if the Greens believe in passionately supporting the team and embodying the OKC Standard, we will clearly display this club and City's greatness.

**Every Green must be responsible for their own actions as we are responsible for protecting our organization and the reputation of our wonderful community.**

### Every Green should expect to:

- Watch the game in a safe, clean, and healthy environment.
- Be treated in a courteous, consistent, and professional manner.
- Be treated with dignity and respect by other spectators attending the game and those organizing the event.
- “Passionately support” Energy FC, provided that the support is in good taste and neither adversely impacts the event experience of fellow spectators nor negatively impacts the game.
- Displays of good sportsmanship.
- Timely and accurate information related to the game.





This is the primary logo for the OKC Energy FC as of December 2018. The overall composition of the mark has been kept intact but simplified. The most notable change is the update to the Energy FC blue and green. The color palette has been updated to reflect proper standardization across digital and print materials.

This version of the logo should be used whenever possible. When legibility comes into question, removal of the motto adorning the top is acceptable.

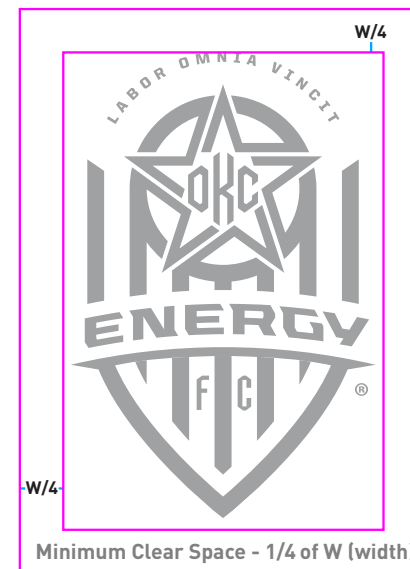
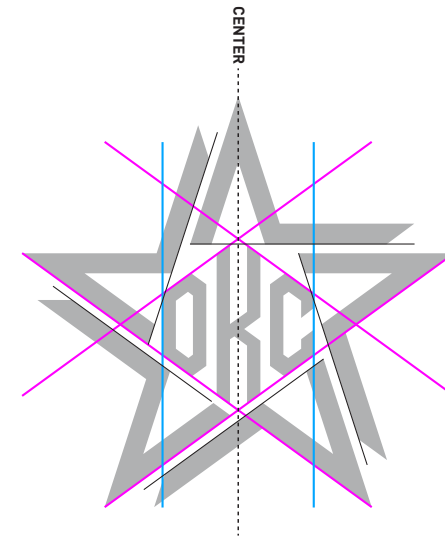
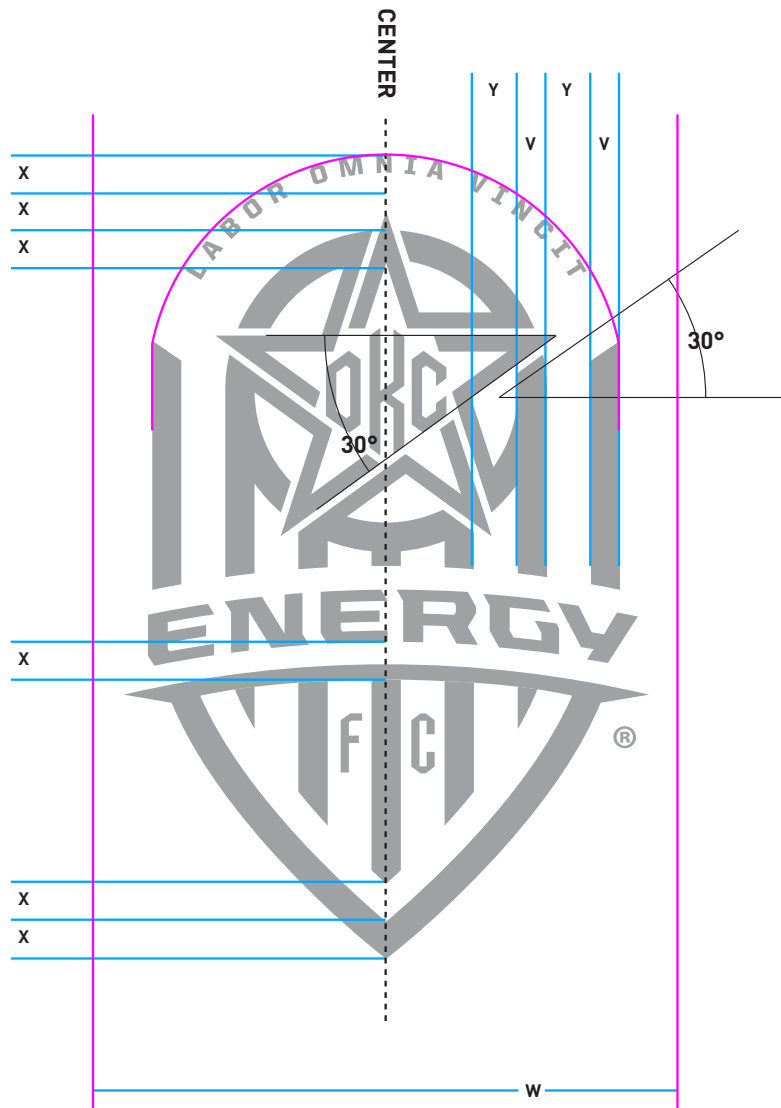
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**DO NOT** scale disproportionately.

**DO NOT** apply effects, filters or styles to the logo.

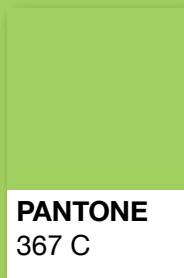
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Implementation of special treatments must be specifically crafted by a brand specialist. For questions or execution approval, contact [marketing@energyfc.com](mailto:marketing@energyfc.com).



**Clear Space** is the distance from the edge of a logo to visually competing elements. Competing items include: other logos, images with contrasting color, body-copy, etc. This rule does not completely prevent cropping, nor does it prevent the logo from overlapping elements that complement the design/layout.

SECONDARY



CMYK: 41, 0, 68, 0  
RGB: 164, 214, 94  
HEX: a2d45e

PRIMARY



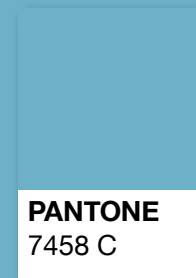
CMYK: 78, 0, 95, 5  
RGB: 32, 170, 77  
HEX: 20aa4d

PRIMARY



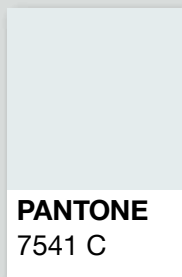
CMYK: 100, 57, 9, 47  
RGB: 0, 62, 106  
HEX: 003e6a

SECONDARY



CMYK: 53, 3, 8, 9  
RGB: 113, 178, 201  
HEX: 6fb1c8

PRIMARY



CMYK: 7, 3, 5, 8  
RGB: 216, 220, 219  
HEX: d8dcdb

PRIMARY



CMYK: 10, 4, 4, 14  
RGB: 198, 205, 209  
HEX: c6cdd1

## 4-COLOR PRIMARY / light backgrounds



## 4-COLOR PRIMARY / color backgrounds

## 2-COLOR SECONDARY lock-up



## 2-COLOR SECONDARY/ color backgrounds



One-color versions can be any one of these four colors.

Motto is optional.

## 2-COLOR TERTIARY / light backgrounds



## 1-COLOR TERTIARY / color backgrounds



## 1-COLOR TERTIARY/ color backgrounds



One-color versions can be any one of these four colors. Motto is optional.

## WORDMARK

## WORDMARK VARIATIONS

**ENERGY FC**™

**ENERGY FC**™

**ENERGY**  
**FC**™

**ENERGY**  
**FC**™

**ENERGY**  
**FC**™

**ENERGY**  
**FC**™

## WORDMARK

## WORDMARK VARIATIONS

**ENERGY FC**™

**ENERGY FC**™

**OKC**  
**ENERGY**  
**FC**™

**OKC**  
**ENERGY**  
**FC**™

**OKC**  
**ENERGY**  
**FC**™

**OKC**  
**ENERGY**  
**FC**™



One-color versions can be any one of these four colors.



## ADDITIONAL brand elements

## 1-COLOR versions



One-color versions can be any one of these four colors.  
Only to be used on approved materials.

## EnergyFC.com Treatment

## #ForCityAndClub Treatment

# EnergyFC.com

EnergyFC.com should always be shown in title case  
to ensure readability in all formats.

# #ForCityAndClub

#ForCityAndClub should always be shown in title case  
to ensure readability in all formats.



**For City And Club** has a wordmark lockup that can be used when desired for promotional materials and merchandise.



However, when it is being used as a headline, the structure above should be used. In both cases, the type itself can take on any of the acceptable brand colors, depending on the environment it lives within.



**LABOR OMNIA  
VINCIT**



**LABOR OMNIA  
VINCIT**

**Our motto** can be used as a headline or graphic element in various instances. When using it, the lockups above are preferred when the layout allows for it. The type itself can take on any of the acceptable brand colors, depending on the environment it lives within.

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

1 2 3 4 5 6 7 8 9 0

A custom font was created for OKC Energy FC. This font is to be used strategically with the assistance of design professionals to ensure readability and consistency.

## BRAND TYPOGRAPHY

Headlines

**UNITED SANS  
CONDENSED HEAVY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Subhead

**FIRA SANS  
BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Body Copy

**FIRA SANS  
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## DESKTOP TYPOGRAPHY

Headlines

**FUTURA  
BOLD CONDENSED**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Subhead

**CALIBRI  
BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Body Copy

**CALIBRI  
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



Corporate and team branding materials will feature approved brand colors, primary logos and a halftone pattern. The halftone pattern can be shown in gray or blue, always ensuring the pattern does not interfere with the logo or important content.

Letterhead



EnergyFC.com  
405.235.4100  
1001 N. Broadway Ave.  
Oklahoma City, OK 73102

Press Release



**FOR IMMEDIATE RELEASE**

EnergyFC.com  
405.235.4100  
1001 N. Broadway Ave.  
Oklahoma City, OK 73102

Jon McAlister  
Vice President, Marketing  
& Communications  
D: 405.235.4100 ext. 1101  
M: 913.804.3444  
jon.mcalister@energyfc.com



FOR THE LOVE  
OF THE SPORT,  
OUR FANS  
AND OUR CITY.



**Jen McAbee**

Vice President,  
Marketing & Communications

[jen.mcabee@energyfc.com](mailto:jen.mcabee@energyfc.com)

**Direct** 405.218.9300 ext. 1103

**Mobile** 972.904.0464

[EnergyFC.com](http://EnergyFC.com)

405.235.KICK

1001 N. Broadway Ave.  
Oklahoma City, OK 73102









**Live Work Play Green** is the 2019 OKC Energy FC campaign theme. Featuring an explosion of color and movement with team players or the logo centered, this treatment will carry through all branding, both general and campaign, to show consistency throughout. A halftone pattern accentuating energy and momentum takes the place of the powder in general branding materials.



## SCORE MORE SAVE MORE



Completely customizable options for your group that can include pre-match activities, private spaces, post-match experiences, t-shirts, food and beverage options, and more! Work directly with one of our ticket sales associates to make your group event a truly unique experience.

**GROUPS BY SIZE:**

HALF-TIME ACTIVITY	200+ TICKETS
HOME TEAM AMBASSADOR	150+ TICKETS
AWAY TEAM AMBASSADOR	100+ TICKETS
VIEW FROM THE BENCH	100+ TICKETS
NATIONAL ANTHEM	100+ TICKETS
PRE-GAME PERFORMANCE	100+ TICKETS
CONCOURSE ACTIVATION	75+ TICKETS
POST-GAME GIANT BALL	50+ TICKETS
POST-MATCH PKS	50+ TICKETS
BALL KIDS	CALL FOR INFO

**ALL GROUPS WILL RECEIVE:**

- POST-MATCH PHOTO
- ENERGY FC POSTER

**ADDITIONAL GROUP PERKS:**

- INVITATION FOR LEADER AND +1 TO GROUP LEADER APPRECIATION NIGHT
- INVITATION FOR LEADER AND +1 TO MEMBER EVENT

**An autographed ball will be awarded to the group with the most tickets at the end of the 2019 season.**

405.235.KICK EnergyFC.com #ForCityAndClub

## EARN BIG GO GREEN



No more fundraising with wrapping paper, popcorn and chocolate bars. Energy FC has the fundraising experience your parents and organization have been dreaming about. With special fundraiser pricing and the ability to receive \$5 for every ticket sold, let Energy FC make your next fundraiser easier than ever.

**BENEFITS:**

- RECEIVE \$5 OR MORE FOR EVERY TICKET SOLD TOWARD YOUR FUNDRAISING GOALS
- SPECIAL PRICING WITH EXCLUSIVE ON-FIELD EXPERIENCES AVAILABLE
- PRE-MATCH RECOGNITIONS ON THE FIELD
- RESERVED SEATING BLOCKS
- YOUR ORGANIZATION AND ENERGY FC-BRANDED POSTER (11X17) AND SHARABLE SOCIAL GRAPHIC (506X253)

**THREE EASY STEPS:**

1. SELECT A MATCH FOR YOUR ORGANIZATION TO ATTEND.
2. CONTACT A SALES REPRESENTATIVE TO VERIFY YOUR MATCH AND SEATING PREFERENCES.
3. PRE-SELL TICKETS TO FAMILY AND FRIENDS AT LEAST SIX WEEKS IN ADVANCE OF MATCHDAY.

**Sell 200 tickets and receive a marketing booth for your organization to raise awareness and hand out marketing materials during the match.**

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## 2019 HOME SCHEDULE



Las Vegas Lights FC	Sat. 3/16	7:30 P.M.
Portland Timbers 2	Sat. 4/6	7:30 P.M.
Orange County SC	Sat. 4/20	7:30 P.M.
Seattle Sounders FC 2	Sat. 5/4	7:30 P.M.
Real Monarchs SLC	Sat. 5/18	7:30 P.M.
Colorado Springs Switchbacks FC	Sat. 5/25	7:30 P.M.
LA Galaxy II	Sat. 6/1	8 P.M.
San Antonio FC	Sat. 6/15	8 P.M.
Phoenix Rising FC	Sat. 6/22	8 P.M.
El Paso Locomotive FC	Sat. 7/6	8 P.M.
Reno 1868 FC	Wed. 7/17	8 P.M.
Tulsa Roughnecks FC	Sat. 8/3	8 P.M.
Fresno FC	Sat. 8/10	8 P.M.
Austin Bold FC	Sat. 8/24	8 P.M.
New Mexico United	Sun. 9/8	6 P.M.
Sacramento Republic FC	Sun. 9/22	6 P.M.
Rio Grande Valley FC Toros	Sun. 10/13	6 P.M.

First Fidelity Bank Mercy

405.235.KICK EnergyFC.com #ForCityAndClub



## 2019 HOME SCHEDULE

**Note:** When creating new pieces use assets provided by STAPLEGUN.



Jen McAbee

Vice President of Marketing  
and Communications

[jen.mcabee@energyfc.com](mailto:jen.mcabee@energyfc.com)

**EnergyFC.com**

Updated January 2019