



Brand Guidelines

Table of content

1. About The Brand
2. Logo Identity
3. Brand Guidelines
4. Tone and Messaging



About

Dallas Gunners Soccer Club is a top youth soccer organization in Dallas, Texas, dedicated to developing talented players with passion and determination. Committed to excellence, the club fosters confident and resilient athletes, creating a competitive yet supportive environment that drives success.

Mission Statement

Dallas Gunners is all about helping young players grow. We train hard, play smart, and build a team mindset that pushes everyone to be their best—because greatness starts with heart, hustle, and the right support.

Vision Statement

To be recognized as a leading force in youth soccer development, inspiring the next generation of elite, confident, and determined athletes who strive for excellence on and off the field.

Badge - Primary Logo



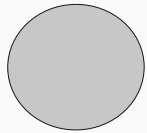
Secondary Logo

Logo Identity

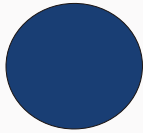
The primary badge logo should be used as the main representation of the brand across all key materials. The secondary logo may be used in smaller spaces or where a more minimal version is appropriate, ensuring consistency in tone and visual impact.

Brand Guidelines

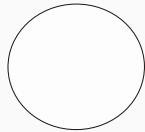
Color Palette



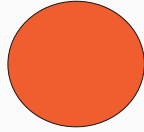
#C9D4D7



#0021A3



#FEFEFE



#FE391A

Fonts

Header

News of the world

Subheader

Avenir Bold

Body

Avenir Next

Logo



Always prioritize the primary logo for brand recognition, using the secondary logo only when size, format, or layout limitations apply. Maintain clear space around all logo versions and avoid any distortion, recoloring, or unauthorized modifications.

Brand Values

- Trust
- Strength
- Courage
- Resilience
- Hard Work

Brand Voice

Tone: Confident, Motivational, Supportive

Style: Direct and inspiring with a competitive edge. Language is clear, energetic, and purpose-driven, reflecting the club's commitment to excellence and personal growth.

Tone & Messaging