

BRANDING IDENTITY PROCESS BOOK

# LA GALAXY



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# CREATIVE BRIEF / DESIGN STATEMENT

**COMPANY NAME:**  
LA GALAXY

**BRAND DESCRIPTION:**

LA GALAXY IS A SOCCER TEAM THAT WAS FOUNDED IN 1996 AND IS A PART OF THE MAJOR LEAGUE SOCCER. THEY HAVE WON THE MAJOR LEAGUE SOCCER CHAMPIONSHIP CUP FIVE TIMES. WITH THERE WINS, EXPECTATIONS WERE HELD, THEY NEEDED TO STAY FRESH IN THE LA MARKET FOR SPORTS ENTERTAINMENT TO ONE UP THE COMPETITORS. LA GALAXY MARKET REALITIES WOULD FOCUS PRIMARILY ON SOCCER FANS, THEY TRIED TO FIND WAY TO GET THEM TO BUY TICKETS AND MERCHANDISE. A FEW OBSTACLES THAT COME ALONG THE WAY WERE HOMETOWN GROWTH, AUDIENCE MEMBERS, AND ATTRACTING FANS.

**PROJECT SUMMARY:**

THE GOAL OF THIS PROJECT IS TO HELP RE-BRAND LA GALAXY BY COMING UP WITH A MODERN UPDATED LOGO. THIS IS BECAUSE LA GALAXY IS A MENS SOCCER TEAM THAT HAS HAD DIFFICULTY GETTING FANS TO SUPPORT THEM AND THEIR MARKETING TACTICS.



**TARGET AUDIENCE:**

I WOULD LIKE TO ATTRACT SOCCER FANS, SPECIFICALLY THOSE FANS OF THE LA GALAXY. THE OPINIONS OF THE FANS WHO HAVE BEEN THERE FROM THE BEGINNING OF THE TEAMS JOURNEY MATTER, JUST AS MUCH AS THE TEAM MEMBERS THAT ARE PART OF THE SOCCER TEAM.

**DESIRED MESSAGE & TONE:**

I WOULD LIKE THE MESSAGE TO BE PERCIEVED AS ACTIVE, CREATIVE, AND FUN. IT WOULD NEED TO FEEL SPORTY AND HAVE IMAGERY OF SOCCER. I WOULD LIKE THERE TO BE MEANING BEHIND THE LOGO THAT THE TEAM AND FANS WOULD UNDERSTAND.

**PROBLEM ANALYSIS/DEFINE:**

CURRENTLY, THE LA GALAXY LOGO IMAGERY AND COMPOSTION DOESNT DEFINE THE TEAM OR WHAT SPORT IT IS. THE TYPE IS VERY GENERAIC, TOO SIMPLE, AND CAN BE ELABORATED MORE. I DO LIKE THE COLORS AND THE CONTRAST THEY ALL HAVE WITH EACH OTHER.





# LOGO CREATION

(ONE IDEA WITH RESPONSIVE INTERACTION)



# LOGO DESCRIPTION



FOR THE REBRANDING OF THE LA GALAXY LOGO, I WANTED TO EMPHASIZE THE SPORT AND THE IDEA OF A GALAXY. FOR THAT REASON I WENT WITH A CIRCULAR OUTLINE AND THE TEXT IN THE CENTER. THE TEXT WAS PLACED IN THE CENTER TO DIRECT THE VIEWER TO READ THAT FIRST, WITH THE INTENTION OF HIGHLIGHTING LA FOR LOS ANGELES, IN YELLOW. I WANTED TO KEEP THE SAME COLORS OF THE OLD LOGO, TO KEEP SOME OF ITS ORIGINALITY. WITH THIS LOGO I HOPE THAT IT WOULD BECOME AN OPTION FOR THEM TO USE FURTHER IN THEIR JOURNEY.

# LOGO USAGE

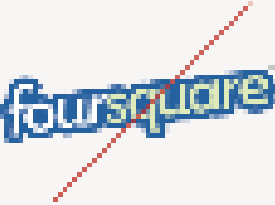
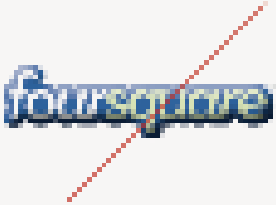

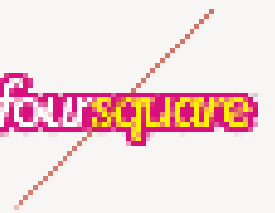
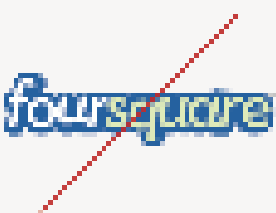
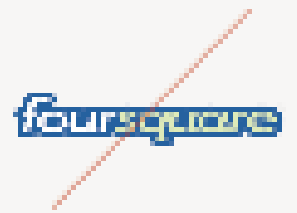
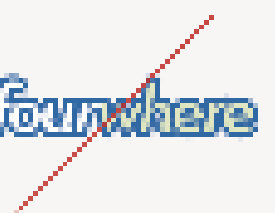
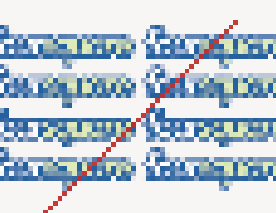

(DIMENSION/SAFE ZONE/ACCEPTABLE/UNACCEPTABLE)





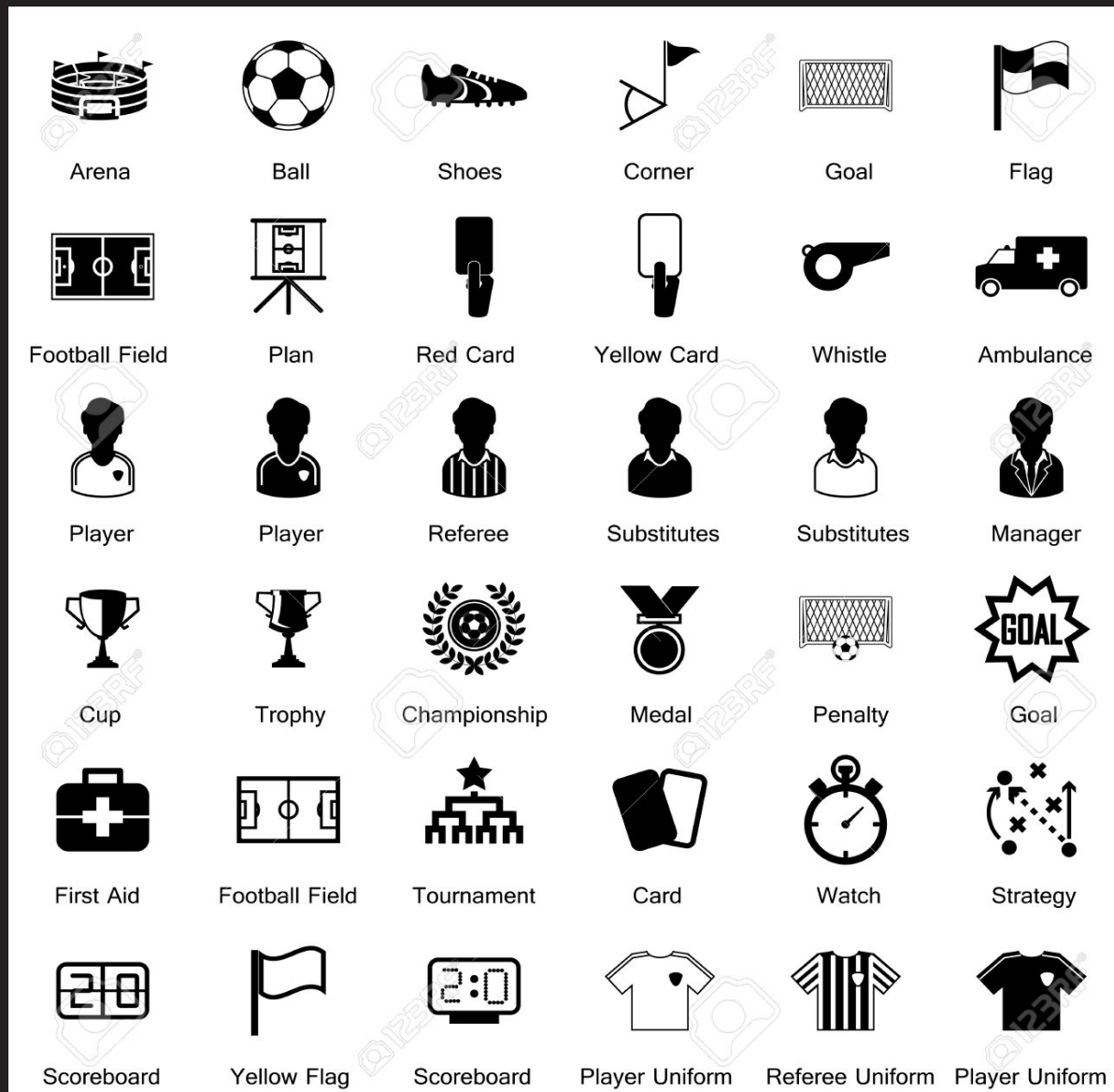
# LOGO USAGE

(DIMENSION/SAFE ZONE/ACCEPTABLE/UNACCEPTABLE)

<p>1</p> 	<p>2</p> 		<h2>INCORRECT LOGO USAGE</h2>
<p>3</p> 	<p>4</p> 	<p>5</p> 	<p>DO NOT:</p>
<p>6</p> 	<p>7</p> 	<p>8</p> 	<ol style="list-style-type: none"> <li>1. Change logo's orientation.</li> <li>2. Add borders, shadows, effects to the logo. This includes, but is not limited to, halos, drop shadows, lighting effects and other visual effects.</li> <li>3. Use the logo on any printed material.</li> <li>4. Change the logo colors.</li> <li>5. Add text to or separate the logo.</li> <li>6. Scale the logo beyond 300%.</li> <li>7. Include elements, which are not included in the logo and/or colors contained in the logo.</li> <li>8. Use the logo as a watermark pattern, "background" or other decorative element.</li> <li>9. Create the logo without the word "Foursquare".</li> </ol>

# ICONS CREATION

## (10 UNIVERSAL ICONS)



# COLOR PALETTE

COLOR IS AN IMPORTANT FACTOR WHEN IT COMES TO VISUALS BECAUSE ITS AN ELEMENT THAT ATTRACTS PEOPLE TOWARDS THE IMAGE OR TEXT.

THE LA GALAXY COLORS I FEEL ARE ALREADY BRIGHT AND A STATEMENT TO THE TEAM AND SPORT. IT HAS BEEN AROUND FOR A FEW YEARS NOW, AND IS WELL KNOWN TO MANY PEOPLE. THE COLORS OF THE LOGO WORK AND I DONT THINK ITS NECESSARY TO CHANGE THEM.

## LA Galaxy Color Codes

#00245D - rgb(0, 36, 93)

#3365B1 - rgb(51, 101, 177)

#FFD900 - rgb(255, 217, 0)

#F5BF0B - rgb(245, 191, 11)

# FONT FAMILY

TYPOGRAPHY IS IMPORTANT TO THE VISUAL BECAUSE IT DISPLAYS THE TEXT BEING PRESENTED.

IN THIS CASE LA GALAXY HAD TO BE BOLD AND DIFFERENT FROM ITS OLD TYPE. I CHOSE TO GO WITH SHARP EDGES BECASUE I FELT THAT THE NAME AND TEAM NEEDED TO BE EDGED OUT AND MODERN. IT ADDED A DIFFERENCE TO THE NAME BY ALLOWING IT TO BECOME MORE GEOMETIRC. THIS HELPED BALANCE OUT THE CURVES IN THE LOGO.

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		
a	b	c	d	e	f	g	h	i	
j	k	l	m	n	o	p	q	r	
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# PROCESS STATEMENT

## (CONCLUSION)

IN CONCLUSION, WITH THE EXPLORATION AND RESEARCH DONE ABOUT THE TEAM, I HOPE THAT THIS LOGO EMBODIES A NEW JOURNEY FOR THEM. ITS DIFFERENT BUT IT KEEPS SOME OF ITS ORIGINALITY AND CAN BE NOTICED BY EXISTING FANS. ITS ALSO A FLEXIBLE LOGO THAT CAN BE CHANGED TO DIFFERENT SIZES AND PLACED ON DIFFERENT OBJECTS.

LA GALAXY WILL BEGIN A NEW CHANGE WITH A FRESH LOOK.