



LA GALAXY

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 these 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.

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.



#00245D  
R: 0 G: 36 B: 93

#FFD900  
R: 255 G: 217 B: 0

#3365B1  
R: 51 G: 101 B: 177

#F5BF0B  
R: 245 G: 191 B: 11



Stadium



Games



Home



Tournaments



Players

### TYPOGRAPHY

ROBOT ROC NOT A FILTER REGULAR  
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

Balboa

Light

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 s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Balboa

Medium

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 s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Balboa

Medium

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 s t u v w x y z  
1 2 3 4 5 6 7 8 9 0



ATHLETIC  
DEDICATION  
ETHNIC DIVERSITY  
PASSION  
SPORTS MANSHIP

