

**COMMUNITY**

**CLUB.**



**IDENTITY  
GUIDELINES**

**VERSION 1.1**

AUGUST 2025

**COSMOS.**

These identity guidelines are an essential foundation for maintaining the consistency, professionalism, and authenticity of the **COSMOS™** brand. They provide a clear set of rules on how the team's visual and verbal identity should be expressed.

By following these guidelines, the Cosmos can present a unified image across all platforms—whether it's in merchandise, marketing campaigns, or digital communications—which strengthens brand recognition and fosters a deeper connection with fans, partners, and the wider local community.

Equally important is keeping up to date with the latest versions of these guidelines. As the Cosmos evolve both on and off the field, brand standards will adapt to reflect modern design trends, new strategic directions, and fan expectations.

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## HERITAGE & LEGACY

Wayland Moore designed the original New York Cosmos logo more than 50 years ago. The three fan shapes, or blades, were included to create movement. The colors were chosen to represent “other nationalities.”

The club had a particular nationality in mind, however, and the obvious homage to Brazil was designed to entice Pelé. He signed in 1975. The iconic swirl also referenced the logo of Atlantic Records. Cosmos co-founders Ahmet and Nesuhi Ertegun were executives at the label.

"New York" was removed from the badge in the late 1970s, after the team moved from the Bronx to Giants Stadium in East Rutherford, NJ. The refreshed logo follows suit, shedding the trappings of the last century by simplifying the typography and forms, updating the look for a new era.

1971-1975



1975-1976



1977-2010



2011-2025



2025 -



## DESIGN PRINCIPLES

Design principles help maintain a consistent standard across all visual identity applications. These words help guide and evaluate all creative design related to the Cosmos brand, influencing design choices including typography, color, concept, and composition.

- **Simple:** Simplicity is the key to all successful direct communication.
- **Clean:** This brand is not about gimmicks, design tricks, or superfluous decoration.
- **Bold:** The brand's personality is expressive, forthright, and larger than life.
- **Efficient:** Don't use 10 words when 4 will do.
- **Effortless:** Designs should look like they designed themselves.

### Finally

- If you have to explain it, it's not doing its job.
- If a design looks labored then it's not right.

**SIMPLE**  
**CLEAN**  
**BOLD**  
**EFFICIENT**  
**EFFORTLESS**

## 2025 CREST

The 2025 the crest has been modernized and streamlined for compatibility with today's ever expanding touch points – with a particular emphasis on digital-first use.

Only use officially supplied versions of the Cosmos crest. It may not be redrawn, translated, or altered in any way. The crest must not be rotated, and when used on white it still has a border, it is just not visible.

**Note:** The main difference between the two variants is the color of the TM. always ensure that the TM (until registration) is visible.



## CLEAR SPACE & SIZE

The area around the outside of the crest must be kept free of other graphic elements including copy. The minimum required clear space is defined by the tinted area shown. This measurement is equal to double the thickness of the white border.

The minimum size of the crest should be 1" in print, and 90px in digital applications. Any smaller compromises its integrity and legibility.

*A remember – if it's too small to read, It doesn't work.*



### MINIMUM SIZES



ONLINE:  
90PX DIA.



OFFLINE:  
1" DIA.

## LOGOTYPE

The original logotype from the 70s was set in Morris Fuller Benton's Othello (1934) based on a steam era typeface from 1884.

In modernizing the crest, the logotype was also re-imagined using Bebas Neue Pro as a base, reinstating some of the unique character features of the original letter-forms; C, M, and S.

This standalone mark should only be displayed in one of the five approved colors (see p13) and be in contrast to the background color.



ORIGINAL LOGOTYPE



## TAGLINE LOCKUP

This lockup will be provided as a graphic file in multiple formats, for various backgrounds. The typographic element is a modified version of the headline font.

*Do not try to recreate it yourself.*

The tagline may be disconnected from the crest and used on its own when necessity demands. In this situation the primary crest must also appear in that layout in some form. It should not be used in complete isolation after detachment.



## DOs & DON'Ts

Here are explicit misuses of the crest that should be avoided. Consistent application is paramount.

*In short, Leave the crest as it is.*

There should be no need to create anything new. If you feel that there is an instance that is not covered here and you are unsure about the viability of your usage, please refer your work to the brand team immediately for review.



DO NOT DISTORT



DO NOT REMOVE NAME



DO NOT ADD EFFECTS



DO NOT OVERLAY TEXT



DO NOT ROTATE



DO NOT CROP



DO NOT CHANGE COLOR ORDER



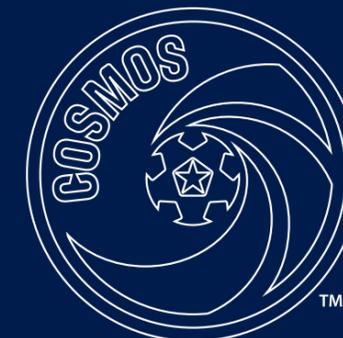
DO NOT EMBELLISH



DO NOT INVERT



DO NOT USE NON-BRAND COLORS



DO NOT OUTLINE

COSMOS

DO NOT DETACH NAME

## PARTNERSHIPS

These lockups showcase the logo's usage in conjunction with a partner logo. They should be used on select marketing materials and merchandise. The partner logo should appear on white wherever possible.

There are two treatments with different typefaces. One for dual branded lockups, and another when used as an 'endorsement' to the solitary crest.



**AUTHORIZED DEALER**



**OFFICIALLY  
LICENSED PRODUCT**



**OFFICIAL  
VIEWING PARTNER**

## TYPE: FONTS

Three very distinct typefaces have been chosen for the new Cosmos.

MN Ligahura Sans Italic was chosen for its bold, dynamic look, and should only be used in upper case as a display typeface.

Sequential will be used for headlines in upper case, and sub-headings in title case. Sequential is a contemporary geometric, mechanical font in 3 weights that also has a modern sports vibe.

For body copy, Bebas Neue Pro Expanded will be used. It is an highly readable sans serif face with a medium set-width and multiple weights for contrast.

# GOAL!

**DISPLAY: MN LIGAHURA SANS ITALIC UC**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
0123456789!@#\$%^&\*()**

# PELÉ '70

**HEADLINE / SUB HEADING : Sequential (3 Weights)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit

**Body Copy : Bebas Neue Pro Expanded (Multiple Weights)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()**

## TYPE: NUMERALS

Numerals play an important role in design for sports—from identification on uniforms, to scoreboard information, to the game scores themselves. It's important that the numerals fit the function.

The numerals from the three brand typefaces fulfill a range of uses, from bold dynamism to stately corporate communication.

This is not to say that other numerals cannot be considered but they must complement or contrast with the new brand style in a way that integrates effortlessly.



## TYPE: NAME & NUMBER

Names and numbers on league play uniforms should utilize the new brand typefaces.

It is possible, however, that league mandates may require names and numbers to be a particular height; MN Ligahura and Sequential may be too wide to meet those standards.

***In such a case utilize Bebas Neue Pro.***

Special events, celebrations, and causes may benefit from a bespoke name and number set and they should be designed on a case by case basis that relates to the occasion.

Retro jerseys may call for a more avant garde number set that can be used to evoke the feelings of that era.



BEBAS NEUE PRO  
88



BEBAS NEUE PRO  
88



SEQUENTIAL  
18

## COLOR: VALUES

The Cosmos color palette is comprised of 4 colors plus white. There are a different set of color values for reproduction on coated stock, uncoated stock, RGB and for when 4 color process must be used.

These are rich, vibrant colors and have been chosen because of their ability to translate and replicate consistently across multiple color modes/profiles.

**PANTONE® 295C**  
**PANTONE® 295U**  
**cmyk\_100/65/0/70**  
**rgb\_0/39/85**  
**websafe\_#002755**

**PANTONE® 354C**  
**PANTONE® 354U**  
**cmyk\_100/0/100/0**  
**rgb\_0/164/78**  
**websafe\_#00AE44**

**PANTONE® 306C**  
**PANTONE® 306U**  
**cmyk\_80/0/10/0**  
**rgb\_0/179/228**  
**websafe\_#00B3E4**

**PANTONE® YELLOW C**  
**PANTONE® YELLOW U**  
**cmyk\_0/5/100/0**  
**rgb\_252/220/0**  
**websafe\_#FCDC00**

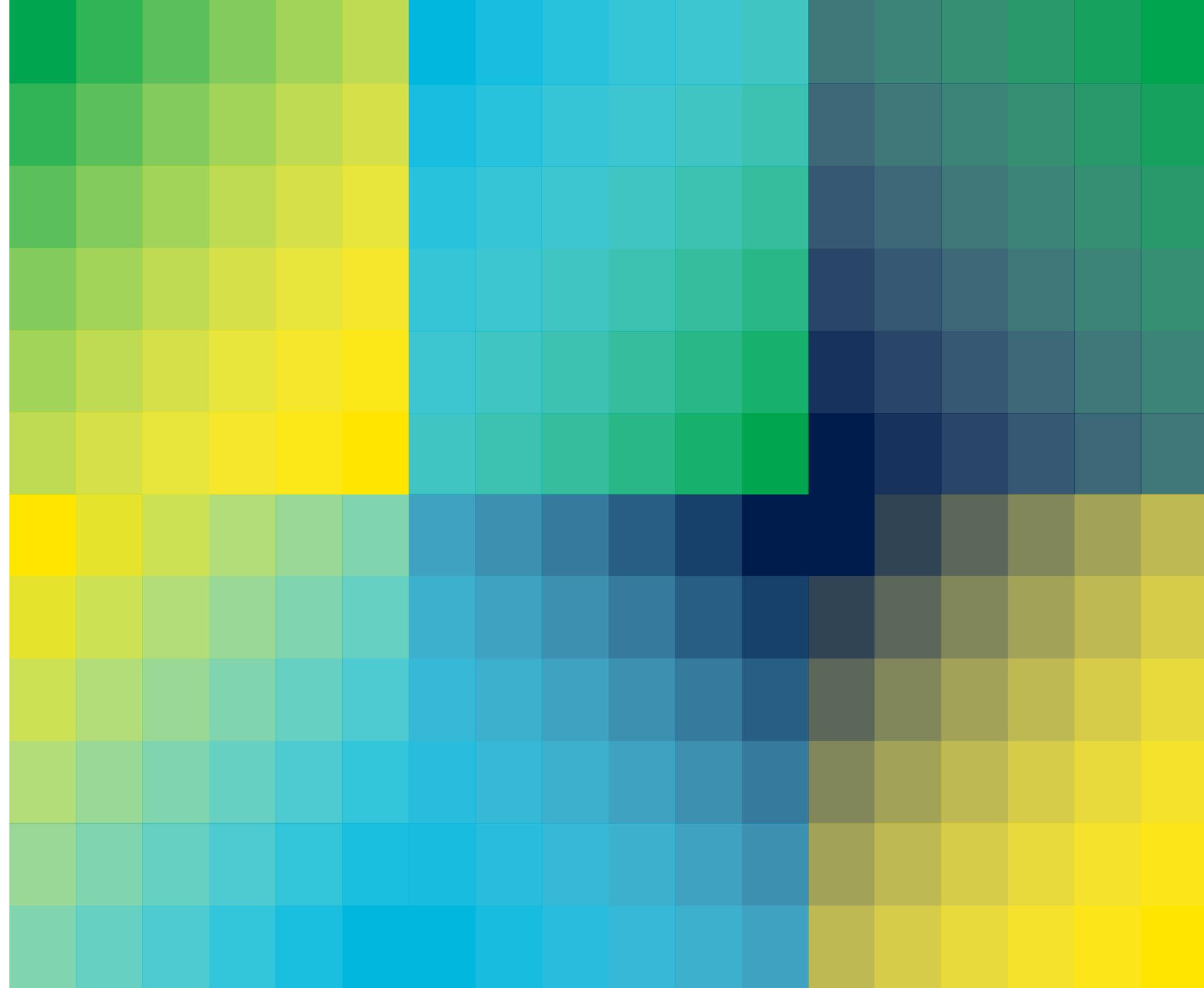
**cmyk\_0/0/0/0**  
**rgb\_255/255/255**  
**websafe\_#FFFFFF**

## COLOR PALETTES

When choosing colors to complement the brand colors, or add some additional depth, use the expanded palette charts shown here.

Each palette is made from overlaying tints of 2 of the brand colors, excluding white, giving an array of options that still feel part of the Cosmos brand.

These rich, integrated palettes replace the traditional %-based tint charts, eliminating the potential for a diluted/washed out feel.



## IMAGES: REPORTAGE

Primary images are shot in a **reportage style** ‘*Capturing Moments*’ of fans’ interactions with players and each other, moments of joy and celebration, and moments of family and inclusivity. **Community. Club. Cosmos.** Any use of portraits or posed group shots should simply exude attitude.

These are the important connections that bind the community together and that are pivotal in capturing the values of the new Cosmos brand.

It is taken as read that there will be the standard player in-game action shots, so they will not be dealt with here in terms of guiding the content/style of those images.

Image Credits. Clockwis2 from top left:  
NYcosmos.com/photographer not listed, FG Trade/Stock library,  
FG Trade/Stock library, Grant Mason for Umbro, Eduardo  
Muñoz/Reuters, NPSL.com/photographer not listed

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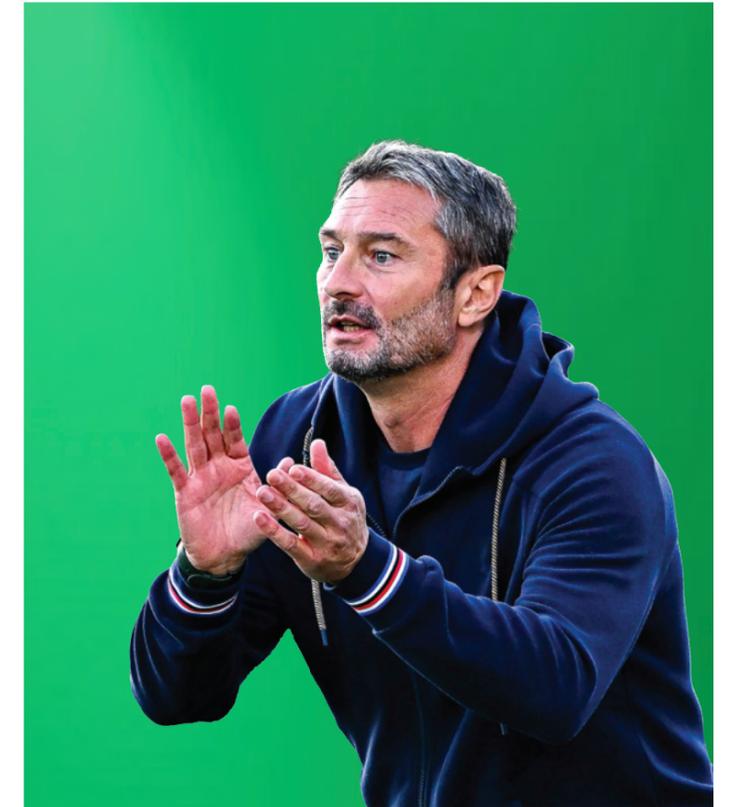


## IMAGES: STUDIO PORTRAITS

Studio images will be used on marketing materials, player announcements, gameday graphics, and promotions. The subject should be photographed against a solid color background (preferably a brand color) with dramatic shadows reduced to a minimum.

The subject should also be encouraged to be expressive, rather than static, bringing some of their own personality and attitude into the images. This helps further in establishing connections with the fans.

There will be times when these images will be used alongside, cutouts of players in action pulled from the reportage style libraries to make a narrative collage of sorts.



## IMAGES: TREATMENT EXAMPLE 1

Special use imagery would generally be *'stylized close-ups of the team and players'*. Photos can be treated with a series of filters or adjustments to produce brand-colored images that will be used to support the bold graphics.

These can be created in a few ways from using Photoshop transparency settings like color dodge overlaid on a brand color, to using threshold adjustment layers set for each color then combined. We would not use duotone or tritone images.

Either way, they have a specific look and feel which should be maintained.

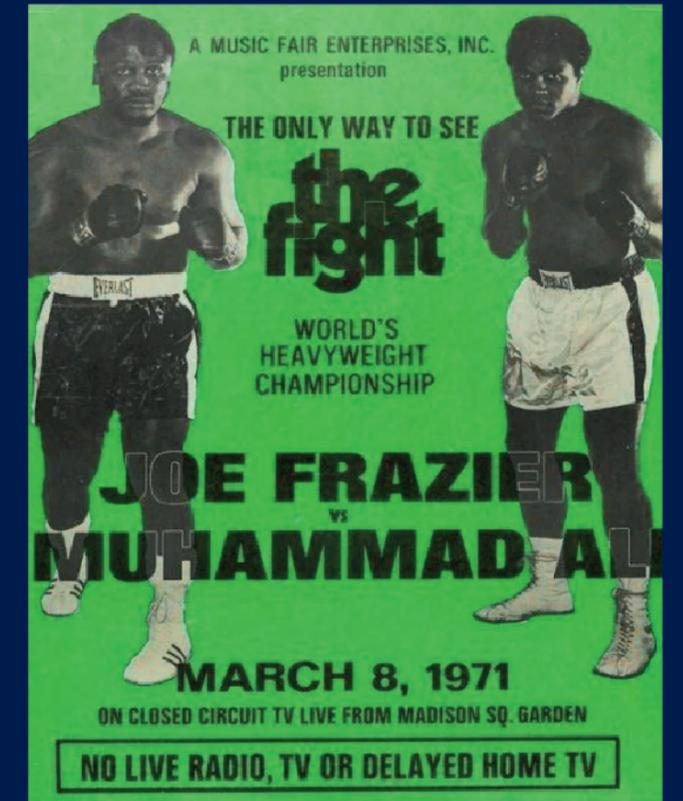


## IMAGES: TREATMENT EXAMPLE 2

The Cosmos is a name with a rich history. When looking to the past, with a campaign for example, it helps to differentiate that visual language from the latest direction(s).

Using a halftone, both as a cut out and as an overlay can give a sense of nostalgia while retaining a bold, vibrant feel. Think screen printing —old boxing posters used as an inspiration for how halftones and text can be combined with colored paper/card stocks.

There's a retro feel with something textural and tangible, rooted in processes of the past, that are propagated by today's artisans and craftsmen.



## TONE OF VOICE:

***CONFIDENT.***

***CONNECTED.***

***COSMOS.***

The voice of the New York Cosmos is bold without ever being brash—built on legacy, but not trapped in it. Every word we write carries the assured swagger of a club that’s played with legends and still plays for the people. That means clarity is king: we speak plainly, directly, and with purpose. No fluff. No filler. Just clean, confident copy that meets fans where they are and moves them. Whether we’re welcoming someone to the family or challenging a rival, our tone should always feel like a well-placed pass: intentional, sharp, and on target.

Community is our heartbeat, and our language should reflect that. We speak with our people, not at them. That means using “we” more than “they,” “you” more than “fans.” Our words invite people in—into chants, into conversation, into a movement that transcends matchday. Cosmos writing

carries the rhythm of New York: urgent, diverse, a little defiant, and deeply human. It should feel like something you’d hear on the subway or read in a mural—proud, personal, and unmistakably ours.

Above all, Cosmos copy must sound like it matters. Whether it’s a headline, tweet, banner, or newsletter, the writing should carry weight. Be intentional with punctuation. Avoid overused slang, but don’t be afraid of cultural fluency when it adds meaning. Make space for passion, but cut through with clarity. Designers should feel a tempo in the words—tight, strong lines that lock into a visual rhythm.

***When in doubt, ask: does this sound like it could be said in the stands? If not, rewrite it.***

## CONTACTS

if you are unsure that your design reflects our brand, reach out to the brand team for additional direction.

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