



MONTEREY BAY FOOTBALL CLUB

Monterey Bay Football Club's brand was created after multiple listening sessions with the local community; in these sessions, the local community told us that they wanted a crest that would reflect the region's famed agriculture and vast blue ocean. This crest and brand represents land and sea. The land and sea combine within a powerful shield shape.





OVERVIEW

Monterey Bay Football Club's brand was created to represent both the agriculture that the area is famed for and the fishing industry that locals and tourists enjoy. These two forces of nature combine within the crest to form a union between land and sea.

TEAM	LEAGUE	PROJECT LENGTH	PROJECT COST
Monterey Bay Football Club	USL Championship	6-7 months	Contact me for more information on this project's pricing.

CLUB LOCATION



SERVICES PROVIDED

- Primary crest design
- Secondary crest design
- Color recommendation
- Crest and colors launch film
- Know your crest explainer video
- Custom typography design
- Brand pattern design
- Brand guidelines
- Merchandise design
- Brand consultation

QUOTE FROM THE OWNERS

Coming soon

QUOTE FROM THE FANS

Coming soon