

LOGO REDEVELOPMENT

SOUTH DELTA UNITED SOCCER CLUB

INTRODUCTION

South Delta United Soccer Club (SDU) is the largest youth sports club in Delta, British Columbia. The club currently competes at a variety of levels, recreationally and competitively, largely in the Greater Vancouver Region. The club offers programming to children aged 3-19 years old.

The following was a project undertaken as a strategic re-adjustment of the main visual asset representing the club.

The redesign project for SDU was undertaken to align the club's main visual asset with contemporary usage and application across multiple mediums and platforms.

PREVIOUS LOGO IN USE

sdu.soccerregistrar.co



Account Information

Account Name	South Delta United Soccer Club
Account Type	Individual
Account Status	Active
Account Created	2018-01-01
Account Last Modified	2020-03-08
Account Owner	South Delta United Soccer Club
Account Manager	South Delta United Soccer Club
Account Contact	South Delta United Soccer Club
Account Address	South Delta United Soccer Club
Account Phone	South Delta United Soccer Club
Account Email	South Delta United Soccer Club
Account Website	South Delta United Soccer Club

Back Forward Home Bookmarks Tabs



South Delta United Soccer Club @South_Delta_Utd · Mar 8, 2020

U17 Div 1 United. District Cup Champions, and will be playing Coastal Cup matches in April. Well done ladies! 🏆⚽



2 4 17



PREVIOUS LOGO - TECHNICAL ASSESSMENT

Upon review of the previous visual asset, we see problems of a technical nature that do not align with the desire of the club to meet the needs of a modern, frontrunning, influential club. The inflexibility of the previous logo for use in growth areas of the club, such as, social media and web applications, made it difficult to gain traction in those areas as icon use was scattershot and inconsistent, resulting in clipped corners, indecipherable elements, and illegible text. The use of bold vibrant colours, provided ample content to draw from, but no clear direction to one or two of those. As a result it earned the nickname “The Crayon Box”.

From a technical perspective, the fonts in use are incompatible san-serifs, creating an imbalance. Adding to the effect, kerning is inconsistent preventing legibility and balance between the 2 areas of type. “UNITED” is stretched awkwardly, arching across the width of the banner. Surrounding elements of the sun, water and fields (?) are representative of the surrounding area. Many clubs locally have similar badges representing these same elements. The Shield element moves from thick to thin and thick again throughout, leaving a disjointed feeling across the entirety of the design and creating difficulty and awkwardness in use tonally.

PREVIOUS LOGO - TECHNICAL ASSESSMENT



PREVIOUS LOGO - TECHNICAL ASSESSMENT

As mentioned, technical + stylistic problems are a clear opportunity to restructure, improve, and renew the visual identity.

To honour the intent of the original design, an alternative was offered, in draft form, to the board which addressed many of the technical imbalances.

UPDATED LOGO - PROPOSAL









UPDATED LOGO - PROPOSAL

Upon review, it was decided by the board that a movement away from the original logo design was desired.

A NEW IDENTITY

In the absence of traditional direction and feedback, it was decided to move away from the current visual asset towards other, more traditional components of global football identity, which aligned with the flexible contemporary needs of a modern brand identity.

The lone criteria for the development was to achieve a traditional look that combined the flexibility of modern usage (social icon, poster, environmental) and separation from other local soccer clubs.



A NEW IDENTITY MONOGRAM

Many of the most grand, traditional, and humble, sports clubs across the world use their initials as a representation of their identity.

Many traditional monograms use Victorian or Tuscan decorative lettering, commonly used during the period of club founding and development at these clubs.

For similar reasons to today, these marks were developed due to the ease of reproduction, the lower costs associated with single colour printing and embroidery, and easy recognition.



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A NEW IDENTITY CREST

To compliment the monogram, it is important to develop the traditional crest and elements in order to build out assets which are ideal for use across platforms.

Despite the fact that the monogram is a visual asset which is able to stand on its own, the development of additional brand elements allows for specific, unique, tied-in aspects of the brand to be used for specific programs and initiatives as needed.

A NEW IDENTITY *CREST: STARS*

Star systems have been used since the 1950's in order to distinguish items of recognition that are important to specific clubs. Many clubs use the star as a representation of winning a certain championship or league. Juventus of Turin, Italy was the first club to use the star to recognize ten league championships. Brazil was the first country to display stars above their country's badge, in the 1960's, to represent their World Cup titles.

The star, as it relates to South Delta United, is representative of the two distinct communities of Ladner & Tsawwassen, their collaboration, unity, and progressive decision to create a new club out of 3 previous clubs.

A NEW IDENTITY *CREST: STARS*









A NEW IDENTITY *CREST: SHIELD*

The shield is an ever present component of nearly all football or soccer badges, as seen on in the previous graphic. Tradition states that knights marked themselves with a coat of arms, which included a seal, in order to to be recognized in full armour. With the growth of soccer, initially in England and Scotland, teams began to travel. Most clubs initially only wore stitched crests on their kits for big occasions, such as cup finals, and they were frequently just reproductions of their town or city's coat of arms, or significant landmarks.

The Shield we use for South Delta United is taken from, what is thought to be, one of the first soccer teams representing South Delta - The South Delta Traders (pictured over).



SOUTH DELTA



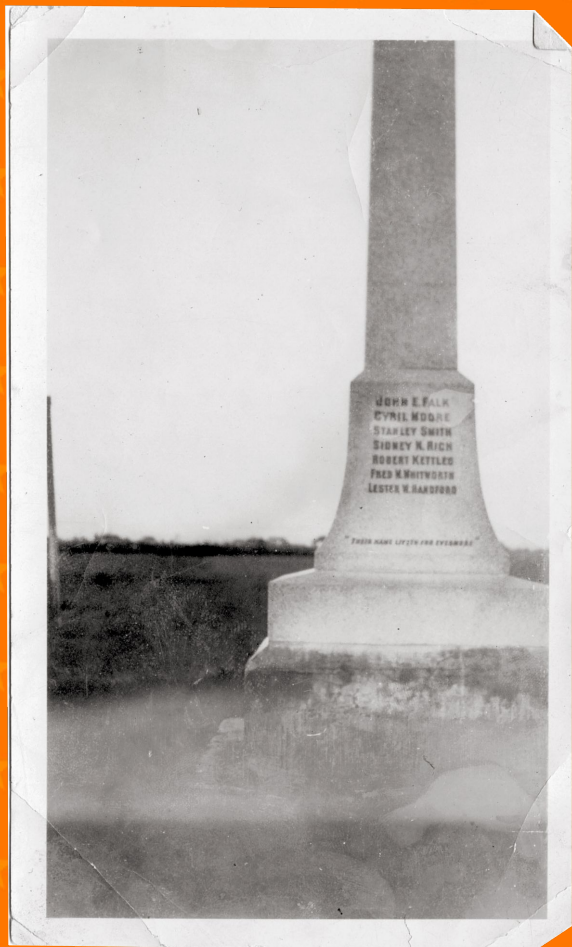
TRADERS





A NEW IDENTITY *CREST: CIRCLES*

The shield and monogram rest atop two circles. The circles here are representative of the pathway surrounding the Cenotaph at Memorial Park in Ladner. Yearly, we gather to remember, as a community combined, the sacrifices of those individuals who represented Ladner and Tsawwassen in order so we may enjoy the lives we do now. The circular pathway around the cenotaph, where people have come to stand for generations, to pay their respects, is represented here as a unifying element and a reminder of the common bonds we all share and have the obligation to perpetuate for future generations.





A NEW IDENTITY CREST: COLOURS

Like the circles, the colours of the crest are inspired by the Cenotaph at Memorial Park in Ladner.

For many people of all ages, who live in South Delta, the cenotaph is a place of inspiration, humility, honour, and one that signals bravery, honesty, and respect. Values we share as a club at South Delta United.

The Old Gold in the crest is inspired by the placards on each side of the base of the cenotaph.

The Heritage Grey of the shield background is taken from the cenotaph itself.

The Vintage Black is taken from the names inscribed on the sides of the cenotaph.

ROSS BAXTER
FREDERICK BEMI
JOHN CHRISTIAN
ERIC COLE
BERT FREDERICK
MAXWELL LOVE
1939 - 1945

LESLIE MC CREA
DONALD MONTGOMERY
HOMER E. ROBISON
DAVID SKINNER
WALTER WILLIAMS
1939 - 1945

JOHN E. FALK
CYRIL MOORE
STANLEY SMITH
SIDNEY N. RICH
ROBERT KETTLES
FRED M. WHITWORTH
LESTER M. HANDFORD

CECIL WEARE
ARTHUR MILLS
J.C. SMALLWOOD
DOUGLAS A. WRIGHT
EDWIN E. HUTCHERSON
WILLIAM S. MONTGOMERY
GEOFFREY S. BALLAN

"TRIED HARD LIVED FOR SPANISH"

"TRIED HARD LIVED FOR SPANISH"

1914 - 1919

1914 - 1919

SMALLWOOD
J.C.
1914 - 1919

SMALLWOOD
J.C.
1914 - 1919

A NEW IDENTITY *CREST: MAPLE LEAF*

The Maple Leaf is one of the strongest symbols of our country and we are proud to represent all of the qualities that make us proud to be Canadian. Tough, hardworking, brave, amongst many others.

A NEW IDENTITY COMPLETED

MONOGRAM



STARS



SHIELD



CIRCLES



COLOURS



MAPLE LEAF



A NEW IDENTITY IN USE

Instagram

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southdeltaunited

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22 posts 70 followers 62 following

South Delta United Soccer Club
Sports Club

The official Instagram account of South Delta United SC 🏆
Proudly representing the City of Delta, British Columbia
bit.ly/2SDCDBn

POSTS

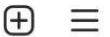
IGTV

SAVED

TAGGED



southdeltaunited



22
Posts

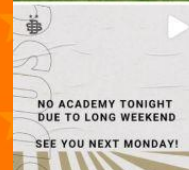
70
Followers

62
Following

South Delta United Soccer Club
Sports Club

The official Instagram account of South Delta United SC 🏆
Proudly representing the City of Delta... more
bit.ly/2SDCDBn

Edit Profile



A NEW IDENTITY IN USE

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South Delta United Soccer Club
506 Tweets



South Delta United Soccer Club
@South_Delta_Utd
The official Twitter account of South Delta United SC Proudly representing the City of Delta, British Columbia, Canada
Delta, British Columbia
Born February 2, 2001
Joined February 2016
140 Following 327 Followers

Tweets Tweets & replies Media Likes

South Delta United Soccer Club @South_Delta_Utd · May 25
Image says it all.
We are thrilled to be ready to open up responsibly.
Please stay tuned for more information regarding Fall Registration very, very soon.
As usual, we thank you all for your patience. Stay tuned!



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Soccer · Trending

Messages



SUMMER CAMP REGISTRATION IS NOW OPEN!

South Delta United Soccer Club
Edit profile

South Delta United Soccer Club
@South_Delta_Utd
The official Twitter account of South Delta United SC Proudly representing the City of Delta, British Columbia, Canada
Delta, British Columbia
change.org/p/justin-trude...
Joined February 2016
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Tweets Tweets & replies Media Likes

South Delta United Soccer Club @S... · 6d
Image says it all.

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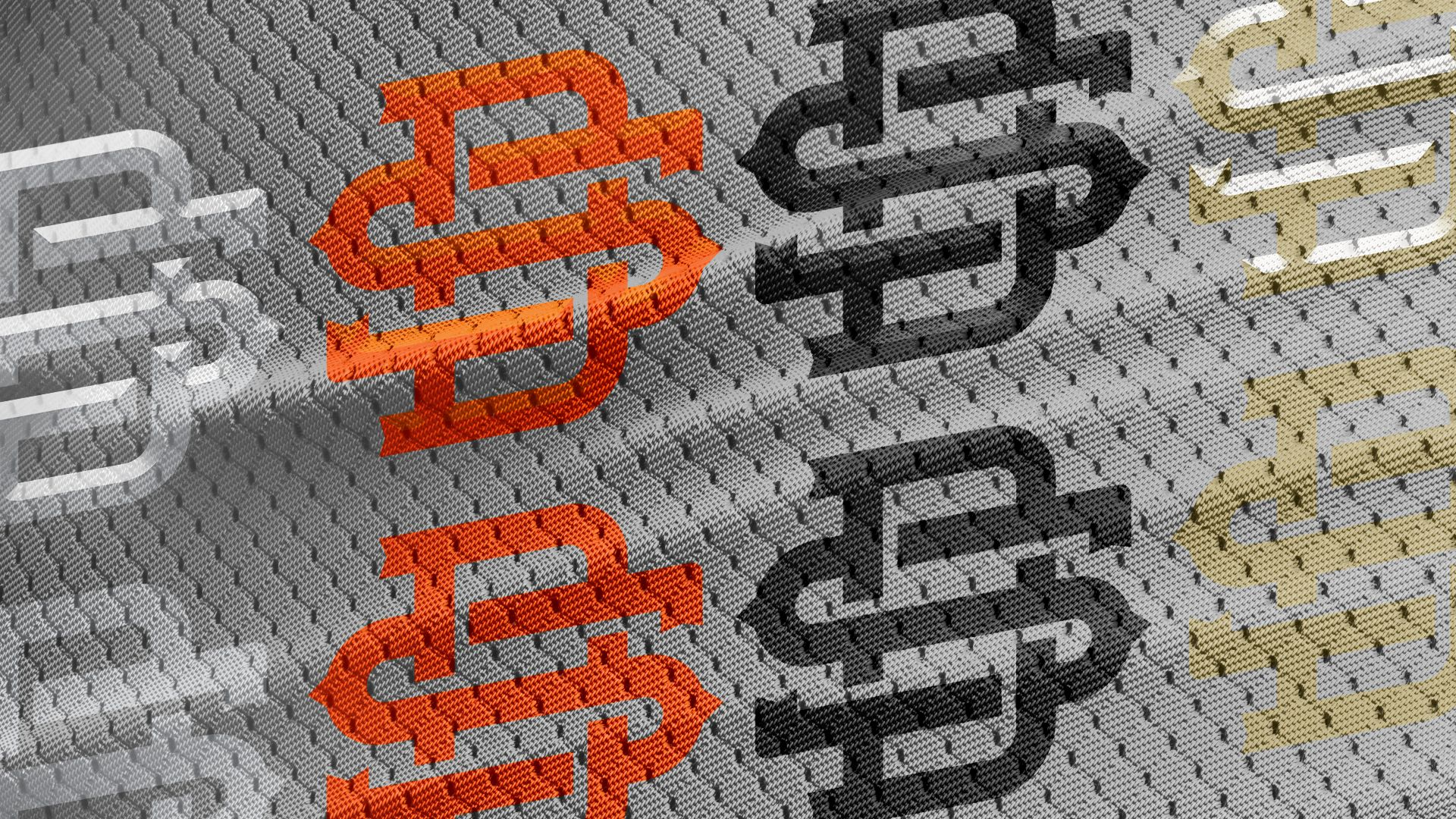
















A NEW IDENTITY CONCLUSIONS

The new identity provides multiple solutions the previous logo was unable to manage.

The flexibility of components and true meaning of multiple features within the design speak to the identity of South Delta itself and aims to capture, over time, those qualities we are all proud of - honour, bravery, respectful, humble, honest, tough, strong, modern, and unique.

From a technical perspective, the new design solves the problems of flexibility and transference between mediums and platforms. It is an imposing, professional, and powerful mark that makes an instant impact, informed by our history, with a view to represent us in the modern day and beyond.