



FOR IMMEDIATE RELEASE

Contact: Heidi McKone
Phone: 715-410-2128
Email: president@ecusoccer.org

Eau Claire United Soccer Club Releases New Crest

Eau Claire, WI – August 18, 2023 – Eau Claire United Soccer Club announced today that it has completed its major rebranding effort and has released its new crest design. The process began late last year as a response to various club members requests for an updated, clean, and more modern look.

Last December, then Director of Coaching JD Jones asked members of the Eau Claire United community to provide design ideas which had cultural, geographical, and historical significance to our Club and Region. Over the next several months, he received submissions from players past and present, and parents alike. Submissions were submitted both electronically and drawn by hand. The submissions were all great representations of the Club, the City, and the Region.

In early May, the Club engaged local designer Jesse Burgin (Owner of Ink Signals) to begin to incorporate these submissions into one cohesive design. Several major ideas were consistent across our member designer submissions which guided Jesse in a direction that was most significant to the Club. In mid-July, three designs were presented to the member designers and their families at a private meeting. During that meeting, the designs were discussed in detail and two were ultimately voted for presentation to the Board.

At the last Board Meeting, the two designs were reviewed by the Directors and a new crest was approved. To the approval of the design, Board President Heidi McKone responded, "Our new [Eau Claire United Soccer Club] crest is very exciting! It is not only a representation for what we are, but also where we are going. This crest shows what a strong future we have in store for our athletes and the positive impact we will have on our surrounding community. Most importantly, we can take pride in this design knowing that our members wanted it and helped design it." The updated crest will be rolled-out over the next few weeks across multiples platforms including on the new team kits for 2023-24, new fan gear, and an updated website.

If you would like more information about this topic, please email Heidi McKone at president@unitedsoccer.org.

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MAIN CREST FULL COLOR



NORTH STAR

Shining bright with our team color. This represents our Northern location and also our past, present, and future in the area soccer community. It is the guiding light for our players and the bright outlook for our Club.

BRIDGE

Inspired by our "City of Bridges", the bridge spans across the two ends of the "U". The bridge represents the connection between the different burroughs and areas of our community.



WORDMARK

"UNITED" Bold & across the center of our crest. This is who and what we are.

RED "U"

To honor our history. The "U" is for United. It's three lines represent the three core values of the club: teaching fundamental soccer, instilling confidence, and building a love for the game.

CONFLUENCE

The confluence of lines represents the two rivers meeting in the city center. This honors our clubs programs which bring together various ideas, groups and cultures.

LUMBER HISTORY

The "U" surrounding the confluence is our fingerprint. An ode to the history of the lumber industry in our area, this is our cross-section.

MAIN CREST FULL COLOR