



MARKHAM SOCCER CLUB / 2025

REBRANDING & TEAM NAMING SYSTEMS

THE OBJECTIVE OF OUR CLUB REBRANDING IS TO REINFORCE THE IMAGE OF THE CLUB BY MODERNIZING IT.
USING A LOGO-SHIELD TO ACHIEVE A DISTINCTIVE SYMBOL, REPRESENTATIVE OF THE CLUB'S TRADITION, STABILITY & SOLIDARITY.

MSC LOGO REBRAND



ORIGINAL CLUB LOGO

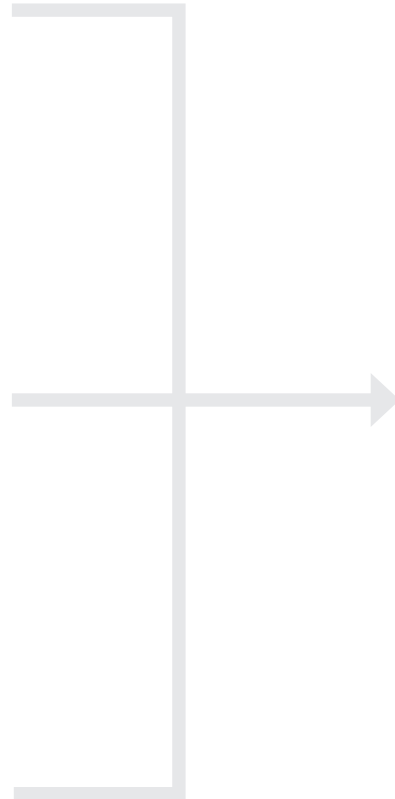


COMPETITIVE PROGRAM



OPDL PROGRAM

OLD / RETIRING LOGOS



1 LOGO FOR ALL PROGRAMS

NEW MSC LOGO FOR 2025

Starting in 2025, Markham SC will launch its new logo that will represent the club in all forms. We are consolidating all of the previous logos into 1 Club logo. This will standardize our brand and remove any confusion moving forward.

We will be **OFFICIALLY** know as:

“MARKHAM SC”

We will **NO LONGER** use any of the following:

MARKHAM FC

MARKHAM CITY FC

MARKHAM CITY SC



MSC TEAM NAMING SYSTEM

Along with our new logo, we want to standardize what are teams are called in our **TEAMSNAP & GOTSPORT** profiles. This is also very important when registering for showcases, tournaments & festivals so scouts and organizers know who we are. Please follow the same naming system if you have team social accounts.

See to the right a guide to our new team naming systems.

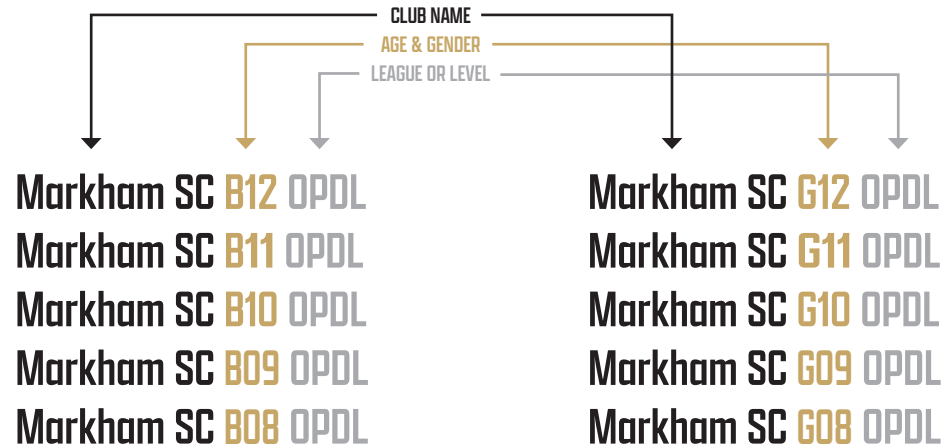


PLEASE NOTE: the MSC office may have a different naming convention for teams when registering for leagues we participate in.

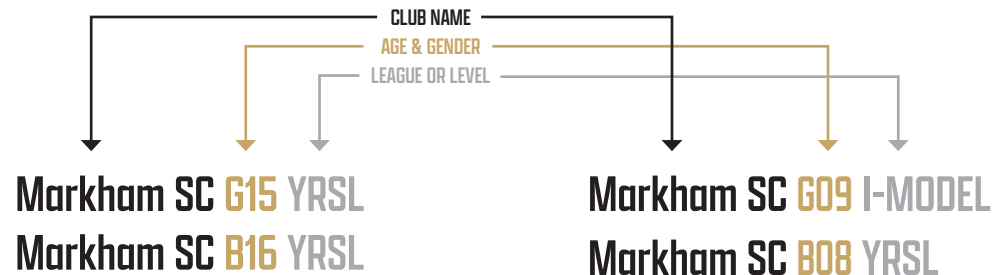
The purpose of the new standardized team names is to help managers and team liasons when registering for team profiles, showcase, tournaments & festivals to know what to call their teams. This will help eliminate any confusion moving forward on how we call our teams.

We will now be officially know as **MARKHAM SC.**

“OPDL” NAMING EXAMPLES



“GRASSROOTS” / “SOCCER FOR LIFE” NAMING EXAMPLES



MARKHAM SOCCER CLUB / 2025

REBRANDING & TEAM NAMING SYSTEM



The Markham Soccer Club has worked very hard to standardize the Club's branding to have a consistent message for its players, coaches and community. Something our members can be proud of. We need your help in adopting it into reality. Please review this document and implement the changes to your team profiles.

If you have any questions or concerns please contact Anna at the club.

anna@markhamsoccer.org