Make room for more.

Five logo directions for a foundation that feels like local soccer: welcoming to kids and families, and clear enough for grant applications and sponsor materials.



OPTION A / RECOMMENDED

Open Pitch

Field lines leave an opening for a small gold ball. The mark makes the mission visible: there should be a way onto the pitch for every child.



OPTION B / FAMILIAR SOCCER BADGE

Neighbourhood Ball

A familiar soccer ball and warm red keep the spirit of the original references. Rounded lines and a friendlier wordmark soften the formal crest look.

Lead with Open Pitch. It tells the Foundation's story at a glance and stays readable as a website icon, on a shirt or alongside a sponsor logo.

Same game. More personality.

Keep the ball, the initials or the Canadian cue from the references. Or give the Foundation a mark that puts the community first.

OFF

Ottawa Footy
FOUNDATION

OPTION C / CLOSEST TO THE REFERENCES

First Touch

The soccer ball still makes the O in OFF. Chunky, rounded initials and warm gold make it feel like a local game, not a corporate crest.

Ottawa Footy
FOUNDATION

OPTION D / CANADIAN CHARACTER

Capital Kick

A soccer ball sits inside a soft red maple leaf. It keeps the red reference's Canadian cue without stacking a leaf, ball and swoosh on top of one another.

Ottawa Footy
FOUNDATION

OPTION E / COMMUNITY FIRST

The Huddle

Three figures come together around the ball. It's the most playful option, built around the kids, coaches and neighbours who make the game possible.

Best evolution of the supplied logos: First Touch. It keeps the ball and initials, with a friendlier look for shirts and sponsor materials.

From mark to match day.

A confident navy base for grant and sponsor materials, with sky blue, sunny gold and sideline imagery for the people who play.



Colours

Navy for trust and legibility, sky for energy, gold for key actions.

Midnight	Sky	Game Gold	White
#102D50	#64B5E8	#F4C957	#FFFFFF

Type & voice

Inter in a strong headline weight and a readable body weight. Speak plainly and warmly. Say who can get help, what it covers and what happens next.

Single colour for print and embroidery. Reverse for dark backgrounds.

Photography direction: Real play, ordinary gear and local pitches. The concept image is illustrative; replace it with consented local photography for launch.