



SITUATION

The stars are shining brightly for MLS' LA Galaxy. The long-awaited arrival of superstar David Beckham ushers a new era for professional soccer in North America, elevating the team from national relevance to international recognition as "America's International Superclub Brand".

RESULTS

To express the dramatic shift in LA Galaxy brand positioning and culture, SME was contracted to create a compelling brand identity that reflects the team's new positioning. Working in collaboration with AEG senior management and adidas, SME developed an iconic yet timeless emblem that embraces the world's game and features a "quasar" as the central graphic element, as well as a prominent representation of city initials. The LA Galaxy's new dynamic brand colors are deep blue, gold and white. The new look will lead the brand into an unprecedented future, and will surely come to symbolize the historic moment when American professional soccer began to truly compete on the world stage.

"A Quasar is the heart of a galaxy generating incredible light and energy. Our crest shows a Quasar shining brightly in a deep blue California sky. It illuminates the initials "LA", used globally to refer to our City of Angels. The color gold honors the Galaxy's proud history and tradition in the Golden State."

Alexi Lalas,
President and General Manager - LA Galaxy

SERVICES

- Brand Strategy
- Brand Identity

