

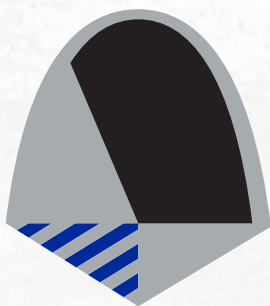
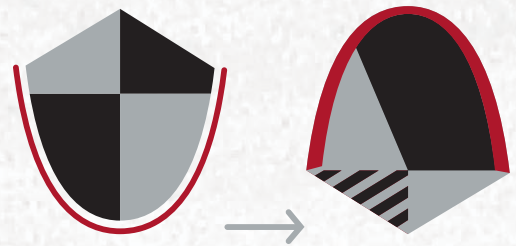
# LOU FUSZ ATHLETIC

**Why the new name?** The Lou Fusz Soccer and Lacrosse Clubs are not changing. They are, however, not mutually exclusive either. We are one club, and together, they form Lou Fusz Athletic. A famous example of a club with different sports departments acting under one name is FC Barcelona.



**Lou Fusz is celebrating 25 years** as a club with a new crest to honor our incredible achievements over the years and pay tribute to the legacy this club has created. Our players, coaches, staff, parents, and fans can proudly wear this new crest as members of the Lou Fusz Athletic family.

Crests have been used for centuries to represent a family's heritage and have become a standard for soccer clubs. Lou Fusz Automotive was one of the first companies to use St. Louis' arch in its branding. **We flipped a traditional crest upside down revealing the shape of The Gateway Arch,** to honor & highlight our connection to this city.



The 5 Stripes represent the 5 points of **The Fusz Philosophy** that we believe are essential for our athletes and coaches of our soccer and lacrosse teams—both on and off the field. They are: **Respect, Hard Work, Enjoyment, Excellence, and Progress.** This philosophy has been in the Lou Fusz DNA since the early 60's. When we actively pursue these five ideas in sport, we believe we will become better players, people, and teams. That is why we aim to teach this philosophy whether there is a ball at their feet or a lacrosse stick in their hands.



Lou Fusz Athletic's club colors are primarily **red**, **blue**, and **white** with the addition of **silver** and **black** as part of our 25th Anniversary.

Lou Fusz Athletic  
**Main Crest**



ATHLETIC

2 color layout



ATHLETIC

1 color + white layout

Lou Fusz Athletic  
**Secondary Crest**



ATHLETIC

2 color layout



ATHLETIC

1 color + white layout

Lou Fusz Athletic  
**Word Marks**

**LOU FUSZ**  
**A T H L E T I C**

**LFA**

\*These crests and word marks are the basic layouts for the various styles that you may see involved with the new brand for LFA. As such, each of these may be used in any of the Lou Fusz club colors seen above (the color and style used will depend on its application and readability).