



Use of bold typography creates strength and allows for easier recognition/readability



The classic crest was chosen because of its strength and it honors many of the original soccer club designs.

The goal of the updated logo was to incorporate simplicity, strength and beauty into a modern crest that would be easily recognizable and something that players/coaches/parents would be proud to wear.

Quick explanation behind the design:

1. The main W is supposed to resemble the look and feel of crashing waves (which is a nod to Lake Erie)
2. In addition to waves, the top of the W represents claws/talons to incorporate a level of strength.
3. The W is actually two W's on top of each other (light blue and then the black between the blue) to showcase the inner and outer strength of our players.



