

BURNABY FOOTBALL CLUB

burnabyfc.com



Burnaby FC Unveils Club Logo

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Burnaby, BC. (January 16, 2023) Burnaby FC is excited and proud to unveil its club logo today. The circle crest embodies the spirit of the recently amalgamated clubs under one operation. The eagle represents our surrounding territory, the vitality and strength of the Burnaby community and reflects the City of Burnaby flag.

“Selecting a logo which best reflects what we wanted to express as a club was something we took very seriously and we took the time and made the effort needed to get it right,” said BFC Executive Director Morgan Quarry. “Thanks to collaboration among the original clubs, we feel we have landed on a logo which our Members and the Burnaby soccer community can get behind and wear with a sense of pride.”

This new visual identity includes “EST and “23”, an acknowledgment of the establishment of the Club in 2023, as well as a new beginning. The five wings on the eagle symbolize the five clubs who have come together to form Burnaby FC: Cliff Avenue United FC, Mountain United FC, Wesburn FC, Burnaby Girls Soccer Club, and Burnaby District Metro Soccer.

The stylized “B” is a direct reference to the City of Burnaby and the monogram “B” version of the logo as well as the standalone eagle will be used as part of the Burnaby FC brand. The club nickname will be the “Eagles”.

The Burnaby FC logo denotes perseverance, collaboration, strength, community and culture. It inspires fun, excitement, and pride in our community.

BEST IN CLASS

A large, stylized graphic of an eagle's wing, rendered in a light tan or beige color, positioned in the bottom right corner of the page. The wing is shown from a side-on perspective, with several curved feathers visible.

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The club has also adopted the colours of black and gold which are unique to the Lower Mainland and which reflects our commitment and purpose statement in becoming “Best in Class”.

The Crest

The Circle
A symbol of unity which embodies the community of Burnaby.

The 5 Wings
A representation of each of the five clubs; Cliff Avenue United FC, Mountain United FC, Wesburn FC, Burnaby Girls Soccer Club, and Burnaby District Metro Soccer.

The Gold and Black Tones
A depiction of success, strength, and sophistication in our pursuit to be Best in Class.

The 'B'
The centre of our crest; indicating “We are Burnaby.”

23
The year of our establishment

The Eagle
The heart of Burnaby’s flag. A symbol characterized by its strength, vitality, and sense of pride.

Burnaby FC recognizes we are on the ancestral and unceded homelands of the hən̓q̓m̓i̓n̓əm and Skwxwú7mesh speaking peoples and are grateful to be on this territory.

BEST IN CLASS

