



**Creve Coeur Park**  
SOCCER COMPLEX

Saint Louis  
**COUNTY**  
**PARKS**

## Behind the Crest

**THE BRANDING** for the complex is created in the rich tradition of “crests” for soccer clubs and soccer organizations across the globe.

**THE 13 VERTICAL STRIPES** signify the 13 artificial turf fields that make up the complex and is consistent with the 13 vertical stripes that appear in the American flag and the U.S. Soccer crest.

**THE DYNAMIC BLUE COLOR**, one of the two standard County Parks’ colors, is brought to prominence and provides the complex its own identity inside of the larger Parks’ system.



**THE SOLID BLUE** top section of the crest denotes the water of Creve Coeur Park’s lake, the largest naturally-formed lake in Missouri and the site of the 1904 Olympic rowing competition.

**THE MIDWAY DIVIDING LINE** pays homage to the most exciting element of the game—the goal— where youthful exuberance is celebrated.

**THE ARC** represents the ever-dangerous corner kick areas of the field and to our region as the Gateway to the West.