Earlier this month, we asked our fans to answer three important questions to kick off our collaborative design process.

CFFC read over 1,000 responses with care, to gain insight into where the fans are, what Chicago and the Fire means to them, and what they would like to see in the new crest and visual identity.

These insights will help inform our creative team as they design an all-new crest for Chicago.
Albany Park
Andersonville
Archer Heights
Avondale
Back of the Yards
Belmont Cragin
Beverly
Bowmanville
Boystown
Bridgeport
Brighton Park
Bronzeville
Bucktown
Clearing
Dunning
Edgewater
Edison Park
Englewood
Forest Glen
Fulton River District
Gage Park
Galewood
Garfield Ridge
Gold Coast
Hermosa
Humboldt Park
Hyde Park
Irving Park
Jefferson Park
Kenwood
Lakeview
Lakeview East
Lincoln Park
Lincoln Square
Little Village
Logan Square
Loop
Marquette Park
Mayfair
Morgan Park
Mount Greenwood
Near West Side
Noble Square
North Center
Old Irving Park
Old Town
Pilsen
Portage Park
Ravenswood
River North
Roger Park
Roscoe Village
Schorch Village
South Side Chicago
South Loop
The Gap
Ukrainian Village
Uptown
West Elsdon
West Lawn
West Loop
West Pullman
West Town
Wicker Park
Wrigleyville
Arizona
Arkansas
California
Colorado
Connecticut
Florida
Georgia
Illinois
Indiana
Iowa
Kansas
Louisiana
Massachusetts
Michigan
Minnesota
Missouri
Montana
Nebraska
New York
North Carolina
Ohio
Oklahoma
South Carolina
Texas
Virginia
Washington
Wisconsin
Wyoming

+ Washington D.C.
...and in 10 countries outside the United States.

Brazil  
Canada  
England  
France  
Germany  
Ireland  
The Netherlands  
Pakistan  
Poland  
Turkey
Our geographically diverse group of participating fans garnered a wide range of answers to each of the three questions. But from those responses, patterns emerged that start to paint a picture of what’s important to the fans.

Examining frequently used words from fan responses helped us identify important keywords and themes. From there, we could dig deeper into responses that contain those keywords to develop digestible fan insights related to each question.
WHAT DOES CHICAGO MEAN TO YOU?
What does Chicago mean to you?

- love
- unity
- strong
- kind
- summer
- team
- visit
- old
- state
- field
- light
- new
- unique
- class
- heart
- rebuild
- town
- lake
- fan
- fire
- work
- art
- passion
- local
- represents
- places
- opportunity
- respect
- give
- resilience
- rich
- park
- deep
- first
- crest
- hope
“Our music, food, and cultural scene is very Midwest, yet internationally-driven. Chicago has a tough, blue-collar, yet sophisticated mentality.”

Gerardo H
Bronzeville, Chicago
“It takes "big shoulders" to endure our winters, but if you have the strength and grit to be part of this city, you won't want to live anywhere else.”

Ben G
Fulton River District, Chicago
Chicago is my heart. It's a blue-collar, pull-up-your-sleeves, no-nonsense kind of town filled with honest, hard working people who are unapologetically proud to call Chicago home.”

Ryan D
Lincoln Park, Chicago
**“Home”**

“Chicago is home. It’s home to many people, who come from all over the world. It has the second largest Mexican/Chicano population in the country. And it’s amazing. All immigrants have helped enrich and strengthen Chicago since its very beginning.”

Julia L (Back of the Yards, Chicago)

**“Sports”**

“I love the people, the energy, and of course the sports teams and how passionate Chicagans are about every sport.”

Dani S (Lincoln Park, Chicago)

**“Culture”**

“Located in the heart of America, Chicago’s architecture and museums create an incredible skyline, the cuisine is world-famous, and the deep history of the city exemplifies the American quintessential experience. Finally, just like the country as a whole, Chicago is made up of an endless array of cultures and personal experiences that continue to shape the city today and into the future.”

Peter H (South Loop, Chicago)
“Hard Work”

“Chicago means blue-collar; hard working immigrants who aren’t afraid to get their hands dirty. We appreciate work and are tough as hell. Chicago isn’t for the weak-hearted. We can adapt on the fly and aren’t afraid to work in any elements that mother nature deals us.”

Eduardo C (Little Village, Chicago)

“Neighborhoods”

“City of neighborhoods. City of people and hard work and culture. A city with the population of a small country and the community of a small town. If you wish to travel across the world, instead travel across the city.”

Louis U (Chicago)

“History”

“Chicago is historic in many ways. Historic worldwide, nationally, locally, and even individually for every person who has memories of growing up and living in Chicago. Moving forward is not a bad thing, but whatever the new crest will be, it should pay tribute to Chicago’s history, and the history of the people in it.”

Joe S (Pilsen, Chicago)
MOST POPULAR THEMES
What fans are saying about…

“The Lake and The River”

“Chicago is a public lakefront and winding river met immediately by towering buildings.”
James C (Lakeview, Chicago)

“Architecture”

“I love our architecture and think we are the crown jewel of American urban planning, engineering, and design.”
Adam H (Lincoln Park, Chicago)

“Chicagoans”

“Chicago to me will always be the city in a garden, full of possibilities, built on the foundation of our motto “I Will” adopted after the great Chicago Fire by Chicagoans who decided to stay and rebuild our great American city.”
Tedd S (Oak Park, IL)
WHAT DOES CHICAGO FIRE FC MEAN TO YOU?
WHAT DOES CHICAGO FIRE FC MEAN TO YOU?

soccer  CFFC
first  pride
club  past
win  blanco
league  local
support  original
heart

kids
huge
diversity
world
strong
college
achieve
crest
excited
move
important
honor
young

care
culture
organization
european
American

section
town
badge
pitch
logo
expand
care
class
goal
future

cheer
youth
“Sport has always been a way for people from all walks of life to share something in common, and I hope that Chicago Fire can one day be the best representation of Chicago that there is.”

Jake T
Ravenswood, Chicago
“Chicago Fire FC to me is an original. An **inspiration**. A club that plays in the greatest City in the USA, in a **historic** stadium, in front of the **iconic** skyline, and next to our great Lake.”

Gonzalo D

*Bronzeville, Chicago*
“Chicago Fire more than anything represents the soccer community in Chicago. It’s the reason you get to meet so many different people throughout the city.”

John W
West Loop, Chicago
**“Community”**

"Chicago Fire FC means both a way to connect locally with a diverse and vibrant fan base and internationally through the beautiful game. Chicago Fire FC is a community institution. My kids play on the City Juniors, we watch games at Pub 97, and visit the Chicago Fire FC tent at the Carrera de los Muertos/Race of the Dead 5k. We have met families from different neighborhoods and backgrounds, all drawn together by the love of the game and our hometown team."

Matthew L (Bucktown, Chicago)

**“The City”**

"A team that came into the league with a spark and has been dormant for many years now. A team that has the potential to cultivate an enormous community in a richly diverse city."

Kevin K (River North, Chicago)

**“Representation”**

"At their best football clubs, represent their communities, and for me personally, the Fire represents the best of this city’s community and has helped me settle and find my own place."

Gabriel P (Lincoln Square, Chicago)
**Tradition**

“As an original first day season ticket holder, I attend with my family. So, family and after decades we can now say tradition.”

Constantine V (NW, Chicago)

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**Sports**

“The Fire represent a world class sports team that has the ability to serve as an ambassador of this city to the world in a way that no other sports team in Chicago can.”

James C (The Gap, IL)

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**Growth**

“I understood that to grow the game and US Soccer abroad, it was my responsibility to support my local club. I bought season ticket the next season and began inviting friends to matches each year.”

Michael D (West Town, Chicago)
“The Crest”
“This club also brings hope for new triumph in the future, and I hope with the new crest it can represent that.”
Alexis R (Brighton Park, Chicago)

“Soldier Field”
“My heart is passionate about this team and can't wait to return to Soldier Field in my new seats cheering, Go For Go!”
Jose C (Chicago)

“Culture”
“As an immigrant to this city, the Fire have been a cornerstone of how I've been able to embrace the culture of the city.”
Gabriel P (Lincoln Square, Chicago)
WHAT DO YOU WANT TO SEE IN THE CLUB’S NEW CREST?
WHAT DO YOU WANT TO SEE IN THE CLUB’S NEW CREST?

The "C" club flag fire city pride honor cool simlicity rebrand axes

Flag crown lake players loyalty sunshine other

Municipal work light bears light strong black

City more shield red best past jersey navy

Design wear updated past best jersey abstract hope oval future

Sport imagery secandary symbolism water tower

CFFC
“I want to see imagery and symbolism that relates to our name of "Fire". However, the most important thing is the color red.”

Eric P
Brighton Park, Chicago
“I also would like to see a more direct connection to the Fire name in the crest: whether that’s a Florian cross, a lantern, or a simple flame. I think a crest should be simple, recognizable, and timeless.”

William B
Lakeview, Chicago
“The crest needs to reflect Chicago as a world class city. It should not look out of place next to the best branded teams in the MLS today.”

Gabriel M
River North, Chicago
“Recognizability”

“The club’s new crest should be bold and iconic. It does not need to look like others in the world because we are Chicago and we lead, we don’t follow. It should be instantly recognizable and identifiable, in whatever the size or context. It should inspire people to paint it on their garage or business alongside the Bulls, Bears, Sox, Hawks and Cubs. It should be tattooed onto flesh and made into bootlegs that are sold in open air markets.”

Nate C (Logan Square, Chicago)

“The Crest”

“The crest should echo the strong foundation built by the Fire in previous years. It should be a re-imagining, and not a something completely new. It should feel familiar to existing fans but also welcoming and new to people interested in Chicago soccer. The crest needs to bridge the gap between those two fan bases and bring them together.”

Eric P (Brighton Park, Chicago)

“The C”

“I suggest incorporating the “C” and its font in some way as it carried power.”

Ian J (Arlington Heights, IL)
MOST POPULAR THEMES
What fans are saying about...

“The Flag and The Star”

“I’d like to see symbology that references Chicago. The easiest way to do this is to reference the city flag in either graphic symbols (like the six-pointed star) or color (light blue/red).”
Alden C (Andersonville, Chicago)

“Colors, specifically Red”

“Please bring back the Chicago Fire Red. I think if there were some brighter colors involved for a modern touch that would be nice. But the red is it’s core color and I feel that was a bit ignored with this Crest. Also, if there was a second (or THIRD) color to include. I genuinely like the Navy Blue from the new Crest. I think it was a slick color to use and if there was a gain from the change, was that color. But Ditch the yellow.”
Christopher A (Uptown, Chicago)

“History”

“Use historic and uniquely Chicago designs, iconography, typography (including a version of the Florian Crest) to celebrate our amazing city and our club. It’s hypocritical to celebrate the history of this club without incorporating the iconic crest tied to his winning history; it must be included in some way.”
Carri A (Noble Square, Chicago)
Most Popular Themes
What fans are saying about...

“The Cross or Florian Cross”
“I always thought the Florian cross was a unique shape, and I thought the reference to the fire-fighters union was a good way to identify with blue-collar pride in the city.”
Tim V (Waukegan, IL)

“Water Tower”
“I think the best solution would incorporating the water tower, as it stands for resilience through fire, it’s unique, and it’s simple.”
Tony P (Garfield Ridge, Chicago)

“The Lantern”
“The lantern patch you created would be amazing to incorporate in the new crest. It’s as Chicago as it gets. An amazing symbol of one of the most important events in our city’s history. How we adapted and overcame together as a city would be personified on the crest worn by the players and all those who support our club.”
Emily W (Uptown, Chicago)

“Municipal Themes”
“Look to the Y shape of the Chicago river branches (along the river at Wolf Pointe and also hiding behind the Chicago Theater sign), the four six-pointed stars. Look to the municipal badges. Section 8 has relied heavily on these from the beginning and their branding is fantastic.”
Jenna M (Bucktown, Chicago)
ADD YOUR VOICE
AT CHICAGOFIREFC.COM/CREST