

# Carlsbad United Football Club's (CUFC) New & Official '**UNITED**' Club Shield



## NEW SCRIPT LOGO

On uniforms

## KEY SYMBOLISM

Olive Wreath = Uniting of two clubs

Crown = Highest level of play/Elite college bound program

Club Motto in Latin: *Fortis et Universi* = Power, Strength & Unity

Four Stars = • Four ZIP codes of Carlsbad

- Four CUFC directors

- Four levels of play

Lion = From coat of arms of Carlsbad's Sister City,

*Karlovy Vary*, in the Czech Republic

[Carlsbad is the English translation for Karlovy Vary]

*Carlsbad*  
**UNITED F.C.**