FORT LAUDERDALE, FL (MARCH 27, 2011) -- The Fort Lauderdale Strikers unveiled its new team logo Sunday evening during the City of Fort Lauderdale centennial celebration.

The primary color palette of the logo consists of a deep Striker Red connecting with the heart and passion of the players and fans of the "Beautiful Game," while the Striker Gold symbolizes the warmth of the "Sunshine State" and City of Fort Lauderdale. The Striker Charcoal Gray serves as an accent honoring the proud heritage of the original Fort Lauderdale Strikers. The secondary colors of Strikers Metallic Gold and Strikers Beach Sand are complimentary colors to the Strikers' primary color palette, which aims to deepen the connections between fans, partners, the community and the team.

The new primary logo leverages on the brand identity's visual attributes of the original mark in addition to utilizing an evolved "Fort Lauderdale" script and "STRIKERS" typeface. This direction presents a neoclassical take on the traditional football club crest badge incorporating a contemporary seven-pointed sun with ball signifying the golden era of the Fort Lauderdale Strikers from 1977 to 1983. The logo also has a distinctive tie to the City of Fort Lauderdale's landmark wave wall columns of Las Olas that bookend the memorable Strikers jersey hoops embracing the heritage and at the same time evolving the Strikers brand for future "Striker Likers.

"This new Fort Lauderdale Strikers logo reflects the rich history of our club and embodies everything we represent." said Strikers President Tim Robbie. "The incorporation of the wave wall columns of Las Olas into the logo and the logo unveiling at the Fort Lauderdale centennial celebration underline the inextricable link between the Strikers and the city of Fort Lauderdale".

The Strikers partnered with 343RLP+ Creative Group on the brand identity. 343RLP is a full-service integrated sports and entertainment creative agency based in the New York Tri-State area.

"Our main objective was to develop a visual brand identity program evolving key attributes of the Strikers brand representing the traditional heritage of the old Fort Lauderdale Strikers, while also capturing the passion of the team brand more suitable for the 21st Century," said Rich Levy, Principal and Design Director of 343RLP+ Creative Group. "We are excited and feel we have accomplished that by capturing the brand essence of the team and institution."

The Strikers open their NASL regular season campaign on April 9th versus Edmonton at Lockhart Stadium. For ticket information, visit strikers.com, or call (954) 606-0400.