



September 9th, 2025

## **WATERLOO UNITED REVEALS NEW CLUB LOGO**

*Modernized design preserves club heritage while embracing a bold new look*

Waterloo United is proud to unveil a refreshed club logo, set to launch with the upcoming 2025/26 season.

This update marks an exciting step forward for our club, as we continue to grow while staying true to the Canadian values and traditions that define us. The intent behind this refresh was to modernize—not replace—our existing identity. We recognize that our current crest carries deep meaning, with elements created by past members to reflect the spirit of the Waterloo community and surrounding region. Preserving these key components was essential in honouring the club’s rich history.

The refreshed logo features a refined, Canadian-inspired design that reflects our roots, our identity, and our forward-thinking vision. We’re confident this updated look will resonate with our players, families, staff, and supporters — something we can all be proud to wear on-and-off the field as we head into a new era of Waterloo United.

For more information visit: [waterloounited.com](https://waterloounited.com)

### **ABOUT WATERLOO UNITED**

Waterloo United is a leading community-based soccer organization serving the Waterloo Region. With a proud 50+ year history, the Club offers comprehensive programming for players of all ages and skill levels. Waterloo United is committed to fostering a positive, inclusive environment, supported by high-quality coaching, innovative training, and strong domestic and North American pathways. Focused. Driven. United.

Learn more at [www.waterloounited.com](https://www.waterloounited.com)