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MORE MILWAUKEE: TORRENT REVEALS NEW LOGO, JERSEYS

Club also updates name to FC Milwaukee Torrent

MILWAUKEE - The Milwaukee Torrent's evolution continues.

During a virtual event held Saturday, Nov. 14, the club unveiled a redesigned logo and two new jerseys, with the focus firmly on Milwaukee.

The new crest was created with input from several partners, including Bundesliga club Bayer Leverkusen, and features an anchor - the base is an "M" for Milwaukee, topped by a "T" for Torrent. There are two versions of the logo, one two-tone blue and the other black and gray.

"We created something new that represents Milwaukee," said Torrent owner Andreas Davi, who founded the club with a men's team in 2015. "The original logo will never disappear - you will still see it used from time to time."

The club also has made a slight change to its name - it will now be known as FC Milwaukee Torrent. "With the addition of the women's team in 2018 and our Super Y League youth teams next summer, we can now truly call ourselves a club," Davi said.

The Torrent's new away jerseys feature the iconic Milwaukee Pierhead Light and are black with subtle wave impressions. Meanwhile, the Milwaukee city map and the Lake Michigan shoreline are highlighted on the unique alternate shirt.

"Our fresh identity is paired with a firm commitment to continue growing the Torrent and our contributions to promoting an engaged, inclusive and strong soccer community for all players and fans of the sport," said Jen Scherer, the club's Vice President of Operations.



Above: The FC Milwaukee Torrent home (left), away (middle) and alternate shirts (right)

The Torrent's home jersey remains the same - it features the Milwaukee skyline - but has been updated with the new crest. All three Hummel shirts, with new jersey sponsor Inlanta Mortgage, can be [ordered now in the club shop](#) and will be available at Stefans Soccer locations starting Monday, Nov. 16.

"I'm very excited for the launch of the Torrent's new logo and brand to our fans old, new and those yet to join the club," said Chris Knowlton, the club's Vice President of Sales and Development. "I can't wait to see the new look on the field, in the stands and on the streets!"

