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Miami Herald

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FREEDOM TO DREAM

Four years ago, we dreamt of a soccer club.

A club that would bring world class Fútbol
to our incredible city.

A club where we are all able to express our creativity,
diversity and unity, through Fútbol.

A soccer club of our own.

Today, we're proud to announce the
official crest of that club.

It symbolizes the heritage of our city,
the ambition of our people, and the solidarity
of our community.

Above all, it marks another step we have taken
on the journey to realizing this dream, together.

A journey on which we've come a long way.

A journey which has only just begun.

THIS IS US. THIS IS MIAMI.

THE HERONS

The Herons represent freedom. Their migration paths span from the southern coast of Alaska to the northern beaches of Colombia and Brazil. However ours, The Great White Heron, is a permanent resident of South Florida. In mythologies around the world, the heron is a symbol of power, protection, and patience. Tenacious hunter of land and sea, noble spear of the skies. They are the guardians at our gateway to the Americas. They are stoic and intelligent but strike with fierce accuracy.

THE ECLIPSE

The Eclipse represents the people of Miami's dedication and determination to work day and night to realize our dreams. The sun's seven rays are an homage to the career of David Beckham and hint at the number's significance within the club. In addition, they symbolize the seven seas that bring people to Miami from the seven continents.



THE HERON LEGS

The Heron Legs communicate our unity. When joined, they are unbreakable. They clasp to form an iconic new M to represent the city.

THE RING

The Ring represents our inclusive spirit. It draws inspiration from the Miami Circle, an indigenous peoples' site in downtown that dates back thousands of years to Miami's first human inhabitants. These Tequestas hunted and fished with spears, the handles of which resembled the native Great White Herons.

THE SHIELD

The Shield signifies our strength and solidarity. Its three points represent the three counties of the Miami metropolis: Miami-Dade, Broward and Palm Beach.



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