

VANCOUVER RISE FC UNFOLDED

THE TEAM

TSUKASA SAKAGUCHI / MENTEE / DESIGN MANAGER

LINDSAY CHOW / MENTEE / DESIGNER

DANIEL ESQUEDA GUADALAJARA, RGD / MENTOR / DESIGN LEADER



PROJECT-BASED
MENTORSHIP PROGRAM

THE PROJECT

FROM MLS TO NSL: THE DATA-DRIVEN COLLECTIBLE SERIES



Designed as a stadium collectible to give back to matchday fans, this project explores how visual data can deepen fan connection. Initially conceived as a folding zine/poster for an MLS franchise, the project strategically pivoted to focus on a club in Canada's newly launched Northern Super League (NSL) after the first meeting with the team.

This shift demanded deeper original research to uncover the new league and team data. The ultimate goal was to translate player performance, career trajectories, and club history into a visually compelling editorial narrative—turning complex statistics into a keepsake zine that celebrates the momentum of women's professional soccer. For the project the team decided on doing the project for the Vancouver Rise FC.

OBJECTIVE

GO FURTHER. BEING PART OF THE ENTIRE PROCESS.

The objective is to bridge editorial design and data-visualization within the world of professional sports. The team will be part of a 360° project. From creating the concept, content research, writing, editing, design and production process.

Specific goals include:

Visual Identity: Develop a visual style that connects deeply with the club's established identity.

Format: Create a multi-page folding zine that unfolds into a full-sized club or player/s poster.

Value: Foster a sense of pride for fans by creating a high-quality collectible zine available at home games.

Professional Growth: Develop skills not just as a designer, but as an information specialist handling the entire process from content creation to design and production.

KEY MESSAGE(S)

CUSTOM PUBLISHING, BRANDED CONTENT.



Humanizing greatness

through data: Performance data isn't just a list of numbers; it's the evidence of a club, and player's dedication, growth, and impact on the league.

Empowering the modern fan:

Translate complex club history and performance data into a clear visual project that gives the fan the tools to understand the club, and its players better.

A tangible piece of club

history: Every match is a moment in history, and this zine serves as a physical artifact that commemorates the stars and milestones of the club, while creating a unique brand product.

THE PROCESS

THERE CAN'T BE GREAT DESIGN WITHOUT GREAT CONTENT.

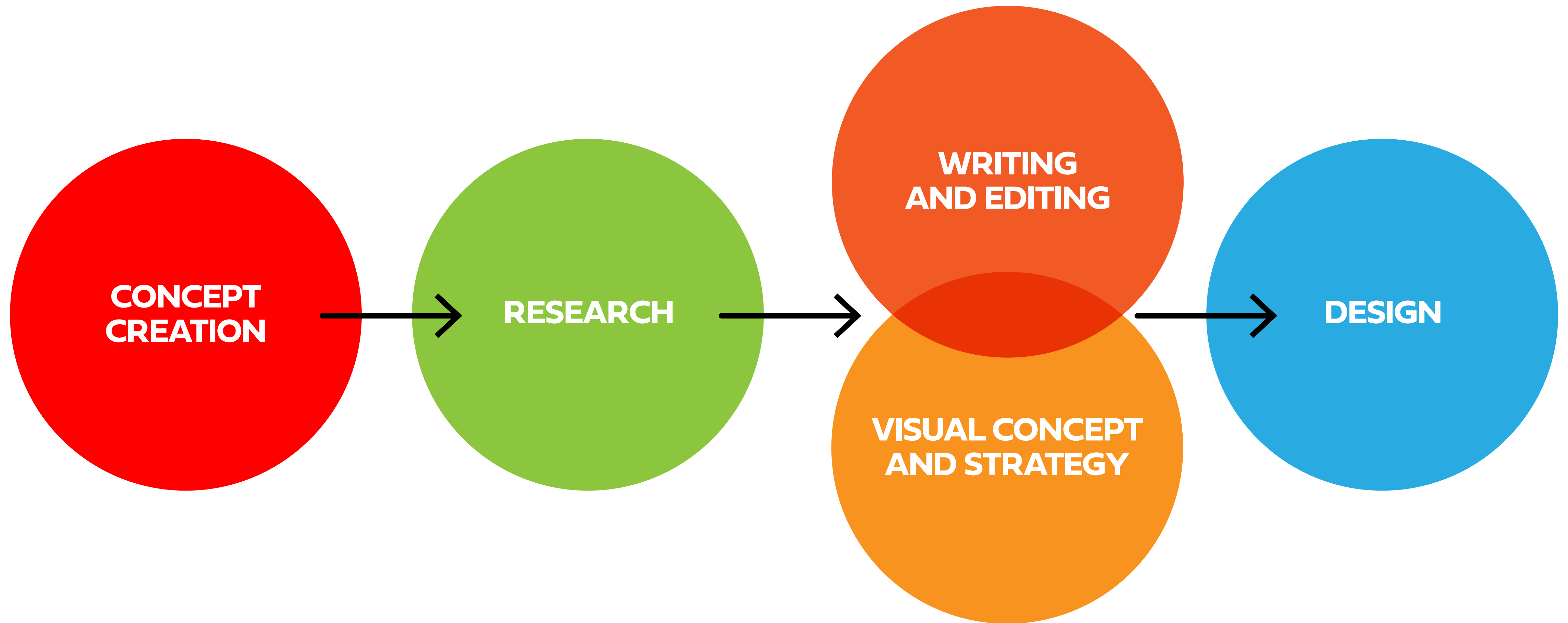


Great editorial design isn't reactive—it's proactive, and collaborative.

When designers are deeply involved in the creation process, they don't just layout content; they understand it, shape it, and make it far more powerful, making them vital editorial partners in the development of any publication.

Daniel Esqueda | Creative Director | Esqueda Design

THE PROCESS



THE PROCESS

Mind Map



Brand Audit



Fonts



Tone of voice

Photography Style



Graphic Style



These images offer a small glimpse into the extensive work developed by the team throughout the project.

THE PROCESS

Content approach 2-3

The Northern Super League

Founded by former Canadian soccer player Diana Matheson, and Thomas Gilbert, The Northern Soccer League is a Canadian professional women's soccer league. With a vision to have a professional women's league run by and for women. It held its first season in 2025 and currently has 6 teams.

The creation of the league gives soccer players to play at a top level in Canada and sustain themselves while doing it, an opportunity Matheson herself did not have. The league also gives Canadians easier access to women's soccer with the potential to inspire aspiring Canadian soccer players, and has women at all levels of leadership. The name does not specify "women" or "female" to emphasize that they are simply an elite professional soccer league.



Diana Matheson Cup

This award is given to the team that wins the NSL Championship. The Vancouver Rise are the current holders of this trophy after winning the Championship Final against AFC Toronto in November 2025. *Include explanation of symbolism Cup contains*



Supporter's Shield

Awarded to the team with the most points at the end of the regular season. Winner 2025: Toronto AFC.



Who are the Rise?

Vancouver Rise is a professional women's soccer team that plays in the Northern Super League. Their name reflects progress and their desire to empower and inspire. They are the reigning NSL champions. Their home stadium is Swangard Stadium in Burnaby, British Columbia.

Lineage

Breakers: In 2001, a new team entered the USL W League: the Vancouver Breakers. It was formed by combining two existing women's soccer teams, the Vancouver Angels and the Vancouver Lady Beers (the female division of the Vancouver Beers, later renamed as the Whitecaps).

Whitecap Women: In 2003, the Breakers were renamed as the Whitecap Women. They were W-League champions in 2004 and 2005. The team ceased operations in 2012.

Vancouver Rise: In 2025, Vancouver Rise FC and the Calgary Foothills FC were the first two founding clubs of the Northern Super League. The Rise is majority owned by Greg Kerfoot, Whitecaps FC.

Color palette



Content approach 4-7

A Season of Firsts.

Breaking through barriers and setting new records, the Vancouver Rise has achieved a historic milestone by securing their first-ever playoff berth in the 2025 NSL season. This achievement marks a significant step forward for the team and the league.

First Goal: In their debut match, the Rise scored their first goal in the 15th minute, thanks to a brilliant strike from midfielder Sarah Chen.

First Win: After a tough start, the team secured their first victory in the 2025 season, defeating the Portland FC 2-1 in a thrilling match.

First Hat Trick: Forward Emily Rodriguez delivered a masterclass performance, scoring three goals in a 4-0 victory over the Seattle Sounders.

STRONGER BY NATURE.

2025 Regular Season Highlights

Scoring a playoff spot: The team's consistent performance throughout the season has earned them a spot in the playoffs, a testament to their hard work and dedication.

2025 Playoffs

First Playoff Game: The Rise will kick off their playoff journey with a first-round match against the Portland FC on October 10th.

Player/Coach quote about goals for this season*

Type proof

Alvaerata Black 36
Alvaerata Bold 18

FIELD GOTHIC NO. 65 BOLD

HEADLINES
A headline in a new design. Some headlines look better.

1,000 MIN

Type proof



You are witnessing history

Quisque at felis orci. Quisque sagittis ultricies faucibus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vel mi imperdiet, ultrices nibh in, varius metus. Praesent eu dui vel velit mollis varius sed ac augue. Quisque odio justo, gravida vitae nisi ut, dignissim fermentum urna. Sed egestas non nunc non facilisis. Quisque feugiat lobortis lacinia. Pellentesque nec dui gravida, aliquet erat eu, finibus quam. Maecenas sit amet ligula finibus tortor bibendum faucibus quis quis metus. Etiam vel tincidunt arcu.

Vestibulum vel ullamcorper arcu, at ultrices enim. In risus purus, rhoncus id pretium ac, bibendum et lorem. In hac habitasse platea dictumst. Vivamus sollicitudin, enim quis mollis maximus, arcu massa sollicitudin dui, eu congue diam elit sed nulla. In sagittis pellentesque ullamcorper. Ut volutpat ultrices dictum. Proin ultrices dolor eu ipsum ullamcorper, id suscipit risus viverra. Maecenas eleifend augue eu enim malesuada scelerisque. Sed congue, massa id fermentum sagittis, libero lorem finibus nibh, ut dapibus massa felis at velit. Phasellus sapien quam, interdum ut massa at, tristique mollis ex. Integer dictum, odio et dictum porta, enim ipsum tempor felis, at faucibus sem augue at turpis.

Etiam eleifend eleifend fringilla. In maximus felis id malesuada vestibulum. Donec erat metus, pretium in felis et, faucibus eleifend velit. Quisque tellus nisl, placerat ac elit id, dignissima tempus diam. Quisque et orci id lectus mollis commodo quis curius sapien. Aenean nisl odio, tristique sed mauris sed.

Headlines

Alverata Bold
40pt/44pt

Subhead

Alverata Bold
16pt/24pt

Body text

Alverata Regular
10pt/16pt

Caption

Alverata Regular
7pt/13pt

A: Sunshine



B: After Dark



THE PROCESS

Pagination

Narrative arc

1.Declaration

You are witnessing history.

2.Background

Why this is history: the origin of the club and the league.

3.Evidence

The proof: the 2025 season, the data, the championship, and what comes next.

4.The protagonists

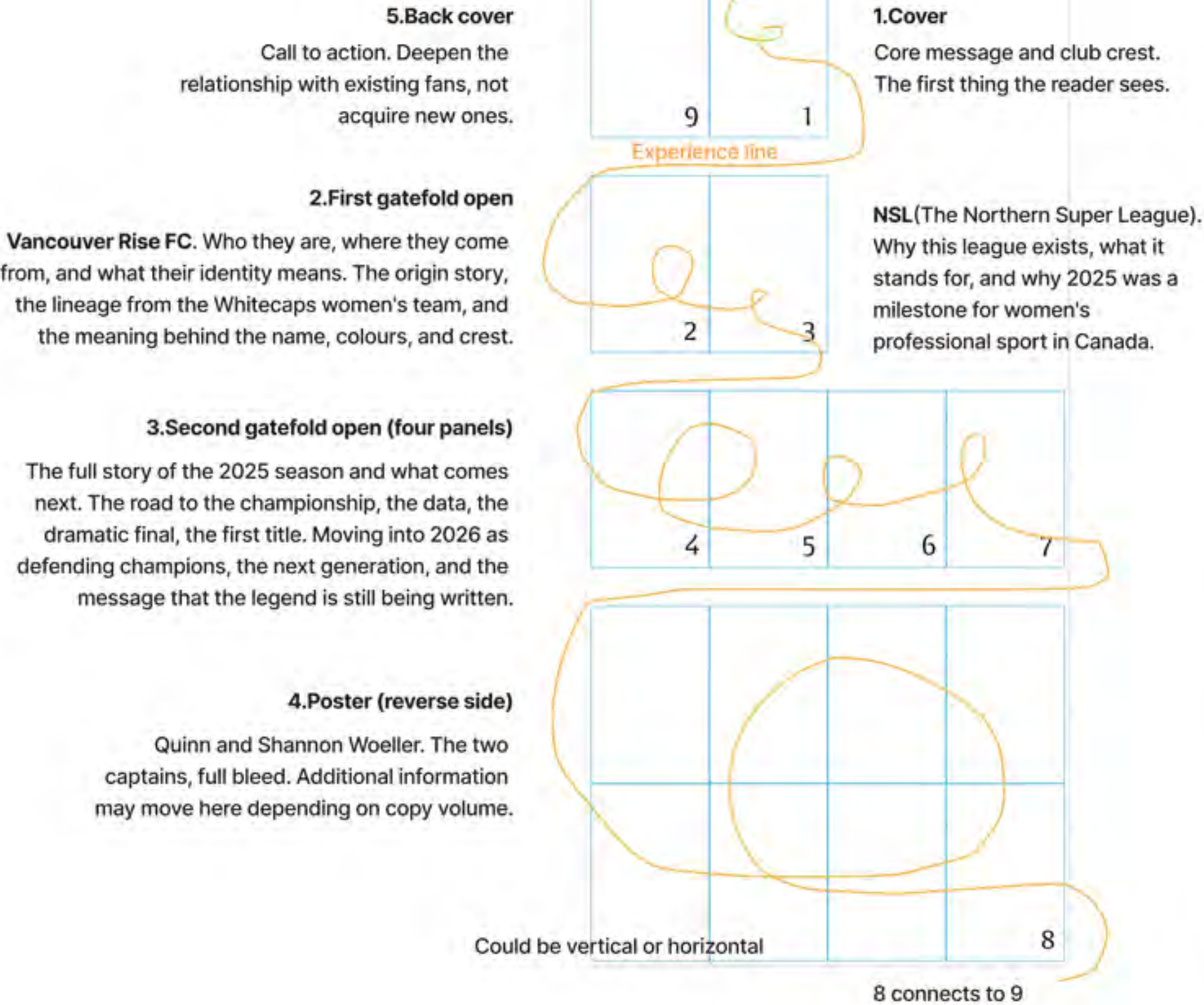
The faces of this history: Quinn and Shannon Woeller.

5.Invitation

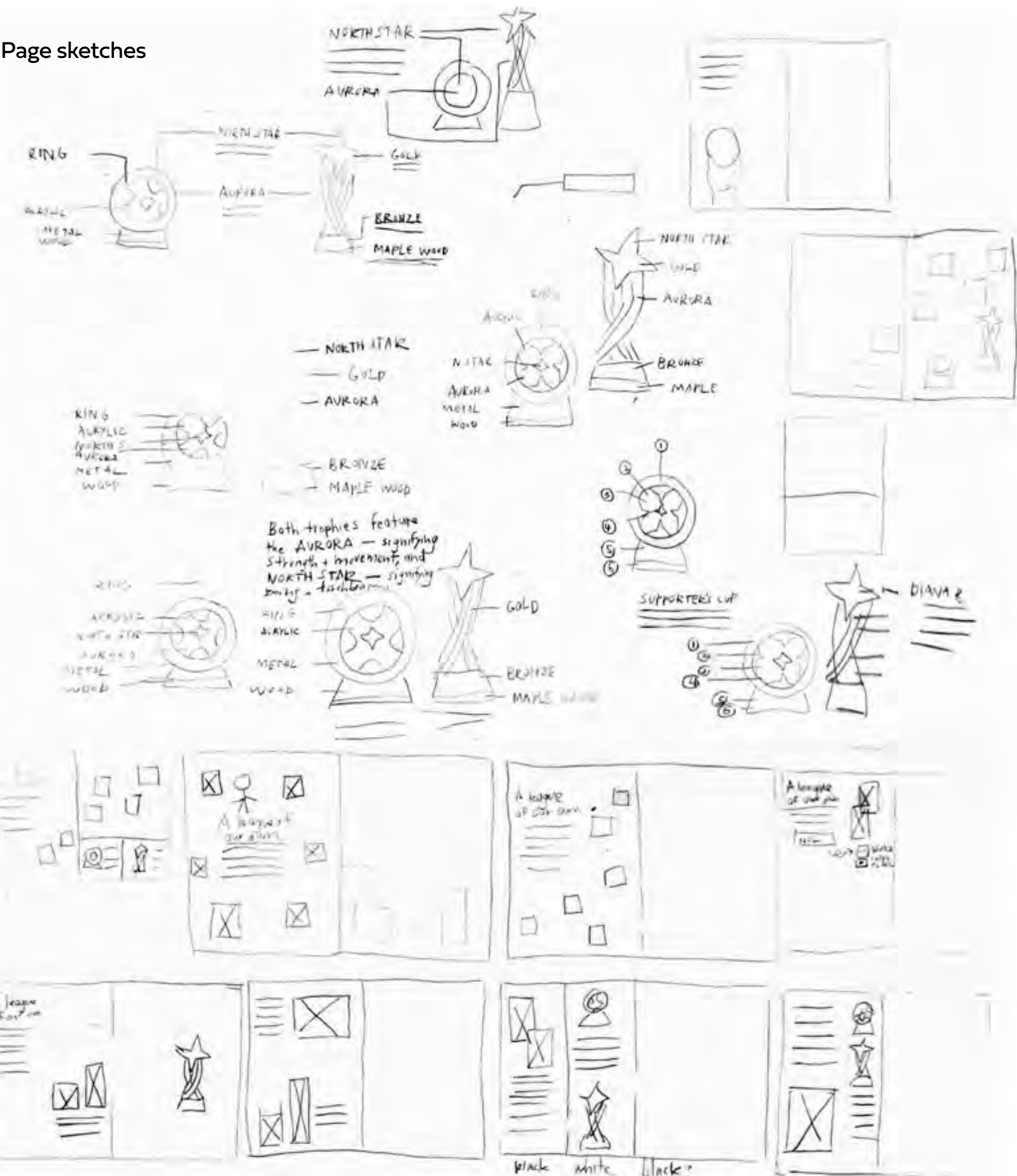
You are part of what comes next.



When it is fold

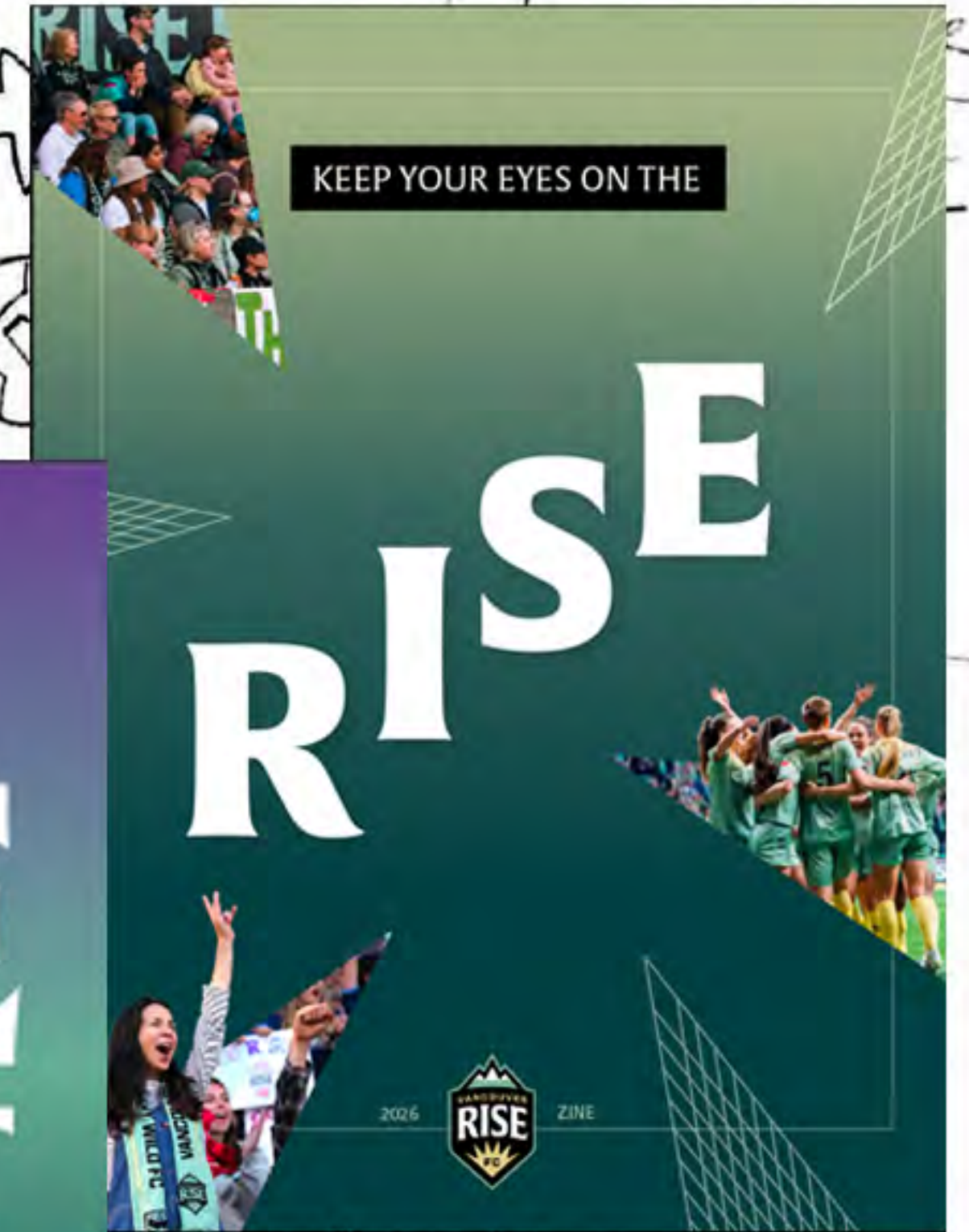
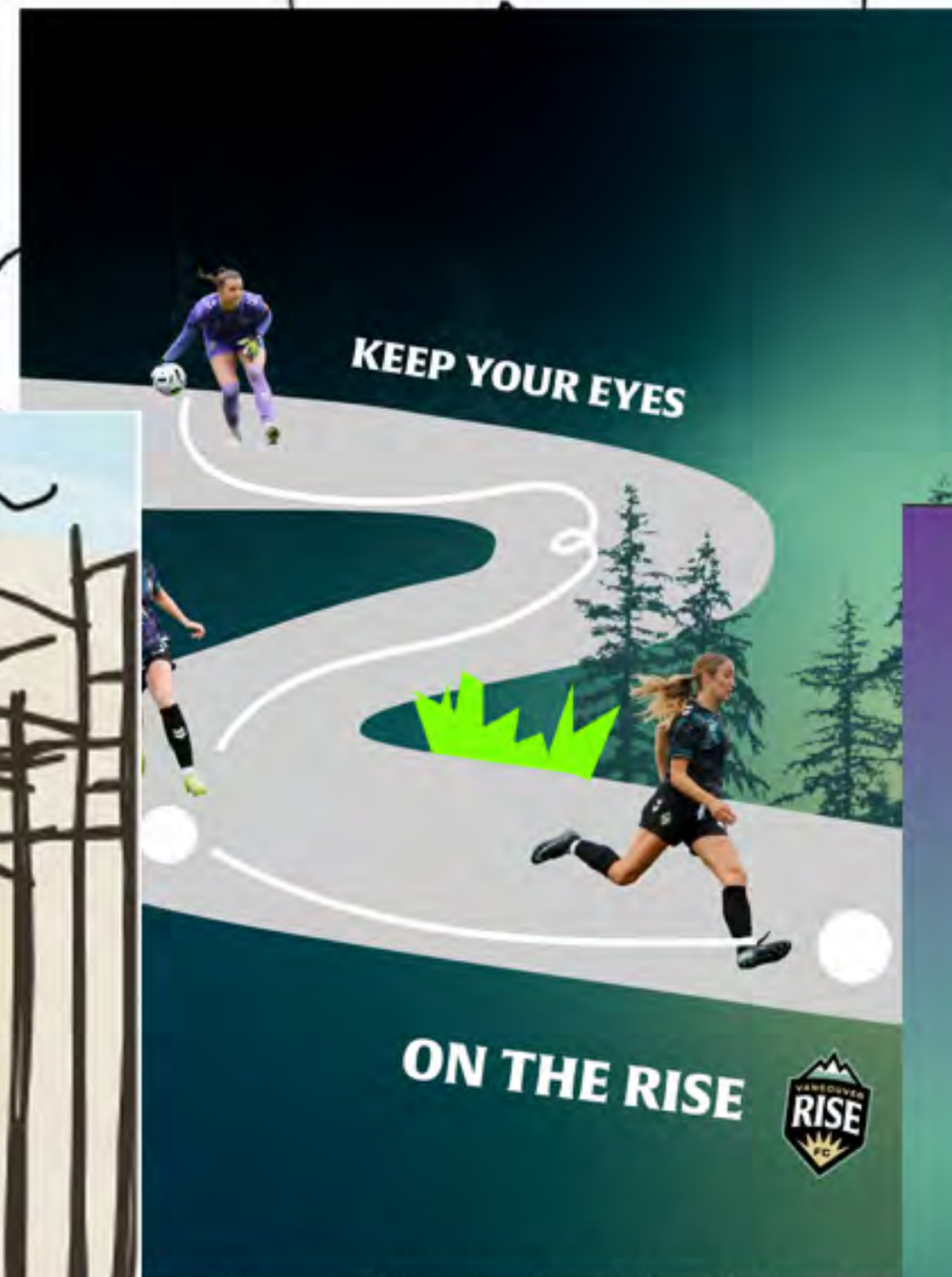
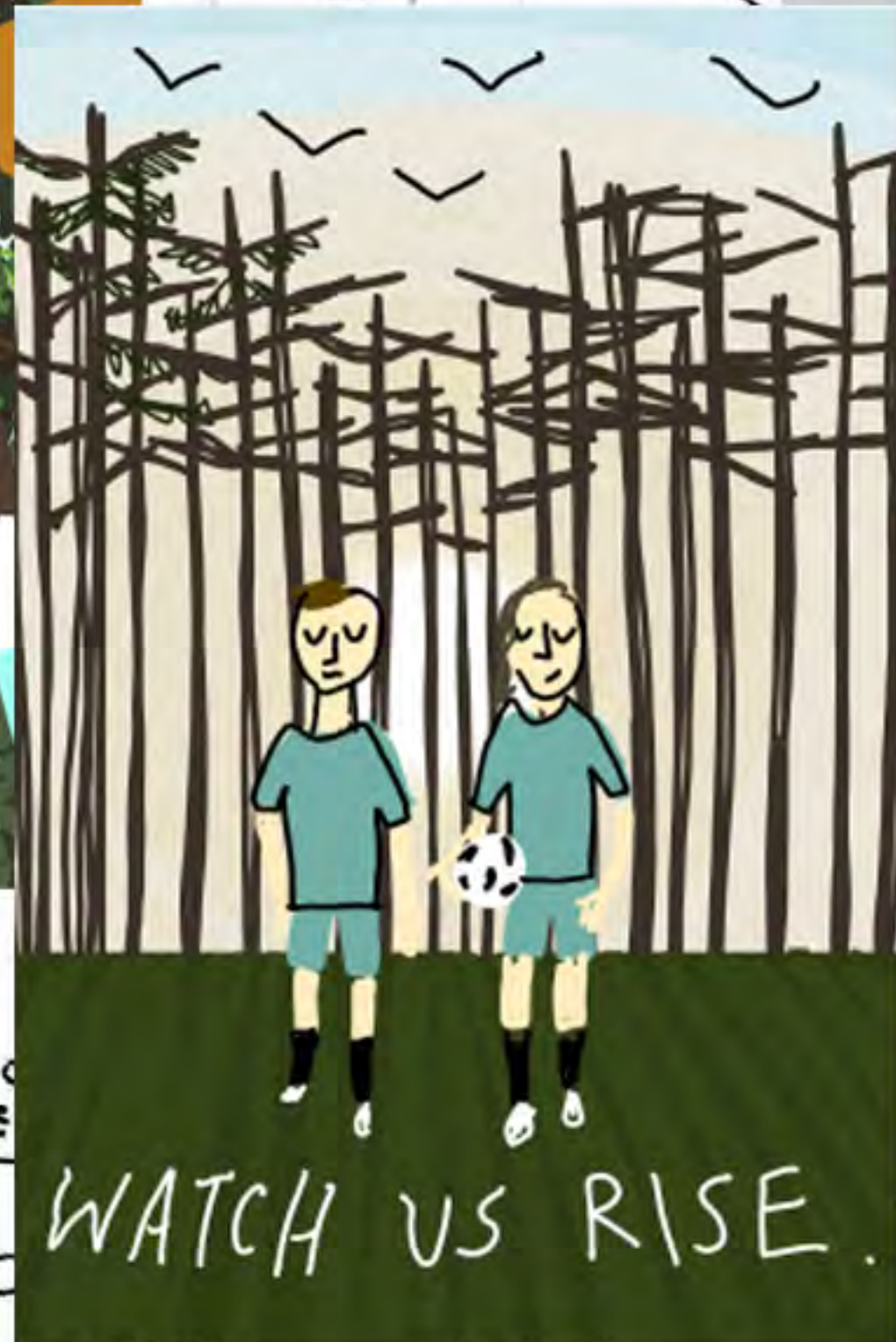


Page sketches

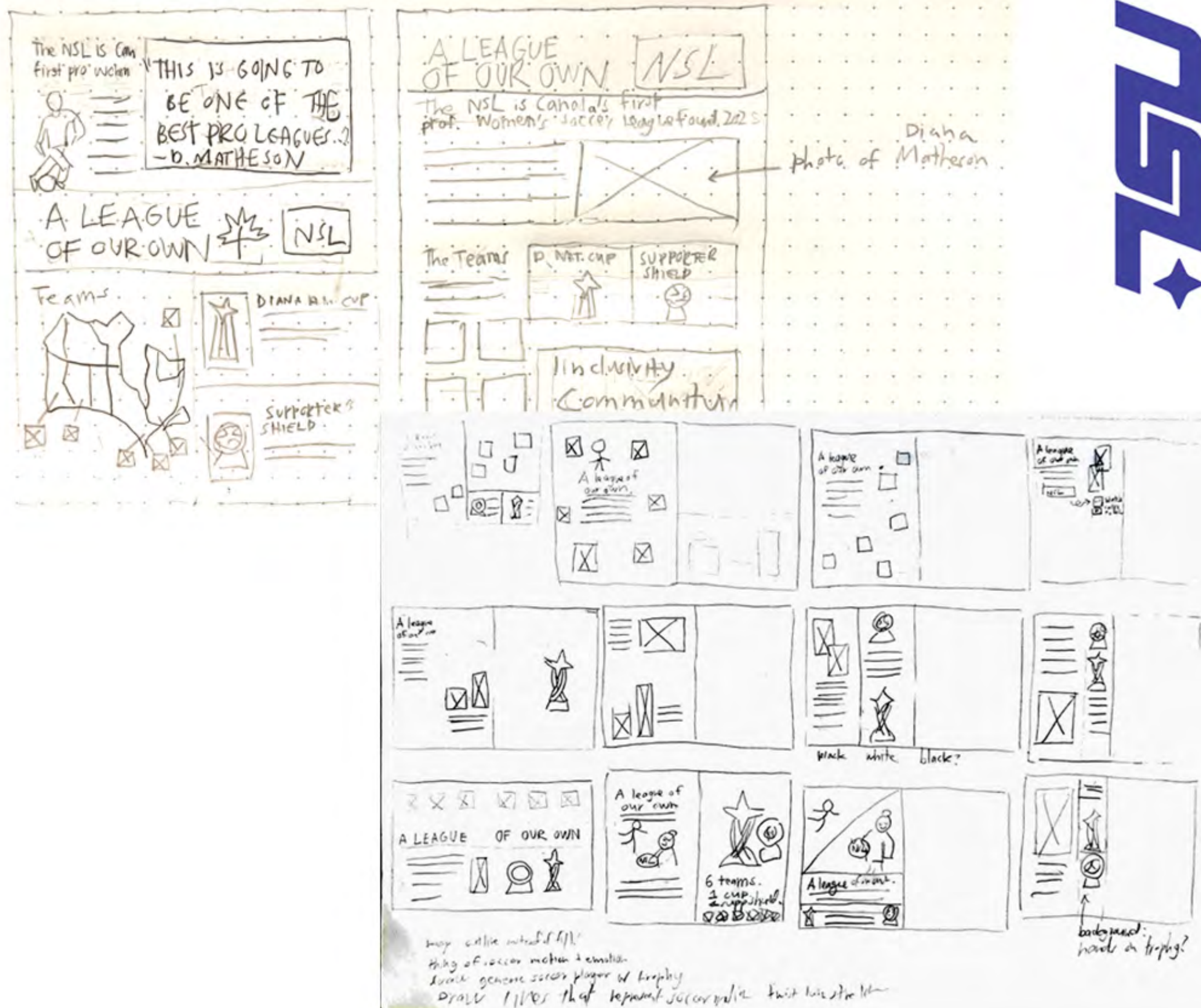


THE PROCESS

Cover sketches (hand drawn + digital)



THE PROCESS



**A league
of our own.**

The Northern Super League is Canada's first professional women's soccer league.

In 2004, newly retired Canadian national team player Diana Matheson and Thomas Gilbert announced the NSL alongside Christine Sinclair. Their goal was simple: to build a professional league that gives Canadian women the same opportunities as their male counterparts. The name says it all: No "Canada," No "Women." Just a league, equal on its own terms. Women are involved at every level of leadership; the league guarantees every player a minimum salary of \$50,000 — an opportunity that hadn't ever existed in Canada.



The hardware.

Supporter's Shield (Left)
Awarded to the team with the most points at the end of the regular season.
2025 Winner: Toronto

Diana B. Matheson Cup (Right)
Awarded to the winner of NSA
Championship Final.
2025 Winner: Vancouver



The teams,

There are currently 6 teams in the league: Vancouver Rise, Calgary FC, Toronto AFC, Ottawa Rapid, Montreal Roses, and the Halifax Tides. Winnipeg will receive a team in 2027.

A league of our own

The Northern Super League is Canada's first professional women's soccer league

In 2014, newly retired Canadian national team player Diana Matheson and Thomas Gilbert announced the NHL alongside Christine Sinclair. Their goal was simple: to build a professional league that gives Canadian women the same opportunities as their male counterparts. The name says it all. No "Canada," No "Women," just a league, equal on its own terms. Women are involved at every level of leadership. The league guarantees every player a minimum salary of \$50,000, an opportunity that did not exist in Canada until now.



Watch: Welcome to the Northern Super League
[youtube.com/watch?v=d22j00DndwM](https://www.youtube.com/watch?v=d22j00DndwM)



The Diana B. Matheson Cup

The ultimate prize. Named after the league's multibillion-dollar co-founder, the cup is awarded to the winner of NFL Championship Football. Held in San Francisco on November 1, 2005, the Vancouver Blue became the inaugural winners of the Cup.



The NSL as a leader in gender equality in the sports industry.

The strength of the league
and the progress that it's
making.



Gold  Canada's women's Olympic gold in 2002 and athletes who have advocated for higher standards.

Bronze  Canada's first Olympic medal in women's soccer.

Maple Wood

The trophy embeds itself
in the winning team's city.

The teams

There are currently 6 teams in the league: Vancouver Rise, Calgary FC, Toronto APC, Ottawa Rapid, Montreal Roses, and the Halifax Tides. Winnipeg will receive a team in 2022.



THE PROCESS



The legend starts now.

In their very first season, they won it all. And they are just getting started. Be here for what comes next.

How we got here.

- 2001 Vancouver Breakers founded
- 2003 Renamed Vancouver Whitecaps Champions 2004, 2006
- 2012 Team folds
- 2025 Vancouver Rise FC The league returns

Crest breakdown

The North Shore Mountains of Vancouver

Seymour
Grouse
Cypress

Shield shape
Unity and tradition

Teal
The natural beauty of BC's coastal forests

Gold
Summer sunsets where the mountains meet the water

Black
The strength and depth of the Pacific Ocean

A nod to the BC provincial flag's setting sun, representing BC as Canada's westernmost province. Six rays for the six founding clubs of the NSL.

Built for equality

Rise FC was created with a single belief: that female players deserve the same professional pathway as their male counterparts. Co-founded by Whitecaps majority owner Greg Kerfoot, the club guarantees every player a minimum salary of \$50,000 — an opportunity that did not exist in Canada until now.

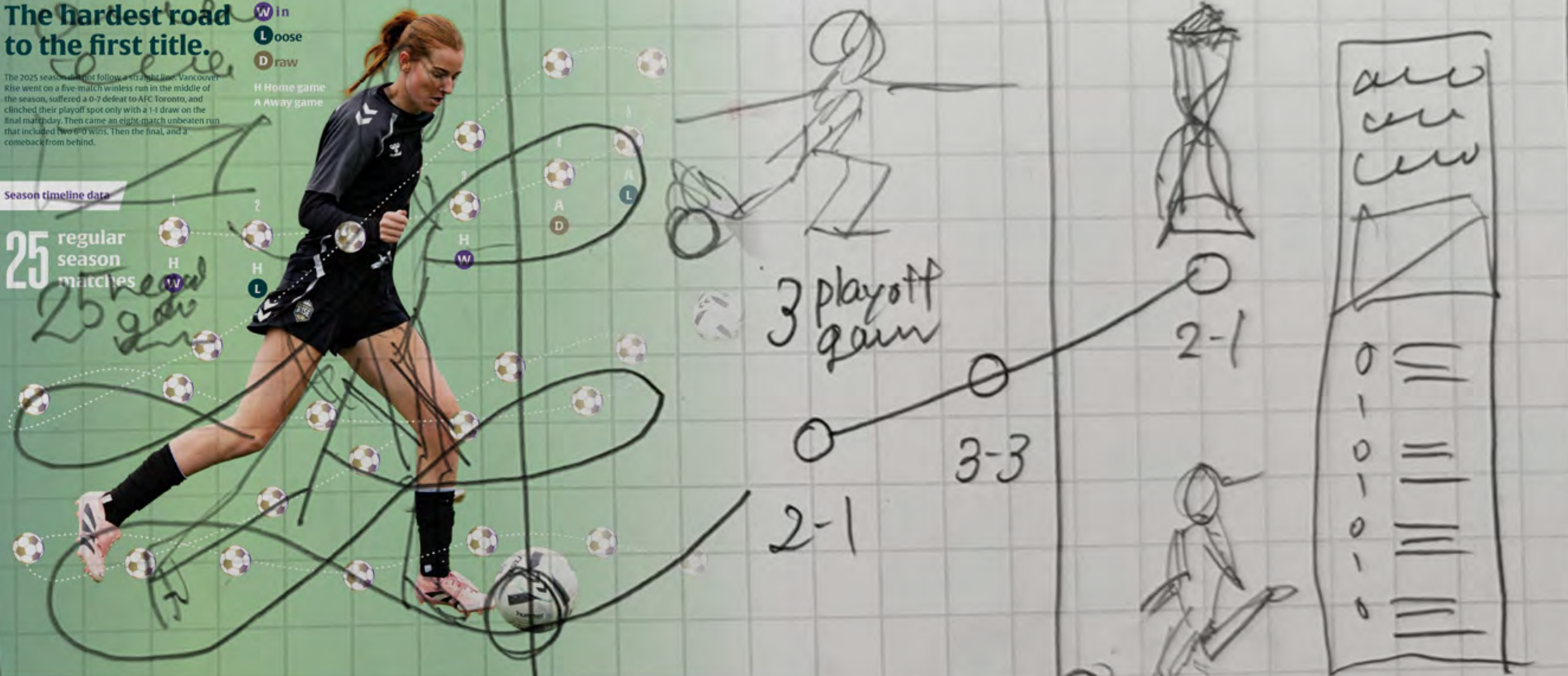
The hardest road to the first title.

The 2025 season did not follow a straight line. Vancouver Rise went on a five-match winless run in the middle of the season, suffered a 0-7 defeat to AFC Toronto, and clinched their playoff spot only with a 1-1 draw on the final matchday. Then came an eight-match unbeaten run that included two 6-0 wins. Then the final, and a comeback from behind.

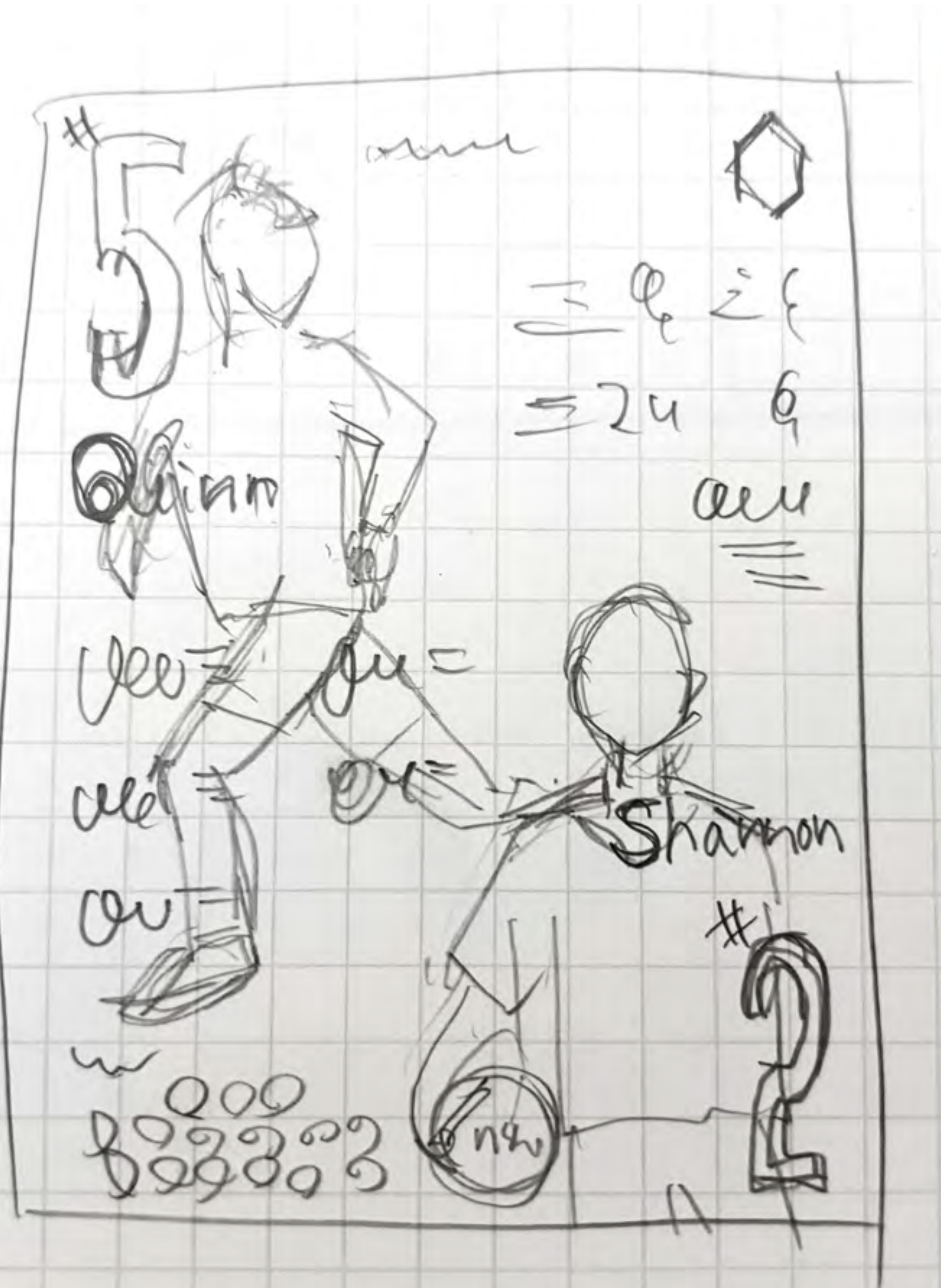
- W in
- L loose
- D raw
- H Home game
- A Away game

Season timeline data

25 regular season matches



THE PROCESS



#5

Quinn

The Trailblazing Midfielder

The first captain in Vancouver's history to play in a women's soccer tournament. Quinn led the team to a gold medal at the 2020 Tokyo Olympics, becoming the first Canadian player to win a gold medal at the Olympics.

Portrait of co-captains

14

Matches played in 2025 before a season-ending ACL injury

5

Countries played professionally (Sweden, Germany, Spain, Ireland, Norway)

21

Canadian international caps

11

Years spent playing abroad

1,000

First outfield player in NSL history to reach 1,000 minutes played

106

Canadian international caps

6

Goals in the 2025 NSL season

1st

ever goal scored in NSL history

2020

The year Quinn became the first openly transgender and non-binary athlete to compete at the Olympics — and win a gold medal

3

Olympic tournaments (Rio 2016, Tokyo 2020, Paris 2024)

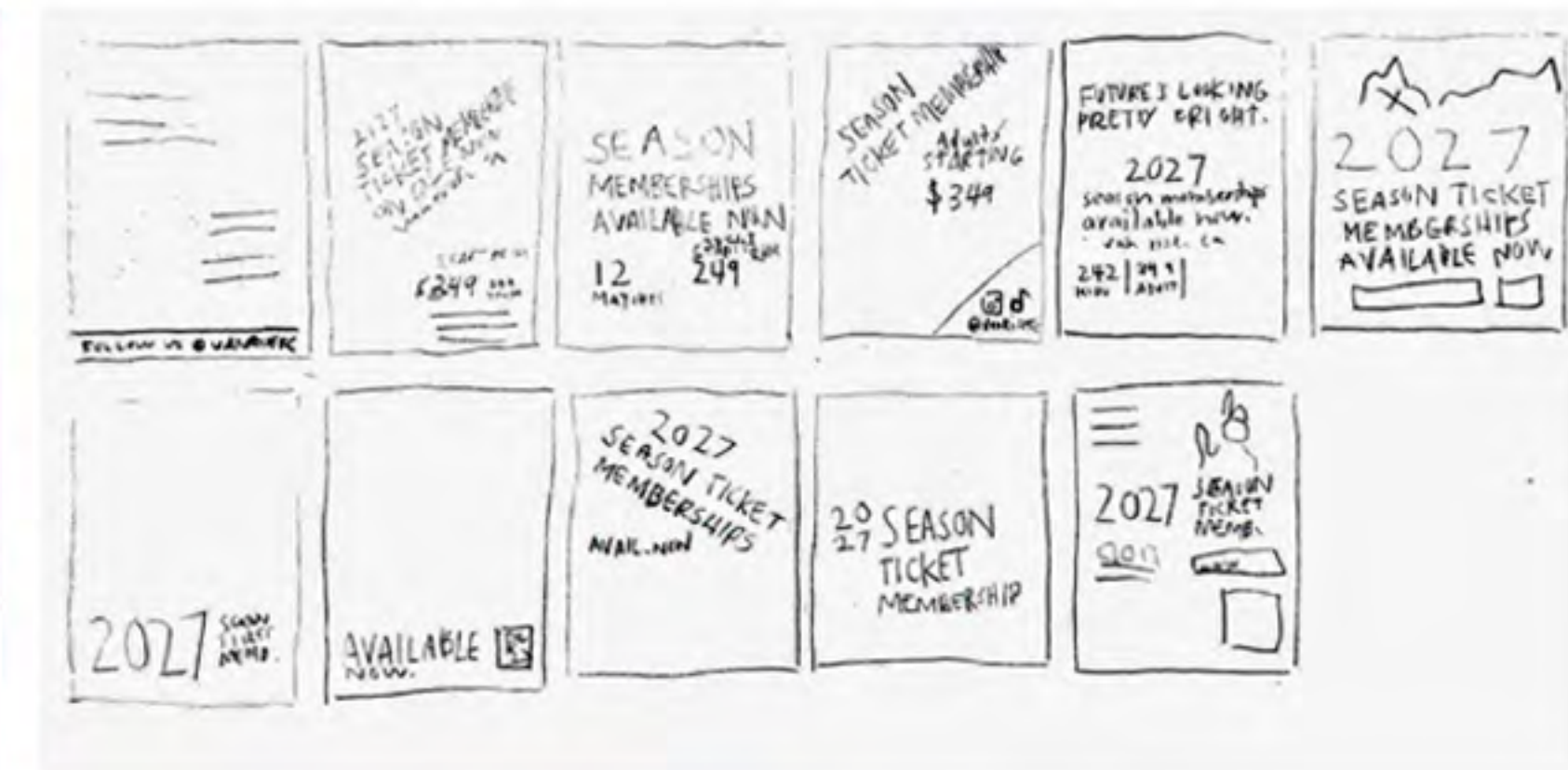
#2

Shannon Woeller

The Veteran Anchor

The first captain in Vancouver's history to play in a women's soccer tournament. Woeller played for the Vancouver Whitecaps FC from 2013 to 2016, then spent eleven years playing professionally abroad in the United States, Sweden, Germany, Spain, and Ireland. When she was 18, she was drafted by the Chicago Red Stars.

Roster in 2026



The future's looking bright,
and we want you to be part of it.
Secure your place at all 13 home
matches next season.

2027
SEASON TICKET
MEMBERSHIPS
AVAILABLE NOW

vanrise.ca/season-membership



CIRCUMDS PASS
\$259

WOLFE MEMBERSHIP
\$249+

AA&J MEMBERSHIP
\$349+



FINAL PUBLICATION



A league of our own

The Northern Super League is Canada's first professional women's soccer league

In 2024, Diana Matheson, retired Canadian national team player, announced the Northern Super League alongside Christine Sinclair. Founded by Matheson and her business partner Thomas Gilbert, their goal was simple: to build a professional league that gives Canadian women the same opportunities as their male counterparts. The name says it all. No "Canada." No "Women." Just a league, equal on its own terms. Women are involved at every level of leadership, and the league guarantees every player a minimum salary of \$50,000—an opportunity that did not exist in Canada until now.



Diana Matheson, NSL co-founder and former Team Canada player



Scan QR to watch on YouTube:
Welcome to the Northern Super League



The Diana B. Matheson Cup

The ultimate prize. Named after the league's co-founder, the Cup is awarded to the winner of the NSL Championship Final.

On November 15, 2025, through a 2-1 victory over Toronto AFC, the Vancouver Rise became the inaugural winners of the Cup.

North Star

The NSL as a leader in advancing gender equality

Aurora Ribbons

The NSL's impact and the strength that it's built on

Gold

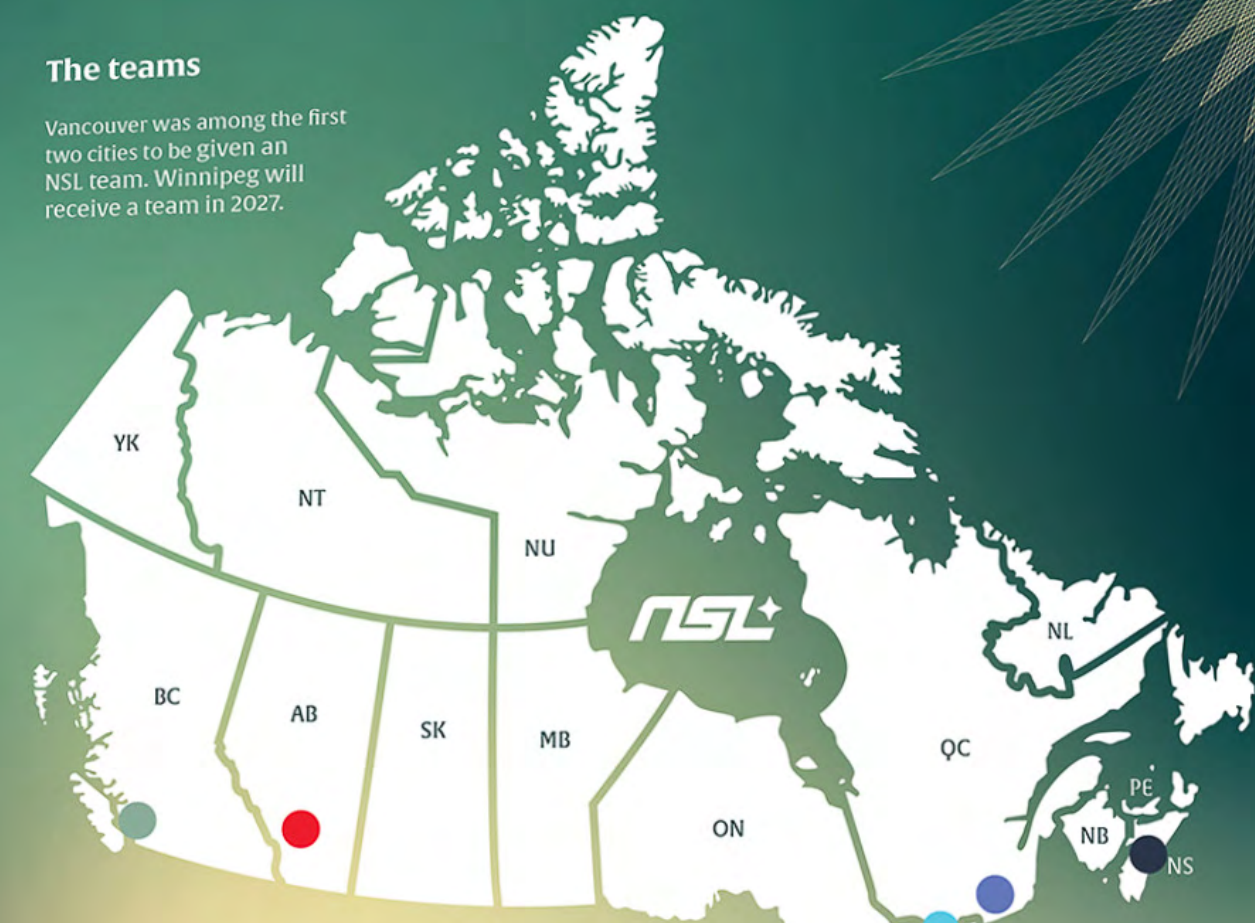
The fight for higher standards in soccer and Team Canada's Olympic success

Bronze

Canada's first Olympic medal in women's soccer

The teams

Vancouver was among the first two cities to be given an NSL team. Winnipeg will receive a team in 2027.



Vancouver

Swangard Stadium
2025 Season Standing: 3rd



Calgary

McMahon Stadium
2025 Season Standing: 5th



Toronto

York Lions Stadium & BMO Field
2025 Season Standing: 1st



Ottawa

TD Place Stadium
2025 Season Standing: 2nd



Montréal

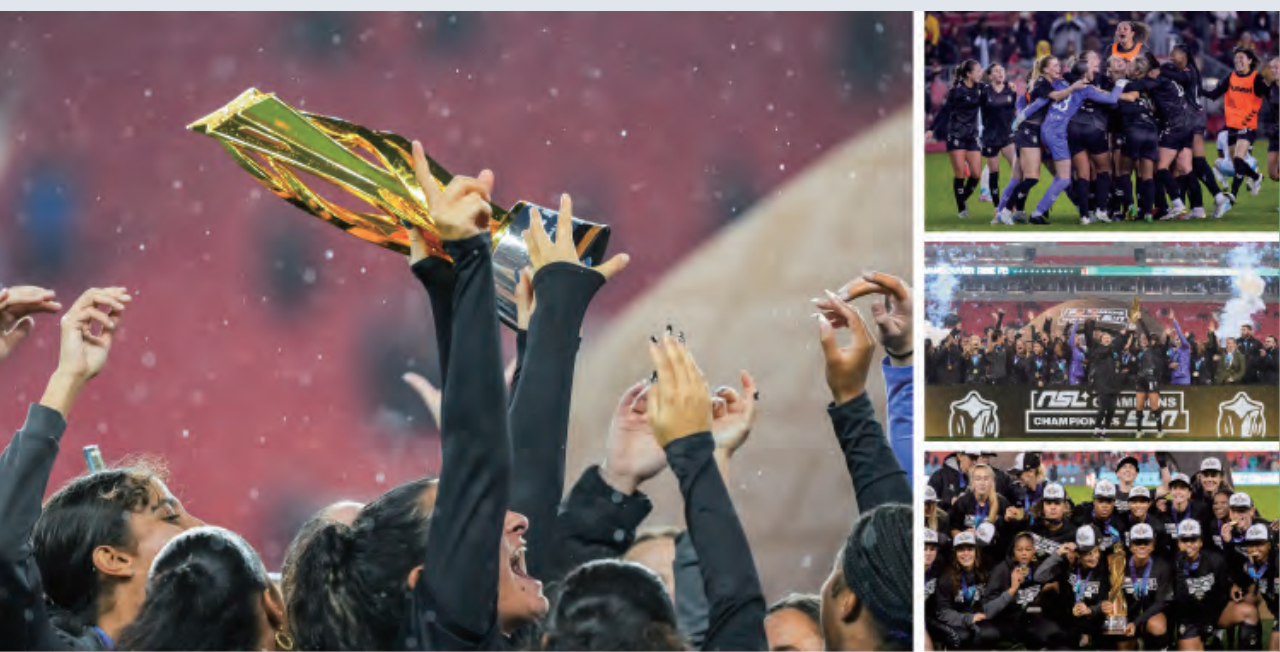
Stade Boréale
2025 Season Standing: 4th



Halifax

Wanderers Grounds
2025 Season Standing: 6th

FINAL PUBLICATION



The legend starts now

In their very first season, they won it all. And they are just getting started. Be here for what comes next.

How we got here

- 2001 Vancouver Breakers founded
- 2003 Renamed Vancouver Whitecaps Champions 2004, 2006
- 2012 Team folds
- 2025 Vancouver Rise FC. The league returns.

Homegrown

The Rise FC Academy, founded in 2015 as the Whitecaps FC Girls Elite Academy, has been developing local talent for a decade. When the club was born, those players came with it. In the inaugural season, five Academy athletes joined the roster, including Holly Ward, who scored the winning goal in the NSL Final.

The future was already here. And it is only getting started.

Crest breakdown

The North Shore Mountains of Vancouver

Mt. Seymour
Mt. Grouse
Mt. Cypress

Shield shape
Unity and tradition

Teal
The natural beauty of BC's coastal forests

Gold
Summer sunsets where the mountains meet the water

Black
The strength and depth of the Pacific Ocean

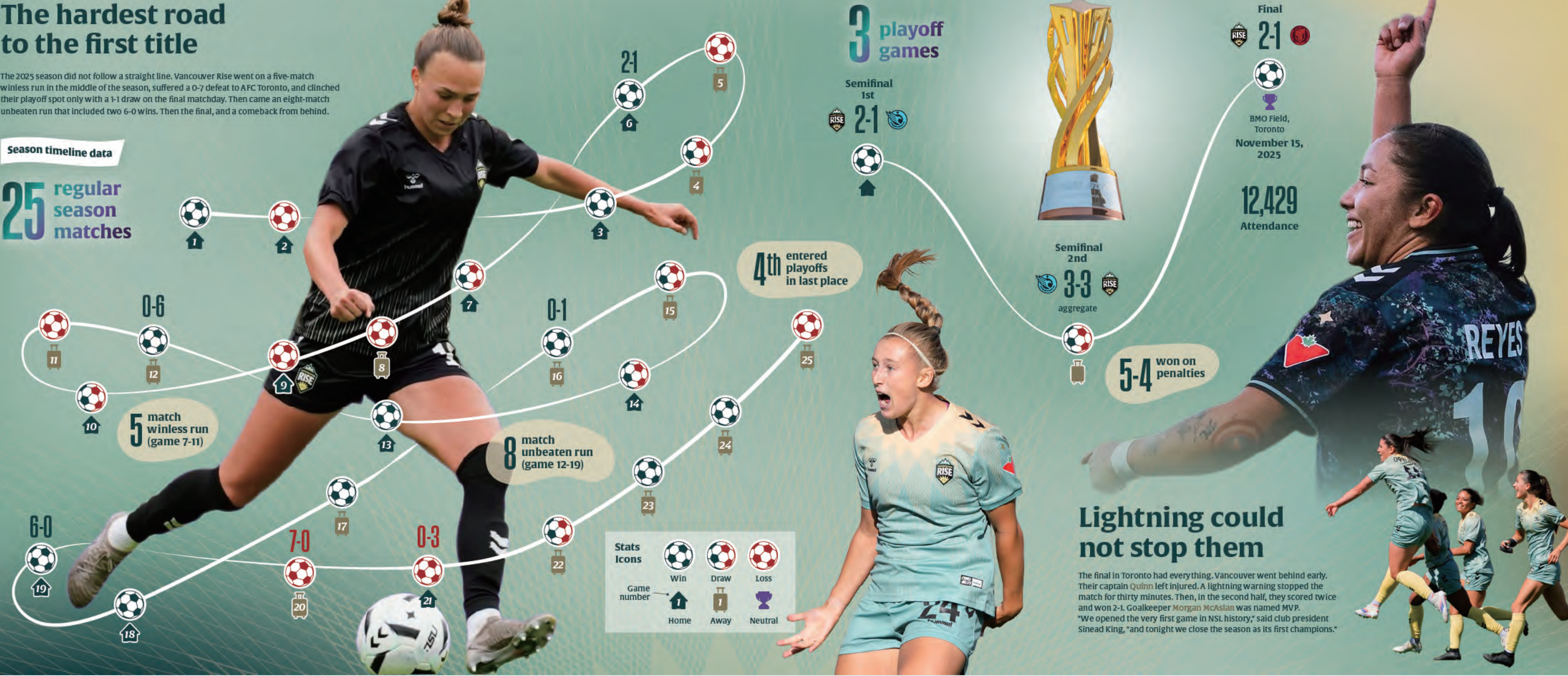
Sun and 6 rays
A nod to the BC provincial flag's setting sun, representing BC as Canada's westernmost province. Six rays for the six founding clubs of the NSL.

The hardest road to the first title

The 2025 season did not follow a straight line. Vancouver Rise went on a five-match winless run in the middle of the season, suffered a 0-7 defeat to AFC Toronto, and clinched their playoff spot only with a 1-1 draw on the final matchday. Then came an eight-match unbeaten run that included two 6-0 wins. Then the final, and a comeback from behind.

Season timeline data

25 regular season matches



Lightning could not stop them

The final in Toronto had everything. Vancouver went behind early. Their captain Quinn left injured. A lightning warning stopped the match for thirty minutes. Then, in the second half, they scored twice and won 2-1. Goalkeeper Morgan McAsian was named MVP. "We opened the very first game in NSL history," said club president Sinead King, "and tonight we close the season as its first champions."



The future's looking bright,
and we want you to be part of it.
*Secure your place at all 13 home
matches next season.*

2027

SEASON TICKET
MEMBERSHIPS
AVAILABLE NOW

vanrise.ca/season-membership



@VancouverRiseFC



GROUNDS PASS

\$259

YOUTH MEMBERSHIP

\$249+

ADULT MEMBERSHIP

\$379+



CALL TO ACTION BACK COVER

The back cover serves as a direct call to action promoting club memberships. Integrated QR code give fans instant access to membership options on the club's website and connect them directly to its social media channels.

Accionable QR code. Yes, you can scan it.



→ Unfolded zine front.
24" x 36" poster on the back.

The zine front cover features a large number '5' and the name 'Quinn' in a bold, sans-serif font. Below the name is the title 'The Trailblazing Midfielder'. To the right of the name are statistics: '14 Matches played in 2025 before a season-ending ACL injury', '5 Countries played in professionally (Sweden, Germany, Spain, Iceland, Norway)', '21 Canadian international caps', '1,000 Minutes played as a first outfield player in NSL history', and '11 Years spent playing abroad'. At the bottom right is a large number '2' and the name 'Shannon Woeller' in a bold, sans-serif font. Below the name is the title 'The Veteran Anchor'. To the left of the name are statistics: '106 Canadian international caps', '6 Goals in the 2025 NSL season', '3 Olympic tournaments (Rio 2016, Tokyo 2020, Paris 2024)', and '1st Player to score the goal in NSL history'. At the bottom left is a large number '2020' and the text 'Quinn became the first openly transgender and non-binary athlete to compete at the Olympics — and win a gold medal'. The background is a dark green with a subtle pattern of soccer balls and the RISE FC logo. The bottom of the cover features a 'Roster in 2025' section with a grid of player photos and names, categorized by position: Goalkeepers, Defenders, Midfielders, and Attackers.



PROJECT-BASED
MENTORSHIP PROGRAM

THANKS

Disclaimer & Acknowledgments

This project is a non-commercial, and educational exercise created solely for portfolio development as part of the Project-based Mentorship Program of the RGD (The Association of Registered Graphic Designers). All imagery and team assets were sourced from the official Vancouver Rise FC website, and other media sources. All rights, logos, and trademarks belong to their respective owners.