

Tide American Cup Logo Usage Guide

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- ① introduction and contacts
- ② preferred treatment
- ③ don'ts
- ④ black and white treatment
- ⑤ secondary graphics





introduction and contacts

Ensuring Brand success

Procter & Gamble and United States Youth Soccer Association recognizes the importance of consistent identity for its brands throughout their various markets. The careful application of Tide American Cup Logo Guidelines will contribute to the building of brand equity for United States Youth Soccer and Tide in this partnership.

This manual provides guidelines for achieving national Design Standards across all materials developed for Tide America's cup. It is United States Youth Soccer and Procter & Gamble's intent that all parties involved in the implementation of such materials closely follow these guidelines to help ensure success for the brand.

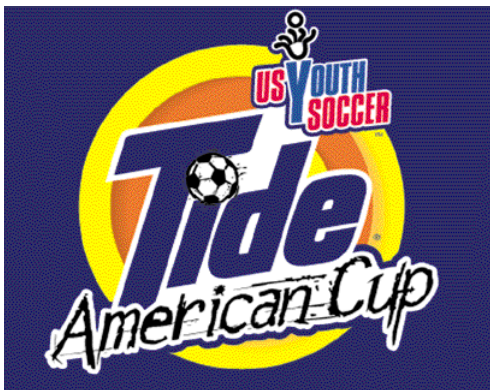
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② preferred treatment



The Tide American Cup logo was designed to be most effective on a Tide orange (pantone warm red), Tide Blue (pantone 2768) or white background. Whenever possible the Tide American Cup logo should be positioned on one of these preferred fields.

When placing the logo on a color other than a preferred background, make sure the area is solid and free of distracting elements and color variations that may interfere with the logo's readability.

USYS red- PMS 199
C 0, M 100, Y 65, K 0

USYS blue- PMS 286
C 10, M 60, Y 0, K 6

Black- PMS pro Black
C 0, M 0, Y 0, K 100

Tide Blue- PMS 2768
C 100, M 82, Y 0, K 28

Tide Orange- PMS Warm Red
C 0, M 65, Y 91, K 0

Tide Yellow- PMS Pro Yellow
C 0, M 0, Y 100, K 0

② preferred treatment



When the logo appears with the USYS states name;
the state name should be confined to the designated area.

The USYS state name should always appear on a curve and be centered under the logo.
The USYS state name should appear in all caps.
The USYS state name should only appear in black.
USYS States names should only be set in Franklin Gothic Demi.

Always maintain a graphics free zone around the perimeter of the logo. This space is equal to or greater than 1/4 of the logo's height.

Graphics free zone means no other design element can cross in to this restricted area.

③ don'ts

A.



Never crop the logo (A)

Logo unit must always stay intact. Never separate any elements to reorganize format or appearance. (B) For example do not move "America's Cup" to one side to create a more horizontal logo.

B.



Never rotate the logo. (C)

Never distort the logo horizontally or vertically.

Never alter any color of the logo unless specified in these guidelines.

Never use the logo as a secondary design device. (D)

C.



The Typography of the Tide American Cup logo should never be changed. The USYS state name should only appear in Franklin Gothic, Demi. (Horizontal Scale 90%, and tracking determined by length of state name).

D.



④ black & white treatment

Never reproduce or use the logo in any single color other than black.

When the logo is reproduced in grey scale it should use the following values:

100% Black

40% Black: inner ring

10% Black: outer ring



5 secondary elements



The Tide American Cup builds equity through the use of common secondary elements such as the Tide American Cup kids. These characters are used as iconographic support of the youthful spirit of soccer and the Tide American Cup. These characters and icons should be used whenever possible.

The Tide American Cup kids can be used in flat colors, or as a screen of their background color.