

# BRAND STANDARDS GUIDE



**US  
YOUTH  
SOCCER**

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# A LETTER FROM LEADERSHIP /

**“Our identity – along with its supporting elements – exemplifies the evolution of our brand,”**

I could not be more proud and excited to present to you the US Youth Soccer brand!

Our identity – along with its supporting elements – exemplifies the evolution of our brand and the commitment we are making to innovate and provide world-class support, resources and leadership, helping every member fulfill their goals on and off the field of play.

The USYS brand is more than just a logo; it represents an organization focused on bringing communities together through the power of soccer, making lifelong fans of the sport. As the largest youth sport organization in America, USYS registers nearly 3 million players annually.

Through our programming, resources and leadership, we are advancing the game for our 54 Member State Associations, 10,000 clubs and leagues and nearly 1 million administrators, coaches and volunteers. We connect families and communities to the power of sports and our shared love of soccer.

USYS provides a path for every player by offering programming that is fun, safe and healthy for players at every level of the game. We Are Youth Soccer. For more information, visit [www.usyouthsoccer.org](http://www.usyouthsoccer.org).

We look forward to seeing you on the field!

Sincerely,

Skip Gilbert  
CEO  
US Youth Soccer





# PURPOSE OF **THIS GUIDE** /

Our brand is one of our most valuable assets. It defines who we are, what we do and what we represent as an organization. The following pages help ensure all members and partners of US Youth Soccer are working together to communicate a consistent image and visual expression.

The US Youth Soccer identity elements used to represent our brand must be replicated and produced according to the associated guidelines contained herein. As a representative of US Youth Soccer, it is your role to follow these guidelines and protect the foundational elements upon which our brand is built.

Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application is crucial in helping US Youth Soccer carve out a unique and relevant position throughout the competitive landscape of amateur athletics in America.



# FILE FORMATS /

The success of the US Youth Soccer brand relies on the clarity and consistency with which it is implemented.

Marks are available for use per the enclosed Brand Style Guidelines in the formats listed to the right.

## SUPPLIED FILE FORMATS

File formats are limited to specific use scenarios.

**PDF, AI, EPS** - Resolution independent vector files used for logos, icons and other line art.

**PNG, JPEG** - Compressed image files for web or Microsoft Office applications.

*\*PNG's allow transparency.*

## USAGE FORMATS

**PRINT:** PDF, AI, EPS (CMYK, PMS)

**DIGITAL** On-screen, broadcast, web, PowerPoint: PNG, JPG (RGB)

# US YOUTH SOCCER BRAND IDENTITY





## PRIMARY MARKS /

The US Youth Soccer Primary Mark(s) shown here should always be the first choice for all branding and marketing applications.

The horizontal orientation is preferred, but a vertical version is available where that orientation is more applicable.

The extreme horizontal mark should only be used in rare instances.



**US  
YOUTH  
SOCCER**

HORIZONTAL PRIMARY



**US YOUTH  
SOCCER**

VERTICAL PRIMARY



EXTREME HORIZONTAL PRIMARY

# HORIZONTAL **PRIMARY MARK** / COLOR WAYS

The US Youth Soccer Horizontal Primary Mark is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK



## VERTICAL **PRIMARY MARK** / COLOR WAYS

The US Youth Soccer  
Vertical Primary  
Mark is shown here in  
various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

### AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

# EXTREME HORIZONTAL **PRIMARY MARK** / COLOR WAYS

The US Youth Soccer  
Extreme Horizontal  
Primary Mark is  
shown here in  
various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK



## HORIZONTAL **PRIMARY MARK** / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “US.” This also applies to the minimum distance from the edge of the page.



## VERTICAL **PRIMARY MARK** / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “US.” This also applies to the minimum distance from the edge of the page.



## EXTREME HORIZONTAL **PRIMARY MARK /** CLEAR SPACE

Because of the rare use and format of the Extreme Horizontal Primary Mark, clear space rules are fluid for application.

Use your best judgement based on application to ensure there is adequate clear space between the Mark and surrounding elements and/or the edge of any application.

The clearance shown to the right is 20% of the height of “U” in “US.”



## HORIZONTAL **PRIMARY MARK** / MINIMUM SIZE

The US Youth Soccer Horizontal Primary Mark has a minimum usage size.

The Primary Mark should never be reduced smaller than 1 inch wide in print applications, or 72 pixels wide in digital applications.



1" OR 72px wide



## VERTICAL **PRIMARY MARK** / MINIMUM SIZE

The US Youth Soccer  
Vertical Primary  
Mark has a minimum  
usage size.

The Vertical Primary Mark should never be reduced smaller than 0.5 inches tall in print applications, or 36 pixels tall in digital applications.



0.5" OR 36px tall

# EXTREME HORIZONTAL **PRIMARY MARK /** MINIMUM SIZE

The US Youth Soccer  
Extreme Horizontal  
Primary Mark has a  
minimum usage size.

The Extreme Horizontal Primary Mark should never be reduced smaller than 0.125 inches tall in print applications, or approximately 10 pixels tall in digital applications.



0.125" OR 10px tall

# HORIZONTAL **PRIMARY MARK** / MISUSAGE

The US Youth Soccer Horizontal Primary Mark must be treated consistently in order to maintain the integrity of the US Youth Soccer brand identity.

Although only the Horizontal Primary Mark is shown here, these misuse rules apply to all iterations of the US Youth Soccer brand identity.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

## HORIZONTAL **PRIMARY MARK** / PARTNERSHIP LOCKUPS

To the right is an example of how to construct a partnership lockup with an affiliate or sponsor utilizing the Horizontal Primary Mark on a white and colored background.

When constructing a partnership lockup, you must still adhere to the previously-shown clear space guidelines.



## SECONDARY **MARK** /

The US Youth Soccer Secondary Mark shown here is a consolidated mark for use in branding and marketing applications.

The Secondary Mark can be used in applications where space and size restrictions render the Primary Marks illegible or ill-fitting.



## SECONDARY **MARK** / COLOR WAYS

The US Youth Soccer  
Secondary Mark  
is shown here in  
various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

### AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK



## SECONDARY **MARK** / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

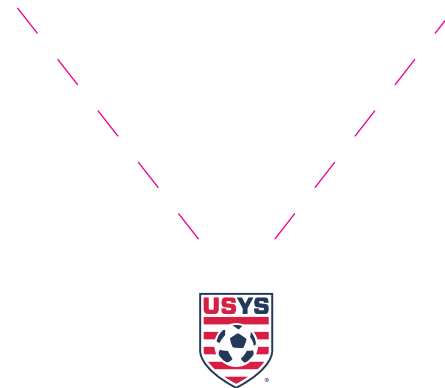
The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “USYS.” This also applies to the minimum distance from the edge of the page.



## SECONDARY **MARK** / MINIMUM SIZE

The US Youth Soccer  
Secondary Mark has a  
minimum usage size.

The Secondary Mark should never  
be reduced smaller than 0.5 inches  
tall in print applications, or 36  
pixels tall in digital applications.



0.5" OR 36px tall

## SECONDARY **MARK** / MISUSAGE

The US Youth Soccer Secondary Mark must be treated consistently in order to maintain the integrity of the US Youth Soccer brand identity.

Although only the Secondary Mark is shown here, these misuse rules apply to all iterations of the US Youth Soccer brand identity.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

## SECONDARY **MARK** / PARTNERSHIP LOCKUPS

To the right is an example of how to construct a partnership lockup with an affiliate or sponsor utilizing the Secondary Mark on a white and colored background.

When constructing a partnership lockup, you must still adhere to the previously-shown clear space guidelines.



## TERTIARY MARKS /

The US Youth Soccer Tertiary Mark(s) shown here should always be the second choice for all branding and marketing applications.

The horizontal orientation is preferred, but a vertical version is available where that orientation is more applicable.

The extreme horizontal tertiary mark should only be used in rare instances where vertical height is severely limited.



VERTICAL TERTIARY



HORIZONTAL TERTIARY



EXTREME HORIZONTAL TERTIARY

## TERTIARY MARKS / COLOR WAYS

The US Youth Soccer  
Tertiary Marks  
are shown here in  
various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

### AVAILABLE FILES:

- » Two-color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

The logo consists of the letters 'US' in red stacked above 'YS' in blue.The logo consists of the letters 'US' in red followed by 'YS' in blue.

FULL COLOR ON WHITE



ONE COLOR ON BLUE

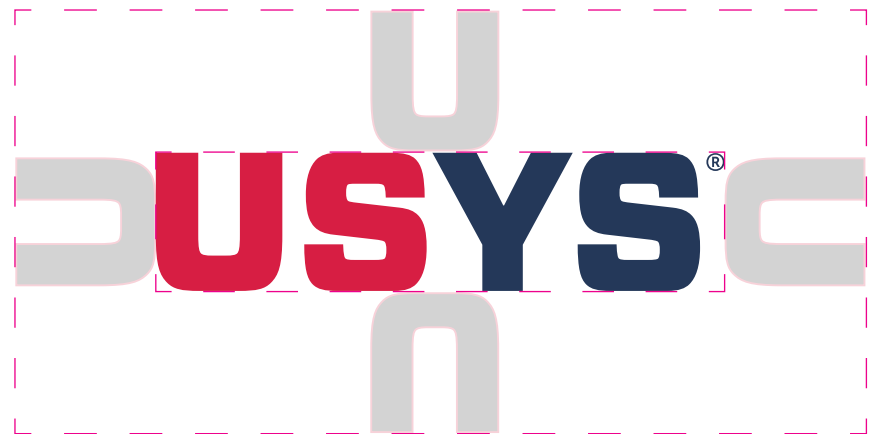
ONE COLOR ON RED

## TERTIARY MARKS / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “USYS.” This also applies to the minimum distance from the edge of the page.

Although only the Vertical and Horizontal Tertiary Marks are shown here, these clearspace rules apply to the Extreme Horizontal Tertiary Mark as well.



## TERTIARY MARKS / MINIMUM SIZE

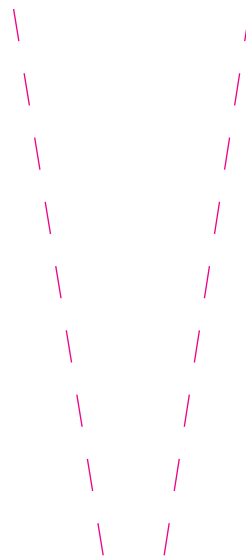
### The US Youth Soccer Tertiary Marks have a minimum usage size.

The Vertical Tertiary Mark should never be reduced smaller than 0.3125 inches tall in print applications, or 23 pixels tall in digital applications.

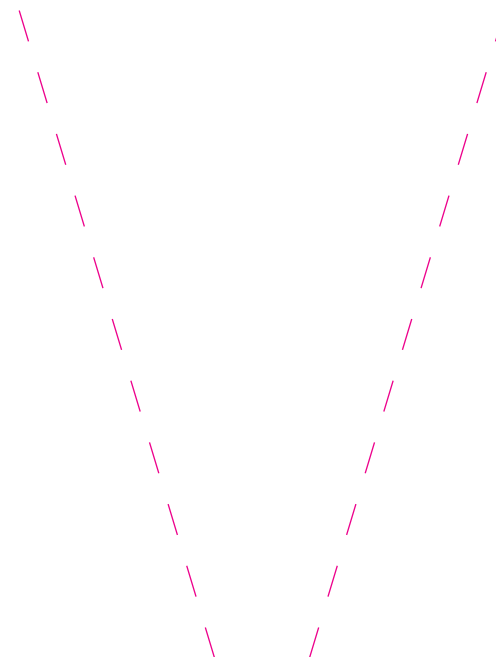
The Horizontal Tertiary Mark should never be reduced smaller than 0.5 inches wide in print applications, or 36 pixels wide in digital applications.

Regarding use within State Association Marks, use your best judgement based on application to ensure there is adequate clear space between surrounding elements and/or the edge of any application.

Refer to the Contact information at the end of this document for approval.



0.3125" OR 23px tall



0.5" OR 36px wide



## TERTIARY MARKS / MISUSAGE

The US Youth Soccer Tertiary Marks must be treated consistently in order to maintain the integrity of the US Youth Soccer brand identity.

Although only the Vertical and Horizontal Tertiary Marks are shown here, these misuse rules apply to the Extreme Horizontal Tertiary Mark as well.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

## WORDMARK /

The US Youth Soccer Wordmark is shown here to the right.

The Wordmark may be used as standalone logo to communicate the US Youth Soccer brand; however, in no instances should it replace the Primary or Secondary Marks.

The logo consists of the words "US YOUTH" in a bold, sans-serif font, with "US" in red and "YOUTH" in dark blue. Below this, the word "SOCCER" is written in a larger, bold, dark blue sans-serif font. A registered trademark symbol (®) is located at the top right of the word "YOUTH".

**US YOUTH<sup>®</sup>**  
**SOCCER**

## WORDMARK / COLOR WAYS

The US Youth Soccer Wordmark is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

### AVAILABLE FILES:

- » Two-color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



**US YOUTH<sup>®</sup>**  
**SOCCKER**

FULL COLOR ON WHITE



ONE COLOR ON BLUE

ONE COLOR ON RED

## WORDMARK / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guideline shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “US.” This also applies to the minimum distance from the edge of the page.



## WORDMARK / MINIMUM SIZE

The US Youth Soccer Wordmark has a minimum usage size.

The Wordmark should never be reduced smaller than 0.25 inches tall in print applications, or 18 pixels tall in digital applications.



**US YOUTH<sup>®</sup>  
SOCCER**



**US YOUTH<sup>®</sup>  
SOCCER**

0.25" OR 18px tall

## WORDMARK / MISUSAGE

The US Youth Soccer Wordmark must be treated consistently in order to maintain the integrity of the US Youth Soccer brand identity.

The wordmark consists of the words "US YOUTH" stacked above "SOCCER". "US" is in red, and "YOUTH" and "SOCCER" are in blue. The font is a bold, sans-serif typeface.

**US YOUTH  
SOCCER**

DO NOT ALTER THE COLORS

The wordmark consists of the words "US YOUTH" stacked above "SOCCER". "US" is in red, and "YOUTH" and "SOCCER" are in blue. The font is a bold, sans-serif typeface.

**US YOUTH  
SOCCER**

DO NOT STRETCH OR WARP

The wordmark consists of the words "US YOUTH" stacked above "SOCCER". "US" is in red, and "YOUTH" and "SOCCER" are in blue. The font is a bold, sans-serif typeface.

**US YOUTH  
SOCCER**

DO NOT ALTER THE COMPOSITION

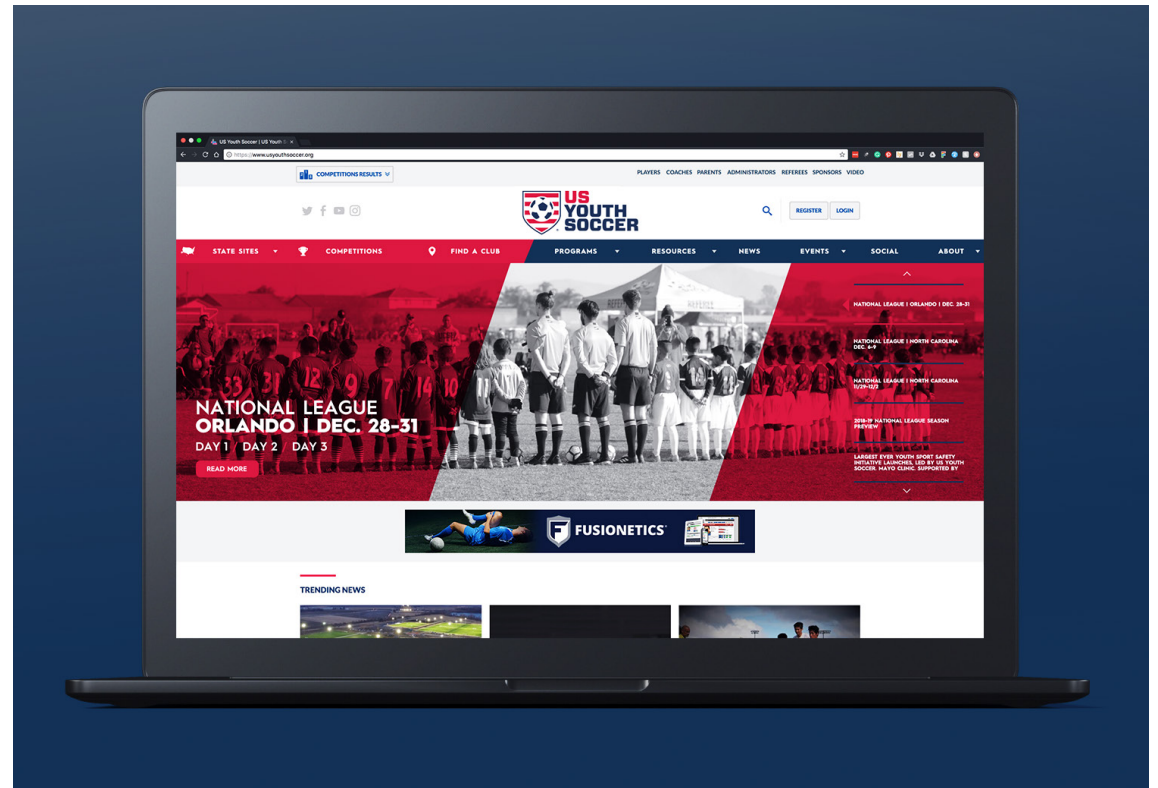
The wordmark consists of the words "US YOUTH" stacked above "SOCCER". "US" is in red, and "YOUTH" and "SOCCER" are in blue. The font is a bold, sans-serif typeface.

**US YOUTH  
SOCCER**

DO NOT DESTROY THE INTEGRITY

# BRAND **IDENTITY** / SAMPLE APPLICATION

A sample website application of the US Youth Soccer visual identity is presented to the right.





## BRAND **IDENTITY** / SAMPLE APPLICATION

A sample event signage application of the US Youth Soccer visual identity is presented to the right.



Sample stationery and business card applications of the US Youth Soccer visual identity are presented to the right.



## BRAND **IDENTITY** / SAMPLE APPLICATION

A sample embroidery application of the US Youth Soccer visual identity is presented to the right.



## BRAND **IDENTITY** / SAMPLE APPLICATION

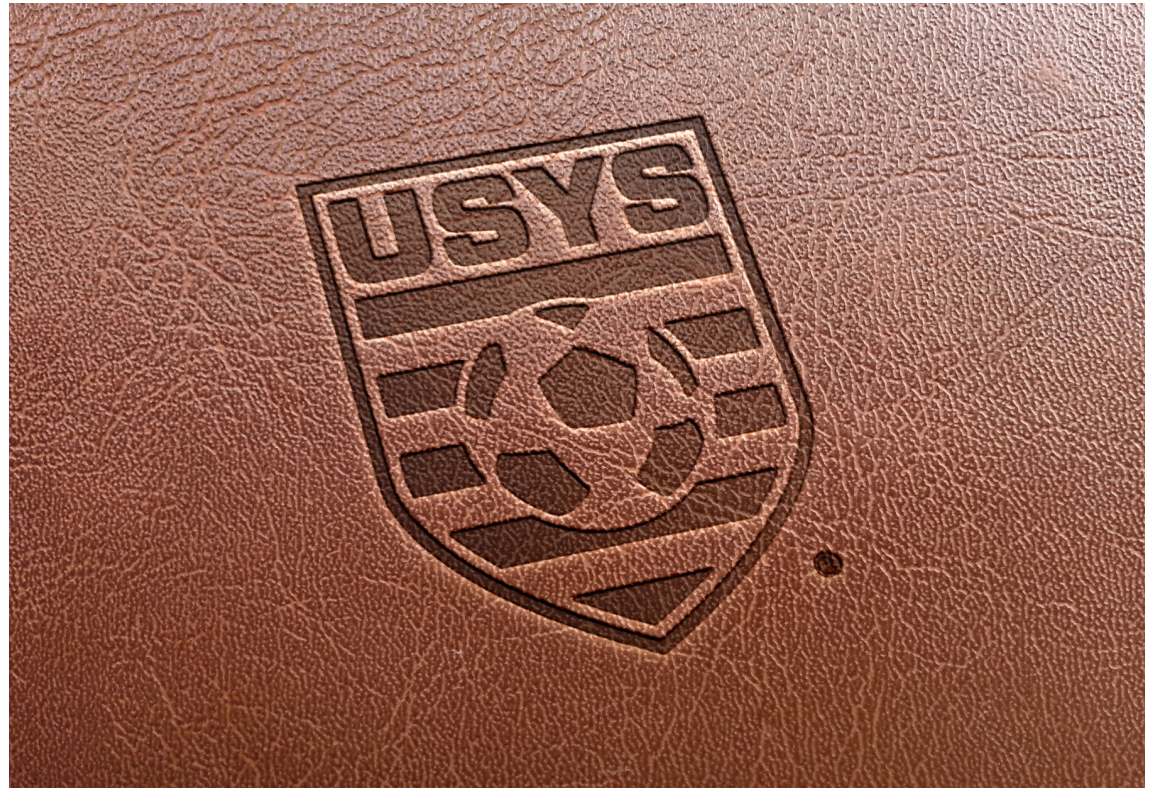
Sample apparel applications of the US Youth Soccer visual identity are presented to the right.





## BRAND **IDENTITY** / SAMPLE APPLICATION

A sample embossing/  
debossing application  
of the US Youth Soccer  
visual identity is  
presented to the right.





# CUPS



# NATIONAL CHAMPIONSHIP SERIES /

## The National Championship Series Mark is presented to the right.

The Mark is produced in both nondated and dated versions.

Dated Locational versions are also available and produced in one-, two-, or three-line variations depending on the length the location or program name.

Please use the contact form at the end of this Guide to obtain a specific Dated Locational version.



NON DATED



DATED



DATED LOCATIONAL (THREE-LINE)



# NATIONAL CHAMPIONSHIP SERIES / COLOR WAYS

The National Championship Series Mark is presented to the right in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

Although only the nondated Mark is shown here, these color ways are available for all iterations of the National Championship Series Marks.



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON DARK



ONE COLOR ON WHITE



# NATIONAL CHAMPIONSHIP SERIES / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “N” in “National.” This also applies to the minimum distance from the edge of the page.

Although only the nondated Mark is shown here, these clear space rules apply to all iterations of the National Championship Series Marks.



# NATIONAL CHAMPIONSHIP SERIES / MINIMUM SIZE

## The National Championship Series Marks have a minimum usage size.

The National Championship Series Marks should never be reduced smaller than 0.625 inches tall in print applications, or 45 pixels tall in digital applications.

Although only the nondated Mark is shown here, these minimum sizing rules apply to all iterations of the National Championship Series Marks.



0.625" OR 45px tall

# NATIONAL CHAMPIONSHIP SERIES / MISUSAGE

The National Championship Series Marks must be treated consistently in order to maintain the integrity of the brand.

Although only the non-dated Mark is shown here, these misuse rules apply to all iterations of the National Championship Series Marks.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

# NATIONAL CHAMPIONSHIPS /

## The National Championships Mark is presented to the right.

This Mark is updated based on city and state location and is available in both Vertical and Horizontal orientations.

**Note:** Marks that include a Sponsor logo, cannot be reproduced without the Sponsor logo unless given express permission by US Youth Soccer.



VERTICAL MARK



HORIZONTAL MARK

# NATIONAL CHAMPIONSHIPS / COLORWAYS

**The National Championships Mark is presented to the right in various color ways.**

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

Although only the Vertical Mark is shown here, these color ways are available for all iterations of the National Championship Series Marks.



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON DARK



ONE COLOR ON WHITE

# NATIONAL CHAMPIONSHIPS / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “N” in “National.” This also applies to the minimum distance from the edge of the page.

Although only the Vertical Mark is shown here, these clear space rules apply to all iterations of the National Championship Series Marks.



# NATIONAL CHAMPIONSHIPS / MINIMUM SIZE

## The National Championships Marks have a minimum usage size.

The Vertical National Championships Mark should never be reduced smaller than 0.75 inches tall in print applications, or 54 pixels tall in digital applications.

The Horizontal National Championships Mark should never be reduced smaller than 0.5625 inches tall in print applications, or 41 pixels tall in digital applications.



0.75" OR 54px tall



0.5625" OR 41px tall

# NATIONAL CHAMPIONSHIPS / MISUSAGE

The National Championships Mark must be treated consistently in order to maintain the integrity of the brand.

Although only the Vertical Mark is shown here, these misuse rules apply to all iterations of the National Championships Marks.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY



# REGIONAL CHAMPIONSHIPS /

## The Regional Championship Marks are presented to the right.

The Marks are produced in both dated and nondated versions and are available in both Vertical and Horizontal orientations.

**Note:** Marks that include a Sponsor logo, cannot be reproduced without the Sponsor logo unless given express permission by US Youth Soccer.



VERTICAL MARKS



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR

HORIZONTAL MARKS

# REGIONAL CHAMPIONSHIPS / COLOR WAYS

The Regional Championship Marks are presented to the right in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

Although only the nondated Vertical Eastern Regional Championships Mark is shown here, these colorways are available for all Regional Championships Marks.



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON DARK



ONE COLOR ON WHITE

## REGIONAL CHAMPIONSHIPS / CLEAR SPACE

**The placement of surrounding elements (text, photos, and other graphic elements) must respect the clear space guidelines shown to the right.**

The distance of the clear space is proportional and must always equal or exceed the height of the first letter in the region. This also applies to the minimum distance from the edge of the page.

Although only the Vertical Eastern Regional Championships Mark is shown here, these clear space rules apply to all iterations of the Regional Championships Marks.



# REGIONAL CHAMPIONSHIPS / MINIMUM SIZE

## The Regional Championship Marks have a minimum usage size.

The Vertical Regional Championships Marks should never be reduced smaller than 0.75 inches tall in print applications, or 54 pixels tall in digital applications.

The Horizontal Regional Championships Marks should never be reduced smaller than 0.5625 inches tall in print applications, or 41 pixels tall in digital applications.



PRESENTED BY

SPONSOR

0.75" OR 54px tall



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR

0.5625" OR 41px tall

# REGIONAL CHAMPIONSHIPS / MISUSAGE

The Regional Championships Marks must be treated consistently in order to maintain the integrity of the brand.

Although only the Vertical Eastern Regional Championships Mark is shown here, these misuse rules apply to all iterations of the Regional Championships Marks.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

# GENERIC **PRESIDENTS CUP** /

## The Generic Presidents Cup Marks are presented to the right.

Although only the nondated Marks are shown here, this Mark is also available in both Vertical and Horizontal orientations in dated versions.

**Note:** Marks that include a Sponsor logo, cannot be reproduced without the Sponsor logo unless given express permission by US Youth Soccer.



PRESENTED BY

SPONSOR

SPONSORED  
NONDATED VERTICAL MARK



PRESENTED BY

SPONSOR

SPONSORED  
NONDATED HORIZONTAL MARK

# GENERIC **PRESIDENTS CUP** / LOCATIONAL

The Generic Locational Presidents Cup Marks are presented to the right.

The Marks are produced in both dated and nondated versions.

Please use the contact form at the end of this Guide to obtain a specific Dated or Nondated Locational version.



**GEORGIA**

DATED VERTICAL MARK



**GEORGIA**

NONDATED LOCATIONAL MARK

# GENERIC **PRESIDENTS CUP** / COLOR WAYS

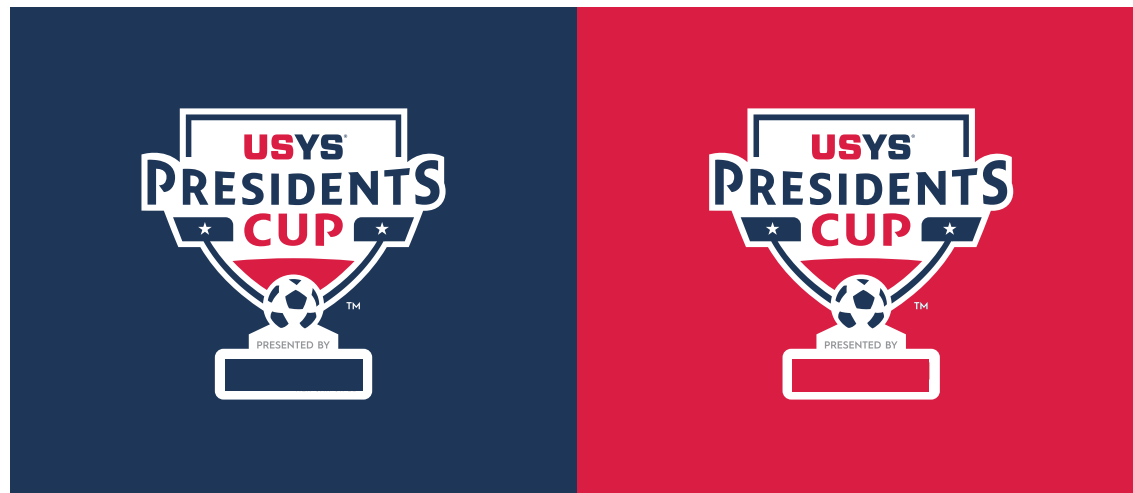
The Generic Presidents Cup Mark is presented to the right in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

Although only the nondated Vertical Generic Presidents Cup Mark is shown here, these colorways are available for all Generic Presidents Cup Marks.



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON DARK



ONE COLOR ON WHITE



## GENERIC **PRESIDENTS CUP** / CLEAR SPACE

The placement of surrounding elements (text, photos, and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “P” in “Presidents.” This also applies to the minimum distance from the edge of the page.

Although only the Vertical Generic Presidents Cup Mark is shown here, these clear space rules apply to all iterations of the Generic Presidents Cup Marks.



# GENERIC **PRESIDENTS CUP** / MINIMUM SIZE

## The Generic Presidents Cup Marks have a minimum usage size.

The Vertical Generic Presidents Cup Marks should never be reduced smaller than 0.75 inches tall in print applications, or 54 pixels tall in digital applications.

The Horizontal Generic Presidents Cup Marks should never be reduced smaller than 0.5625 inches tall in print applications, or 41 pixels tall in digital applications.



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR

0.75" OR 54px tall



PRESENTED BY

SPONSOR

0.5625" OR 41px tall

# GENERIC **PRESIDENTS CUP** / MISUSAGE

The Generic Presidents Cup Marks must be treated consistently in order to maintain the integrity of the brand.

Although only the nondated Vertical Generic Presidents Cup Mark is shown here, these misuseage rules apply to all iterations of the Generic Presidents Cup Marks.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

# NATIONAL **PRESIDENTS CUP** /

## The National Presidents Cup Mark is presented to the right.

This Mark is updated based on city and state location and is available in both Vertical and Horizontal orientations. It is also available in a nondated sponsored version.

**Note:** Marks that include a Sponsor logo, cannot be reproduced without the Sponsor logo unless given express permission by US Youth Soccer.



PRESENTED BY

SPONSOR

VERTICAL MARK



PRESENTED BY

SPONSOR

HORIZONTAL MARK

# NATIONAL **PRESIDENTS CUP** / COLOR WAYS

The National Presidents Cup Mark is presented to the right in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

Although only the dated Vertical National Presidents Cup Mark is shown here, these colorways are available for all National Presidents Cup Marks.



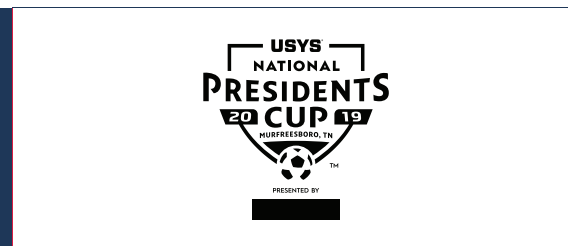
FULL COLOR ON BLUE



FULL COLOR ON RED



ONE COLOR ON DARK



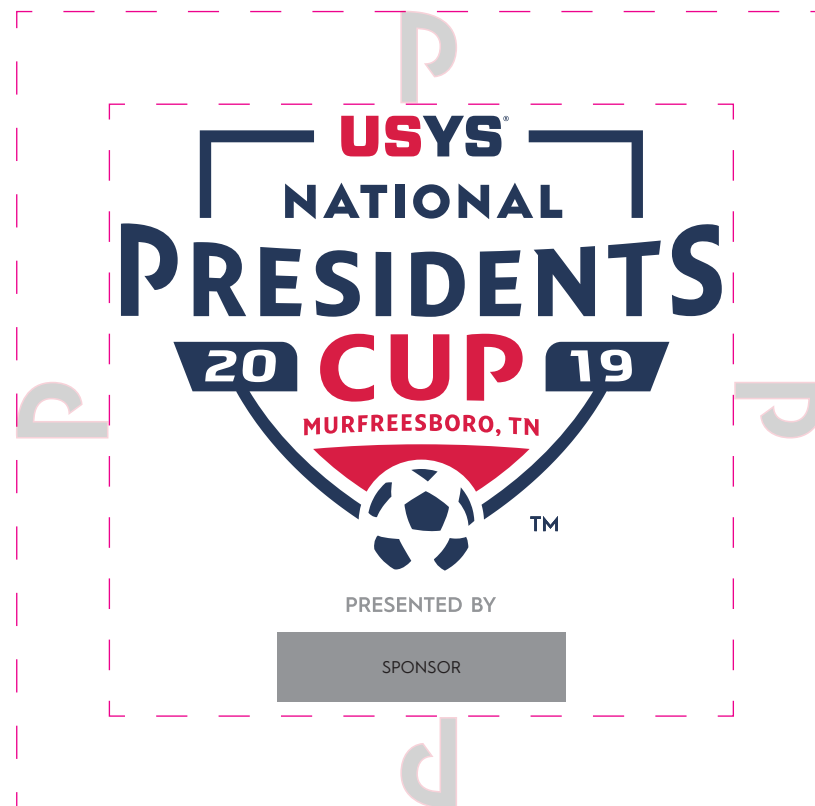
ONE COLOR ON WHITE

# NATIONAL **PRESIDENTS CUP** / CLEAR SPACE

The placement of surrounding elements (text, photos, and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “P” in “Presidents.” This also applies to the minimum distance from the edge of the page.

Although only the Vertical National Presidents Cup Mark is shown here, these clear space rules apply to all iterations of the National Presidents Cup Marks.



# NATIONAL **PRESIDENTS CUP** / MINIMUM SIZE

## The National Presidents Cup Marks have a minimum usage size.

The Vertical National Presidents Cup Marks should never be reduced smaller than 0.75 inches tall in print applications, or 54 pixels tall in digital applications.

The Horizontal Presidents Cup Marks should never be reduced smaller than 0.5625 inches tall in print applications, or 41 pixels tall in digital applications.



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR

0.75" OR 54px tall

0.5625" OR 41px tall

# NATIONAL **PRESIDENTS CUP** / MISUSAGE

The National Presidents Cup Marks must be treated consistently in order to maintain the integrity of the brand.

Although only the Vertical National Presidents Cup Mark is shown here, these misuseage rules apply to all iterations of the National Presidents Cup Marks.



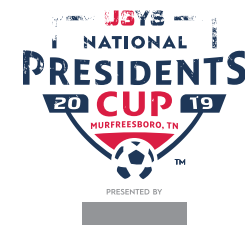
DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY



# REGIONAL **PRESIDENTS CUP** /

## The Regional Presidents Cup Marks are presented to the right.

The Marks are produced in both dated and nondated versions and are available in both Vertical and Horizontal orientations.

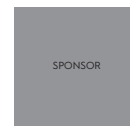
**Note:** Marks that include a Sponsor logo, cannot be reproduced without the Sponsor logo unless given express permission by US Youth Soccer.



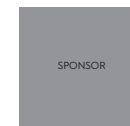
VERTICAL MARKS



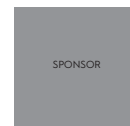
PRESENTED BY



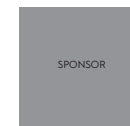
PRESENTED BY



PRESENTED BY



PRESENTED BY



HORIZONTAL MARKS

# REGIONAL **PRESIDENTS CUP** / COLOR WAYS

The Regional Presidents Cup Marks are presented to the right in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

Although only the dated Vertical Eastern Presidents Cup Mark is shown here, these colorways are available for all Regional Presidents Cup Marks.



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON DARK



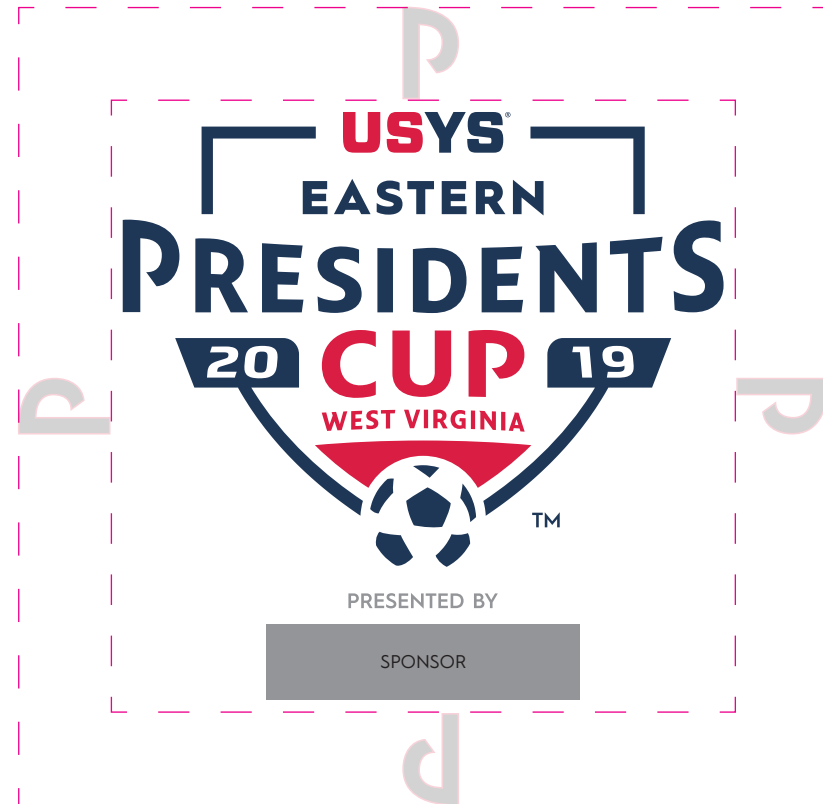
ONE COLOR ON WHITE

# REGIONAL **PRESIDENTS CUP** / CLEAR SPACE

The placement of surrounding elements (text, photos, and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “P” in “Presidents.” This also applies to the minimum distance from the edge of the page.

Although only the dated Vertical Eastern Presidents Cup Mark is shown here, these clear space rules apply to all iterations of the Regional Presidents Cup Marks.



# REGIONAL **PRESIDENTS CUP** / MINIMUM SIZE

## The Regional Presidents Cup Marks have a minimum usage size.

The Vertical Regional Presidents Cup Marks should never be reduced smaller than 0.75 inches tall in print applications, or 54 pixels tall in digital applications.

The Horizontal Regional Presidents Cup Marks should never be reduced smaller than 0.5625 inches tall in print applications, or 41 pixels tall in digital applications.



PRESENTED BY

SPONSOR



PRESENTED BY

SPONSOR



0.75" OR 54px tall



PRESENTED BY

SPONSOR

0.5625" OR 41px tall

# REGIONAL **PRESIDENTS CUP** / MISUSAGE

The Regional Presidents Cup Marks must be treated consistently in order to maintain the integrity of the brand.

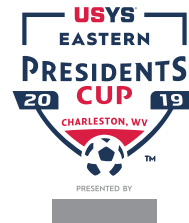
Although only the Vertical Regional Presidents Cup Mark is shown here, these misuseage rules apply to all iterations of the Regional Presidents Cup Marks.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

# NONDATED **CHAMPIONS CUP** /

The US Youth Soccer  
Nondated Champions  
Cup Mark(s) are shown  
here to the right.

Single-color configurations can be  
used in applications where full color  
may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



HORIZONTAL MARKS

VERTICAL MARKS

# DATED CHAMPIONS CUP /

The US Youth Soccer  
Dated Champions Cup  
Mark(s) are shown  
here to the right.

Single-color configurations can be  
used in applications where full color  
may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



HORIZONTAL MARKS

VERTICAL MARKS

# US YOUTH SOCCER PROGRAMS





The US Youth Soccer  
ODP (Nike) Mark is  
shown here to the right.

This Mark should be used in  
conjunction with any and all ODP  
(Nike) marketing applications.



# NIKE **ODP** / COLOR WAYS

The US Youth Soccer  
ODP (Nike) Mark  
is shown here in  
various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

## NIKE **ODP** / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

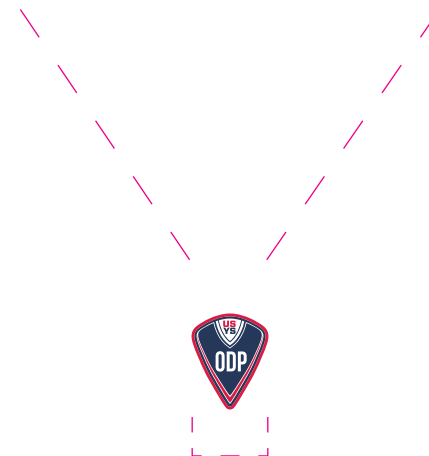
The distance of the clear space is proportional and must always equal or exceed the height of the “O” in “ODP.” This also applies to the minimum distance from the edge of the page.



## NIKE **ODP** / MINIMUM SIZE

### The US Youth Soccer ODP (Nike) Mark has a minimum usage size.

The US Youth Soccer ODP (Nike) Mark should never be reduced smaller than 0.5 inches wide in print applications, or 29 pixels wide in digital applications.



0.5" OR 29px wide

# NIKE **ODP** / MISUSAGE

The US Youth Soccer ODP (Nike) Mark must be treated consistently in order to maintain the integrity of the US Youth Soccer brand identity.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

## NON-NIKE **ODP** /

The US Youth Soccer  
ODP (Non-Nike) Marks  
are shown here to  
the right.



ONE LINE SHORT VERISON



ONE LINE LONG VERISON



TWO LINE VERISON

# NON-NIKE **ODP** / COLORWAYS

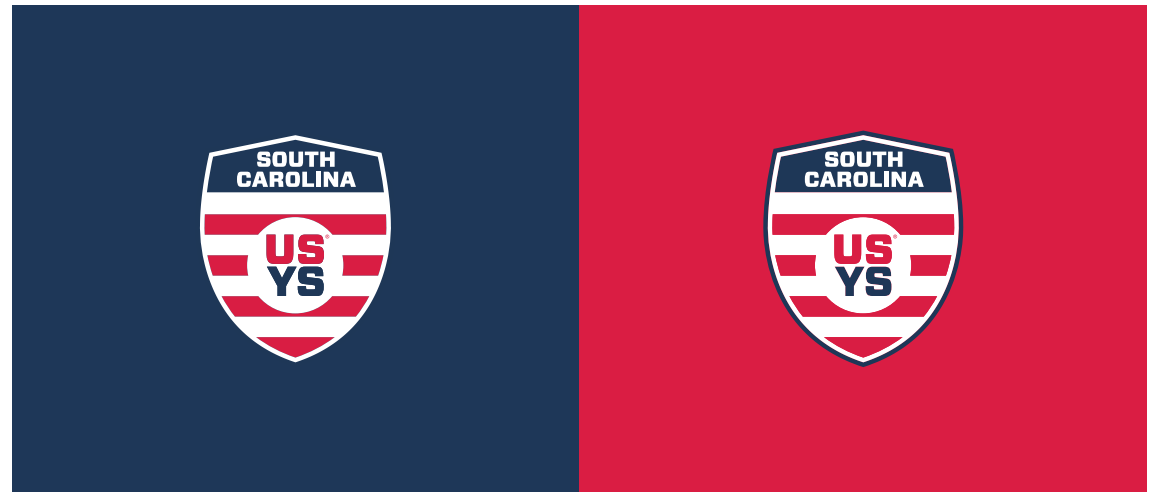
## The US Youth Soccer ODP (Non-Nike) Mark is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

### AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

Although only a two line Mark is shown here, these colorways are available for all iterations of the Non-Nike ODP system.



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

## NON-NIKE **ODP** / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “USYS.” This also applies to the minimum distance from the edge of the page.

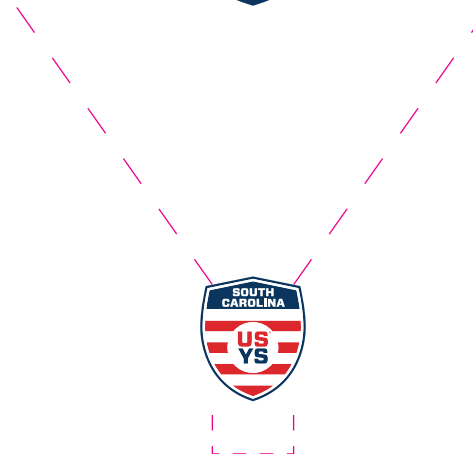




## NON-NIKE **ODP** / MINIMUM SIZE

### The US Youth Soccer ODP (Non-Nike) Mark has a minimum usage size.

The US Youth Soccer ODP (Non-Nike) Mark should never be reduced smaller than 0.65 inches tall in print applications, or 47 pixels tall in digital applications.



0.65" OR 47px tall

# NIKE **ODP** / MISUSAGE

The US Youth Soccer  
ODP (Non-Nike)  
Mark must be treated  
consistently in order to  
maintain the integrity  
of the US Youth Soccer  
brand identity.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

# NATIONAL LEAGUE /

## The National League Mark is presented to the right.

This Mark should be used in conjunction with any and all National League marketing applications.

For more information on the National League and use of its marks (including the National League Conferences, National League P.R.O. and National League Elite 64), visit: [usysnationalleague.com](https://usysnationalleague.com).



# NATIONAL LEAGUE / COLOR WAYS

The National League Mark is presented to the right in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON DARK



ONE COLOR ON WHITE

## NATIONAL LEAGUE / CLEAR SPACE

The placement of surrounding elements (text, photos, and other graphic elements) must respect the clear space guidelines shown to the right.

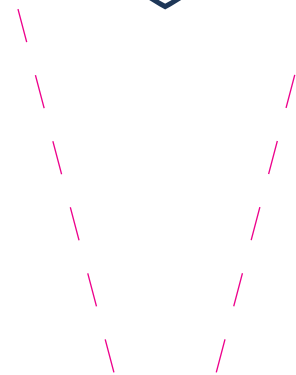
The distance of the clear space is proportional and must always equal or exceed double the height of the “N” in “National.” This also applies to the minimum distance from the edge of the page.



# NATIONAL LEAGUE / MINIMUM SIZE

## The National League Mark has a minimum usage size.

The National League Mark should never be reduced smaller than 0.75 inches tall in print applications, or 54 pixels tall in digital applications.



0.75" OR 54px tall

# NATIONAL LEAGUE / MISUSAGE

The National League Mark must be treated consistently in order to maintain the integrity of the brand.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

## PROGRAM MARKS /

The US Youth Soccer Program Mark(s) shown here should always be the first choice for all program-branded applications.

Available in both Horizontal and Vertical layouts, these marks utilize the US Youth Soccer Secondary Mark in conjunction with a specific US Youth Soccer program.

Although only the Vertical and Horizontal Marks for TOPSoccer are shown here, these Marks are available for Youth Soccer Month, USYS Futsal, and USYS University as well.



**TOPSOCCER™**

HORIZONTAL PROGRAM MARK



**TOPSOCCER™**

VERTICAL PROGRAM MARK



## HORIZONTAL **PROGRAM MARK** / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “USYS.” This also applies to the minimum distance from the edge of the page.

Although only the Horizontal Program Mark for Soccer Across America is shown here, these clear space rules apply to all iterations of US Youth Soccer programs.



## VERTICAL **PROGRAM MARK** / CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear space guidelines shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “USYS.” This also applies to the minimum distance from the edge of the page.

Although only the Vertical Program Mark for Soccer Across America is shown here, these clear space rules apply to all iterations of US Youth Soccer programs.



# HORIZONTAL **PROGRAM MARK** / MINIMUM SIZE

## The Horizontal Program Marks have a minimum usage size.

The Horizontal Program Marks should never be reduced smaller than 0.325 inches tall in print applications, or 23 pixels tall in digital applications.

Although only the Horizontal Program Mark for TOPSoccer is shown here, these minimum sizing rules apply to all iterations of US Youth Soccer programs.



0.325" OR 23px tall

## VERTICAL **PROGRAM MARK** / MINIMUM SIZE

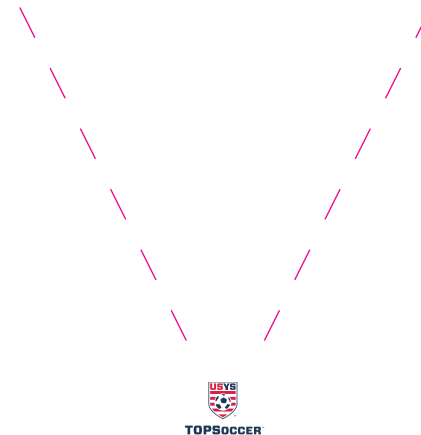
### The Vertical Program Marks have a minimum usage size.

The Vertical Program Marks should never be reduced smaller than 0.4125 inches wide in print applications, or 30 pixels wide in digital applications.

Although only the Vertical Program Mark for TOPSoccer is shown here, these minimum sizing rules apply to all iterations of US Youth Soccer programs.



# TOPSOCCER™



0.4125" OR 30px wide

# HORIZONTAL **PROGRAM MARK** / MISUSAGE

The Horizontal Program Marks must be treated consistently in order to maintain the integrity of the US Youth Soccer brand identity.

Although only the Horizontal Program Mark for TOPSoccer is shown here, these misuse rules apply to all iterations of the US Youth Soccer programs.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

# VERTICAL **PROGRAM MARK** / MISUSAGE

The Vertical Program Marks must be treated consistently in order to maintain the integrity of the US Youth Soccer brand identity.

Although only the Vertical Program Mark for TOPSoccer is shown here, these misuseage rules apply to all iterations of the US Youth Soccer programs.



**TOPSOCCER™**

DO NOT ALTER THE COLORS



**TOPSOCCER™**

DO NOT STRETCH OR WARP



**TOPSOCCER™**

DO NOT ALTER THE COMPOSITION



**TOPSOCCER™**

DO NOT DESTROY THE INTEGRITY

# PROGRAM MARKS / TOPSOCCER

The US Youth Soccer TOPSoccer Program Mark(s) are shown here to the right.

These Marks, unique in the US Youth Soccer Programs space, are available in both Horizontal and Vertical layouts in both locational and nonlocational variations.

Locational versions are produced in one-, two-, or three-line variations depending on the length the location or program name.

These Marks are available in all the same color ways as other US Youth Soccer Program Marks and are subject to the same clear space, minimum size, and misuse rules.



VERTICAL  
NONLOCATIONAL MARK



VERTICAL LOCATIONAL MARKS



**TOPSOCCER™**

HORIZONTAL  
NONLOCATIONAL MARK



**TOPSOCCER™**  
CINCINNATI



**TOPSOCCER™**  
WASHINGTON  
YOUTH SOCCER



**TOPSOCCER™**  
NEW MEXICO  
YOUTH SOCCER  
ASSOCIATION

HORIZONTAL  
LOCATIONAL MARKS

# HORIZONTAL **PROGRAM MARK** / Youth Soccer Month

The Horizontal Program Mark for Youth Soccer Month is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white

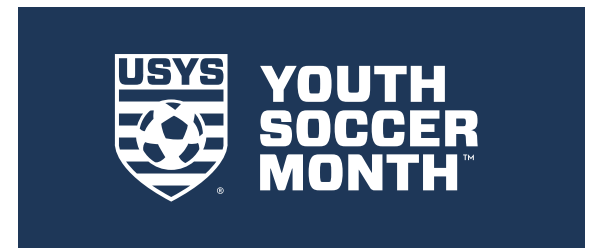


FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE



ONE COLOR ON DARK



# VERTICAL **PROGRAM MARK** / Youth Soccer Month

The Vertical Program Mark for Youth Soccer Month is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

# HORIZONTAL **PROGRAM MARK** / Futsal

The Horizontal Program Mark for USYS Futsal is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

# VERTICAL **PROGRAM MARK** / Futsal

The Vertical Program Mark for USYS Futsal is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

# HORIZONTAL **PROGRAM MARK** / University

## The Horizontal Program Mark for USYS

University is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

### AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

# VERTICAL **PROGRAM MARK** / University

## The Vertical Program Mark for USYS

University is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

### AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

# PROGRAM MARKS / Esports

The Program Mark for USYS Esports is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

#### AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black, blue, red and white



FULL COLOR ON WHITE



FULL COLOR ON RED

FULL COLOR ON BLACK



ONE COLOR ON WHITE



ONE COLOR ON DARK

# PROGRAM **MARKS** / ODP Europe (Nike)

## The ODP Europe (Nike) Mark is shown here in various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

### AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE



ONE COLOR ON DARK

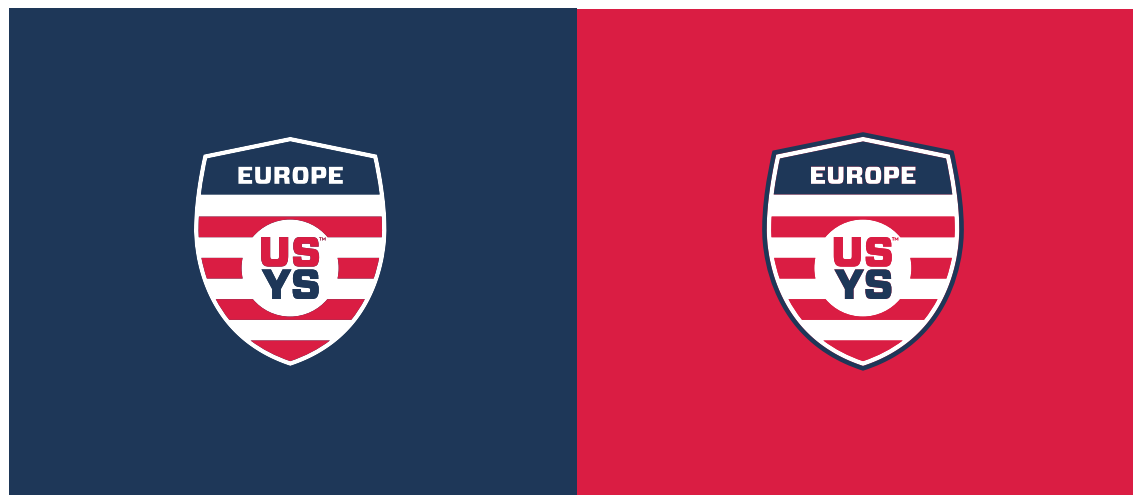
# PROGRAM **MARKS** / ODP Europe (Non-Nike)

The ODP Europe  
(Non-Nike) Mark  
is shown here in  
various color ways.

Single-color configurations can be used in applications where full color may be problematic for production.

## AVAILABLE FILES:

- » Three color Pantone® spot
- » Four color process (coated)
- » RGB (digital use)
- » One color black and white



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK



# PROGRAM MARKS / League America

The US Youth Soccer League America Program Mark(s) are shown here to the right.

These Marks, unique in the US Youth Soccer Programs space, are available in both National and State layouts.

These Marks are available in all the same color ways as other US Youth Soccer Program Marks and are subject to the same clear space, minimum size, and misusage rules.



NATIONAL MARKS

STATE MARKS

# PROGRAM MARKS / Goalkeeper Club

The US Youth Soccer  
Goalkeeper Club  
Mark(s) are shown  
here to the right.

These Marks, unique in the US Youth Soccer Programs space, are available in both National and State layouts.

These Marks are available in all the same color ways as other US Youth Soccer Program Marks and are subject to the same clear space, minimum size, and misuse rules.



PRIMARY MARK



WORDMARK



# COLORS AND FONTS



# LOOK **TOOLS KIT** / COLOR PALETTE

## Presented here is the approved Color Palette of US Youth Soccer.

The primary colors of US Youth Soccer are blue and red.

The only approved secondary color of US Youth Soccer is white.

### BLUE

Pantone®: PMS 534 C

HEX: #243859

RGB: 36/56/89

CMYK: 93/79/40/32

### RED

Pantone®: PMS 1795 C

HEX: #d81e43

RGB: 216/30/67

CMYK: 9/100/74/1

#### PRIMARY COLORS

### WHITE

HEX: #ffffff

RGB: 255/255/255

CMYK: 0/0/0/0

#### SECONDARY COLOR



## Hurme Geometric Sans 1 is the approved font of US Youth Soccer.

This should be used across all iterations of the US Youth Soccer brand identity.

A link to license and download Hurme Geometric Sans 1 can be found below:

<https://www.fonts.com/font/hurme-design/hurme-geometric-sans-no-1>

Aa

### Hurme Geometric Sans 1 Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

### Hurme Geometric Sans 1 Semibold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

### Hurme Geometric Sans 1 Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

### Hurme Geometric Sans 1 Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

### Forza Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# CONTACT **INFORMATION** /

Regarding the US Youth Soccer Brand, please direct all questions and/or requests to the appropriate contact listed to the right.

Skip **Gilbert**  
CEO

**e:** [sgilbert@usyouthsoccer.org](mailto:sgilbert@usyouthsoccer.org)  
**p:** (469) 400-1483

George **Stieren**  
DIRECTOR, MARKETING & COMMUNICATIONS

**e:** [gstieren@usyouthsoccer.org](mailto:gstieren@usyouthsoccer.org)  
**p:** (214) 223-1784

# THANK YOU

