

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.”

We 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, thereby 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, creating 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.

We look forward to seeing you on the field!

Sincerely,

Conor Runge
Chief Brand & Communications Officer
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 guide helps ensure that all members and partners of US Youth Soccer work together to communicate a consistent image and visual expression.

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 the United States.

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 Standards Guide 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.

**PNGs 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 for when it 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 page’s edge.



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 page’s edge.



EXTREME HORIZONTAL **PRIMARY MARK /** CLEAR SPACE

Because of the Extreme Horizontal Primary Mark's rare use and format, 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 the "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 to less 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 to less 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 to less than 0.125 inches tall in print applications, or 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 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 by 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.

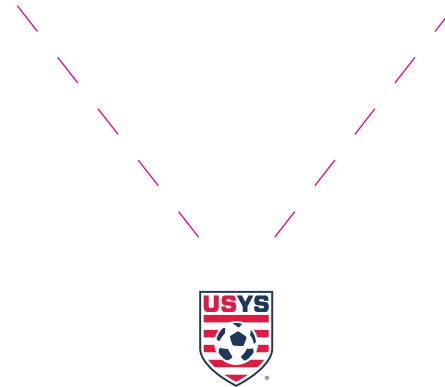
The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “USYS.” This also applies to the minimum distance from the page’s edge.



SECONDARY **MARK** / MINIMUM SIZE

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

The Secondary Mark should never
be reduced to less 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 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 by 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 for when it 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 dark blue.The logo consists of the letters 'US' in red followed by 'YS' in dark blue.

FULL COLOR ON WHITE



ONE COLOR ON BLUE

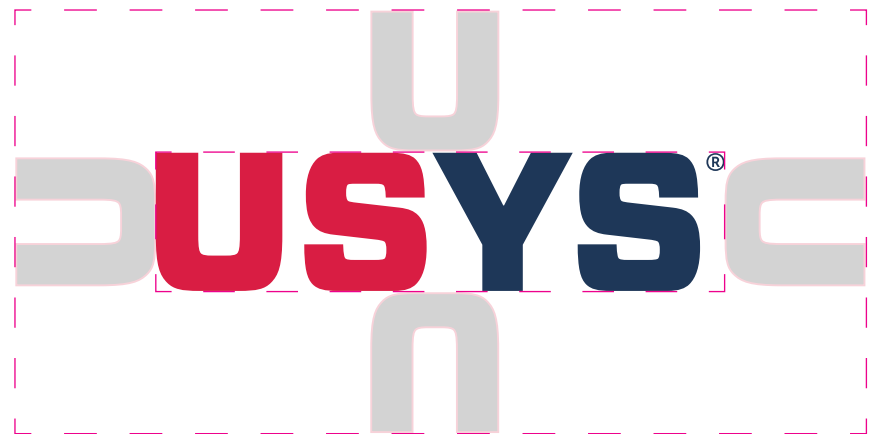
ONE COLOR ON RED

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 page’s edge.

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



TERTIARY MARKS / MINIMUM SIZE

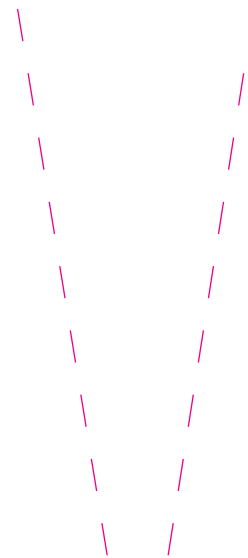
The US Youth Soccer Tertiary Marks have a minimum usage size.

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

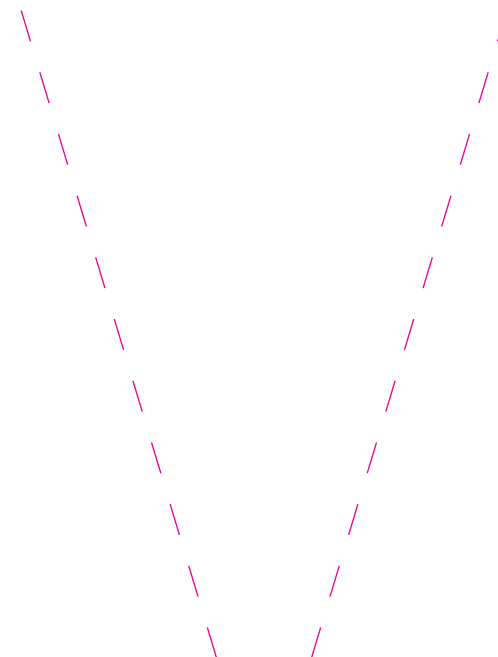
The Horizontal Tertiary Mark should never be reduced to less than 0.5 inches wide in print applications, or 36 pixels wide in digital applications.

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 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 to the right.

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

The logo consists of the words "US YOUTH" in a bold, dark blue sans-serif font, with "US" in red. Below "US YOUTH" is the word "SOCCER" 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[®]
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[®]
SOCCER

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 page’s edge.



WORDMARK / MINIMUM SIZE

The US Youth Soccer Wordmark has a minimum usage size.

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

US YOUTH[®]
SOCCER

US YOUTH[®]
SOCCER

0.25" OR 18px tall

WORDMARK / MISUSAGE

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

The wordmark consists of "US" in red and "YOUTH SOCCER" in blue, stacked vertically in a bold, sans-serif font.

**US YOUTH
SOCCER**

DO NOT ALTER THE COLORS

The wordmark consists of "US" in red and "YOUTH SOCCER" in blue, stacked vertically in a bold, sans-serif font.

**US YOUTH
SOCCER**

DO NOT STRETCH OR WARP

The wordmark consists of "US" in red and "YOUTH SOCCER" in blue, stacked vertically in a bold, sans-serif font.

**US YOUTH
SOCCER**

DO NOT ALTER THE COMPOSITION

The wordmark consists of "US" in red and "YOUTH SOCCER" in blue, stacked vertically in a bold, sans-serif font.

**US YOUTH
SOCCER**

DO NOT DESTROY THE INTEGRITY

BRAND **IDENTITY** / SAMPLE APPLICATIONS

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



BRAND **IDENTITY** / SAMPLE APPLICATIONS

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



BRAND **IDENTITY** / SAMPLE APPLICATIONS

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



BRAND **IDENTITY** / SAMPLE APPLICATIONS

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



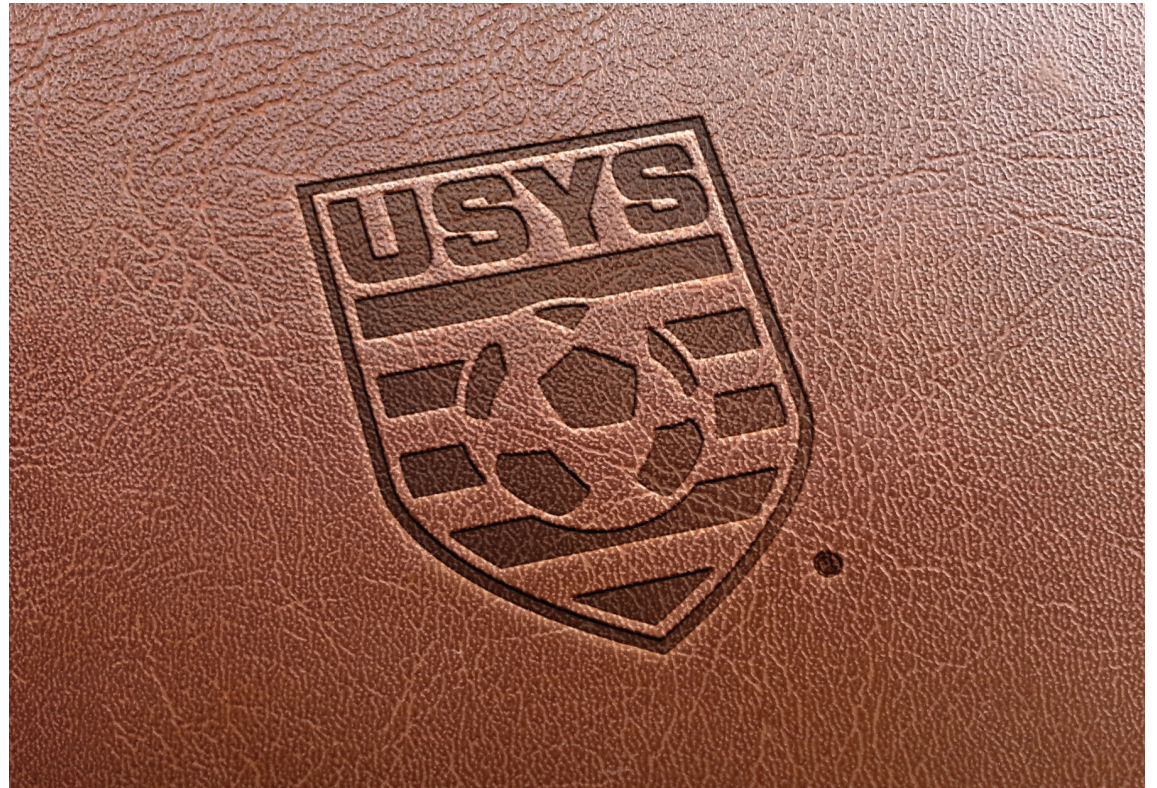
BRAND **IDENTITY** / SAMPLE APPLICATIONS

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



BRAND **IDENTITY** / SAMPLE APPLICATIONS

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



CUPS



NATIONAL CHAMPIONSHIPS /

The National Championships Mark is presented to the right.

The Mark is produced in both non-dated and dated versions.

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

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



NON-DATED



DATED



DATED LOCATIONAL (TWO-LINE)

NATIONAL CHAMPIONSHIPS / COLOR WAYS

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

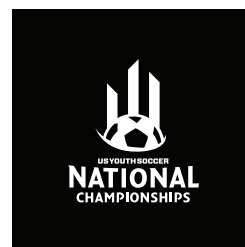
Although only the non-dated Mark is shown here, these color ways are available for all iterations of the National Championships Marks.



FULL COLOR ON BLUE



FULL COLOR ON WHITE



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 page’s edge.

Although only the non-dated Mark is shown here, these clear space rules apply to all iterations of the National Championships Marks.



NATIONAL CHAMPIONSHIPS / MINIMUM SIZE

The National Championships Marks have a minimum usage size.

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

Although only the non-dated Mark is shown here, these minimum sizing rules apply to all iterations of the National Championships Marks.



0.625" OR 45px tall

NATIONAL CHAMPIONSHIPS / MISUSAGE

The National Championships Marks must be treated consistently 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 Championships Marks.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

NATIONAL CHAMPIONSHIPS / PRESENTING PARTNER

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.



NATIONAL CHAMPIONSHIPS / PRESENTING PARTNER / COLOR WAYS

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 Championships Marks.



FULL COLOR ON BLUE



FULL COLOR ON WHITE



ONE COLOR ON DARK



ONE COLOR ON WHITE

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 page’s edge.

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



NATIONAL CHAMPIONSHIPS / PRESENTING PARTNER / MINIMUM SIZE

The National Championships Marks have a minimum usage size.

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

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



0.75" OR 54px tall

NATIONAL CHAMPIONSHIPS / PRESENTING PARTNER / MISUSAGE

The National Championships Marks must be treated consistently 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

GENERIC **PRESIDENTS CUP** /

The Generic Presidents Cup Marks are presented to the right.

Although only the non-dated Mark is shown here, it 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.



NON-DATED 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

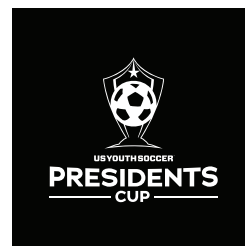
Although only the non-dated Vertical Generic Presidents Cup Mark is shown here, these color ways are available for all Generic Presidents Cup Marks.



FULL COLOR ON BLUE



FULL COLOR ON WHITE



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 page’s edge.

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.

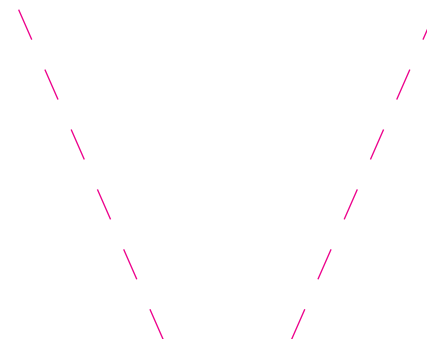


GENERIC **PRESIDENTS CUP** / MINIMUM SIZE

The Generic Presidents Cup Marks have a minimum usage size.

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



0.75" OR 54px tall

GENERIC **PRESIDENTS CUP** / MISUSAGE

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

Although only the non-dated 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 non-dated sponsored version.

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



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 color ways are available for all National Presidents Cup Marks.



FULL COLOR ON BLUE



FULL COLOR ON WHITE



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 page’s edge.

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 to less than 0.75 inches tall in print applications, or 54 pixels tall in digital applications.

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



0.75" OR 54px tall

US YOUTH SOCCER PROGRAMS



The US Youth Soccer
ODP Marks are
shown to the right.



ONE LINE SHORT VERSION



ONE LINE LONG VERSION



TWO LINE VERSION

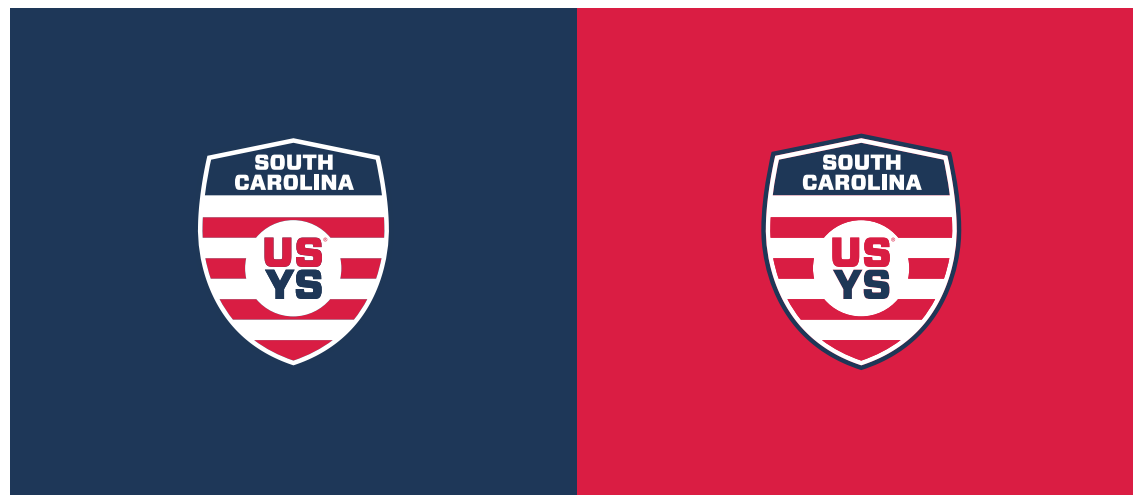
The US Youth Soccer ODP Mark is shown here in various color ways.

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 color ways are available for all iterations of the ODP system.



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON WHITE

ONE COLOR ON DARK

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

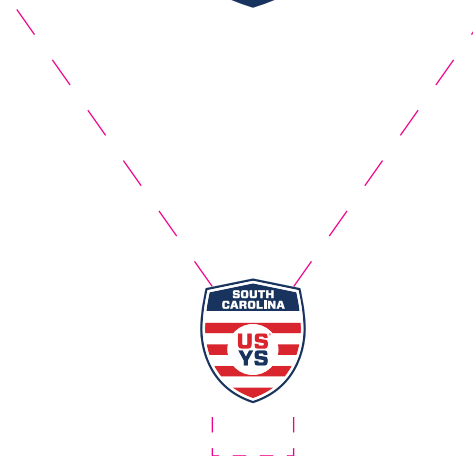
The distance of the clear space is proportional and must always equal or exceed the height of the “U” in “USYS.” This also applies to the minimum distance from the page’s edge.



ODP / MINIMUM SIZE

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

The US Youth Soccer ODP Mark should never be reduced to less than 0.65 inches tall in print applications, or 47 pixels tall in digital applications.



0.65" OR 47px tall

ODP / MISUSAGE

The US Youth Soccer ODP Mark must be treated consistently 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

The US Youth Soccer ODP (Nike) Mark is shown 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.

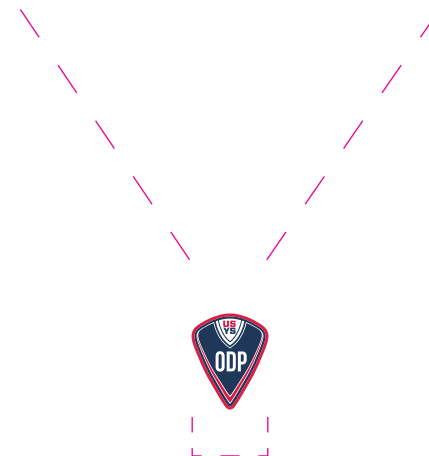
The distance of the clear space is proportional and must always equal or exceed the height of the “O” in “ODP.” This also applies to the minimum distance from the page’s edge.



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 to less 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

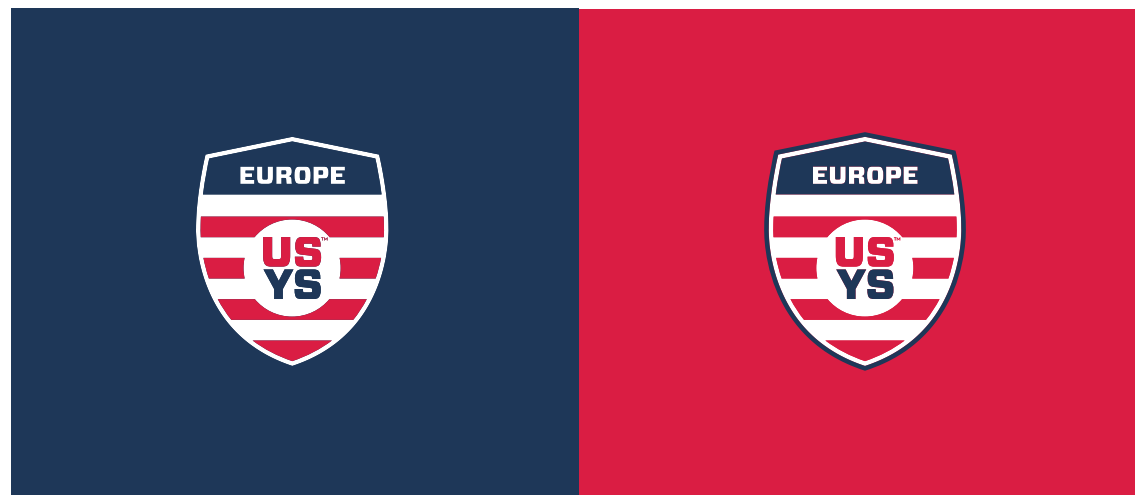
PROGRAM **MARKS** / ODP Europe

The ODP Europe 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 (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 /

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 also available for Youth Soccer Month, USYS Futsal and USYS University.



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 page’s edge.

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 page’s edge.

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 to less 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 size rules apply to all iterations of US Youth Soccer programs.



0.325" OR 23px tall

VERTICAL **PROGRAM MARK** / MINIMUM SIZE

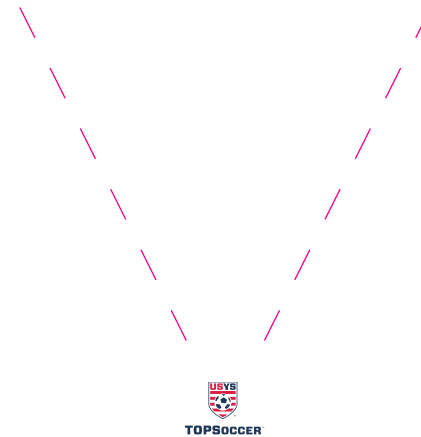
The Vertical Program Marks have a minimum usage size.

The Vertical Program Marks should never be reduced to less 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 size 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 to maintain the integrity of the US Youth Soccer brand identity.

Although only the Horizontal 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

VERTICAL **PROGRAM MARK** / MISUSAGE

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

Although only the Vertical Program Mark for TOPSoccer is shown here, these misuse 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 to the right.

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

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

These Marks are available in 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
NON-LOCATIONAL MARK



VERTICAL LOCATIONAL MARKS



HORIZONTAL
NON-LOCATIONAL MARK



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

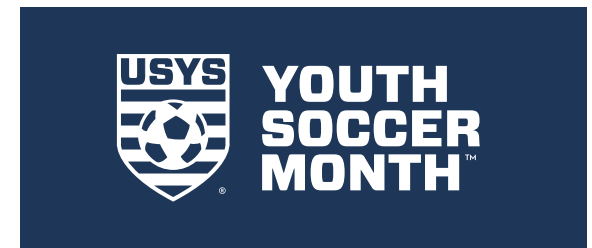


FULL COLOR ON BLUE

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

COLORS AND FONTS



LOOK **TOOLS KIT** / COLOR PALETTE

Presented here is US Youth Soccer's approved Color Palette.

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

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

PRIMARY COLORS

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

SECONDARY COLOR

WHITE

HEX: #ffffff

RGB: 255/255/255

CMYK: 0/0/0/0

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

This font 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** /

Please direct all questions and/or requests regarding the US Youth Soccer Brand to the contact listed on the right.

Conor **Runge**
CHIEF BRAND & COMMUNICATIONS OFFICER

e: crunge@usyouthsoccer.org

p: (214) 223-1784

THANK
YOU

