

NATIONAL LEAGUE BRAND STANDARDS GUIDE



TM

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A LETTER FROM LEADERSHIP /

**“An identity shaped
by the players who
take the field”**



The US Youth Soccer National League has seen great evolution and growth across its history, especially in recent years.

The identity of the National League – which is an identity shaped by the players who take the field within our various competitions – is one that is becoming increasingly clearer across the youth soccer landscape, and the marks and logos of the National League brand serve as the visual introduction to what it means to be part of the National League.

The various shields and crests are more than logos. They represent the commitment and attitude of every National League player, team and club.

Taking advantage of opportunities. Rising to challenges. Earning your place.

Seeing a National League logo associated with a team means its players have checked those boxes. It means the club and coaches have provided a safe and fun environment for the players to obtain those accomplishments and pursue future goals. It means the game of soccer is taking another step forward in this country.

We are excited to continue to offer the right level of competition for every player, and we look forward to seeing you on the field soon!

Sincerely,

Tom Condone
Chief Soccer 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 pages help ensure all members and partners of US Youth Soccer are working together to communicate a consistent image and visual expression of the National League.

The USYS National League identity elements used to represent our brand must be replicated and produced according to the associated guidelines contained herein. As a representative of the National League, 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 the National League carve out a unique and relevant position throughout the competitive landscape of amateur athletics in America.

FILE FORMATS /

The success of the USYS National League 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, JPEG (RGB)

ABOUT NATIONAL LEAGUE



WHAT IS THE NATIONAL LEAGUE? /



The **US Youth Soccer National League** offers both team-based and club-based league competition, with multiple levels of play available across the United States. All divisions of play provide teams with a potential pathway that includes national events that ultimately point toward the annual USYS National Championships.

League Play

In the team-based divisions, each individual team earns its place in the league year after year — ensuring a high level of evenly-matched competition that challenges players and encourages development.

Teams enjoy opportunities for promotion within divisions and advancement to national events.

Team-based competition: Conference Premier 1, Conference Premier 2, National League Qualifiers

Club-based divisions provide a platform for like-minded clubs to compete against each other while focusing on maximizing the experience for the players. Participating clubs have a team in every age group (13U-19U) of the league, which applies high standards and provides access to national events.

Club-based competition: Elite 64, Elite 64 Regional League, National League Qualifiers

National Events

The National League's national events provide a pathway for the league's best teams to compete against each other in meaningful games in hopes of advancing on the pathway to the USYS National Championships.

The first stage of national events is made up of the National League Quarterfinals. Teams that advance out of the quarterfinals move on to the second stage of national events: the National League Semifinals. The top performing teams at the semifinals earn a berth to compete at that summer's USYS National Championships.

BRAND IDENTITY



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.



NATIONAL LEAGUE / COLORWAYS

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.

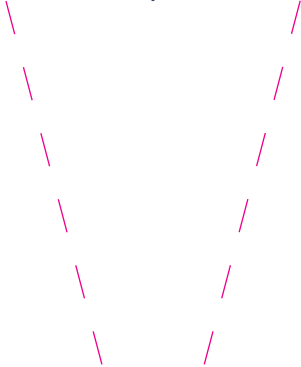
The distance of the clear space is proportional and must always equal or exceed double the height of the “N” in “National.” This also applies to the minimum distance from the edge of the page.



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

NATIONAL LEAGUE CONFERENCES /

The National League Conference Marks are presented to the right.

These Conference Marks may be used as a secondary brand element with Conference-level marketing applications.

The National League Mark (seen on Page 9) should be used as the primary brand element with Conference-level marketing applications.



NATIONAL LEAGUE **CONFERENCES** / COLOR WAYS

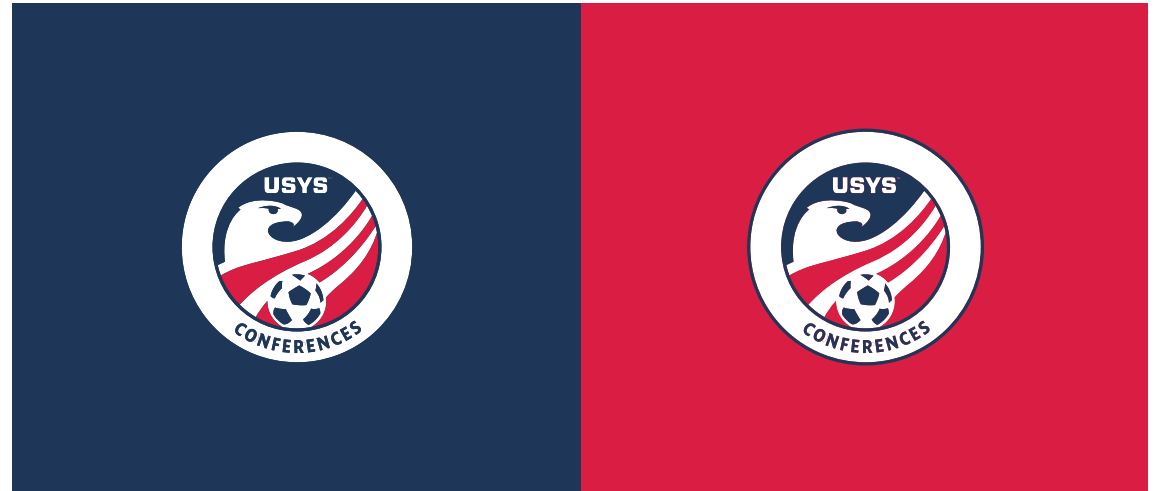
The National League Conference Marks are presented to the right in various color ways.

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 Conference Mark is shown here, these colorways are available for all National League Conference Marks.



FULL COLOR ON BLUE

FULL COLOR ON RED



ONE COLOR ON DARK



ONE COLOR ON WHITE

NATIONAL LEAGUE **CONFERENCES** / 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 “U” in “USYS.” This also applies to the minimum distance from the edge of the page.

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

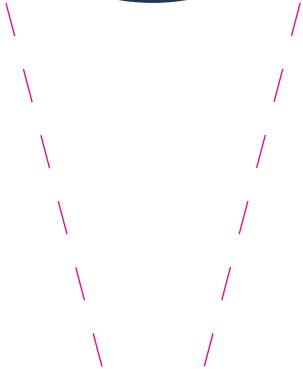


NATIONAL LEAGUE **CONFERENCES** / MINIMUM SIZE

The National League Conferences Mark has a minimum usage size.

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

Although only the Conference Mark is shown here, these minimum size rules apply to all iterations of the National League Conference Marks.



0.75" OR 54px tall

NATIONAL LEAGUE **CONFERENCES** / MISUSAGE

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

Although only the Conference Mark is shown here, these misuseage rules apply to all iterations of the National League Conference Marks.



DO NOT ALTER THE COLORS



DO NOT STRETCH OR WARP



DO NOT ALTER THE COMPOSITION



DO NOT DESTROY THE INTEGRITY

NATIONAL LEAGUE **ELITE 64** /

**The National League
Elite 64 Mark is
presented to the right.**

This Mark should be used in conjunction with any and all National League Elite 64 marketing applications.



NATIONAL LEAGUE **ELITE 64** / COLOR WAYS

The National League Elite 64 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 **ELITE 64** / CLEAR SPACE

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

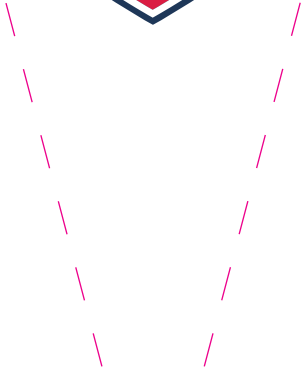
The distance of the clear space is proportional and must always equal or exceed double the height of the “N” in “National.” This also applies to the minimum distance from the edge of the page.



NATIONAL LEAGUE **ELITE 64** / MINIMUM SIZE

The National League Elite 64 Mark has a minimum usage size.

The National League Elite 64 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 **ELITE 64** / MISUSAGE

The National League Elite 64 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

NATIONAL LEAGUE **ELITE 64** / SECONDARY MARK

The National League
Elite 64 Secondary
Mark is presented
to the right.



NATIONAL LEAGUE **ELITE 64** / SECONDARY MARK COLOR WAYS

The National League Elite 64 Secondary 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 **ELITE 64** / WORDMARK

The National League
Elite 64 Wordmark is
presented to the right.



NATIONAL LEAGUE **ELITE 64** / WORDMARK COLOR WAYS

The National League Elite 64 Wordmark 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 **ELITE 64** REGIONAL LEAGUE /

**The National League
Elite 64 Regional
League Mark is
presented to the right.**

This Mark should be used in conjunction with any and all National League Elite 64 Regional League marketing applications.



NATIONAL LEAGUE **ELITE 64** REGIONAL LEAGUE / COLOR WAYS

The National League Elite 64 Regional 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 **ELITE 64** REGIONAL 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 **ELITE 64** REGIONAL LEAGUE / MINIMUM SIZE

The National League Elite 64 Regional League Mark has a minimum usage size.

The National League Elite 64 Regional 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 **ELITE 64 REGIONAL LEAGUE** / MISUSAGE

The National League Elite 64 Regional 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

NATIONAL LEAGUE **ELITE 64 REGIONAL LEAGUE** / WORDMARK

The National League
Elite 64 Regional
League Wordmark is
presented to the right.



NATIONAL LEAGUE **ELITE 64** REGIONAL LEAGUE / WORDMARK COLOR WAYS

The National League Elite 64 Regional League Wordmark 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

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

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Aa

Hurme Geometric Sans 1 Semibold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Aa

Hurme Geometric Sans 1 Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Aa

Hurme Geometric Sans 1 Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Forza is also an approved font of US Youth Soccer for the National League.

This can be used across all iterations of the US Youth Soccer National League brand identity.

A link to license and download Forza can be found below:

<https://www.typography.com/fonts/forza/styles>

Aa

Forza Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Aa

Forza Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Aa

Forza Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Aa

Forza Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

SAMPLE APPLICATIONS



NATIONAL LEAGUE / UNIFORM PATCHES

A sample uniform patch application of the National League visual identity is presented to the right.

Patches should be placed in one of two areas of each player's uniform:

- » On the shoulder of the uniform's shirt, along the outer arm
- » On the front of the uniform's shorts



NATIONAL LEAGUE / APPAREL

Sample apparel applications of the National League visual identity are presented to the right.

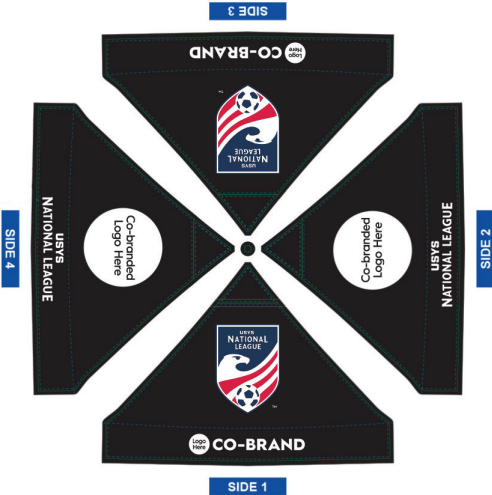
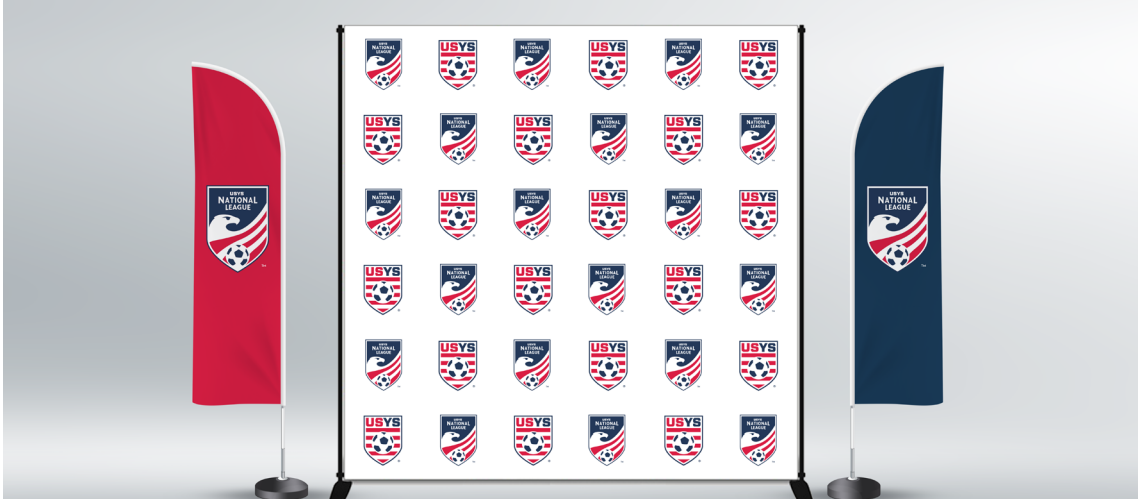


NATIONAL LEAGUE / FIELD SIGNAGE

Sample field signage applications of the National League visual identity are presented to the right.

A link to order National League co-branded field signage can be found below:

<https://expandabrand.com/usys-conference/>



NATIONAL LEAGUE **ELITE 64** / UNIFORM PATCHES

A sample uniform patch application of the National League Elite 64 identity is presented to the right.

Patches should be placed in one of two areas of each player's uniform:

- » On the shoulder of the uniform's shirt, along the outer arm
- » On the front of the uniform's shorts



NATIONAL LEAGUE **ELITE 64** / APPAREL

Sample apparel applications of the National League Elite 64 visual identity are presented to the right.



NATIONAL LEAGUE ELITE 64 / FIELD SIGNAGE

Sample field signage applications of the National League Elite 64 visual identity are presented to the right.

A link to order National League Elite 64 co-branded field signage can be found below:

<https://usyse64signage.com/national-league/>



NATIONAL LEAGUE ELITE 64 REGIONAL LEAGUE / FIELD SIGNAGE

Sample field signage applications of National League Elite 64 Regional League visual identity are presented to the right.

A link to order National League Elite 64 Regional League co-branded field signage can be found below:

<https://usyse64signage.com/regional-league/>



CONTACT INFORMATION /

Regarding the National League Brand, please direct all questions and/or requests to the appropriate contact listed to the right.

Ryan Loy
SR. MARKETING AND COMMUNICATIONS MANAGER

e: rloy@usyouthsoccer.org

George Stieren
CHIEF MARKETING OFFICER

e: gstieren@usyouthsoccer.org

THANK
YOU

