

# THE NATIONAL LEAGUE BRAND STANDARDS GUIDE



# TABLE OF CONTENTS

## INTRODUCTION

- 3** A Letter From Leadership
- 4** Purpose of this Brand Guide
- 5** File Formats

## ABOUT NATIONAL LEAGUE

- 7** What is The National League?

## BRAND IDENTITY

- 9** The National League
- 14** The National League Cup Primary Mark
- 19** The National League Cup Secondary Mark
- 24** The National League Cup Icon
- 29** The National League Cup Primary Wordmark
- 34** The National League Cup Secondary Wordmark

## COLORS AND FONTS

- 40** Color Palette
- 41** Typography

## SAMPLE APPLICATIONS

- 44** The National League Uniform Patches
- 45** The National League Apparel
- 46** The National League Field Signage
- 47** The National League Cup Uniform Patches
- 48** The National League Cup Apparel

## CONTACT

- 49** Contact Information

# A LETTER FROM LEADERSHIP /

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

The 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 Executive 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 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 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 THE NATIONAL LEAGUE



# WHAT IS THE NATIONAL LEAGUE? /



**The 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 opportunities to earn their place in national events and, ultimately, annual postseason competitions.

## 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 The National League Cup.

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.

## NATIONAL EVENTS

**National League Winter Events** provide a pathway for the league's best teams to compete against each other in meaningful games in hopes of advancing to the postseason — either the USYS National Championships or The National League Cup.

**The National League Cup** is a postseason competition that's exclusive to National League teams and features the regular season's best teams from top divisions, as well as wildcard teams from the winter events.

# BRAND IDENTITY



# THE NATIONAL LEAGUE /

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

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



# THE 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

# THE 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.

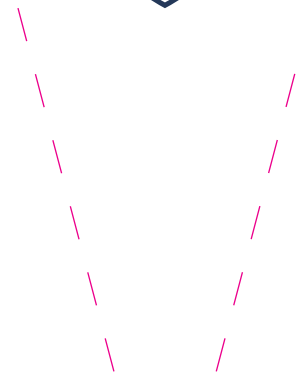
The distance of the clear space is proportional and must always equal or exceed double the height of the “N” in “National.” This also applies to the minimum distance from the edge of the page.



# THE 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

# THE 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

# THE NATIONAL LEAGUE CUP / PRIMARY MARK

**The National League Cup Primary Mark is presented to the right.**

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



# THE NATIONAL LEAGUE CUP / PRIMARY MARK COLOR WAYS

The National League Cup Primary 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 LIGHT



FULL COLOR ON DARK



ONE COLOR BLACK



ONE COLOR BLUE



ONE COLOR WHITE

# THE NATIONAL LEAGUE CUP / 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.

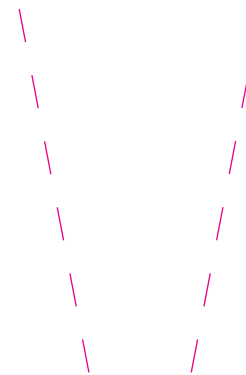
The distance of the clear space is proportional and must always equal or exceed the height of the “N” in “National.” This also applies to the minimum distance from the edge of the page.



# THE NATIONAL LEAGUE CUP / PRIMARY MARK MINIMUM SIZE

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

The National League Cup Primary 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

# THE NATIONAL LEAGUE CUP / PRIMARY MARK MISUSAGE

The National League Cup Primary 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

# THE NATIONAL LEAGUE CUP / SECONDARY MARK

The National League Cup Secondary Mark is presented to the right.



# THE NATIONAL LEAGUE CUP / SECONDARY MARK COLOR WAYS

The National League Cup 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, blue, and white



FULL COLOR ON LIGHT



FULL COLOR ON DARK



ONE COLOR BLACK



ONE COLOR BLUE



ONE COLOR WHITE

# THE NATIONAL LEAGUE CUP / 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 half the height of the “N” in “NL.” This also applies to the minimum distance from the edge of the page.



# THE NATIONAL LEAGUE CUP / SECONDARY MARK MINIMUM SIZE

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

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



0.75" OR 54px wide

# THE NATIONAL LEAGUE CUP / SECONDARY MARK MISUSAGE

The National League Cup Secondary 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

# THE NATIONAL LEAGUE CUP / ICON

The National League Cup Icon is presented to the right.



# THE NATIONAL LEAGUE CUP / ICON COLORWAYS

The National League Cup Icon 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:

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



FULL COLOR ON LIGHT



FULL COLOR ON DARK



ONE COLOR BLACK



ONE COLOR BLUE

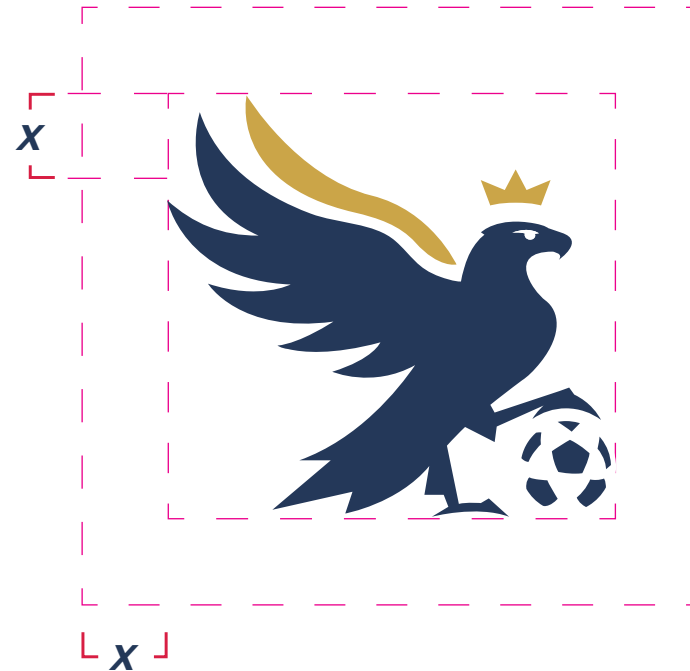


ONE COLOR WHITE

# THE NATIONAL LEAGUE CUP / ICON 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 1/5 the height of the Icon. This also applies to the minimum distance from the edge of the page.



# THE NATIONAL LEAGUE CUP / ICON MINIMUM SIZE

## The National League Cup Icon has a minimum usage size.

The National League Cup Icon 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

# THE NATIONAL LEAGUE CUP / ICON MISUSAGE

The National League Cup Icon 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

# THE NATIONAL LEAGUE CUP / PRIMARY WORDMARK

The National League  
Cup Primary Wordmark  
is presented to the right.

THE  
NATIONAL  
LEAGUE  
CUP

# THE NATIONAL LEAGUE CUP / PRIMARY WORDMARK COLOR WAYS

The National League Cup Primary 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:

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



THE  
**NATIONAL  
LEAGUE  
CUP**

FULL COLOR ON LIGHT



THE  
**NATIONAL  
LEAGUE  
CUP**

FULL COLOR ON DARK



THE  
**NATIONAL  
LEAGUE  
CUP**

ONE COLOR BLACK



THE  
**NATIONAL  
LEAGUE  
CUP**

ONE COLOR BLUE



THE  
**NATIONAL  
LEAGUE  
CUP**

ONE COLOR WHITE

# THE NATIONAL LEAGUE CUP / PRIMARY WORDMARK 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 “C” in “CUP.” This also applies to the minimum distance from the edge of the page.



# THE NATIONAL LEAGUE CUP / PRIMARY WORDMARK MINIMUM SIZE

The National League Cup Primary Wordmark has a minimum usage size.

The National League Cup Primary Wordmark should never be reduced smaller than 0.5 inches tall in print applications, or 36 pixels tall in digital applications.

THE  
NATIONAL  
LEAGUE  
CUP

THE  
NATIONAL  
LEAGUE  
CUP

0.5" OR 36px tall

# THE NATIONAL LEAGUE CUP / PRIMARY WORDMARK MISUSAGE

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



THE  
NATIONAL  
LEAGUE  
CUP

DO NOT ALTER THE COLORS



THE  
NATIONAL  
LEAGUE  
CUP

DO NOT STRETCH OR WARP



THE  
NATIONAL  
LEAGUE  
CUP

DO NOT ALTER THE COMPOSITION



THE  
NATIONAL  
LEAGUE  
CUP

DO NOT DESTROY THE INTEGRITY

## THE NATIONAL LEAGUE CUP / SECONDARY WORDMARK

The National League  
Cup Secondary  
Wordmark is presented  
to the right.

*THE NL CUP*

# THE NATIONAL LEAGUE CUP / SECONDARY WORDMARK COLOR WAYS

The National League Cup Secondary 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:

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

*THE **NL** CUP*

FULL COLOR ON LIGHT

*THE **NL** CUP*

FULL COLOR ON DARK

*THE **NL** CUP*

ONE COLOR BLACK

*THE **NL** CUP*

ONE COLOR BLUE

*THE **NL** CUP*

ONE COLOR WHITE

## THE NATIONAL LEAGUE CUP / SECONDARY WORDMARK 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 “C” in “CUP.” This also applies to the minimum distance from the edge of the page.



# THE NATIONAL LEAGUE CUP / SECONDARY WORDMARK MINIMUM SIZE

The National League Cup Secondary Wordmark has a minimum usage size.

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

***THE NL CUP***

***THE NL CUP***

0.25" OR 18px tall

# THE NATIONAL LEAGUE CUP / SECONDARY WORDMARK MISUSAGE

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

*THE* **NL** *CUP*

DO NOT ALTER THE COLORS

*THE* **NL** *CUP*

DO NOT STRETCH OR WARP

*THE* **NL** *CUP*

DO NOT ALTER THE COMPOSITION

*THE* **NL** *CUP*

DO NOT DESTROY THE INTEGRITY

# 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

Aa

Aa

Aa

### Hurme Geometric Sans 1 Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Hurme Geometric Sans 1 Semibold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Hurme Geometric Sans 1 Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Hurme Geometric Sans 1 Black

abcdefghijklmnopqrstuvwxyz  
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

Aa

Aa

Aa

**Forza Book**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Forza Medium**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Forza Bold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Forza Black**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# SAMPLE APPLICATIONS



# THE 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



# THE NATIONAL LEAGUE / APPAREL

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



# THE 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/>



# THE NATIONAL LEAGUE CUP / 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



# THE NATIONAL LEAGUE CUP / APPAREL

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



# 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](mailto:rloy@usyouthsoccer.org)

Conor **Runge**

GENERAL MANAGER, CONTENT PRODUCTION

e: [crunge@usyouthsoccer.org](mailto:crunge@usyouthsoccer.org)

THANK  
YOU

