



US CLUB SOCCER

Brand Guidelines





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Defining the brand

This section outlines the building blocks for our brand. It's the message behind everything we do, including what we stand for, what makes us different, and how we should show up in every aspect of the business.

Vision

Our vision is to inspire amateur soccer to put players first, transforming the future of the game.

Mission

Our mission is to elevate the amateur soccer experience by making the grassroots level more professional in its management, organization and strategic direction.





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Who we are

These are some of the most important core values our staff has identified that are associated with our brand. They inform our brand personality and how members should feel when they see and interact with our brand.

- ★ **Professionalism**
- ★ **Player and coach development**
- ★ **Trusted resources**
- ★ **Health and safety**
- ★ **Lifelong relationships**
- ★ **Collaboration**





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Who we are

Our brand has a personality, and that should come through in everything that we do. It makes people feel a certain way, and it is perceived in both practical and emotional ways. This personality should manifest through our: website, social media, emails, customer service, our office, event marketing, product/packaging design, sponsorships, partnerships and more.

Persona & personality

We are a professional organization, but that doesn't keep us from being accessible and approachable. We strive to come across as friendly and inspiring to our members.

Voice & tone

Our personality should come through our voice in everything we do. Our tone should convey a competitive, aspirational environment, yet embrace the vivacious spirit of amateur sports.





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Design elements

This section outlines the building blocks for our visual identity, including the logo, typography, colors, imagery, and graphic elements. The building blocks to who we are inform our visual identity. For every logo design, color, type and image choice, there is a purpose.





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US Club Soccer logo

Our logo is the most effective way to communicate our identity through an image. It communicates our values and sets us apart from our competitors. The US Club Soccer logo is protected by trademark.

Use the primary, full-color versions of the US Club Soccer logo and our brand logos whenever possible.

The US Club Soccer logo should always be in black and white, do not invert the logo. Do not remove or alter any parts of the logo.

Adhering to logo usage guidelines is incredibly important for recognizability and for general aesthetics. If the logo is misused it damages the credibility of our brand.

US Club Soccer primary logo



Clear space

Use this guideline to ensure that there is ample space between the logo and any other design elements in a composition. Apart from a lock-up, the logo is a standalone element that should not be crowded by any other elements. Clear space enhances visibility.

Logo size

Always consult with US Club Soccer Communications Department when using our logo in conjunction with your own. As a general rule, the US Club Soccer logo should not be placed within another logo, as it would almost always appear too small to be recognizable.

Co-branding

The US Club Soccer logo, and logos of our brands, can appear with other logos in a lock-up to signify a partnership. Follow clear space guidelines when creating a lock-up.

Logo don'ts

No shadowing, tilting, overlays, and ensure visibility against backgrounds.

Unacceptable logo usage



Always use the capital 'C' as a guide for clear space around the logo, including when creating a partner lockup.



US Club Soccer Approved
Partner Logo





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All of the logo usage guidelines for the US Club Soccer logo also apply to our family of brands logos.

National Cup

The main National Cup logo is year-agnostic. This can be used and reused on signage each year, and the goal is to promote a recognizable National Cup brand. The colors represent some of the most common jersey colors from teams across the country that come together at all of our National Cup events.

Use the horizontal logo whenever possible, but a vertical logo is available when necessary depending on the application. For dark backgrounds, use the logo with white lettering.

Use your best judgment to choose the logo that best fits your application. Make sure that it stands out from the background and has enough white space that it isn't crowded by other logos or text. Do not stretch or alter the logo or its parts in any way.

Primary logo:



Secondary logo:



id2 logo

The star is bursting onto the "id" of the logo, signifying our country's next star players being identified through the program. It is also a "star in the making" as id2 discovers talent to ultimately help our senior national teams win World Cups.

Use your best judgment to choose the logo that best fits your application. Make sure that it stands out from the background and has enough white space that it isn't crowded by other logos or text. Do not stretch or alter the logo, or its parts, in any way.

The primary orange color is an homage to the tradition of id2 and PDP, which has included orange in its design since its inception in 2004. It is bold, confident, enthusiastic and warm – encapsulating the open nature of id2 and PDP.

PDP logo

Half of the star rests in the id2 logo, while the other half resides in the PDP mark. The consistency ties them both together, as an effective PDP develops players for the national id2 program to identify them.

id2 & PDP lock-ups

To signify a partnership, the id2 and PDP logos may appear with a US Club Soccer-approved partner logo in the form of a lock-up. The full logo or just the icon can be used in both instances. The logo can appear in black or white, so as not to clash with a partner logo. However, do not alter the color of the logo or icon.

Acceptable lock-up examples:



Unacceptable lock-up example:



Primary id2 logo:



id2 icon:



Primary PDP logo:



PDP icon:





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National Premier Leagues

The logo communicates the NPL’s values and it is important to maintain the integrity of the logo to communicate the brand. Each element of the logo is intentional.

The abstract representation of the player is depicted in the center of the logo, because the NPL is, and always will be, player-focused. We lead with soccer. The ball is in front of the player. The stripes pay homage to the importance of the number 11 in our sport and to our platform. Eleven stripes represent players on the field, and the upward movement supports the singular NPL player in the middle. While the platform has evolved since being founded in 2011, the stripes offer stability and tradition. The shield unites us, as a national platform with regional member leagues. It is also a traditional icon in our sport.

Always use the full-color shield as a primary logo when possible. Use your best judgment on choosing a logo that will contrast against its background. Do not stretch or rotate the logo, and never alter any parts of the logo.

The shield should never be smaller than 50px in height. Size the logo so that the text NATIONAL PREMIER LEAGUES always remains legible. The NPL logo should never be a part of or included within another logo.

NPL member leagues maintain their own logo marks, however they can hire US Club Soccer to create one for them, or submit their own design for approval.



Primary logo:



Secondary logo:



Primary logo all black:

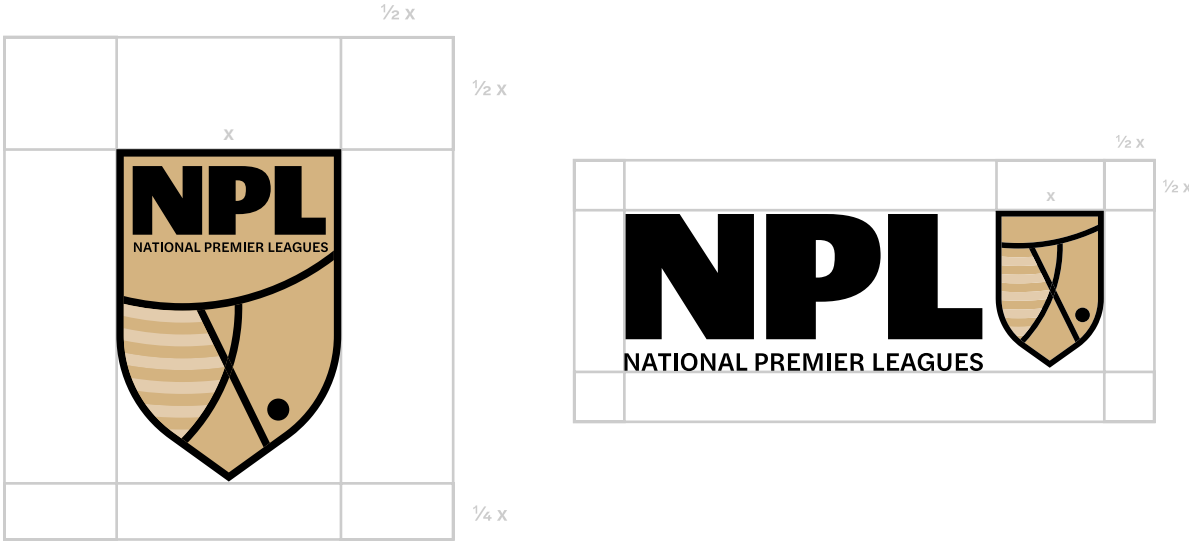


Secondary logo all black:



Clear space

Always make sure there is enough clear space all the way around the logo. Use the shield as a measurement for both primary and secondary logos. For the primary shield, the top and sides should both have at least a space equal to half of the width of the shield. Under the shield, the primary logo, should at least have a quarter of the width of the shield for clear space. For the secondary logo, there should be at least a half of the width of the shield worth of space all the way around.



Use minimum clear space to create a lock-up:





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State Cups

As a member benefit, US Club Soccer offers state cup hosts have the opportunity to have their event logo created by US Club Soccer using our template. Hosts are welcome to use these logos or design their own, but if a state cup logo is not designed by US Club Soccer, the host must receive approval of the design from US Club Soccer prior to use. US Club Soccer will not redesign a new logo each year unless specific updates are requested.

State Cup logo examples:





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Brand color palette

Our colors speak to our brand. Using consistent colors strengthens our brand awareness.

Black

For print, we use rich black (C: 40%, M: 30%, Y: 30%, and B: 100%). For digital use, we use 90% black. Pure black overpowers surrounding objects and is straining on the eye; avoid it as it is not user friendly.

Color proportions

Our brand mainly uses black and white with pops of color. The Players First gold can be used as an accent color in corporate settings, and other brand colors can be used as accents for our larger audience.

Brand colors

We have different colors than we associate with our various brands. For id2, the primary accent color is orange. For National Cup, we have a variety of accent colors to choose from, representing many different teams from across the country. The Players First gold is a symbolic color, but should not be overused, as it comes across as beige in most applications.



Players First gold
#d4b380



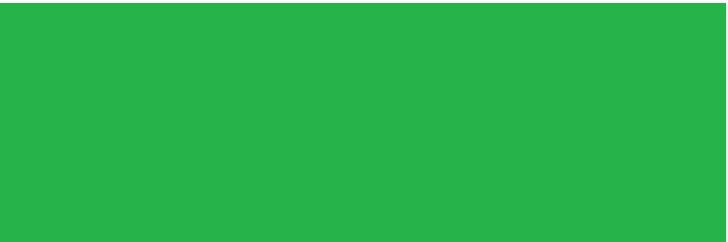
Secondary gold
#e3cdad



id2 orange
#ff6b1c



National Cup Navy
#003369



National Cup Green
#25b34b



National Cup Yellow
#ffcf01



National Cup Blue
#0085ac



National Cup Teal
#006962



National Cup Pink
#ed1164



National Cup Red
#ed1c24



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Brand typography

What typography we use plays a large part in our brand identity. We use bold, sans serif typefaces. Use bolder fonts for larger headlines, and regular or lighter fonts for body copy and smaller text. NPL uses Halyard and all other US Club Soccer brands, including National Cup and id2, use Bio Sans. Bio Sans is neutral minimal, and legible.

Bio Sans

We most commonly use Bio Sans regular and extra bold, however Bio Sans has six total weights to choose from for maximum flexibility.

Ag

Extra Light

Ag

Light

Ag

Regular

Ag

Semibold

Ag

Bold

Ag

Extra Bold

Halyard

NPL uses Halyard Display Black for headlines and Halyard Text Medium for subtitles and body text. Halyard is a familiar typeface, that is confident and established.

Ag

Display Black

Ag

Text Medium





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Brand imagery

Part of our brand personality is to be inspiring and exciting. We are also competitive, professional and accessible. We want the images we use to inspire and excite our members. We want players to be able to see themselves in the images we use. They should be aspirational, but not totally unattainable.

Use images that show action and emotion, inspire positivity or showcase a high-level playing environment. Stay away from stagnant images or images that inspire negativity or hate. Try to stay away from images that prominently display our sponsors' competitors.





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Brand videography

Our main purpose with video content is to tell a story. Sometimes it is a complex story, while other times it is a simple message. Our goals with video are to educate, inspire, and entertain. We always want to keep in mind US Club Soccer’s personality: professional but accessible, friendly and inspiring. Our tone should convey a competitive and aspirational environment.

Graphic elements used in video

Our logo should be displayed at the end of every video so that it is the last thing viewers see. A lockup can also be displayed at the end of a video to signify a partnership.

When it comes to graphics within video content, a limited color palette should be used. Motion graphics and transitions should only be used to complement video content, and should never distract or overpower the message of the video.

Use the fonts outlined in this document for text within video content.

Filming style and aesthetics

The cinematography style will depend on the type of video and the message. Dramatic lighting and unusual framing and camera angles can be used in action and hype videos, but should not be included in more informational content. Bright and natural lighting should be used in interview settings. Stay away from overly staged clips or footage that seems awkward or unnatural. We want to focus on positive emotion and action.

Audio and voice

The voiceover style used in our video content should be professional and inspirational. Any on-camera talents should maintain a professional appearance, wear Nike and display the US Club Soccer logo (if applicable). Music choices should always be clean without exception. Sound effects should be used sparingly, sound should stay focused on the natural excitement of the game.





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Brand assets & links

The following links will allow you to download our logos:

[US Club Soccer primary logo](#)

[NPL primary logo](#)

[NPL secondary logo](#)

[National Cup primary logo](#)

[US Club Soccer sanctioned tournament logo](#)

[NPL patch order form](#)

[Request additional assets](#)

Member clubs are encouraged to display the US Club Soccer logo on their website to demonstrate membership, but always adhere to the usage guidelines outlined in this document. The .png logos available for download above are ideal for digital use, and higher resolution file types are available for printing by request.

