



Brand Guidelines



National Premier Leagues

Vision

The National Premier Leagues will serve youth soccer by forming and collaborating with leagues, adopting the Players First philosophy and supporting US Club Soccer's mission to foster the development of clubs.

Mission

The NPL's mission is to facilitate more meaningful games, reduce travel and provide a pathway to postseason competition.

Core Values

- The NPL equips member leagues with tools and best practices to facilitate an optimal youth soccer experience for players, families, coaches and referees.
- The NPL welcomes players who strive to play at the next level, as well as those who want a high-level, competitive atmosphere with their friends.
- The NPL collaborates at every opportunity.
- The NPL's competitive structure is intended to reduce burdens on families by limiting travel.
- The NPL offers national pathways, opportunities and exposure to help players grow on and off the field.

Our Logo

Main Logo



For Dark Backgrounds



Secondary Logo



For Light Backgrounds



Key Elements



The Dynamic Player

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

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

The shield unites us, as a national platform with regional member leagues. It is also a traditional icon in our sport.

Logo Usage

Logo Usage

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.



Logo Usage

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.



Logo Usage

League Lock-ups

Always use the shield when creating partner lock ups. Use the clear space rules for the shield, and give the league logo equal weight on the other side. The NPL logo should always come first.



Logo Usage

Merchandise

If you would like to print the NPL logo on signage or merchandise, it must be approved by US Club Soccer Marketing and Communications department before printing. It is prohibited to print the NPL Finals event logo (examples below) on any merchandise.



Downloading and Requesting Assets

NPL Member leagues and clubs are encouraged to display the NPL logo on their website to demonstrate membership, but always adhere to the usage guidelines outlined in this document. The links below can be used to download .png logo files for digital use. Higher resolution file types are available for printing by request.

[NPL primary logo](#)

[NPL secondary logo](#)

[Request additional assets](#)

Colors

The primary color is known as “Players First gold,” which is both a subtle connection to US Club Soccer and a reminder that the Players First initiative is at the heart of everything we do.

Gold Standard

Triumph. Experience. Positivity.

CMYK: 0 16 40 17

RGB: 83 70 50

HEX: #d4b380

Black

Stability. Strength. Bold.

Gray

Balance. Compromise. Control.

CMYK: 0 0 0 30

RGB: 179 179 179

HEX: #b3b3b3

Type

Halyard Display Black for titles and headings.

Halyard Text Medium for subtitles
and body text.

Confident. Established.

Halyard Display Black

**a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
& \$? !**

Halyard Text Medium

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
& \$? !