



NATIONAL LEAGUE BRAND GUIDE

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INTRODUCTION

This section establishes the purpose of this brand guide and outlines which competitions fall under the scope of the USYS National League.



PURPOSE

The USYS National League Brand Guide is established to uphold a professional and consistent image for the program. The contents of the brand guide are intended for internal use (staff members of US Youth Soccer, State Associations) and external use (clubs, teams and partners). The brand guide provides all users with the tools to maintain the distinguishable identity of the National League when promoting involvement in its various competitions.



WHAT IS THE NATIONAL LEAGUE?

The USYS National League features three primary areas of competition:

NATIONAL LEAGUE CONFERENCES: The primary league competition features 13 regionally-aligned Conferences that operate team-based and club-based leagues while providing a qualification pathway to their respective US Youth Soccer Regional Championship (NCS).

NATIONAL LEAGUE SHOWCASE SERIES: Provides opportunities for more teams to participate in showcases that match up similar teams from varying areas of the country in a national platform.

NATIONAL LEAGUE PLAYOFFS: Top National League teams will compete in the Playoffs, held alongside select Showcase Series events, to determine the National League representatives to the annual USYS National Championships.



NATIONAL LEAGUE

This section covers branding standards for the USYS National League, including logo elements, proper logo use, and applications of the logos on digital and printed materials.



NATIONAL LEAGUE / LOGO STANDARDS

The following section outlines the proper uses of the USYS National League logo. The National League logo is a trademark and property of US Youth Soccer. The logo may be utilized by authorized staff of US Youth Soccer and State Associations. All external uses (clubs, teams and partners) of this logo must follow the guidelines established in this brand guide and are subject to approval by US Youth Soccer.



NATIONAL LEAGUE LOGO / ELEMENTS



The National League logo features an eagle, upward pointing wing, soccer ball and text identifiers, all within the bounds of a shield.

Ball – The soccer ball appears at the base of the logo because the game is the foundation of what brings teams together and builds bright futures for players.

Eagle – A national symbol of strength and nobility, the eagle exemplifies the scope and competitiveness of the National League – featuring accomplished teams from across the country.

Eagle's Wing – The skyward trajectory of the red and white stripes of the eagle's wing represent the upward pathway from the state to national levels available to teams within the National League.

The Shield – The shield shape of the National League logo stands out as a strong, bold figure befitting of the highest level of league competition in US Youth Soccer.



NATIONAL LEAGUE LOGO / 3-COLOR PRIMARY IDENTITY STANDARDS & USAGE



Identity:

The National League shield logo is used to represent the program as a whole, and it acts as a base mark for all national tier competitions.

Usage:

The logo's proportions and integrity may not be altered or distorted in any way. The logo must always be presented as a whole unit. Individual or partial visual elements of the logo may not be presented in a separate context of the whole logo without approval from US Youth Soccer.

Do not truncate the logo by confining it in a space that causes one or more of the top, bottom or sides to be cut off.

The wording, font type, font size and colors of all text within the logo cannot be altered.

The logo art has a white outline with a navy blue rule that allows it to stand out when used with a darker background.

(Refer to Page 37 for official brand color palette)



NATIONAL LEAGUE LOGO / ONE-COLOR ON LIGHT IDENTITY STANDARDS & USAGE



Identity:

The National League shield logo is used to represent the program as a whole, and it acts as a base mark for all national tier competitions.

Usage:

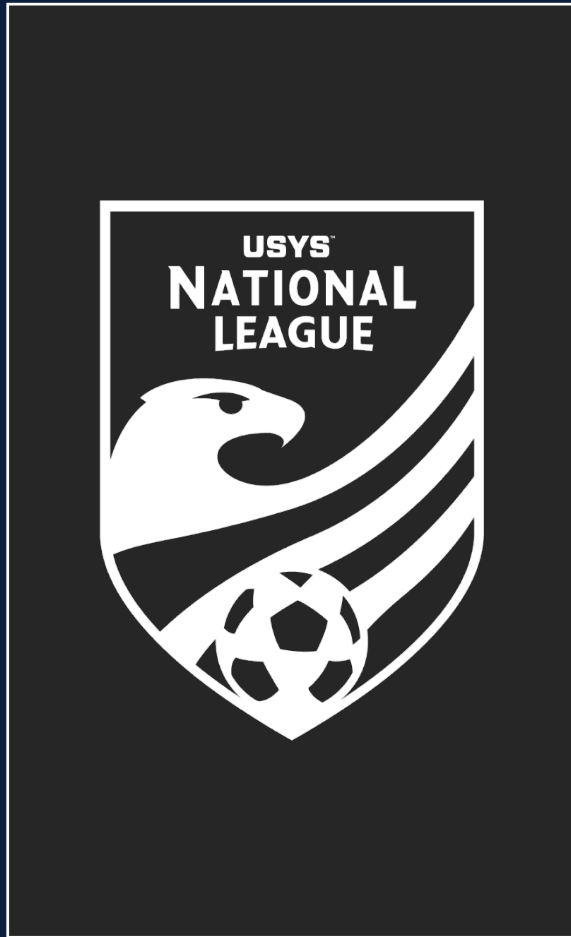
The logo's proportions and integrity may not be altered or distorted in any way. The logo must always be presented as a whole unit. Individual or partial visual elements of the logo may not be presented in a separate context of the whole logo without approval from US Youth Soccer.

Do not truncate the logo by confining it in a space that causes one or more of the top, bottom or sides to be cut off.

The wording, font type, font size and colors of all text within the logo cannot be altered.

One-color logos for lighter backgrounds may only be presented in black, navy blue or red. (Refer to Page 37 for official brand color palette)

NATIONAL LEAGUE LOGO / ONE-COLOR ON DARK IDENTITY STANDARDS & USAGE



Identity:

The National League shield logo is used to represent the program as a whole, and it acts as a base mark for all national tier competitions.

Usage:

The logo's proportions and integrity may not be altered or distorted in any way. The logo must always be presented as a whole unit. Individual or partial visual elements of the logo may not be presented in a separate context of the whole logo without approval from US Youth Soccer.

Do not truncate the logo by confining it in a space that causes one or more of the top, bottom or sides to be cut off.

The wording, font type, font size and colors of all text within the logo cannot be altered.

One-color logos for darker backgrounds may only be presented in white. (Refer to Page 37 for official brand color palette)

NATIONAL LEAGUE / APPLICATIONS

This section outlines the proper applications of the National League logo. All applications of the logos must follow the previously established standards (Pages 7-11) in this brand guide. Any external parties (clubs, teams and partners) with a question regarding an application of any of the logos should contact US Youth Soccer for approval.



NATIONAL LEAGUE / APPLICATIONS WEBSITE



HORIZONTAL



VERTICAL

Application:

Clubs with one or more teams competing in the National League are encouraged to prominently display the appropriate logos (National League and/or Conference) on the club's official website's homepage and/or any appropriate webpage that lists competitions in which the club's teams participate.

State and/or local leagues that provide team advancement pathways into the National League Conferences are also encouraged to display the National League and/or Conference logos on their websites.

Guidelines:

Clubs should use only the 3-color primary logos (seen to the left) for display on their websites.

When the National League logo is displayed alongside a Conference logo, the National League logo should be positioned on the left if displayed horizontally. If positioned vertically, the National League logo should appear on top.

See following page for sizing and spacing requirements.

All applications of the logos must follow the previously established standards (Pages 7-11; 19-26) in this brand guide.



NATIONAL LEAGUE / APPLICATIONS

WEBSITE



Sizing:

When displayed together, the Conference logo's width should be equal to the width of the National League logo.

Recommended size minimums for the logos displayed on club websites is:

- 40 (w) x 54 (h) pixels -- National League
- 40 (w) x 40 (h) pixels -- Conferences

Spacing:

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

- For the National League logo, the distance of the clear space is proportional and must always equal or exceed double the height of "N" in "National."
- For the Conference logos, the distance of the clear space is proportional and must always equal or exceed double the height of "U" in "USYS."

All applications of the logos must follow the previously established standards (Pages 7-11; 19-26) in this brand guide.



NATIONAL LEAGUE / APPLICATIONS

UNIFORM PATCHES



Application:

Each Conference will provide its teams with National League patches, and teams are required to place a patch on each player's primary (home) uniform.

Guidelines:

Each team will receive one patch per player, to be placed on the home (primary) uniform.

Patches should be placed in one of two areas:

1. On the shoulder of the shirt, along the outer arm
-- or --
2. On the front of the uniform's shorts

See next page for placement of both National League and Conference-specific patches on a single uniform.

All applications of the National League logo must follow the previously established standards (Pages 7-11) in this brand guide.

NATIONAL LEAGUE / APPLICATIONS

UNIFORM PATCHES



Guidelines:

For any uniform that contains both a National League and Conference* patch, preferred patch placement is as follows:

1st Preference:

National League patch on either sleeve and Conference patch on either leg of shorts

2nd Preference:

National League patch on right sleeve and Conference patch on left sleeve

3rd Preference:

National League patch on right leg of shorts and Conference patch on left leg of shorts

4th Preference:

National League patch above Conference patch on same sleeve

5th Preference:

National League patch above Conference patch on same leg of shorts

**Conference patches were provided in past seasons*

All applications of the logos must follow the previously established standards (Pages 7-11; 19-26) in this brand guide.

NATIONAL LEAGUE / APPLICATIONS

APPAREL



**SIZE MINIMUMS
(PRINT/APPAREL)**

Application:

Teams may use the National League logo, with approval from US Youth Soccer, for team apparel (training shirts, warm-ups, champion shirts, etc.).

Guidelines:

The National League logo should never be reduced smaller than 0.75 inches tall in print applications.

All logo applications on apparel must first be approved by US Youth Soccer. Information on how to submit approval requests can be found on Page 39.

All applications of the National League logo must follow the previously established standards (Pages 7-11) in this brand guide.



CONFERENCES

This section covers branding standards for the 13 USYS National League Conferences, including logo elements, proper logo use, and applications of the logos on digital and printed materials.



CONFERENCES / LOGO STANDARDS

The following section outlines the proper uses of the USYS National League Conferences' logos. The Conferences' logos are a trademark and property of US Youth Soccer. The logos may be utilized by authorized staff of US Youth Soccer and State Associations. All external uses (clubs, teams and partners) of the logos must follow the guidelines established in this brand guide and are subject to approval by US Youth Soccer.



CONFERENCE LOGOS / ELEMENTS



The Conference logos feature an eagle, upward pointing wing, soccer ball and text identifier, all within the bounds of concurrent circles. The ring formed by the circles in each logo includes text identifying each specific Conference.

Ball – The soccer ball appears at the base of the logo because the game is the foundation of what brings teams together and builds bright futures for players.

Eagle – A national symbol of strength and nobility, the eagle exemplifies the scope and competitiveness of the National League – featuring accomplished teams from across the country within the Conferences.

Eagle's Wing – The skyward trajectory of the red and white stripes of the eagle's wing represent the upward pathway from the state to national levels available to teams within the National League.

The Circle – The circular shape of each of the Conference logos shows the uniformity and wholeness created by the Conferences at the multi-state level of the National League.

CONFERENCE LOGOS / COLLECTION

3-COLOR PRIMARY



CONFERENCE LOGOS / COLLECTION

1-COLOR ON DARK



CONFERENCE LOGOS / COLLECTION

1-COLOR ON LIGHT



CONFERENCE LOGOS / 3-COLOR PRIMARY IDENTITY STANDARDS & USAGE



Identity:

The Conference circular logos are used to represent the competition within the 13 Conferences (multi-state tier) of the National League.

Usage:

The Conference logos' proportions and integrity may not be altered or distorted in any way. The logos must always be presented as a whole unit. Individual or partial visual elements of the logos may not be presented in a separate context of the whole logos without approval from US Youth Soccer.

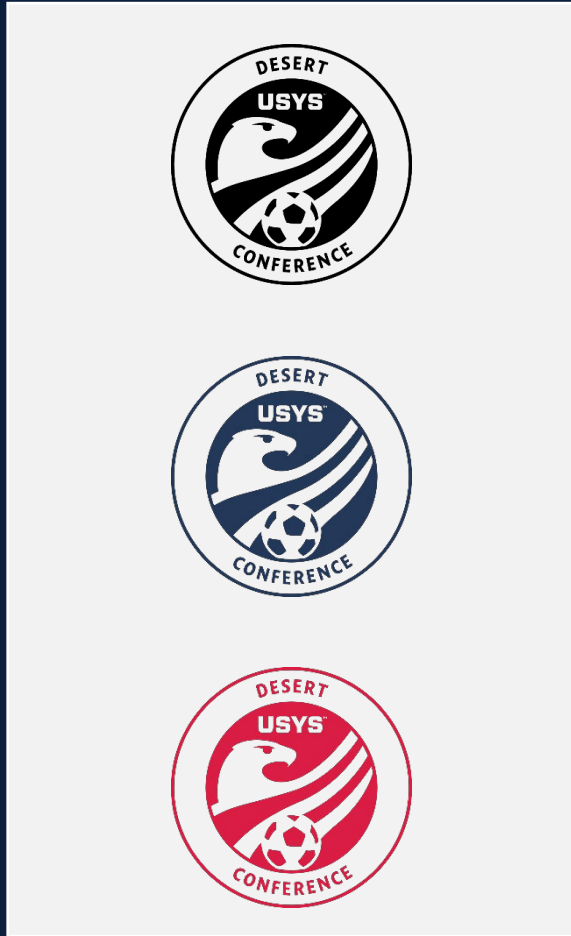
Do not truncate the logos by confining them in a space that causes one or more of the top, bottom or sides to be cut off.

The wording, font type, font size and colors of all text within the logos cannot be altered.

The logo art has a white ring with a navy blue rule that allows it to stand out when used with a darker background.

(Refer to Page 37 for official brand color palette)

CONFERENCE LOGOS / 1-COLOR ON LIGHT IDENTITY STANDARDS & USAGE



Identity:

The Conference circular logos are used to represent the competition within the 13 Conferences (multi-state tier) of the National League.

Usage:

The Conference logos' proportions and integrity may not be altered or distorted in any way. The logos must always be presented as a whole unit. Individual or partial visual elements of the logos may not be presented in a separate context of the whole logos without approval from US Youth Soccer.

Do not truncate the logos by confining them in a space that causes one or more of the top, bottom or sides to be cut off.

The wording, font type, font size and colors of all text within the logos cannot be altered.

One-color logos for lighter backgrounds may only be presented in black, blue or red, as seen to the left. (Refer to Page 37 for official brand color palette)

CONFERENCE LOGOS / 1-COLOR ON DARK IDENTITY STANDARDS & USAGE



Identity:

The Conference circular logos are used to represent the competition within the 13 Conferences (multi-state tier) of the National League.

Usage:

The Conference logos' proportions and integrity may not be altered or distorted in any way. The logos must always be presented as a whole unit. Individual or partial visual elements of the logos may not be presented in a separate context of the whole logos without approval from US Youth Soccer.

Do not truncate the logos by confining them in a space that causes one or more of the top, bottom or sides to be cut off.

The wording, font type, font size and colors of all text within the logos cannot be altered.

One-color logos for darker backgrounds may only be presented in white, as seen to the left. (Refer to Page 37 for official brand color palette)

CONFERENCES / APPLICATIONS

This section outlines the proper applications of the Conference logos. All applications of the logos must follow the previously established standards (Pages 19-26) in this brand guide. Any external parties (clubs, teams and partners) with a question regarding an application of any of the logos should contact US Youth Soccer for approval.



CONFERENCES / APPLICATIONS

FIELD SIGNAGE

Application:

Clubs with one or more teams competing in a Conference competition have the option of purchasing customized field branding signage, including tents, a-frame field signs and wind (feather) flags.

Guidelines:

Pages 29-31 detail the signage options available to clubs through the preferred vendor, ExpandBrand.

Click on the order instructions link to access more information on how to purchase co-branded signage through ExpandBrand.

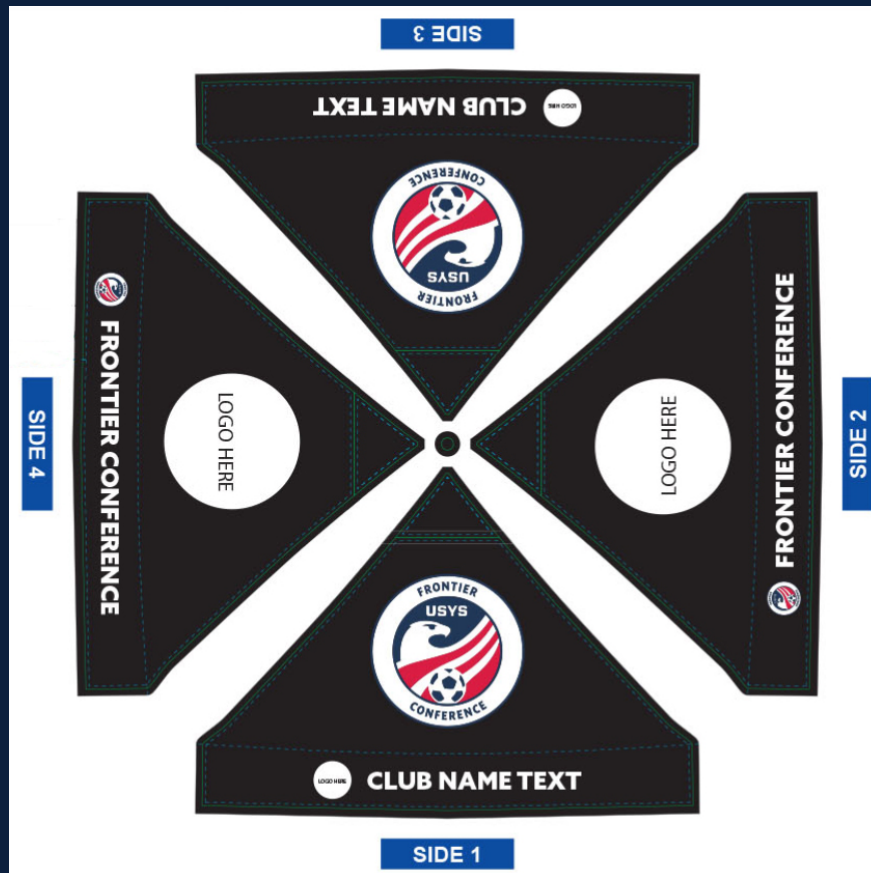
*NOTE: The application of a Conference logo on any piece of signage produced through a separate vendor **must be approved by US Youth Soccer.***

All applications of the logos must follow the previously established standards (Pages 19-26) in this brand guide.



CONFERENCES / APPLICATIONS

FIELD SIGNAGE



Application: Tents

Dimensions: 10'x10'

Canopy color: Black

Conference logo: 3-Color Primary

Guidelines:

To order tents through preferred vendor Expandabrand, visit:

USYouthSoccer.org/conferences-field-signage-orders/

NOTE:** The application of a Conference logo on any piece of signage produced through a separate vendor **must be approved by US Youth Soccer.

All applications of the logos must follow the previously established standards (Pages 19-26) in this brand guide.

CONFERENCES / APPLICATIONS

FIELD SIGNAGE

OPTION 1



OPTION 2



Application: A-Frame Pop Up Banners

Option 1 Dimensions: 5'7" x 2'11"

Option 2 Dimensions: 8'2" x 3'7"

Background color: Black

Conference logo: 3-Color Primary

Guidelines:

To order a-frame banners through preferred vendor ExpandBrand, visit:

USYouthSoccer.org/conferences-field-signage-orders/

*NOTE: The application of a Conference logo on any piece of signage produced through a separate vendor **must be approved by US Youth Soccer.***

All applications of the logos must follow the previously established standards (Pages 19-26) in this brand guide.

CONFERENCES / APPLICATIONS

FIELD SIGNAGE



OPTION 1



OPTION 2

Application: Pole Banners

Option 1 Dimensions: 11'2" x 2'11" (Tear drop)

Option 2 Dimensions: 13'2" x 2'4" (Shark fin)

Background color: Black

Conference logo: 3-Color Primary

Guidelines:

To order pole banners through preferred vendor ExpandBrand, visit:

USYouthSoccer.org/conferences-field-signage-orders/

NOTE: The application of a Conference logo on any piece of signage produced through a separate vendor must be approved by US Youth Soccer.

All applications of the logos must follow the previously established standards (Pages 19-26) in this brand guide.

CONFERENCES / APPLICATIONS APPAREL



**SIZE MINIMUMS
(PRINT/APPAREL)**

Application:

Teams and clubs may use the Conference logos, with approval from US Youth Soccer, for team apparel (training shirts, warm-ups, champion shirts, etc.).

Guidelines:

The Conference logos should never be reduced smaller than 0.75 inches tall in print applications.

All logo applications on apparel must first be approved by US Youth Soccer. Information on how to submit approval requests can be found on Page 39.

All applications of the logos must follow the previously established standards (Pages 19-26) in this brand guide.

NATIONAL EVENT MARKS

This section outlines the use of the marks for the National League Showcase Series and the National League Playoffs, which are intended to be used only internally by authorized US Youth Soccer, National League and State Association staff.



NATIONAL LEAGUE SHOWCASE SERIES / 3-COLOR PRIMARY IDENTITY STANDARDS & USAGE



SHOWCASE SERIES



SHOWCASE SERIES

Identity:

The National League Showcase Series logo is used as an all-encompassing mark for the National League Showcase Series, which includes multiple national showcases within a given seasonal year.

Usage:

The logo's proportions and integrity may not be altered or distorted in any way. The logo must always be presented as a whole unit. Individual or partial visual elements of the logo may not be presented in a separate context of the whole logo without approval from US Youth Soccer.

Do not truncate the logo by confining it in a space that causes one or more of the top, bottom or sides to be cut off.

The wording, font type, font size and colors of all text within the logo cannot be altered.

The SHOWCASE SERIES logo is to be used ONLY internally by authorized US Youth Soccer, National League and State Association staff.

The SHOWCASE SERIES logo should NOT be used externally by clubs, teams or partners without approval by US Youth Soccer.



NATIONAL LEAGUE PLAYOFFS / 3-COLOR PRIMARY IDENTITY STANDARDS & USAGE



PLAYOFFS

Identity:

The National League Playoffs logo is used as an all-encompassing mark for the National League Playoffs, which include multiple playoff events within a given seasonal year.

Usage:

The logo's proportions and integrity may not be altered or distorted in any way. The logo must always be presented as a whole unit. Individual or partial visual elements of the logo may not be presented in a separate context of the whole logo without approval from US Youth Soccer.

Do not truncate the logo by confining it in a space that causes one or more of the top, bottom or sides to be cut off.

The wording, font type, font size and colors of all text within the logo cannot be altered.

The PLAYOFFS logo is to be used ONLY internally by authorized US Youth Soccer, National League and State Association staff.

The PLAYOFFS logo should NOT be used externally by clubs, teams or partners without approval by US Youth Soccer.



BRAND TOOL KIT

This section outlines colors and fonts of the US Youth Soccer master brand, as well as key contact information.



BRAND TOOL KIT / COLORS

The National League follows the color palette of the overall US Youth Soccer master brand.

Below are the official colors and values for the brand color palette.

BLUE

Pantone: 534 C
HEX: #243859
RGB: 36/56/89
CMYK: 93/79/40/32

RED

Pantone: 1795 C
HEX: #d81e43
RGB: 216/30/67
CMYK: 9/100/74/1

WHITE

HEX: #ffffff
RGB: 255/255/255
CMYK: 0/0/0/0



BRAND TOOL KIT / TYPOGRAPHY

Aa

Hurme Geometric Sans 1 Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Hurme Geometric Sans 1 Semibold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Hurme Geometric Sans 1 Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Hurme Geometric Sans 1 Black
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The National League follows the typography of the overall US Youth Soccer master brand.

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>



BRAND TOOL KIT / CONTACT

LOGO REQUESTS

To request a digital file for either the National League logo or any of the 13 Conference logos, send an email that specifies the desired logo and intended use to:

Ryan Loy, Marketing & Communications Manager, National League
rlroy@usyouthsoccer.org

APPROVAL REQUESTS

To request approval of a digital or printed material that utilizes one or more of the logos outlined in this brand guide, send an email with description of use (and a proof of the design, if available) to:

Ryan Loy, Marketing & Communications Manager, National League
rlroy@usyouthsoccer.org



THANK YOU

Thank you for your interest in the USYS National League
and for following the standards established in this brand guide.

