



LOGO GUIDELINES

LOGO SIZE AND PROXIMITY

AREA OF ISOLATION

To ensure the legibility of the U.S. Soccer Federation Referee Program logo, it must be surrounded with a minimum amount of clear space. This area is referred to as the “area of isolation.” It is to remain free of trim or surface edges, typography, rule lines, folds or any graphic elements that may detract attention and lessen the overall visual impact. The diagrams on this page demonstrate the imaginary border lines of the area of isolation, expressed in terms of “x,” which is equal to the horizontal width of the “A”.



MINIMUM SIZE

To preserve legibility and consistency, the logo must never be reproduced in a size that makes the typography illegible. The minimum logo size is measured by the horizontal dimension of the logo. The smallest size in print is three-quarters of an inch and in digital spaces is one hundred pixels. This minimum size must never be violated.



COLOR & TYPOGRAPHY

TYPOGRAPHY

USSF 90 Min Display is the typeface to be used in all U.S. Soccer Referee Program logos, logo lockups and badges.

USSF 90 MIN DISPLAY BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USSF 90 MIN DISPLAY STYLES: THIN LIGHT MEDIUM BOLD **BLACK ULTRA**

COLOR

Below are the approved U.S. Soccer Referee Pantone Matching System (PMS) colors and their CMYK, RGB and web safe (HEX #) color breakdowns. All design elements that feature the colors of the brand should adhere to the exact specifications listed below. Use only approved colors in design to ensure proper printing.



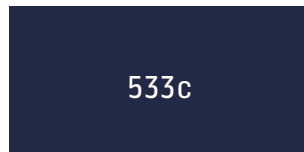
200c

C 16 M 100 Y 87 K 6
R 194 G 0 B 47
HEX# C2002F



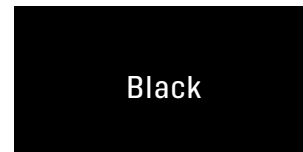
White

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX# FFFFFFFF



533c

C 90 M 82 Y 45 K 47
R 34 G 41 B 68
HEX# 212844



Black

C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX# 000000

PARTNER LOGO LOCKUP

The U.S. Soccer Referee logo will need to be used with partner logos for advertising, marketing and signage purposes. When creating a horizontal lockup, it is imperative to follow the sizing guidelines shown below to maintain clear space and room around both logos as well as the entire lockup for legibility and effectiveness. When sizing the width of the partner logo, make sure the size relationship between itself and the U.S. Soccer Referee logo is even in weight and hierarchy.



USAGE

The following are acceptable for logo lockup usage:



- Website
- Email Signature
- Letterhead & Stationery
- Social Channels
- State Referee Program Newsletters

The following are NOT acceptable for logo lockup usage:



- Cloth
- Apparel
- Merchandise

MISUSE

The logo must not be altered or distorted in any way. The effectiveness of the brand depends on consistent usage as outlined in this guide.



Do not stretch, skew or alter proportions



Do not use in outline



Do not alter color or use on non-brand colors



Do not alter logo shapes or orientation



Do not alter black background color



Do not tint or use a transparency of the logo



Do not alter retypeset text



Do not alter typeface



Do not alter text size or orientation

THE WRITTEN BRAND

In marketing materials, the first mention of the brand name should be written as the full brand name, "U.S. Soccer Federation Referee Program". After that first mention, the short-hand name "U.S. Soccer Referee Program" can be used. Please note that the phrases "U.S. Soccer Federation Referee Program" and "U.S. Soccer Referee Program" should use initial capitals.

QUESTIONS

Maintaining a consistent look and feel in all communications is the reason brand guidelines are established and followed. Please note, ALL design utilizing the U.S. Soccer Referee Program logo needs to be approved by the U.S. Soccer Marketing Department prior to usage. If you have any questions or comments, feel free to contact us.

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