

AYSO IDENTITY STANDARDS GUIDE

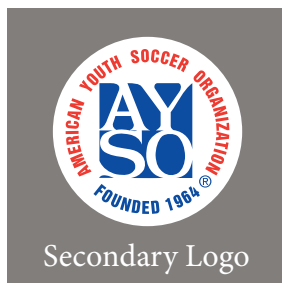
EFFECTIVE AUGUST, 2017

The AYSO identity standards guide addresses the graphic identity of AYSO including the traditional logo and color palette, typefaces, and photographic style, as well as provides basic guidelines for its editorial style (voice) in marketing and public relations materials. The goal is to strengthen AYSO's brand by consistently delivering marketing materials with a focused look, feel, and voice. Additionally, all brands should convey consistent brand messaging.

AYSO TRADITIONAL LOGO



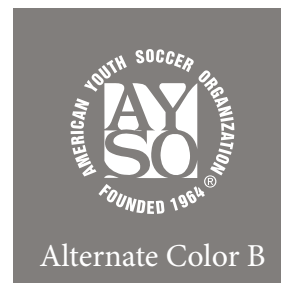
Primary Logo



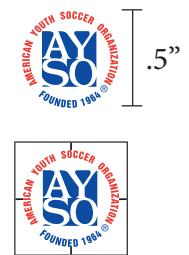
Secondary Logo



Alternate Color A



Alternate Color B



The primary traditional logo should be used whenever possible. The secondary logo should only be used to provide clarity of the logo. The specified alternate colors should only be used when the number of colors is limited due to production (silk screening, embroidery, etc.)

The minimum acceptable size for the logo is .5" tall as shown here. The logo should maintain a clear space around each side that measures at least the distance of the letter "I" from the word "AMERICAN".

AYSO CORPORATE LOGO



Primary Logo



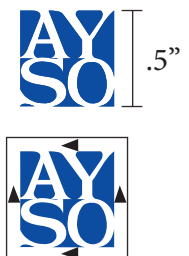
Secondary Logo



Alternate Color A



Alternate Color B



The corporate logo should only be used when the traditional logo cannot be reproduced accurately (ie. small embroidery). The secondary logo should only be used to provide clarity of the logo. The specified alternate colors should only be used when the number of colors is limited due to production (silk screening, embroidery, etc.)

The minimum acceptable size for the logo is .5" tall as shown here. The logo should maintain a clear space around each side that measures at least the distance of the center triangle of the "A" to the outer edge of the logo.

TYPEFACES

The primary font family is Calibri (Regular, Italic, Bold, and Bold Italic). The secondary, headline font family is Neutra Text Alt (Light, Book, Demi, and Bold). The alternate font used mainly for print is Minion Pro.

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Neutra Text Light Alt

Neutra Text Book Alt

Neutra Text Demi Alt

Neutra Text Bold Alt

Minion Pro Regular

Minion Pro Italic

Minion Pro Bold

Minion Pro Bold Italic

COLOR PALETTE

Logo Color Palette



Pantone 185 C
CMYK 0/91/87/0
RGB 239/62/51



Pantone 300 C
CMYK 100/80/0/0
RGB 3/78/162



Pantone Black C
CMYK 100/0/0/0
RGB 46/42/37



Opaque White
CMYK 0/0/0/0
RGB 255/255/255

Secondary Color Palette



Pantone 7713 C
CMYK 100/33/27/2
RGB 0/125/164



Pantone 121 C
CMYK 0/14/78/0
RGB 255/215/86



Pantone 424 C
CMYK 57/47/48/14
RGB 113/114/113

Accent Colors And Tints

Accent Colors and Tint Accent colors can be used only after a piece has been designed using the dominant colors and used for emphasis such as for headlines and for calls to action.

Tints of the blue and black primary colors may be used, as well as a tint of the teal secondary color.

Avoid using a tint of the red.

EDITORIAL GUIDELINES

On all printed and digital promotions and materials, indicate the following copyright statement with a minimum of 6pt. type and a maximum of 8pt. type.

Copyright © 2017 American Youth Soccer Organization. All rights reserved.

TONALITY

As AYSO's voice represents the overall organization's personality, it is vital that our voice be distinct and recognizable, but more importantly, fit within the parameters of a family-friendly, youth soccer organization. The friendly, family-orientated tone should be carried through all of AYSO's print and digital communications, including but not limited to printed collateral, social media, blogs, and AYSO's various websites.

PHOTOGRAPHY

The photographs used for AYSO's marketing materials concerning the Core Program should match the tone of the organization and business unit. All photographs should portray happy, healthy children aged 5-19 years old. AYSO is an organization that intends to enrich the lives of our players and their families, the photographs used for marketing purposes should be a reflection of our brand. Players should be looking at the camera whenever possible. Uniforms and accessories should represent our sponsors whenever possible. All uniforms must have the AYSO Traditional logo on the front left of the jersey and FS1 logo on the front right of the jersey. All logos conflicting with premier and national sponsors must be removed



INCORRECT USE OF OUR TRADITIONAL LOGO

Our logo is the primary visual representation of the AYSO brand, and needs to be treated respectfully. Changing the logo in any way will jeopardize consistency and weaken its impact. Please avoid changing the logo in any of the following ways



Do not apply any color changes to our logos, even our secondary colors. The only accepted color options for our logos are AYSO red and blue together, black, and white as seen on page one of this document.



Do not make any changes to the AYSO logo, including, but not limited, to using only a partial logo, combining it with other logos, stretching it, squishing it, and rotating it.

We do, on rare occasions, make exceptions to the rules. For example, the white logo on uniforms has a black stroke around it to ensure the logo looks good and stands out on all uniforms. If your region would like to apply for a logo usage variance, please email marketing@ayso.com.

PROGRAM LOGOS

The following program logos are only used with permission, and without variations. Please refer to the individual program style guides.



SPECIAL USE LOGOS

The following logos are special use only logos and require written permission to reproduce in any manner.

