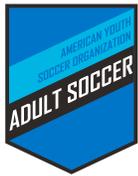


AYSO ADULT SOCCER IDENTITY STANDARDS GUIDE

EFFECTIVE DECEMBER 2016

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

AYSO ADULT SOCCER LOGO



Primary Logo



Secondary Logo



The primary logo should be used whenever possible. The secondary should only be used when the number of colors in reproduction is limited.

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 "T" from the word adult.

COLOR PALETTE

Logo Color Palette



Pantone 3005 C
CMYK 100/46/2/0
RGB 0/117/201



Pantone 306 C
CMYK 81/4/5/0
RGB 0/179/227



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 314 C
CMYK 100/33/27/2
RGB 0/125/164



Pantone 1575 C
CMYK 0/62/86/0
RGB 255/127/47



Pantone 1235 C
CMYK 0/32/95/0
RGB 255/184/25

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 oranges.

TYPEFACES

The primary font family is Calibri (Regular, Italic, Bold, and Bold Italic). The secondary font family is Agency (Regular and Bold). The alternate font used mainly for print is Minion Pro.

Agency Regular

Agency Bold

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Minion Pro Regular

Minion Pro Italic

Minion Pro Bold

Minion Pro Bold Italic

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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.

When using the tagline, indicate that this is a trademarked phrase. There is no required font size.

Tagline: It's your Turn to Play®

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 perimeters 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. Due to the adult audience, the language and tonality used needs to be free from "AYSOisms" (AYSO jargon) as this segment may not be familiar to the organization or have children involved in AYSO.

PHOTOGRAPHY

The photographs used for AYSO's marketing materials concerning Adult Soccer should match the tone of the organization and business unit. All photographs should portray happy, healthy adults aged 25-44 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.

