

# AYSO PLAYGROUND SOCCER IDENTITY STANDARDS GUIDE

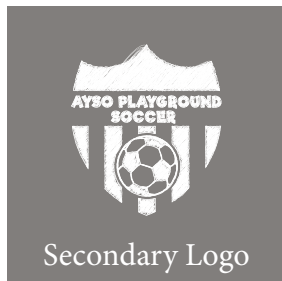
## EFFECTIVE FEBRUARY 2017

The AYSO Playground Soccer Identity Standards Guide addresses the graphic identity of AYSO Playground Soccer including the logo, 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 Playground Soccer's brand by consistently delivering marketing materials with a more narrowly focused look, feel and voice. Additionally, all brands should convey consistent brand messaging.

## AYSO PLAYGROUND SOCCER LOGO



Primary Logo



Secondary Logo



.5 inches



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 inches tall as shown here. The logo should maintain a clear space around each side that measures at least the length of the letter "A" from the word "AYSO."

## COLOR PALETTE

### Logo Color Palette



Pantone 485 C  
CMYK 5/98/100/1  
RGB 226/35/26



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 0131 C  
CMYK 5/1/46/0  
RGB 245/239/160



Pantone 210 C  
CMYK 0/48/0/0  
RGB 245/159/196



Pantone 715 C  
CMYK 0/54/93/0  
RGB 247/141/45

### 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 emphasizing calls to action.

Tints of the blue and black primary colors may be used. Do not use tints of the primary red color or any of the secondary colors.

## TYPEFACES

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

### Riffic

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 © 2018 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. Due to the programs young 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 Playground Soccer should match the tone of the organization and business unit. All photographs should portray happy, healthy children aged 3-5 years old. As parent participation is encouraged in the Playground Soccer program, it is also encouraged in photos. Indoor photos are allowed for this program. 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.



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