

# AYSO UNITED

## IDENTITY STANDARDS GUIDE

### EFFECTIVE MAY 2017

The AYSO United identity standards guide addresses the graphic identity of AYSO United, 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 United's brand by consistently delivering marketing materials with a more narrowly focused look, feel and voice. Additionally, all branding should convey a consistent brand messaging.

### AYSO UNITED 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, united.



### COLOR PALETTE

#### Logo Color Palette



Pantone 289 C  
CMYK 98/84/46/51  
RGB 13/36/64



Pantone 200 C  
CMYK 16/100/87/6  
RGB 195/0/47



Pantone 877 C  
CMYK 47/38/38/2  
RGB 142/144/144



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

#### Secondary Color Palette



Pantone 367 C  
CMYK 40/0/81/0  
RGB 164/213/93



Pantone 7686 C  
CMYK 97/77/14/2  
RGB 29/79/144



Pantone 445 C  
CMYK 68/54/55/30  
RGB 79/88/88

#### 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 calls to action.

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

### TYPEFACES

The Headline font family is **Neutra Text TF** (Book, Demi and Bold). The primary copy font family is **Avenir Next** (Regular, Italic, Bold, and Bold Italic) which can be used for digital and print collateral. The alternate body copy **Minion Pro** (Regular, Italic, Bold, Bold Italic) which can only be used for print.

Neutra Text TF Book Alt  
Neutra Text TF Demi Alt  
Neutra Text TF Bold Alt

Avenir Next  
*Avenir Next Italic*  
Avenir Next Demi Bold  
*Avenir Next Demi 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: We Are United

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## 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 United audience, the language and tonality used can be more formal, technical and include more soccer-related jargon.

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## PHOTOGRAPHY

Photographs used for AYSO's United marketing materials should match the tone of the organization and business unit. All photographs should portray players ages 8 through 18 in the full AYSO United uniform. Action images should show an advanced style of play to reflect the United "club" program, but also reflect back to AYSO's wholesome family-friendly image. Photos of players not in AYSO should not be included in marketing materials or assets unless a parent consent form or an official AYSO Photo Release form is obtained.



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