

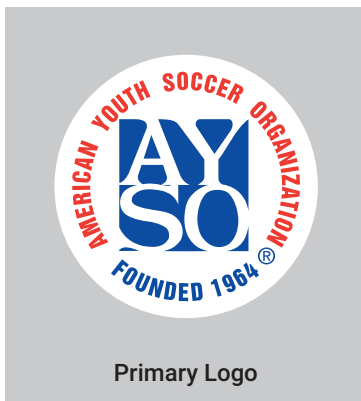


### Effective January 2023

The AYSO Identity Standards Guide addresses the graphic identity of AYSO, including logo usage, color palettes, typefaces, design elements, messaging, and photographic style. This document provides basic guidelines for use in marketing and public relations materials. The goal is to strengthen the AYSO brand by consistently delivering marketing materials with cohesion and a focused look, feel, and voice. Additionally, all AYSO brands should convey consistent brand identity and visual messaging.

### AYSO Traditional Logo

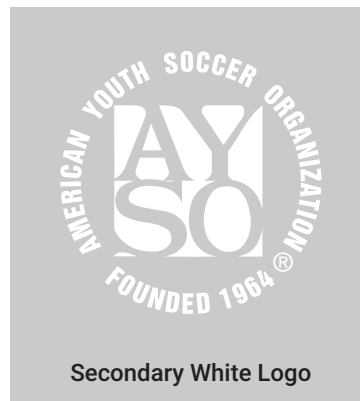
*The full-color primary logo with white circle background should be used whenever possible.* The *secondary logo* should only be used to give clarity to the logo, or when the number of colors is limited due to production (as in silk screening, embroidery, etc.) The minimum acceptable size for the logo is .5" tall, as shown here. The logo should maintain a clear space around each side that measures at least twice the distance of the letter "M" from the word "AMERICAN".



Primary Logo



Secondary Black Logo



Secondary White Logo



### AYSO Sponsor/Partner Logo Lockup

AYSO Sponsors and Partners may use their company or organization logo within a lockup adjacent to the AYSO logo. The logos are preferably displayed in a horizontal format. A vertical lockup is acceptable only when the preferred horizontal format will not work effectively. *The AYSO logo must always appear on the left or on top of the partner's logo.* The size of the partner's logo should be *visually equal in size* to that of the AYSO logo.



OFFICIAL PARTNER

### Program Logos

The following program logos are only used with permission and without variations.





### Incorrect Usage of The AYSO 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 way.**

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

Should you have any questions regarding best practices and usage of the AYSO logo, or should you need to apply for a logo usage variance for your Region, please contact us at: **Marketing@AYSO.org**.

### Examples of Incorrect Usage

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.



### Expired/Outdated Logos

The following logos are no longer acceptable logos to be used for marketing collaterals.





### Primary Color Palette



**Pantone 185 C**  
CMYK: 0/91/87/0  
RGB: 239/62/51  
HEX: ef3e35



**Pantone 300 C**  
CMYK: 100/80/0/0  
RGB: 3/78/162  
HEX: 08529f



**Pantone Black C**  
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: 000000



**Pantone 446 C**  
CMYK: 67/60/59/44  
RGB: 68/68/68  
HEX: 444444

### Secondary Color Palette



**Pantone 289 C**  
CMYK: 99/84/45/51  
RGB: 10/34/64  
HEX: 0a2240



**Pantone 2727 C**  
CMYK: 76/49/0/0  
RGB: 43/125/225  
HEX: 2a7de1



**Pantone 298 C**  
CMYK: 65/10/1/0  
RGB: 61/181/230  
HEX: 3cb4e5



**Pantone 7443 C**  
CMYK: 10/10/0/0  
RGB: 224/222/240  
HEX: e0defe



**Pantone 200C**  
CMYK: 16/100/87/7  
RGB: 193/2/48  
HEX: c10230



**Pantone 7737 C**  
CMYK: 64/15/100/2  
RGB: 107/164/58  
HEX: 6ba43a



**Pantone 137 C**  
CMYK: 0/42/100/0  
RGB: 255/165/0  
HEX: ffa400



**Pantone 116 C**  
CMYK: 0/15/94/0  
RGB: 255/213/32  
HEX: ffc000

### Fonts for Print and Web Use

AYSO uses modern, cross-platform compatible fonts that are 100% Open Source License and free to use. You may download them at: <https://fonts.google.com/>

#### Headline Fonts

##### **Roboto Condensed Bold**

and in some cases, ***Roboto Condensed Bold Italic.***

*Headline size should be 2-4 points larger than body copy*

#### Body Fonts

Open Sans Regular: Print - 10pt size / 14pt line spacing.

Open Sans Regular: Web use - 11pt size / 2em line spacing.

Open Sans Regular: Web use - HEX #444444 is used in our websites to reduce eyestrain.

#### Additional Headline Fonts for Web use

For special use, such as announcements, pop-up windows, and advertisements, we recommend:

**Josefin Sans Bold**

*Bilbo*

**Agency**

#### Background Elements

Also for special use, AYSO can provide design elements and textures, such as coaches marks (Xs and Os), chalk board lines, and a graded dot matrix pattern, as seen here and on the headline of this document.





### Tonality

**AYSO's voice is represented by our careful use of branding** - including logos, text, fonts, and photos. Our branding reflects the scope and quality of our organization. It is vital that our voice be distinct, recognizable, and fit within the parameters of a family-friendly youth athletics organization, rich with history, experience, and a sense of growth and community. Our warm, family-orientated tone should be carried throughout all of AYSO's print, web, and digital communications, including but not limited to printed collateral, social media, websites, advertisements, and blogs.

Should you have any questions regarding best practices and the usage of AYSO branding, please contact us at: **Marketing@AYSO.org**.

### Editorial Guidelines

On all printed and digital promotions and materials, include the following copyright statement including the correct year, at a minimum of 6pt and a maximum of 8pt.

Copyright © 20XX American Youth Soccer Organization. All rights reserved.

### Photo Usage - Safety and Diversity

Player and volunteer photographs and video may be taken from time to time and used in AYSO training and promotional materials as permissioned through the AYSO Registration forms. **Member identities shall not be divulged in this process and the identities of players shall be protected in all public forums, without exception.**

While media may be created to be age-specific in accordance with a Region's program offerings, **AYSO photos should always reflect diversity, equity and inclusion.** Providing fun and enriching soccer programs is what we do. We welcome everyone regardless of race, ethnicity, national origin, religion, gender identity, sexual orientation, social-economic position, ability or disability. Differences are respected and embraced. AYSO is proud to be at the heart of communities where all feel that they belong.

### Photo Usage - Best Practices

Everyone loves to see good action shots, but also keep in mind the following:

- **Good sportsmanship / camaraderie** - Be on the lookout for those unforgettable high-fives and hugs.
- **The AYSO staples** - Players running through the arch, enjoying halftime snacks, or shaking hands.
- **Refs & Coaches** - AYSO runs on volunteers! Make sure you show our officials some love.
- **Sideline shots** - Families and fun show how AYSO brings communities together through the beautiful game.

### AYSO Six Philosophies

Wherever possible, the AYSO Six Philosophies footer should be white fonts on our primary blue background.

**NOTE: The phrase "Everyone Plays" is a registered trademark of AYSO and should always carry a registration mark.**

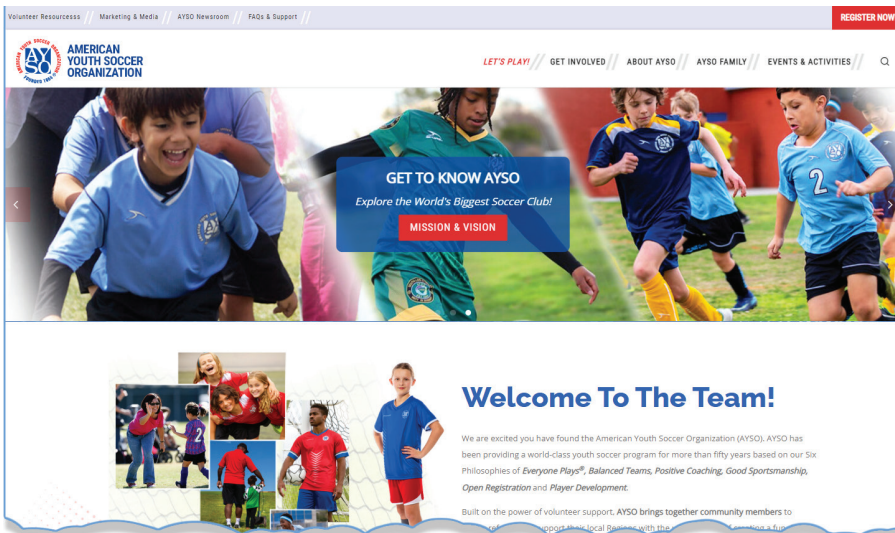


### Support

*When in doubt, reach out!* The AYSO Office is here to help. Should you have any questions regarding best practices and the usage of AYSO branding, please contact us at: **Marketing@AYSO.org**.

### Samples

Our online presence strives to be warm, friendly, exciting, and approachable. We balance comprehensive text with photography that best reflects our world-class soccer programs, our outstanding volunteers, and an overall message of *community, family, and fun*.



### Web Slides / Online Content

All AYSO photos used online should be best quality possible, with crisp, saturated colors, depicting children of all ages, races, and genders enjoying the beautiful game of soccer.

*All photos should be carefully inspected before going live.*



You may download authorized AYSO logos at: [www.aysovolunteers.org/download-authorized-logos/](http://www.aysovolunteers.org/download-authorized-logos/)  
and our photos at: [www.flickr.com/photos/aysomarketing/albums](http://www.flickr.com/photos/aysomarketing/albums)