



Identity Guidelines

The Eastern Pennsylvania Youth Soccer Identity Guidelines Manual contains the minimum required graphic standards designed to maintain the organization's standards of quality and visual consistency. Only through your help and adherence to these standards can Eastern Pennsylvania Youth Soccer continue to be recognized as a dynamic entity with a unique profile.



Introduction

The colors and logos in this guide have been carefully developed to establish and solidify the brand identity of Eastern Pennsylvania Youth Soccer and the identity of its programs and events. Through your help with the consistent application and usage of these colors and logos Eastern Pennsylvania Youth Soccer will continue to build a strong, unique and consistent brand.

Eastern Pennsylvania Youth Soccer Colors

Color consistency is critical for the brand. Eastern Pennsylvania Youth Soccer strives to establish a strong representation of the state and its youth players, through use of the keystone and vibrant colors: gold and shades of blue.



Pantone 123

C 0%
M 91%
Y 23%
K 0%



Pantone 285

C 91%
M 52%
Y 0%
K 0%



Pantone 540

C 100%
M 50%
Y 38%
K 37%

Supporting Typefaces

Aachen Bold is the preferred font of Eastern Pennsylvania Youth Soccer. Other fonts may also be used, including Helvetica, Verdana and Arial are universal and available on nearly every computer. Many variations are available such as condensed, light and bold. Whenever possible, Eastern Pennsylvania Youth Soccer asks that these typefaces be used.



Shown are Eastern Pennsylvania Youth Soccer colors as solid Pantone with conversion for four-color process

Please use the typefaces Aachen Bold, Helvetica, Verdana and Arial as shown in the text throughout this manual.

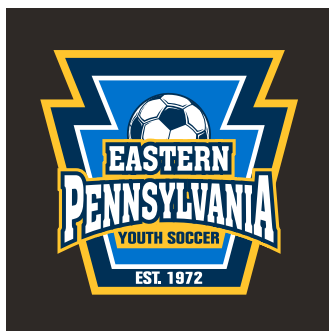
Usage of Eastern Pennsylvania Youth Soccer within copy

Anytime that Eastern Pennsylvania Youth Soccer appears in copy it is recommended that the first letter of each word be capitalized.

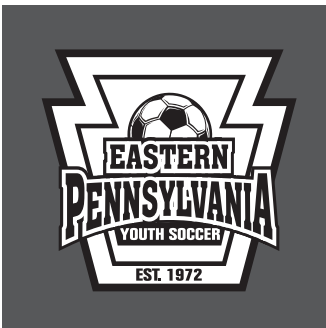
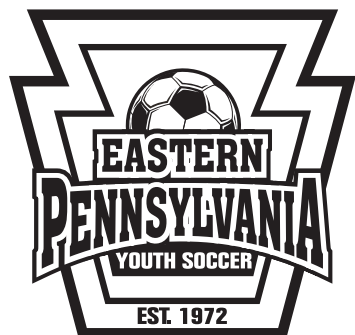


Eastern Pennsylvania Youth Soccer Primary Mark

This logo is the essence and identity of Eastern Pennsylvania Youth Soccer. This logo is to be used whenever and wherever possible in the gold, white and blue colors.



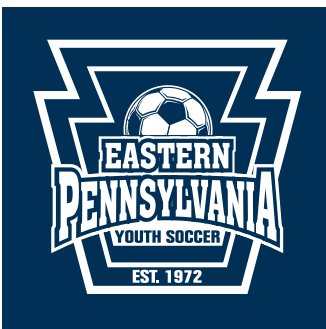
Full Color Primary Mark on dark background.



One color reproduction of Primary Mark in black, PMS 540 or PMS 285.



Acceptable color usage alternatives for the Primary Mark.



Primary Mark in color against light background or dark background

Use PMS 540, PMS 285, and black or the corresponding process screen mix and white when reproducing the logo. The logos proportions and integrity may not be altered or distorted in any way.

Logo in one color

When only one color is available the logo should be reproduced in black, PMS 540 blue or PMS 285

Minimum size

Use the logo as large as possible for impact but allow space around it so it is not crowded. The minimum size for print is 1.5" horizontal width.



INTERBORO SC

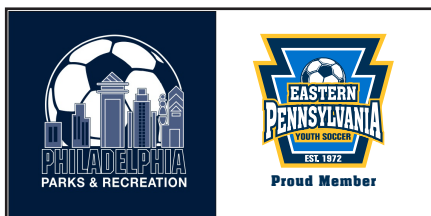
Shown with association designation

Member Clubs and Leagues

Member clubs and leagues are asked to adhere to the standards of the Eastern Pennsylvania Youth Soccer logo and identify their association with the addition of copy in the proportions shown above. Type should be in Aachen Bold, Helvetica, Verdana or Arial.



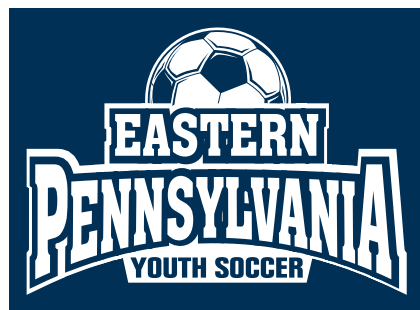
Primary Mark shown on banner.



Member Clubs and Leagues in logo lock up with Primary Mark shown.

Eastern Pennsylvania Youth Soccer Wordmark

This logo is to be used in applications when the primary Eastern Pennsylvania Youth Soccer logo is not practical.



Wordmark in color against light background or dark background

Use PMS 540, PMS 285, and black or the process mix and white when reproducing the logo. The logos proportions and integrity may not be altered or distorted in any way.

Logo in one color

The logo has a PMS 540 blue outline that allows it to stand out when used with a lighter background.

This logo is permitted to be use in one color applications, but should only be used in PMS 540, PMS 285.

For use on darker backgrounds, a one color logo in white is also permitted.



Shown with association designation

Application of Logo

Use the logo as large as possible for impact, but allow a little area around it so it is not crowded. The minimum size for print is 1.5" horizontal width.



Eastern Pennsylvania Youth Soccer Logo Approval Procedures

All described uses of Eastern Pennsylvania's logos must receive prior written approval from Eastern Pennsylvania Youth Soccer. Please allow 5 business days for approval. Please send any accompanying artwork to Eastern Pennsylvania Youth Soccer Marketing - attention Molly Freitag, Marketing Manager (mfreitag@epysa.org).

For specific questions, or to request design assistance call Eastern Pennsylvania Youth Soccer at 610-238-9966.

Eastern Pennsylvania Youth Soccer reserves all rights, as these guidelines are subject to change at Eastern Pennsylvania Youth Soccer's discretion.



Eastern Pennsylvania Youth Soccer
4070 Butler Pike, Suite 100
Plymouth Meeting, PA 19462

610-238-9966 (t)
610-238-9933 (f)

EPYSA.org

US Youth Soccer Olympic Development Program

The US Youth Soccer Olympics Development Program (US Youth Soccer ODP) was formed in 1977 to identify a pool of players in each age group from which a National Team will be selected for international competition; to provide high-level training to benefit and enhance the development of players at all levels; and, through the use of carefully selected and licensed coaches, develop a mechanism for the exchange of ideas and curriculum to improve all levels of coaching.

Logo Usage

All related gear designated for use by a US Youth Soccer ODP (state associations or regional teams) shall bear the US Youth Soccer “The Shield” logo. This includes, but is not limited to uniforms, polos, hats and bags.

“The Shield” logo shall only be used for the US Youth Soccer ODP [all levels]. This logo may not be used for any other purpose. State associations and regions may place their name in the top field of “The Shield”.

Logo Specifications

This shall be considered the official logo to represent the program.

“The Shield” logo must always be used in the same proportions. It is intended to be used as a unit, and must not be altered or modified from its standard form. This logo follows the standard US Youth Soccer color scheme, with the option for a fourth color in the NAME DESIGNATION BAR.

All applications of this logo must use all three colors as properly outlined. No other colors may be substituted in a color rendition. For single-color renditions, black/white presentation is acceptable. The US Youth Soccer primary logo, and other graphics must be solid.

Name Designation Bar

The Name Designation Bar is reserved for the state association or region name. For program use, this bar may also contain the program year. The bar can't include other wording, logos or artistic representations. The state association/region must be presented in the font SQUARESLAB711BdBt, and in all CAPS. The font is available from US Youth Soccer Marketing. If the bar is white, the type must be black. If presented on a black or dark colored background, the type must be white.

U.S. Soccer (USSF) ODP Mark

In compliance with the U.S. Soccer mandate, each US Youth Soccer ODP team is required to place the USSF ODP logo (right) on each player's uniform. The US Youth Soccer Board of Directors recommends the following:

- All related gear designated for the use by US Youth Soccer ODP shall bear “The Shield”.
- US Youth Soccer ODP teams will wear the generic version of the USSF ODP logo on the uniform.
- The USSF ODP logo shall be placed on the left sleeve or on the back of the shirt, below the collar of the player's uniform.



In compliance with the U.S. Soccer Federation's mandate, each US Youth Soccer ODP team is required to place the logo above on each player's uniform. The logo colors are:

PMS 295 PMS 1797
PMS White PMS 428

The name and logos of the Federation are registered with the United States Patent and Trademark Office. No one may use the name or initials of the Federation or any of its logos except with the express written consent of the Federation.



Team/ Administration Identification Area

The area immediately below “The Shield” is designated for Team/ Administration Identification. Designations will be reviewed, approved or corrected upon submission for approval. Samples of acceptable designations are as follows:

STATE STAFF	STATE COACH	REGIONAL TEAM
REGIONAL POOL	STATE TEAM	DISTRICT COACH
DISTRICT TEAM	REGIONAL CAMP	STAFF COACH

There are no font restrictions, but the designation must be centered immediately below “The Shield”, presented in CAPS and either 100% black or 100% white. The designation can’t be wider than “The Shield” itself.

Logoed Apparel

“The Shield” is required on all t-shirts, sweatshirts, jackets etc... and can be placed front chest, opposite any manufacturer’s logo. It may be placed in the center - recognizing the safety zone. “The Shield” may also be on either sleeve; or centered on the back of the shirt.

For shorts, “The Shield” must be on the leg opposite any manufacturer’s logo, even with the logo, near the cuff of the short; for pants, 7” below the waistband.

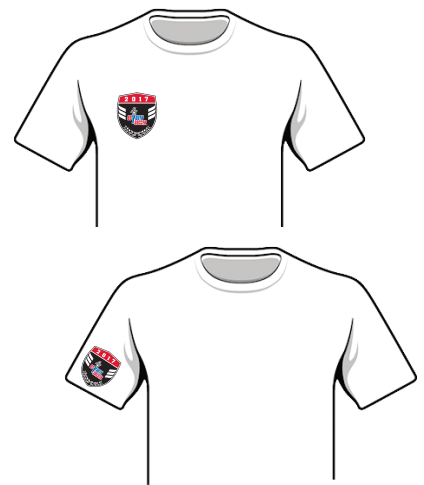
Other apparel or merchandise intended for use with “The Shield” should be submitted for approval. Positioning of the logo may not be restricted, but will be considered upon request for approval.

Additional Artwork

Additional artwork may be considered and must be developed in conjunction with US Youth Soccer. This would be for special events, tournaments or camps.

All described uses of “The Shield” must receive prior written approval from US Youth Soccer. Please submit all inquiries to US Youth Soccer Marketing. Allow 10 business days for approval.

The logo may not be used or distorted in any way, and must remain in its official proportions. It must be shown in its entirety, with no part separated. The US Youth Soccer logo contained within, is a federally registered trademark and must be accompanied by an ® at the bottom right of the logo.



US Youth Soccer Identity Approval Procedures

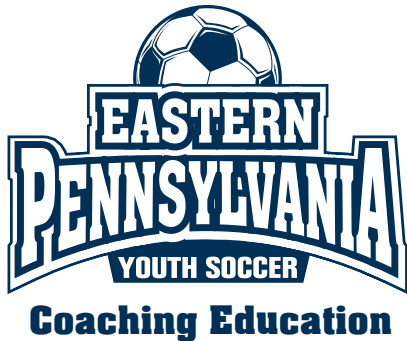
All described uses of US Youth Soccer’s logos must receive prior written approval from US Youth Soccer. Please allow 10 business days for approval. Please send any accompanying artwork to US Youth Soccer Marketing.

For specific questions, or to request design assistance call US Youth Soccer Marketing at 800-4-SOCCER.



Additional Eastern Pennsylvania Youth Soccer Logos

The following logos have been used in conjunction with Eastern Pennsylvania Youth Soccer coaching education, programs and events. Please follow the guidelines below when using any of these marks.



Use PMS 540, PMS 285, and black or the process mix and white when reproducing the logo. The logos proportions and integrity may not be altered or distorted in any way.

Logo in one color

Each logo may be reproduced in one color using PMS 540, PMS 285 or black.

For use on darker backgrounds, a one color logo in white may also be considered.

For permission to use one of these marks, contact Eastern Pennsylvania Youth Soccer Marketing for the logo file and approval.

Application of Logo

Use the logo as large as possible for impact, but allow a little area around it so it is not crowded. The minimum size for print is 1.5" horizontal width.