



# Brand Guidelines



# National Premier Leagues

## **Vision**

The National Premier Leagues will serve youth soccer by forming and collaborating with leagues, adopting the Players First philosophy and supporting US Club Soccer's mission to foster the development of clubs.

## **Mission**

The NPL's mission is to facilitate more meaningful games, reduce travel and provide a pathway to postseason competition.

## **Core Values**

- The NPL equips member leagues with tools and best practices to facilitate an optimal youth soccer experience for players, families, coaches and referees.
- The NPL welcomes players who strive to play at the next level, as well as those who want a high-level, competitive atmosphere with their friends.
- The NPL collaborates at every opportunity.
- The NPL's competitive structure is intended to reduce burdens on families by limiting travel.
- The NPL offers national pathways, opportunities and exposure to help players grow on and off the field.

# Our Logo

## Main Logo



## For Dark Backgrounds



## Secondary Logo



## For Light Backgrounds



# Key Elements



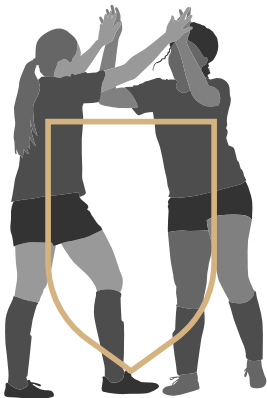
## The Dynamic Player

The abstract representation of the player is depicted in the center of the logo, because the NPL is, and always will be, player-focused. We lead with soccer. The ball is in front of the player.



## The Stripes

The stripes pay homage to the importance of the number 11 in our sport and to our platform. Eleven stripes represent players on the field, and the upward movement supports the singular NPL player in the middle. While the platform has evolved since being founded in 2011, the stripes offer stability and tradition.



## The Shield

The shield unites us, as a national platform with regional member leagues. It is also a traditional icon in our sport.

# Colors

The primary color is known as “Players First gold,” which is both a subtle connection to US Club Soccer and a reminder that the Players First initiative is at the heart of everything we do.

## Gold Standard

Triumph. Experience. Positivity.

CMYK: 0 16 40 17  
RGB: 83 70 50  
HEX: #cccc99

## Black

Stability. Strength. Bold.

## Gray

Balance. Compromise. Control.

CMYK: 0 0 0 30  
RGB: 179 179 179  
HEX: #b3b3b3

# Type

## **Halyard Display Black for titles and headings.**

Halyard Text Medium for subtitles  
and body text.

**Confident.  
Established.**

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### **Halyard Display Black**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
& \$ ? !**

### **Halyard Text Medium**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
& \$ ? !**

# Logo Usage

## Logo Usage

Always use the full-color shield as a primary logo when possible. Use your best judgment on choosing a logo that will contrast against its background. Do not stretch or rotate the logo, and never alter any parts of the logo.

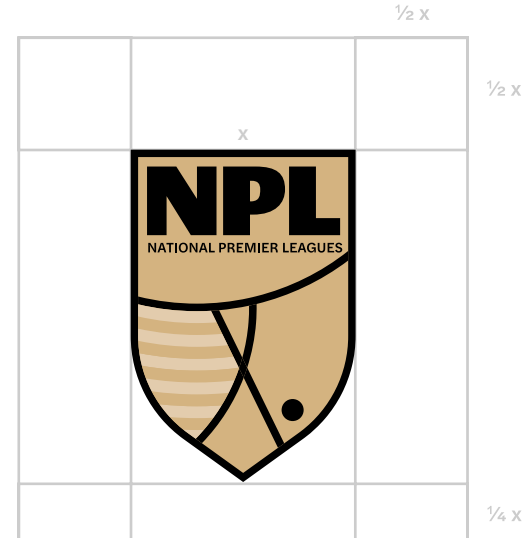
The shield should never be smaller than 50px in height. Size the logo so that the text **NATIONAL PREMIER LEAGUES** always remains legible. The NPL logo should never be a part of or included within another logo.



# Logo Usage

## Clear Space

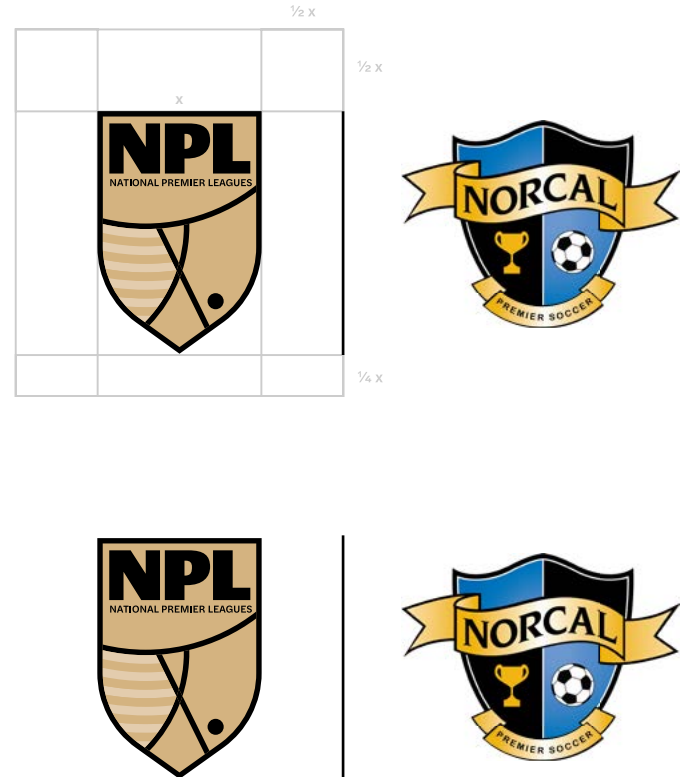
Always make sure there is enough clear space all the way around the logo. Use the shield as a measurement for both primary and secondary logos. For the primary shield, the top and sides should both have at least a space equal to half of the width of the shield. Under the shield, the primary logo, should at least have a quarter of the width of the shield for clear space. For the secondary logo, there should be at least a half of the width of the shield worth of space all the way around.



# Logo Usage

## League Lock-ups

Always use the shield when creating partner lock ups. Use the clear space rules for the shield, and give the league logo equal weight on the other side. The NPL logo should always come first.



# Logo Usage

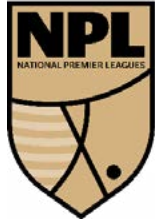


## Merchandise

Follow the clear space and lock up guidelines when using the NPL logo on merchandise. Do not use event-specific logos provided by US Club Soccer for merchandise. These can be used digitally to promote events, but are only to be used for merchandise sold exclusively at that specific event. The NPL logo can be printed on merchandise with other design elements (such as text or logos), but should stand alone and not be placed within another design. Refer back to the usage guidelines and when in doubt, contact US Club Soccer Marketing & Communications.

NPL Patches can be purchased for jerseys via this [order form](#). The NPL patch may only be placed on the left/right sleeve or on the back of the uniform just below the neck line.

# Logo Usage



**MIDWEST  
SELECT GAMES**



## Competitions

When creating logos for competitions, do not place the NPL logo within the competition logo. Follow clear space guidelines and do not alter the logo in any way. The NPL shield can be part of the competition logo as a lockup. Do not use the old NPL logo or any version of it in any logos.