Logo

Our logo is the most effective way to communicate our identity through an image. It communicates our values and sets us apart from our competitors. The US Club Soccer logo is protected by trademark.

Use the primary, full-color versions of the US Club Soccer logo and our brand logos.

The US Club Soccer logo should always be in black and white, do not invert the logo. Do not remove or alter any parts of the logo.

US Club Soccer primary logo

Unacceptable logo usage

Logo Usage

Adhering to logo usage guidelines is incredibly important for recognizability and for general aesthetics. If the logo is misused it damages the credibility of the brand.

Clear Space
Use this guideline to ensure that there is ample space between the logo and any other design elements in a composition. Apart from a lockup, the logo is a standalone element that should not be crowded by any other elements. Clear space enhances visibility.

Logo Size
Always consult with US Club Soccer when using our logo in conjuction with your own. As a general rule, the US Club Soccer logo should not be placed within another logo, as it would almost always appear too small to be recognizable.

Co-branding
The US Club Soccer logo, and logos of our brands, can appear with other logos in a lock-up to signify a partnership. Follow clear space guidelines when creating a lock up.

Logo Dont's
No shadowing, tilting, overlays, and ensure visibilty against backgrounds.
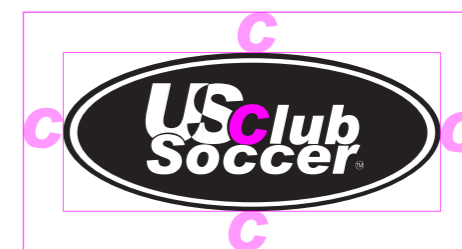
Use the capital C as a guideline for minimum clear space.

Brand Colors

Our colors speak to our brand. Using consistent colors strengthens our brand awareness.

Black
For print, we use rich black (C: 40%, M: 30%, Y: 30%, and B: 100%). For digital use, we use 90% black. Pure black overpowers surrounding objects and is straining on the eye, avoid it as it is not user friendly.

Color Proportions
The US Club Soccer brand primarily uses black and white, but the Players First gold can be used as an accent color. If additional accent colors are needed, other US Club Soccer brand colors (National Cup, id2) can be used.

Players first gold
HEX: #d4b380
RGB: 83, 70, 50
CMYK: 0, 16, 40, 17

Typography

What typography we use plays a large part in our brand identity. We use bold, sans serif typefaces. Use bolder fonts for larger headlines, and regular or lighter fonts for body and smaller text. NPL uses Halyard and all other US Club Soccer brands, including National Cup and id2, use Bio Sans. Bio Sans is neutral, minimal, and legible.

Bio Sans

Ag	Ag	Ag
Extra Light	Light	Regular

Ag	Ag	Ag
SemiBold	Bold	ExtraBold

Bio Sans Regular and ExtraBold are most commonly used, however Bio Sans has six total weights to choose from for maximum flexibility.
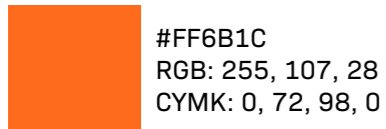
Logo

id2 logo
The star is bursting onto the "id" of the logo, signifying our country's next star players being identified through the program. It is also a "star in the making" as id2 discovers talent to ultimately help our senior national teams win World Cups.

PDP logo
Half of the star rests in the id2 logo, while the other half resides in the PDP mark. The consistency ties them both together, as an effective PDP develops players for the national id2 program to identify them.

Colors

The primary orange color is in homage to the tradition of id2 and PDP, which has included orange in its design since its inception in 2004. It is bold, confident, enthusiastic and warm – encapsulating the open nature of id2 and PDP.

#FF6B1C
RGB: 255, 107, 28
CYMK: 0, 72, 98, 0

Typography

The id2 and PDP logo both use Bio Sans Regular.

id2 logo:

id2 icon:

PDP logo:

PDP icon:

Logo Usage

Use your best judgment to choose the logo that best fits your application. Make sure that it stands out from the background and has enough white space that it isn't crowded by other logos or text. Do not stretch or alter the logo, or its parts, in any way.

Lock-ups:
To signify a partnership, the id2 and PDP logos may appear with a US Club Soccer-approved partner logo in the form of a lock-up. The full logo or just the icon can be used in both instances. The logo can appear in black or white, so as not to clash with a partner logo. However, do not alter the color of the logo or icon.

Lock-up examples:

Logo

The main National Cup logo is year-agnostic. This can be used and reused on signage each year, and the goal is to promote a recognizable National Cup brand. The colors represent some of the most common jersey colors from teams across the country that come together at all of our National Cup events.

Use the horizontal logo whenever possible, but a vertical logo is available when necessary depending on the application. For dark backgrounds, use the logo with white lettering.

Primary logo   Secondary logo   Icon

Brand Colors

The National Cup brand has 7 core colors that represent common jersey colors among teams competing in the series. Each year, two main colors will be chosen to represent regionals and finals that year. The two main colors of that year should be used as the dominant colors, use the full color palette sparingly.

Dark green: #006100   Bright yellow: #ffff00

Bright red: #ff0300   Bright green: #00d100

Teal: #008080   Black

Hot pink: #ff3b9d   White

Dark blue: #00008b

Typography

National Cup uses the US Club Soccer official brand typeface Bio Sans.

National Premier Leagues

The NPL logo is made of up three key elements: the dynamic player, the stripes, and the shield.

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, so the soccer ball is in front of the player.

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

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

Colors

Player's first gold
HEX: #d4b380
RGB: 83, 70, 50
CMYK: 0, 16, 40, 17

Light gold
HEX: #e3cdad
RGB: 227, 205, 173
CMYK: 11, 17, 33, 0

30% gray
HEX: #b3b3b3
RGB: 179, 179, 179
CMYK: 0, 0, 0, 30

Logo Usage

Always use the full-color shield as a primary logo when possible. Use your best judgment when 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.

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.

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 opposite side. The NPL logo should always be on the right side, and the league logo on the left.

Type

NPL uses Halyard Display Black for headlines and Halyard Text Medium for subtitles and body text. Halyard is a familiar typeface, that is confident and established.

Ag
Halyard Display Black

Ag
Halyard Text Medium

Primary logo

Secondary logo   Icon

Minimum clear space guidelines