



As the sport of soccer evolves, so does the culture that surrounds it. Our new brand identity is an expression of our commitment to growth in this critical moment. It is a key tool in communicating our love of the game. We know who we are, we know what we stand for. Let's communicate that we're a major force in the game, prepared for the competition to come.

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The USL brand is more than a logo, a set of colors, a typeface, or any particular photographic style. Our brand encompasses the interaction of all of these elements. It's how we interact with fans and partners and how we present ourselves. It's the stories we tell, the people we hire, and the spaces we inhabit. Our brand is the sum of its parts, so every part matters.

This guide is an essential tool for anyone working with the USL brand. It sets expectations for the experiences we seek to create, and provides guidance on how USL should be presented to the world at large.

Guidelines may be updated as the brand continues to evolve, so always make sure you are using the latest version.

Logos
Horizontal Lockups

These are our league and corporate horizontal logo lockups. Lockups are comprised of two pieces: the League Icon (i.e., the "USL and Star" module) and the League Wordmark (i.e., the "Championship" module).

The horizontal lockup is the preferred lockup and should be used before the vertical lockup (see following page) when possible.

Clearspace
The minimum clearspace around the logo is represented here by ‘x,’ which is equal to the inner margin of the logo.

Minimum Size
To ensure legibility, the smallest recommended size for horizontal logos is 20px tall for digital or 0.25" tall for print.

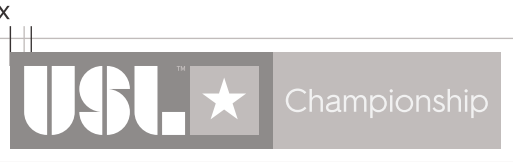
Single-color Logo
A single-color logo should never be used unless absolutely necessary. For these instances, a version of the logo has been modified (the logo's modules have been separated by a distance equal to the spacing within the stencil logotype) to be suitable for single-color needs.

Trade Mark Symbol
The trade mark symbol should correspond to the color of the square which contains the league's symbol.

USL Championship



USL Championship Horizontal Logo



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 20px tall
Print: 0.25" tall



USL Championship Single-color Logo

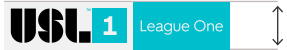
USL League One



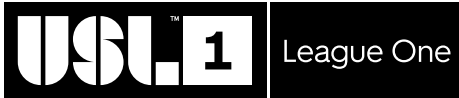
USL League One Horizontal Logo



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 20px tall
Print: 0.25" tall



USL League One Single-color Logo

USL League Two



USL League Two Horizontal Logo



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 20px tall
Print: 0.25" tall

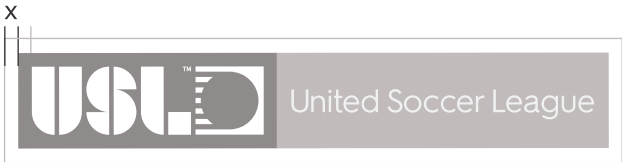


USL League Two Single-color Logo

The United Soccer League



USL



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 20px tall
Print: 0.25" tall



USL Corporate Single-color Logo

Logos
Vertical Lockups

These are our league and corporate vertical logo lockups.

The horizontal lockup (see previous page) is the preferred lockup and should be used over the vertical lockup when possible.

Clearspace
The minimum clearspace around the logo is represented here by ‘x,’ which is equal to the inner margin of the logo.

Minimum Size
To ensure legibility, the smallest recommended size for vertical logos is 30px tall for digital or 0.375" tall for print.

Single-color Logo
A single-color logo should never be used unless absolutely necessary. For these instances, a version of the logo has been modified (the logo's modules have been separated by a distance equal to the spacing within the stencil logotype) to be suitable for single-color needs.

Trade Mark Symbol
The trade mark symbol should correspond to the color of the square which contains the league's symbol.

USL Championship



USL Championship Vertical Logo



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 30px tall
Print: 0.375" tall



USL Championship Single-color Logo

USL League One



USL League One Vertical Logo



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 30px tall
Print: 0.375" tall



USL League One Single-color Logo

USL League Two



USL League Two Vertical Logo



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 30px tall
Print: 0.375" tall



USL League Two Single-color Logo

The United Soccer League



USL



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 30px tall
Print: 0.375" tall



USL Corporate Single-color Logo

Logos
Abbreviated Marks

Abbreviated marks are essentially shorthand. There may be times when the League wordmarks may be excluded, leaving just an abbreviated mark to represent a league. This allows for a more flexible approach when working with limited space and allows for a quicker read for viewers.

Clearspace
The minimum clearspace around the logo is represented here by ‘x,’ which is equal to the inner margin of the logo.

Minimum Size
The smallest recommended size for horizontal logos is 20px tall for digital or 0.25" tall for print to ensure legibility.

Single-color Logo
A single-color logo should never be used unless absolutely necessary.

Trade Mark Symbol
The trade mark symbol should correspond to the color of the square which contains the league's symbol.

USL Championship



USL Championship Abbreviated Mark



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 20px tall
Print: 0.25" tall



USL Championship Single-color Abbreviated Mark

USL League One



USL League One Abbreviated Mark



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 20px tall
Print: 0.25" tall



USL League One Single-color Abbreviated Mark

USL League Two



USL League Two Abbreviated Mark



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 20px tall
Print: 0.25" tall



USL League Two Single-color Abbreviated Mark

The United Soccer League



USL



Clearspace
The clearspace surrounding the logo should match the width of the inner margin.



Minimum Size
Digital: 20px tall
Print: 0.25" tall



USL Corporate Single-color Abbreviated Mark

Logos
Usage

In order to keep the modular nature of all the USL logos please follow these rules.

Dark Background

When the logo is presented on a dark or black background use the cool grey and primary color lockup for the Championship, League One and League Two.

Light Background

When the logo is presented on a light or white background use the black and primary color lockup for the Championship, League One and League Two.

The United Soccer League Logo

Unlike the Championship, League One and League Two, the United Soccer League logo only has one version of the logo. The logo should always be presented on a colored background. The horizontal and vertical logos should never be placed on PMS Cool Gray 1, PMS 281 or black.

USL Championship



USL League One



USL League Two



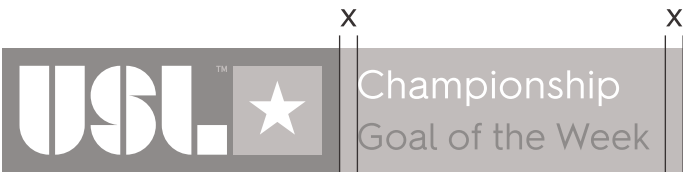
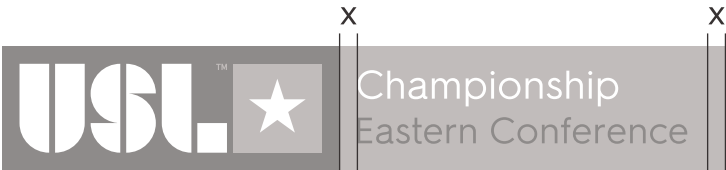
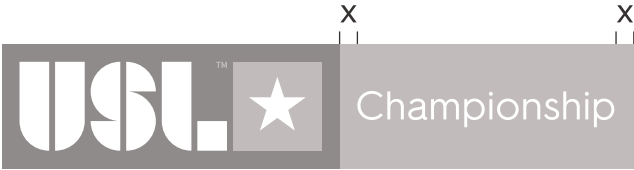
The United Soccer League



The modularity of our logo system allows for certain naming extensions to occur if the needs arise. For example, we may need to create a distinction between the Championship conferences. Our horizontal logos allow for some flexibility to address these situations should they arise.

Please note: this approach is NOT a requirement for all event or sub-brand logo designs. It is recommended as one solution and works best within the Horizontal Lockups.

Horizontal Lockups only



Inner Margin

When creating name extensions within a logo, please maintain an equal inner margin.

Logos
Incorrect Usage

When working with each of our logos, it is important to avoid the following examples of incorrect usage.



Do not alter the transparency of any USL logo.



Do not alter the numeric or star symbol of any USL logo.



Do not introduce a gradient into any USL logo.



Do not remove the symbol of any USL league logo.



Do not remove the TM mark of any USL logo.



Do not outline any USL logo.



Do not expand the container of any USL logo.



Do not introduce a stroke around any USL logo.



Do not tilt any USL logo.



Do not skew or distort any USL logo.



Do not introduce a drop shadow behind any USL logo.



Do not remove the container of any USL logo.

Logos
Halfway Line

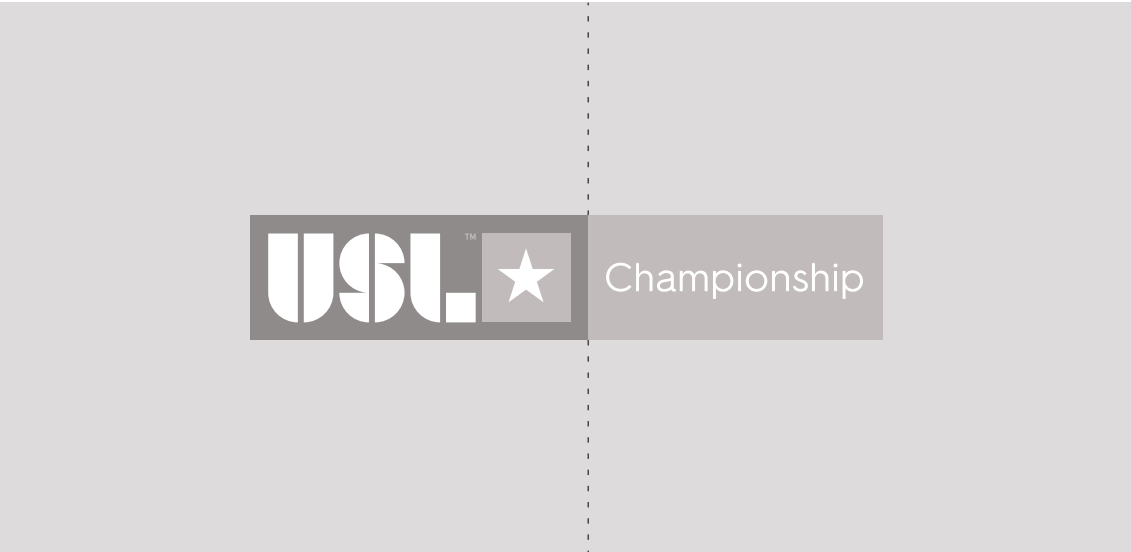
Due to the modular nature of the USL logos, they lend themselves to specific alignments for imagery, pattern, or color. The central seam of the horizontal lockup, the halfway line, is the most commonly used point of alignment.

For additional examples of the halfway line in use, see page 12.

Logic



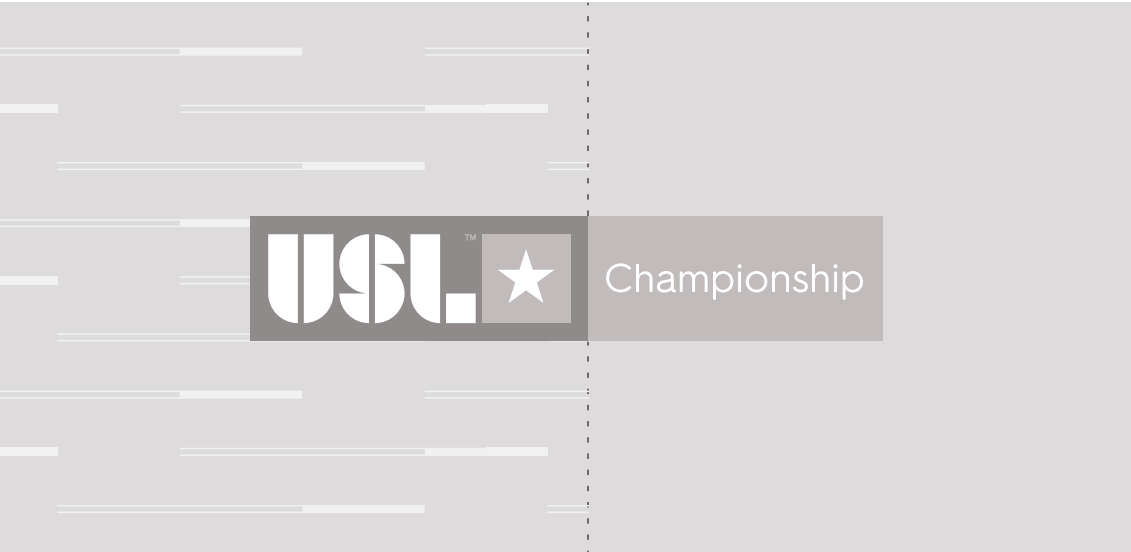
Grid



Imagery



Color



Pattern

Pattern
Logic

The USL pattern is a valuable tool for branding an image or color field with an element unique to our identity system. Like color, when used correctly, viewers will begin connect this pattern's use with our brand before even seeing a logo.

Because our pattern is built to fit alongside our brand logos, it's important to retain specific proportions of scale when applying a pattern. When a logo is present, please match the scale of the pattern to the logo equal to the example shown (right).

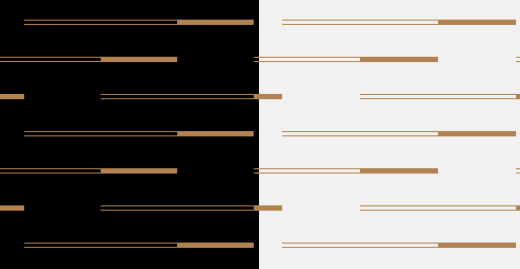
Please note: the orientation of the pattern should remain consistent to the examples shown here. Please do not angle, rotate or flip the pattern.

Usage

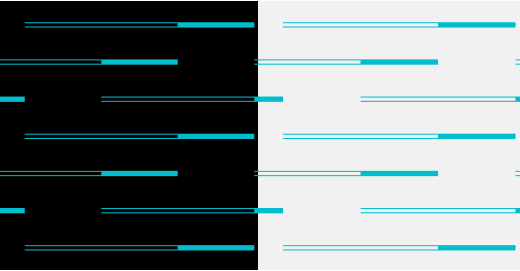


Scale
Logo scale dictates pattern scale. The height of three rows within the pattern should equal the height the USL logotype.

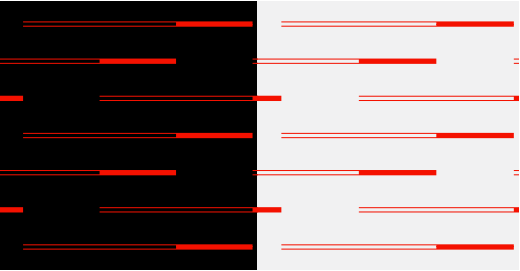
Color Examples



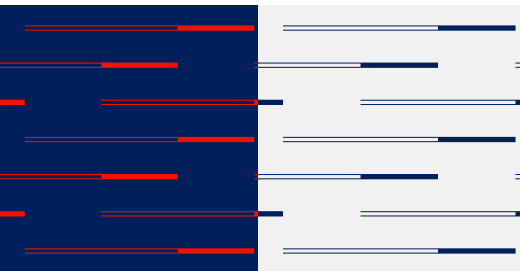
USL Championship



USL League One



USL League Two



USL

Colors
Palette

Color is an important element of the USL brand. It communicates the structure of our leagues and, over time, will become as recognizable a part of our brand as the logos themselves.

Primary Palette
Each tier, from the Championship to the Corporate level, is assigned a primary palette. These color groupings should feature across branded materials.

Secondary Palette
Each primary palette has a corresponding secondary palette. Secondary palettes should only ever serve as complimentary.

Neutrals
Neutral grays of any value (from white to black) may be used as required.

Please note: do NOT mix multiple league color palettes in a single design. For example, building an infographic utilizing the yellow from the Championship, the blue from League One and the red from League Two is not recommended.

USL Championship

Primary Palette

PMS:Black 6
C:75 M:65 Y:60 K:90
HEX:000000

PMS:Premium Metallic 10138
C:28 M:48 Y:77 K:7
HEX:b28350

PMS:Cool Gray 1
C:4 M:3 Y:2 K:0
HEX:f1f1f2

Secondary Palette

PMS:144
C:11 M:41 Y:100 K:0
HEX:e29c00

PMS:1235
C:5 M:21 Y:100 K:0
HEX:f4c500

PMS:Pastel Yellow 0131
C:2 M:0 Y:38 K:0
HEX:fffbb0

Neutrals



USL League One

Primary Palette

PMS: Black 6
C:75 M:65 Y:60 K:90
HEX:000000

PMS:3125
C:71 M:0 Y:22 K:0
HEX:00becc

PMS:Cool Gray 1
C:4 M:3 Y:2 K:0
HEX:f1f1f2

Secondary Palette

PMS:5463
C:90 M:60 Y:64 K:65
HEX:002c2d

PMS:281
C:100 M:93 Y:32 K:32
HEX:001f5b

PMS:290
C:29 M:0 Y:0 K:0
HEX:abe5ff

Neutrals



USL League Two

Primary Palette

PMS: Black 6
C:75 M:65 Y:60 K:90
HEX:000000

PMS:485
C:0 M:100 Y:100 K:0
HEX:F41100

PMS:Cool Gray 1
C:4 M:3 Y:2 K:0
HEX:f1f1f2

Secondary Palette

PMS:187
C:5 M:100 Y:82 K:26
HEX:a6192e

PMS:404
C:55 M:53 Y:58 K:25
HEX:696059

PMS:400
C:20 M:17 Y:24 K:0
HEX:ccc7bd

Neutrals



USL Corporate

Primary Palette

PMS:281
C:100 M:93 Y:32 K:32
HEX:001f5b

PMS:485
C:0 M:100 Y:100 K:0
HEX:F41100

PMS:Cool Gray 1
C:4 M:3 Y:2 K:0
HEX:f1f1f2

Secondary Palette

PMS:483
C:41 M:91 Y:82 K:65
HEX:510000

PMS:187
C:7 M:100 Y:82 K:26
HEX:a6192e

PMS:400
C:20 M:17 Y:24 K:0
HEX:ccc7bd

Neutrals



Our primary typeface, Hurme Geometric Sans 2, is a contemporary geometric sans-serif. It has pronounced circular elements that tie into our system as a whole, and has enough character to be used as display type while still remaining readable as body copy. It works in print and digital, and can be used at small and large scale.

We use 5 weights: Light, Regular, Semibold, Bold and Black. Regular is the preferred weight, to be used in both headline and body copy.

Using a single type weight helps to project a clear message, with strength in its simplicity.

Use a maximum of 3 type sizes per layout whenever possible.

The Hurme Geomtric Sans 2 is our primary typeface, used for headlines, display, and body copy.

Hurme Geometric Sans 2 Light
 is used for headlines.

Hurme Geometric Sans 2 Light Oblique
is used for emphasis within text.

Hurme Geometric Sans 2 Regular
 is used for body copy and can also be used for headlines.

Hurme Geometric Sans 2 Regular Oblique
is used for emphasis within text.

Hurme Geometric Sans 2 Semibold
 is used for headlines.

Hurme Geometric Sans 2 Semibold Oblique
is used for emphasis within text.

Hurme Geometric Sans 2 Bold
 is used for body copy and can also be used for headlines.

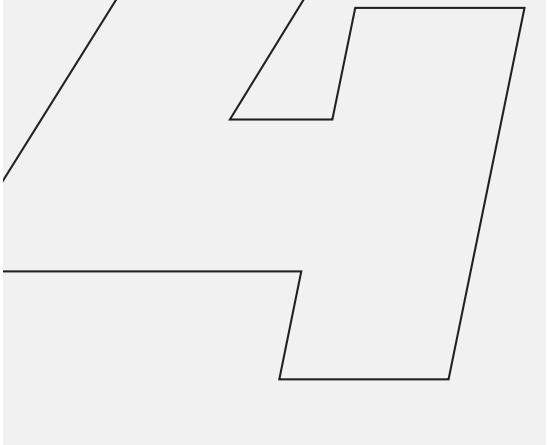
Hurme Geometric Sans 2 Bold Oblique
is used for emphasis within text.

Hurme Geometric Sans 2 Black
 is used for headlines or subheads to differentiate from body copy.

 Hurme Geometric Sans 2 Black Oblique
 is used for emphasis within bolded text.

The examples (right) are shared as creative thought-starters and should not be considered final. They illustrate the use of an italic or outlined treatment that can help to inject the energy and contrast required of display/headlines.

Display



The examples above show just a few expressions utilizing the heaviest and lightest weights within our font family.

Because Hurme Geometric Sans 2 needs to be purchased and installed on individual operating systems, there may be times when it is not available.

In its absence, Arial should be used as our fallback typeface.

Use cases may include: internal memos, financial statements, email newsletters and/or legal contracts.

Fallback Typeface

The Arial family
is our fallback typeface,
used when Hurme Geometric
Sans 2 is not available.

Arial Regular
is used for body copy and can
also be used as headlines.

Arial Regular Italic
is used for emphasis
within text.

Arial Bold
is used for headlines
or subheads to differentiate
from body copy.

Arial Bold Italic
is used for emphasis within
bolded text.

Photography Usage
Good Imagery Portrayal

All USL photography should reflect the excitement, passion and spirit that is experienced in a professional soccer game. To give our viewers an in-game experience, our photography must showcase all of these individual emotions.



Player Action Shots

Goal Celebrations

Fan/Supporters

Approvals

What needs approval?

Anything that uses USL assets (artwork, logos, trade names/designations, images, footage, mascots, etc.).

How do approvals work?

All approvals must be submitted to:
lisa.durand@uslsoccer.com

How long will approvals take?

Must allow 2-3 business days for approval.

Approval process –

Please note: image use will vary per team and will be dealt with on a case by case basis. When submitting your approval request, please be sure to show or explain how you intend to use it.

Contacts

For any inquiries please contact one of the following:

Lizzie Seedhouse

Senior Vice President, Digital & Content

P: 813.269.1352

lizzie.seedhouse@uslsoccer.com

Lisa Durand

Graphic Design Manager

P: 813.269.1353

lisa.durand@uslsoccer.com

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