



**L A M A R H U N T**  
**U.S. OPEN CUP**

BRAND IDENTITY GUIDELINES

# CREST: OUR HERITAGE

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The Lamar Hunt U.S. Open Cup (formerly the National Challenge Cup) was born in 1913 and crowned its first champion in 1914 (Brooklyn Field Club) and since then is the second-oldest continually operating soccer tournament in the world. Our crest represents the history of our tournament, as well as the modern future it has in cultivating the growth of soccer in the United States.



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**THE U.S. SOCCER CREST** shape, typography and colors represents our foundation and connection with the U.S. Soccer Federation.

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**THE TROPHY** represents a highly competitive tournament open to all affiliated amateur and professional teams in the United States.

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**1914** marks the origin of this historic 100+ year-old tournament.

# LOGO: STRUCTURE

The U.S. Open Cup logo consists of two elements: crest and logotype. The logo is built on precise geometries allowing it to perform in digital and print environments. It scales up and down to accommodate all applications without need for adjustment. The relative size and position of the logo elements to each other have been carefully predetermined to ensure legibility, aesthetic balance and consistency. Absolutely no attempts should be made to restructure, redraw or in any other way alter the logo. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition. In the diagram below "x," is equal to the horizontal width between the crest outline and the inside shape.



## VERTICAL LOGO USAGE

The vertical format consisting of crest with logotype positioned below should only be used in instances where spatial constraints require a configuration of a more vertical nature.

## HORIZONTAL LOGO USAGE

The horizontal format consisting of crest and logotype positioned laterally should be used in instances where spatial constraints require a configuration of a more horizontal nature.

# LOGO: TYPOGRAPHY

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Typography is important to any communications system. It is a basic graphic element for good visual communications. A successful typographic style will provide the qualities of consistency, clarity and legibility. Since typography is largely responsible for the general character or appearance of printed material, its coordinated and consistent use is essential to establish and maintain a graphic "look" for all of the communications of the Lamar Hunt U.S. Open Cup. 90 Minutes is the font used for the Lamar Hunt U.S. Open Cup brand identity.

**90 MINUTES**  
[type family]

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmnopqrs  
tuvwxyz**

**123456789**

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90 Minutes Thin 90 Minutes Light **90 Minutes Medium 90 Minutes Bold**  
**90 Minutes Black 90 Minutes Ultra** 90 Minutes Condensed Thin 90 Minutes Condensed  
Light 90 Minutes Condensed Medium **90 Minutes Condensed Bold 90 Minutes Condensed Black**  
**90 Minutes Condensed Ultra**

# LOGO: COLOR

The U.S. Open Cup crest is comprised of red, white and blue. This patriotic core palette is inspired by the spirit and pride of the United States of America. All graphic communications of the U.S. Open Cup should draw from this approved color palette.

Whenever possible, use the specified Pantone Matching System (PMS) colors. For printing, use of spot color is preferred. If use of spot color is cost-prohibitive, adhere to the exact CMYK specifications listed below each color. For on-screen applications such as PowerPoint, web pages, digital use our RGB and HEX color specifications.



**PMS 200**

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C 16  
M 100  
Y 87  
K 6

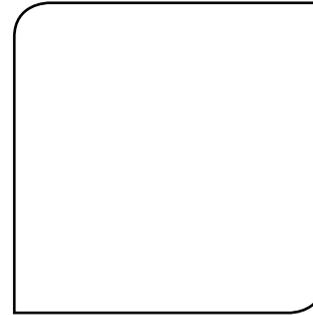
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R 194  
G 0  
B 47

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HEX# FFFFFFFF

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**WHITE**

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C 0  
M 0  
Y 0  
K 0

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R 255  
G 255  
B 255

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HEX# FFFFFFFF

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**PMS 533 C**

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C 90  
M 82  
Y 45  
K 47

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R 34  
G 41  
B 68

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HEX# 212844

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# LOGO: USAGE

**AREA OF ISOLATION:** To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space. This area is referred to as the "area of isolation." It is to remain free of trim or surface edges, typography, rule lines, folds or any graphic elements that may detract attention and lessen the overall visual impact. The diagrams on this page demonstrate the imaginary border lines of the area of isolation, expressed in terms of "x," which is equal to the horizontal width between the crest outline and the inside shape.



**MINIMUM SIZE:** To preserve legibility and consistency, the logo must never be reproduced in a size that makes the typography illegible. The minimum logo size is measured by the horizontal dimension of the crest. The smallest size in print is half an inch and in digital spaces is fifty pixels. This minimum size must never be violated.

**CREST ONLY:** The crest + logotype lockup is the preferred usage. However, certain instances where the tournament name is identified in close proximity and space limits text legibility, the U.S. Open Cup crest may be used independently of the logo type.



PRINT

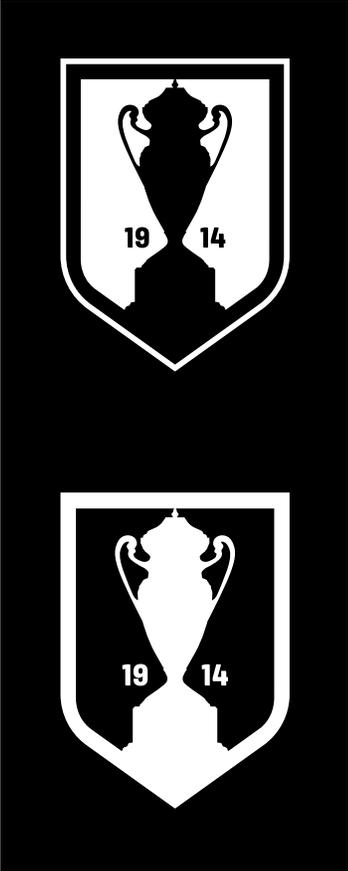


DIGITAL

# LOGO: LIMITED COLOR USAGE

Use of one color logos should be limited to situations where cost or execution dictates that the two-color primary logo is not appropriate.

ONE-COLOR OUTLINED CREST



ONE-COLOR SOLID CREST



Pantone 200c

Pantone 533c

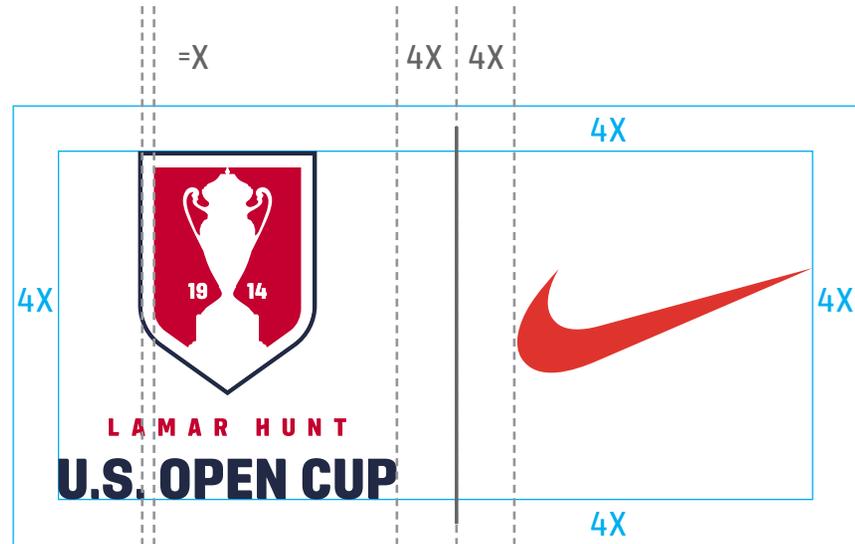
Black

White

Black and White

# LOGO: PARTNER LOCKUP

The U.S. Open Cup logo will need to be used with partner logos for advertising, marketing and signage purposes. When creating a horizontal lockup, it is imperative to follow the sizing guidelines shown below to maintain clear space and room around both logos as well as the entire lockup for legibility and effectiveness. When sizing the width of the partner logo, make sure the size relationship between itself and the U.S. Open Cup logo is even in weight and hierarchy.



# LOGO: MISUSE

The logo must not be altered or distorted in any way. The effectiveness of the brand depends on consistent usage as outlined in this guide.



Do not stretch, skew or alter proportions

Do not use in outline

Do not rotate off axis



Do not use full color applications without white crest fill

Do not use on distracting backgrounds

Do not alter color or use on non-brand colors



Do not alter logo shapes or orientation

Do not alter typography

Do not tint or use a transparency of the logo

# THE WRITTEN BRAND

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In marketing materials, the first mention of the brand name should be written as the full brand name, “Lamar Hunt U.S. Open Cup”. After that first mention, the short-hand name “U.S. Open Cup” can be used. Please note that the phrases “Lamar Hunt U.S. Open Cup” and “U.S. Open Cup” should use initial capitals.

# QUESTIONS

Maintaining a consistent look and feel in all communications is the reason brand guidelines are established and followed. Please note, ALL design utilizing the U.S. Open Cup logo or the tournament imagery needs to be approved by the U.S. Soccer Marketing Department prior to usage. If you have any questions or comments, feel free to contact us.

[kbradley@ussoccer.org](mailto:kbradley@ussoccer.org)

312.528.1239



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