



WOMEN'S PREMIER SOCCER LEAGUE

Vol. 1.0 | FEB. 2023

BRANDING DECK GUIDELINES

OFFICIAL IDENTITY MANUAL

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SPORT

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I. INTRODUCTION

The Branding Deck Guidelines serves as the Women's Premier Soccer League's Official Identity Manual. As a national league, the WPSL must hold its Branding Guidelines to the highest of standards that retains its prestige and pedigree.

This manual was created to serve as a reference of understanding for the league's identity that will establish consistency across a variety of creative outlets.

For questions regarding WPSL Branding and Identity please contact the league's Creative team:

NICHOLE SINGLETON

Creative Director
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II. OUR BRAND

The Branding Identity of the WPSL is more than just logos and wordmarks. While each hold great importance, the communication and description surrounding the history and current state of the league is equally critical to the consistency and accuracy of the WPSL.

The WPSL is a national women's soccer league for amateur players that primarily encompass collegiate athletes. This makes the proper description and promotion of the league from WPSL members, media, and fans especially critical. The WPSL has held the protection of collegiate eligibility to the highest importance each season. It is important that the WPSL is honest and forthright in what this league is *an amateur league* therefore the language usage containing "pro-am" or "pre-professional" is disingenuous at best.

The following WPSL Boilerplate should be used at the bottom of all press releases and features. Usually in one-point smaller font and/or different simple font such as Times New Roman for example.

Celebrating its 25th season of play in 2023, the Women's Premier Soccer League is the most tenured and largest women's soccer league in the world – with an all-time high 131 teams competing in 33 U.S. states and 73 metro-areas. Team rosters feature current and former collegiate players, the nation's top prep prospects, and international standouts. The amateur summer league produced more than 70 percent of the selections in the 2023 NWSL College Draft and WPSL alumnae represent 50 percent of the members of the United States women's national team.

INCORRECT USAGE

- "SEMI PRO"
- "SEMI PROFESSIONAL"
- "PRO-AM"
- "PRE-PROFESSIONAL"

The above description usage is prohibited from use from anything on-or-related to the WPSL.

This includes referencing WPSL Members or WPSL Players as "Semi Pro/Professional" or "Pro-AM"

CORRECT USAGE

- "AMATEUR"

The above description usage should be the **ONLY** description use on-or-related to the WPSL.

*WPSL Players are AMATEUR
WPSL Members are AMATEUR*

The integrity of the WPSL identity is upheld by the consistency of the accurate usage of WPSL Logos, Colorways, and Wordmarks.

PRIMARY | FULL COLOR



PRIMARY | ONE-COLOR



PRIMARY | NEGATIVE

The integrity of the WPSL identity is upheld by the consistency of the accurate usage of WPSL Logos, Colorways, and Wordmarks.



PMS BLACK
CMYK | 0/0/0/100
RGB | 35/31/32

PMS 200
CMYK | 0/100/100/16
RGB | 204/23/30

PMS 2935
CMYK | 100/68/0/4
RGB | 0/85/184

The integrity of the WPSL identity is upheld by the consistency of the accurate usage of WPSL Logos, Colorways, and Wordmarks.

OUTLINE

The primary logo must have its white outline present



The integrity of the WPSL identity is upheld by the consistency of the accurate usage of WPSL Logos, Colorways, and Wordmarks.



The following examples of manipulations of the WPSL Logo is strictly prohibited in any fashion.

Please be mindful when using the WPSL Logo and revert to the previous pages to avoid these examples of incorrect usage. (See Section III, Pages 4-5)

DO NOT:

1. Stretch or distort the logo in any way
2. Add drop shadow effects
3. Invert the logo colors
4. Remove the color of the logo figure
5. Change the outline color
6. Change the text within logo
7. Remove the logo figure
8. Change positions of logo figure and/or text
9. Remove the external oval
10. Change the color of the logo figure
11. Change the colors of the logo
12. Alter the original shape
13. Remove the white outline

INCORRECT USAGE



In celebration of the WPSL's 25 Seasons, the league has incorporated a secondary specific logo to be used during 2023.



Each season the WPSL uses the same logo style for the WPSL Championship with the date being updated annually



"HERGAME" has been a statement of the WPSL since 2021 and holds its own logo, colorway, and hashtag.



The WPSL started incorporating Regional Logos for each of its four (4) official Regions in 2022

West • Central • South • East



To compliment the official logo and branding colors, the WPSL also incorporates several wordmarks that should adhere to the same guidelines and restrictions of the primary logos.

WOMEN'S PREMIER SOCCER LEAGUE

LARGEST WOMEN'S SOCCER LEAGUE IN THE WORLD

HERGAME

TYPEFACE USAGE

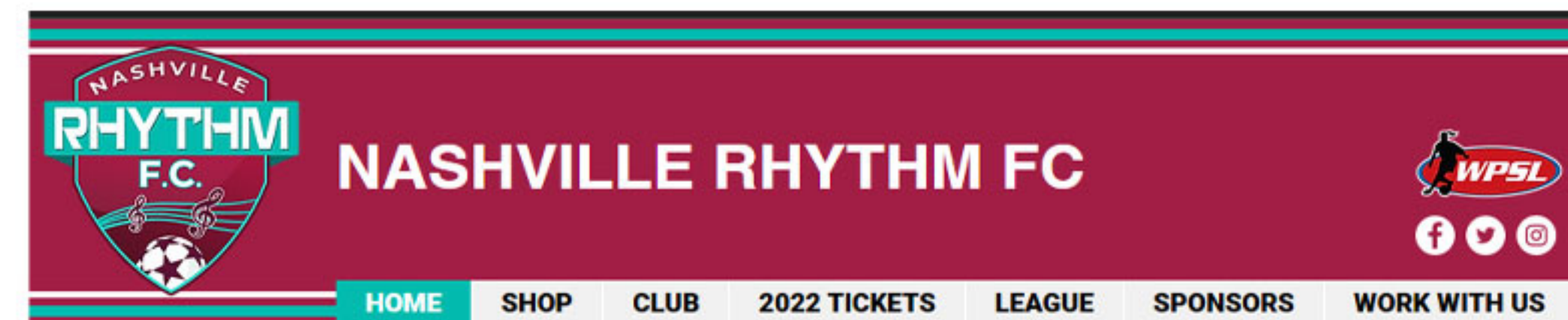
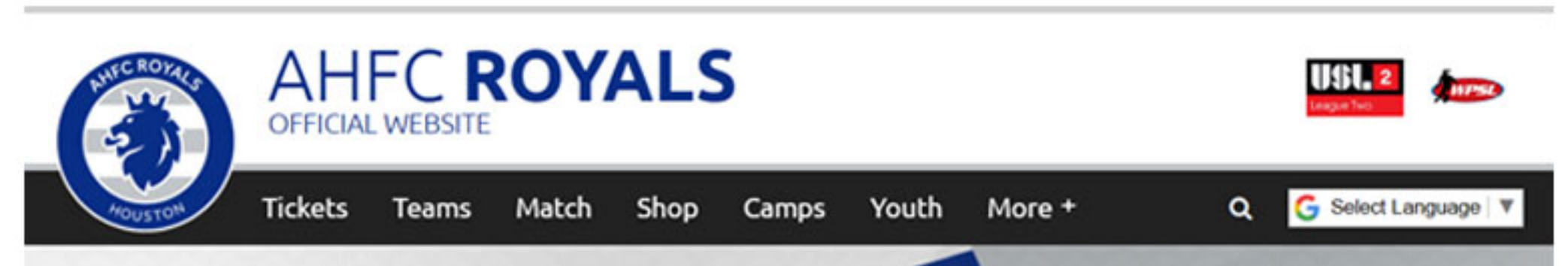
Primary Workmark Font Style: United Italic Reg Black

IV. WEBSITE

Every Member of the WPSL must display the WPSL Logo in the header of its website homepage - preferably in the top right corner OR with other league logos that are displayed.

The WPSL Logo must also be linked to WPSLSoccer.com

Every Member of the WPSL should include an "about" section within its website that details accurate background of the league.
(See Section II, Page 4)



V. SOCIAL MEDIA

The WPSL upholds specific guidelines for the use of Social Media that WPSL Members are expected to adhere to.

Across each main social platform that WPSL Members operate should demonstrate itself as part of the WPSL by including “@WPSL” in its bio section.

The WPSL also conducts the use of league-specific hashtags to fulfill its Brand Identity criteria. WPSL Members are actively encourage to use these hashtags as they interact with the league’s handles and their followers.

It is also highly recommended that if WPSL Members who utilize one profile that includes their men’s teams or youth programs to either (1) provide equal coverage of their WPSL team and players or (2) create a WPSL-Specific handle (ie, separate profile dedicated solely to its WPSL side)



@ WPSL

#WPSL - Main Hashtag

#WPSL25 - 25th Anniversary Hashtag

#WPSLAGM - WPSL AGM Event Hashtag

#HerGame - Slogan Hashtag

#WPSLAlumna / #WPSLAlumnae - Former Players

#BestoftheWPSL - End-of-Season Award Hashtag

#WPSLPlayoffs - Postseason Hashtag

#WPSLChampionship - Postseason Hashtag

VI . UNIFORM

WPSL Members are required to display the WPSL Patch on the sleeve of all its jerseys - home, away, alternate - that are worn during matches.

In honor of the WPSL's 25th season, the league has designed a specific honorary patch that WPSL Members must wear for the 2023 season.



VII. VENUE

WPSL Members must display a league-branded banner (3x5 min) that is in a clearly visible view for spectators during each home match every season.

The banners must adhere to proper branding guidelines mentioned in this manual.
(See Section II, Page 6)



