



OFFICIAL STYLE GUIDE

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## INTRODUCTION

Founded in 1933 as the Amateur Softball Association, USA Softball has provided the best-of-the-best softball for all levels and ages across the country. To be the best – sponsors and partners strive to join forces with the best, and there is nothing better than USA Softball. Recognized as the National Governing Body of Softball in the U.S., the USA Softball brand showcases our organization to its fullest potential. It renews and refreshes our organization’s public image and creates an excitement from the grassroots to the Olympic level.

We are proud to provide the USA Softball Official Style Guide. This guide serves as a manual to ensure the USA Softball brand is applied and positioned across all communication platforms in a powerful and consistent manner. Any use of the USA Softball marks must abide by the guidelines established in this Official Style Guide.

**You play a vital role in helping enhance and protect our brand identity.**

If you have any questions concerning the use of the USA Softball brand or the Official Style Guide, please contact Dre McKee at 405.425.3463 or [dmckee@usasoftball.com](mailto:dmckee@usasoftball.com)

## PRIMARY LOGO APPLICATIONS



Primary logo with gray bevel should be used for all purposes **OTHER THAN EMBROIDERY**.



Simplified primary logo options without gray bevel on USA.



One color options always shown in white when shown on colored backgrounds.  
One color options always shown in either red or blue on white backgrounds.

- When the full color USA Softball primary mark is on a colored background, it will have a gray key line and the registration mark (®) will match the color of the key line.
- When the one color USA Softball primary mark is on a colored background, it will have a white key line.
- When the USA Softball primary mark is on a white background in red or blue, the registration mark (®) will match the color of the logo.

For all embroidery purposes, please use either the simplified primary logo without the gray bevel on the USA or a one color version.

## SECONDARY LOGO - STACKED APPLICATIONS



Simplified Two Color Options without Gray Bevel



Simplified Two Color Options without Gray Bevel & Strokes



Secondary Logo Stacked



One color options are always shown in white when on a blue or red backgrounds.

For all embroidery purposes, please use either the simplified stacked logo without the gray bevel on the USA or a one color version.

The trademark character color (™) should always match the word "SOFTBALL".

## SECONDARY LOGO - HORIZONTAL APPLICATIONS

**USA SOFTBALL™**

**USA SOFTBALL™**

**USA SOFTBALL™**

Secondary Logo Horizontal

**USA SOFTBALL™**

**USA SOFTBALL™**

**USA SOFTBALL™**

Simplified Two Color Options without Gray Bevel

**USA SOFTBALL™**

**USA SOFTBALL™**

**USA SOFTBALL™**

Simplified Two Color Options without Gray Bevel & Strokes.

**USA SOFTBALL™**

**USA SOFTBALL™**

**USA SOFTBALL™**

**USA SOFTBALL™**

One color options are always shown in white when on a blue or red backgrounds.

For all embroidery purposes, please use either the simplified horizontal logo without the gray bevel on the USA or a one color version.

The trademark character color (™) should always match the word "SOFTBALL".

## HIGH PERFORMANCE PROGRAM LOGO



Full logo should be used when communicating externally, or if the audience is unfamiliar with the HPP.



Shield logo can be used when communicating internally, or if space does not permit use of the full logo.

## COLOR PALETTE



### PRINT



PMS 294c  
C 100  
M 86  
Y 29  
K 22



PMS 186c  
C 12  
M 100  
Y 92  
K 3



PMS Cool Gray 4c  
C 26  
M 22  
Y 22  
K 0



White  
C 0  
M 0  
Y 0  
K 0

Color swatches appear in PANTONE. These are the only acceptable print colors for use with all USA Softball marks.

### DIGITAL ONLY



R 1  
G 49  
B 128  
HEX: 013180



R 229  
G 3  
B 23  
HEX: E50317



R 204  
G 204  
B 204  
HEX: CCCCCC



R 255  
G 255  
B 255  
HEX: FFFFFFFF

Color swatches appear in RGB values. These are only acceptable for digital use with all USA Softball marks.



## TYPEFACES

PRIMARY - United Sans Semicondensed 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**  
**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**  
**0 1 2 3 4 5 6 7 8 9 . ? ! # & ; ' ,**

SECONDARY/ASSOCIATION LOGO LOCATIONS - United Sans Condensed Bold

**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**  
**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**  
**0 1 2 3 4 5 6 7 8 9 . ? ! # & ; ' ,**

ALTERNATE - United Italic Extended family of fonts (United Italic Extended Light shown)

*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*  
*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*  
*0 1 2 3 4 5 6 7 8 9 . ? ! # & ; ' ,*

ALTERNATE - Flood

**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**  
**0 1 2 3 4 5 6 7 8 9 . ? ! # & ; ' ,**

These are acceptable typefaces for use in relevant applications. Typeface consistency, in conjunction with color standards, will help imprint the USA Softball brand in the minds of all consumers. The primary fonts for use with all USA Softball marks are United Sans Semicondensed Black and United Sans Condensed Bold by House Industries. Alternate fonts should be used less frequently, and Flood font should never be used as body copy.

They are available for sale and immediate download at [houseind.com/fonts/unitedcollection](http://houseind.com/fonts/unitedcollection) or through Adobe's font collection.

## INCORRECT PRIMARY LOGO USAGE



**DO NOT** adjust the width or the height or skew the logo.

**DO NOT** reverse or change colors in any way other than noted within this guide.



**INCORRECT**

One color options on a solid color must be in white and have accompanying stroke.

## INCORRECT SECONDARY LOGO USAGE

Applies to both stacked and horizontal logos.



Do not adjust the width or the height of logo. Do not skew logo.

Do not reverse or change colors in any way other than noted within this guide.



**INCORRECT**

One color options on a solid color must be in white.

# ASSOCIATION USAGE AND GUIDELINES



When applying an association name to the USA Softball marks, the type treatment must be consistently sized in each configuration. Do not alter the point size to accommodate association names with fewer or greater characters. In the examples provided, the longest and shortest association names are taken into account.

The point size of each association is dictated by the placement of the longest association name, Southern California. Southern California is centered with the primary mark and right justified with the word mark, determining the point size of the font. After the placement of Southern California is set, all other association names should be at the same point size.

The font for association names is United Sans Condensed Bold.

For the Primary logo, the distance between USA Softball and each association name is equal to the height of the word SOFTBALL within the shield.

For the word mark, the distance between USA Softball and each association name is equal to the height of two trademark characters (™).



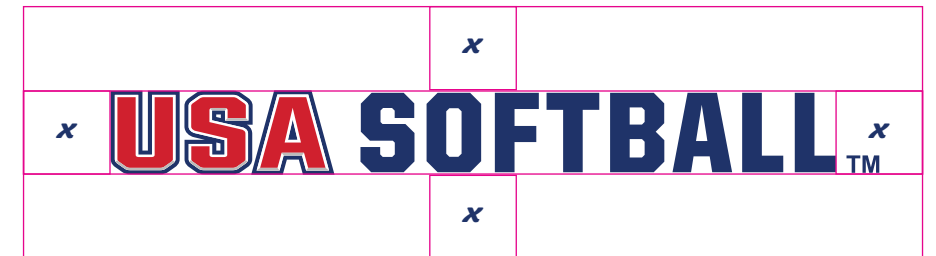
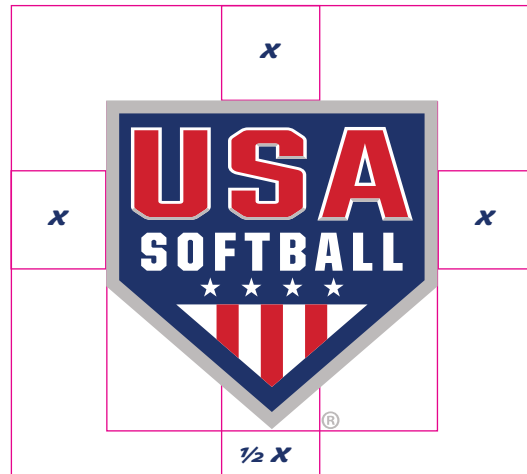
## CLEAR SPACE/SAFETY ZONE STANDARDS

Adherence to the clear space/safety zone standards provides for a consistent look to the USA Softball marks, protects the proprietary nature of the USA Softball marks and is used to defend against unauthorized use.

A minimum distance is required between the USA Softball primary marks and all other graphic elements.

To determine the minimum distance between the primary mark and all other graphic elements:

1. Draw a measurement box around the “U” in USA Softball. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top and sides of the primary mark.
4. Due to the home plate V-shape, only half of the safety zone distance is necessary at the bottom. This sets up your guidelines all around.



A minimum distance is required between the USA Softball word mark and all other graphic elements.

To determine the minimum distance between the word mark and all other graphic elements:

1. Draw a measurement box around the “U” in USA Softball. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top, bottom and sides of the word mark. This sets up your guidelines all around.

No graphic elements may fall within the pink lines.

# USA SOFTBALL™

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