



ASSOCIATION

BRAND GUIDELINES AND REQUIREMENTS

This document provides guidelines for the correct use of the USA Softball logos and marks by associations. Adhering to these standards ensures brand consistency and protects the integrity of the USA Softball identity.

LOGO & TYPE TREATMENT

Local associations operate as distinct legal entities from the national office. Therefore, it is always important when using USA Softball logos and branding to differentiate the local association from the national office so that the public can differentiate who the public is interacting with. Accordingly, **associations are prohibited from using the USA Softball logos and marks without also referencing the association's name.** By way of example, a local association may not use the generic USA Softball home plate logo without also including the local association's name as part of

the logo. This is so third parties know an event or activity is a local association event or activity, and not an event or activity organized by the national office. **Only the national office can use the generic USA Softball home plate logo or the generic "USA Softball" typeface word mark logos as standalone logos and word marks.** Local associations may use those logos but are required to do so specifically in conjunction with their association names, and in the font and with the consistency and other guidelines set forth below.

Remember: Adhering to these guidelines helps maintain the professional integrity of the USA Softball brand.

PROHIBITED USES BY A LOCAL ASSOCIATION



USA SOFTBALL™

PERMITTED USES BY A LOCAL ASSOCIATION



of Iowa

USA SOFTBALL™
of Iowa

USA Softball's Style Guide provides further information and examples concerning spacing and placement.

Contact Information

For any questions or clarification regarding the brand guidelines, please contact the USA Softball Branding Team at jlindley@usasoftball.com



ASSOCIATION BRAND GUIDELINES AND REQUIREMENTS

PRIMARY LOGO GUIDELINES

PLACEMENT

- The distance between “USA Softball” and ascender line (capital letter height) of each association name should be equal to the height of the word “SOFTBALL” within the shield.



WORD MARK GUIDELINES

SPACING

- The distance between “USA Softball” and ascender line of each association name should be equal to the height of the trademark character (™).



CONSISTENCY

When adding an association name to the USA Softball logos, the type treatment must maintain consistent sizing across all applications. **Do not adjust the font size** to fit shorter or longer association names.



FONT SPECIFICATION

- Use DIN Condensed Bold for all association names.
- The point size for each association name is determined by the longest association name (e.g., Southern California). This name should be centered with the primary mark and right-justified with the word mark.
- All other association names must use the same point size.

WHAT NOT TO DO

• DO NOT ALTER FONTS

Do not change the font type, size, or style for the association names. The font must remain DIN Condensed Bold.

• DO NOT MODIFY LOGO ELEMENTS

Do not adjust the size, color, or position of the primary logo or word mark elements. Maintain the specified spacing and alignment.

• DO NOT CREATE VARIATIONS

Avoid creating alternative versions or designs of the USA Softball logo. All variations must adhere strictly to the approved style guide.

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