



VISUAL IDENTITY AND USAGE GUIDELINES

OUR PRIMARY MARKS

UNITED SOCCER COACHES
SHIELD LOGO
(Primary Logo)



UNITED SOCCER COACHES
WORDMARK



UNITED SOCCER COACHES
BALL MARK
(Should only be used
as an accent mark
ONLY after brand has
been introduced)



DARK VERSION (TM should reverse-out)

OUR PRIMARY MARKS

The United Soccer Coaches logo, when applied on dark colors, should always have the type reversed-out to white. In all other applications, isolated on white or on a not-so-busy, light colored background.

SHIELD LOGO / Isolated on White



SHIELD LOGO / Dark Application



OUR PRIMARY MARKS

SHIELD LOGO / Three Color



PMS 2965 C - Night Game Blue #00263d
PMS 7621 C - Passion Red #b21e28
PMS 7689 C - Day Game Blue #288dc1

SHIELD LOGO / Four Color



White #ffffff
PMS 2965 C - Night Game Blue #00263d
PMS 7621 C - Passion Red #b21e28
PMS 7689 C - Day Game Blue #288dc1

SHIELD LOGO / One Color on Dark



OUR WORD MARK

The United Soccer Coaches word mark, when applied on dark colors, should always have the type reversed-out to white. In other applications, isolated on white or on a not-so-busy, light colored background, Night Game Blue should be used.

UNITED SOCCER COACHES WORD MARK / [One Color, Isolated on White](#)

UNITEDTM
SOCCER COACHES

UNITED SOCCER COACHES WORD MARK / [One Color, Isolated on Dark](#)

UNITEDTM
SOCCER COACHES

OUR COLORS



Day Game Blue



Night Game Blue



Passion Red

Day Game Blue and Night Game Blue —

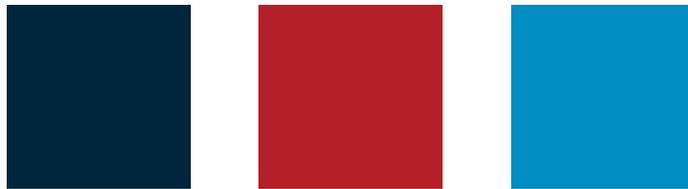
Blue has been a part of our visual identity since 1941. As we split the hue to its extremes, we transition from the cloudless sky of a day game into the coolness of a night game. Both are essential backdrops for a winning contest on the field.

Passion Red —

This color alone illustrates the true passion of a soccer coach. The emotion — whether felt as a triumphant win or a devastating loss is so much greater when heartfelt passion is passed down from every aspect of the game.

OUR COLORS

The United Soccer Coaches' three main colors are to be used in most applications, but when needed, please use these other colors when needed.



OUR TYPE

HEADLINE FONT: BIGNOODLE TITLING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEAD/BODY COPY FONT: GOTHAM NARROW FAMILY (BOOK AND BOLD SHOWN BELOW)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EXAMPLES OF POSSIBLE USAGE:

GOTHAM
NARROW
BOLD

BIGNOODLE
TITLING

MARK PARSONS'
JOURNEY TO PORTLAND

BIGNOODLE
TITLING

GOTHAM
NARROW
BOLD

THE WAGE GAUGE:
MONEY ON THE MIND?

COMPENSATION SURVEY LOOKS INTO THE NUMBERS

BIGNOODLE
TITLING
OBLIQUE
AS OUTLINES

HEADLINE HERE

SUBHEAD HERE

GOTHAM
NARROW
BOLD

ANATOMY OF THE MARK



UNITED
SOCCER COACHES

THE NAME

The word mark of United Soccer Coaches, in its simplest form, it's who we are and who we serve. United for soccer. Now and for always.



THE BALL

Nothing is more iconic in our sport than the ball itself. Our purpose is based in our love of the game.



THREE PENTAGONS

Our three core pillars are Advocacy, Education, and Service; the very backbone of our organization for over 75 years.

THE SHIELD

A symbol that is prominent in the game, our shield serves as a rallying point for members as we advocate for the prominence in the game.



UNITING COACHES

Inspired by the hands that come together in a team huddle, the individual lines represent the various divisions in our game coming together.