



**USA Softball  
National Championship**  
Logo Guide

## About USA Softball

USA Softball is a 501(c)(3) not-for-profit organization headquartered in Oklahoma City, Okla., and is designated as the National Governing Body (NGB) of Softball in the United States and a member of the United States Olympic Committee. One of the nation's largest sports organizations, USA Softball sanctions competition through a network of Local Associations, which includes all 50 states and select metro associations, and has grown from a few hundred teams in the early days to over 150,000 teams today, representing a membership of more than 2 million. USA Softball is dedicated to providing people of all ages the opportunity to play the game they love at a variety of levels by offering recreational, league, tournament and competitive play for fast pitch, slow pitch and modified pitch. USA Softball annually conducts thousands of tournaments throughout the country including over 100 National Championships. The USA Softball umpire program is among the nation's largest and are widely known as the best-trained umpires in the game.

As the NGB for the sport of softball, USA Softball is responsible for training, equipping and promoting the USA Softball National Team programs that compete in events such as the Olympics, Pan American Games, World Championships and other international and domestic events. For

more information on USA Softball, including its founding and history as the Amateur Softball Association of America (ASA), please visit, [www.USASoftball.com](http://www.USASoftball.com).

Annually USA Softball conducts over 100 National Championships in each of its major disciplines of the sport - slow, fast and modified pitch. Since each competitor must earn their berth to a USA Softball national through a network of qualifying tournaments conducted throughout the season or through their state/metro association, the champion goes home as the unchallenged best team in the nation for their respected division each year.

Earning your right to compete at a USA Softball National Championships begins at the local level with league championships, state championships and in some cases national qualifiers. Each year over 30,000 players qualify to compete in a USA Softball National Championship. Cities from across America annually bid for these celebrated events, largely because of the economic impact they will make on their communities.

## About the USA Softball National Championship Logo

The USA Softball style guide is intended to provide trademark reference information, and serves as a manual to ensure that USA Softball National Championships are positioned across all communication

platforms in a powerful and consistent manner. As hosts of a USA Softball National Championships, any use of the USA Softball marks must abide by the guidelines established in this Official Style Guide.

Every effort should be made to adhere to the guidelines included herein. Through the consistent use of the USA Softball National Championship logos in all graphic applications, USA Softball will continue to build its brand equity.

While every effort has been made to provide a comprehensive and accurate summary of the uses application of the USA Softball National Championship brands, the information in this guide is not intended to supersede, override or affect the interpretation of any of the rights and obligations of USA Softball. Please note that final designs of all applications must be reviewed and approved by USA Softball staff before production.

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If you have any questions concerning the use of the USA Softball National Championship brand or the style guide, please contact :

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## National Championship Color Palette



**Navy - PMS 282 C**  
**C-100, M-91, Y-41, K-47**  
**R-1, G-30, B-65**  
**HEX- 011e41**



**Red - PMS 186 C**  
**C-12, M-100, Y-91, K-3**  
**R-206, G-32, B-47**  
**HEX- ce202f**



**Blue - PMS 7461 C**  
**C-100, M-41, Y-0, K-0**  
**R-0, G-124, B-187**  
**HEX- 051d46**



**Gold - PMS 7407 C**  
**C-20, M-36, Y-79, K-1**  
**R-204, G-160, B-82**  
**HEX- cca052**



**Gray - PMS Cool Gray 7**  
**C-43, M-35, Y-35, K-1**  
**R-152, G-152, B-154**  
**HEX- 98989a**

Proper Logo Usage



## Improper Logo Usage



DO NOT ALTER COLORS



DO NOT ROTATE



DO NOT SKEW



DO NOT ADD ELEMENTS



DO NOT ADD DROP SHADOWS  
OR OTHER EFFECTS

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