



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 Jordie Lindley at 405.669.3713 or [jlindley@usasoftball.com](mailto:jlindley@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



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™**



Secondary Logo Horizontal

**USA SOFTBALL™**



Simplified Two Color Options without Gray Bevel

**USA SOFTBALL™**



Simplified Two Color Options without Gray Bevel & Strokes.



**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



**USA**  
**SOFTBALL™**

**USA SOFTBALL™**

PMS 294

C 100  
M 86  
Y 29  
K 22

R 33  
G 52  
B 105

HEX: 213469

PMS 186

C 12  
M 100  
Y 92  
K 3

R 207  
G 32  
B 46

HEX: CF202E

PMS Cool Gray 4

C 26  
M 22  
Y 22  
K 0

R 190  
G 187  
B 186

HEX: BEBBBA

White

C 0  
M 0  
Y 0  
K 0

R 255  
G 255  
B 255

HEX: FFFFFFFF

# TYPEFACES

PRIMARY - Octin College Heavy

**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 . ? ! # & ; '**

PRIMARY - Octin College Semibold

**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 - DIN Condensed Family of Fonts (DIN Condensed Regular 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 . ? ! # & ; '**

BODY COPY - Acumin Variable

**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 - Bello Caps Pro

**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 - Bello Script Pro

*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 . ? ! # & ; '*

All fonts are provided through Adobe Creative Cloud

## 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.

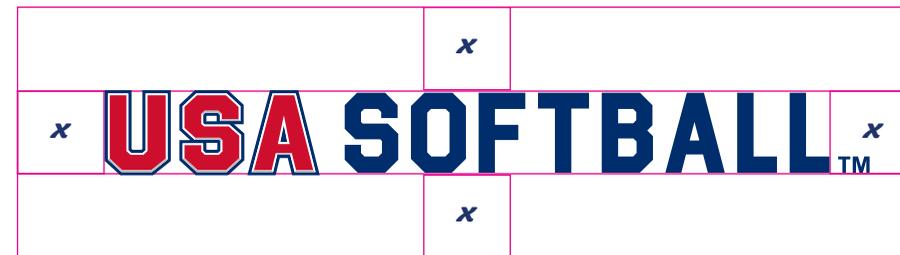
## CLEAR SPACE/SAFETY ZONE STANDARDS

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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