



USSA

USSA Official Brand Guide | Edition 1 • October 2018

Our brand is not just a logo.

Our USSSA brand is composed of several guiding principles designed to work together to create a consistent voice, message, look and feel for our association. Our guidelines are meant to be a source that will assist you in designing and producing compelling communications.





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How to use the USSSA Logo Guidelines

Rules and guidelines covering the correct usage of the USSSA logo are covered within this document. The visual identity of USSSA is fixed and cannot be warped, redrawn or varied in any way. A variety of artwork formats are available as .ai, .eps, .jpg, and .png file formats.

Primary logo

Our primary logo should be present on all digital and print pieces to enforce the USSSA brand.

Clearspace

The USSSA logo should always have space around it that is equal to the letter “U” respective to the size of the logo. This ensures logo recognition and legibility.



Minimum Size

The USSSA logo width should be a minimum of 1.5 inches for print or 300px for web. This ensures logo recognition and legibility.



Primary Logo Minimum Width

1.5"
300 px

Colors

One of two USSSA logos is to be used, depending upon the background color.

On light backgrounds, the blue and red USSSA should be used. On dark backgrounds, the white version should be used. When possible, use the blue and red logo as our primary logo.



Sending Logos

One of two USSSA logos is to be used, depending upon the background color.





USA

Primary logo usage: Getting it right!

It is essential to avoid incorrect usage of the USSSA logo. Such incorrect usage can weaken and damage the integrity and consistency of the USSSA brand.

DO NOT

change color of any logotype element



DO NOT

add a gradient to the logo



DO NOT

change the size of any logotype element



DO NOT

remove any elements of the logo



DO NOT

add any additional elements to the logo



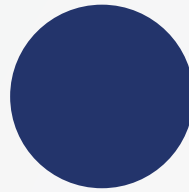
DO NOT

use the logo as part of a sentence



Primary color palette

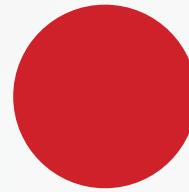
Our color palette feels classic and steadfast, embodying the rich history of our association. It helps define and reinforce the personality of our brand.



CMYK
100C/91M/29Y/17K

RGB
35R/52G/107B

HEXIDECIMAL
23346B



CMYK
13C/100M/97Y/3K

RGB
206R/33G/41B

HEXIDECIMAL
CE2129



CMYK
0C/0M/0Y/0K

RGB
255R/155G/155B

HEXIDECIMAL
FFFFFF

Additional logos

HQ Related

The USSSA Space Coast Complex logo is to be used on all materials pertaining to the complex at HQ.

The USSSA Pride logo is to be used on all materials pertaining to the Pride, USSSA's professional softball team.



The USSSA Space Coast Complex logo is to be used on all promotional materials pertaining to events hosted at the complex.



The USSSA Pride logo is to be used on all materials pertaining to the USSSA Pride, our women's professional softball team.

Additional logo usage

The same branding guidelines that apply to the USSSA primary logo apply to all USSSA program and national logos.

DO NOT: Change color of any logotype element, add gradients to the logos, change the size of any logotype element, remove any elements of the logos, add any additional elements to the logos, or use the logo as part of a sentence. Examples can be found on page 8, applied to the USSSA logo.





#PLAY