



Brand Policy

As Georgia Soccer continues our growth and the building of our market value, it is essential that we have a consistent brand identity across all networks associated with soccer and to the general public – *throughout all our actions and activities*. It is important that Georgia Soccer establish a uniform “look and feel” with every sponsor or partner activity. There are several important reasons for this:

- makes the Georgia Soccer brand easily recognizable by future members and the general public and gives them the assurance they are receiving the same consistent high quality experience no matter where they live in Georgia.
- builds local, state, regional and national recognition of Georgia Soccer among those seeking soccer knowledge and information.
- allows Georgia Soccer to have a marketable and consistent “message” to potential sponsors and partners.

To accomplish these goals, Georgia Soccer has instituted marketing and communication plans to unify our communication process and renew our focus on driving our brand to our affiliates and members. The development and use of our new style guide provides standards of use of our logo and brand.

As a not-for-profit, we are unlikely to have the financial resources to build brand awareness through advertising media buys. So it is very important for us to build and leverage the brand by promoting Georgia Soccer in a consistent look and feel with all of our touch points with our members, sponsors, partners and other constituents.

The adoption of this policy will be using and distributing approved Georgia Soccer materials. The practices outlined below describe the branding guidelines that should be used for all Georgia Soccer promotions, materials and events.

While our Style Guide presents the specific method for logo usage, the following describes how we will implement our brand identity.

THE GEORGIA SOCCER LOGO:

The Georgia Soccer logo as outlined in our Style Guide will appear ***on all items*** [as they are produced] by Georgia Soccer such as:

- Products - such as apparel for “branding” the logo or apparel for all associated events under the control of Georgia Soccer
- Stationery – whether paper, electronic or any other medium
- Leaflets/Brochures/Newsletters – whether paper, electronic or any other medium
- Advertisements – whether for Georgia Soccer or any of our associated events whether paper, electronic or any other medium
- Tournament/Event presence – all Georgia Soccer events must be co-branded with attention to Georgia Soccer prominence onsite at event locations and in any mention of the event.
- Websites – for any and all web sites directly associated and under the control of Georgia Soccer

Internal Documents including: registration forms/pages, organizational by-laws, minutes, membership or committee reporting.

- Dimensional structures (tents, buildings, signage) and Vehicles
- Score apparel purchased through GS agreement terms
- Sponsor activation materials as per usage rights outlined in sponsor agreements.

BRAND GUIDELINES:

PROMINENCE:

In all cases of Georgia Soccer (staff, board, member) use, the Georgia Soccer logo, tag line or other adopted identification must have equal or more presence to any other identified logo or brand. This is including prominence in size, proportion, location, format and presence.

With third party use – e.g. member clubs, or sponsor activation, The Georgia Soccer logo and marks should be used with minimum size requirements, not to appear smaller than any other sponsor logo but not to exceed the first party brand in size and prominence. Minimum size:

There should maintain clear space around Georgia Soccer logo for legibility, integrity, and prominence of the logo.

The Georgia Soccer logo must include trademark marks TM, SM or ® including minimum size for legibility.

LOGO USAGE

The Georgia Soccer logo should always appear in a horizontal format.

Whenever possible the Georgia Soccer logo should be reproduced in 4 color using CMYK (process colors), or in 3 color using the approved PMS (Pantone Color Matching System) colors for offset lithography or digital printing. All artwork for the logo is available electronically by contacting our representative. Logo/tagline lock-ups should only be reproduced in the color combinations shown.

PREFERRED LOGO APPLICATION

The 4 color logo is the preferred color version for the majority of our communication materials.

SECONDARY LOGO APPLICATION

The 1 color logo (process or pms) is the secondary color version for the majority of our communication materials.

BLACK ONLY LOGO APPLICATION

When only black is available, the logo should be printed as 100% black on a white or light colored background.

REVERSED OUT LOGO APPLICATION

The logo may also be reversed out of a field of the dark color.

LOGO USAGE EXCEPTIONS

There are few instances where alternative logos can be utilized.

SCREEN PRINTING OR EMBROIDERY APPLICATION

The 2 color logo (PMS or thread match) without the gray shading in the ball is the preferred color version for apparel printing and embroidery.

GRAYSCALE LOGO APPLICATION

The 1 color grayscale logo can be utilized as an alternative in print advertising or flyer production.

LOGO USAGE: TAGLINE USAGE RULES

Whenever possible, the Georgia Soccer logo paired up with the corporate tagline should be used. Exceptions to this rule include when the width of the Georgia Soccer logo is smaller than 2", or when the tagline is used as a headline.

Your State. Your Game.

LOGO CLEARSPACE

Clear space is essential for the logo to stand out. Refer to measurements shown here for the amount of clear space required around the logo.

1/2 X 1/2 X

X

X

1/2 X

X = CAP HEIGHT OF LETTERS

INCORRECT USAGE OF LOGO

- Never use the Georgia Soccer logo any other execution than described in these guidelines.
- Never distort, flop, tilt, skew or change perspective of the logo.
- Never use the Georgia Soccer logo in any other colors than described in these guidelines.
- Never use the Georgia Soccer logo within a sentence or headline.
- Never place objects or text over the Georgia Soccer logo or straddle the logo over other objects.
- Never apply any drop shadows, glows or other graphic effects to the logo.
- Never place logo over pattern background.
- Never position the Georgia Soccer logo at the edge of a document or background - always maintain a comfortable margin around the logo in all situations.

USE APPROVALS:

In order to ensure consistency and compliance in application, the Georgia Soccer Marketing Committee, on behalf of the Board of Directors, will determine practices that will provide the controls to make sure that our branding program is appropriately fulfilled. This could take form in approval of all of the above elements in various design formats prior to production.

MEANWHILE, Please direct all questions or approvals regarding use of the marks to:

Rick Skirvin, Executive Director, Georgia Soccer

rskirvin@georgiasoccer.org

REPRODUCTION PERMISSIONS

Georgia Soccer is ready and eagerly prepared to share our logo and other branding tools with our own affiliated members and will encourage them to celebrate and promote the Georgia Soccer brand and logo through various methods. In addition, we will promote the reproduction of our brand image and logo, in accordance, with brand guidelines for those organizations and opportunities that we determine will appropriately display and promote our brand.