



BRAND STANDARDS GUIDE



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INTRODUCTION

A LETTER FROM LEADERSHIP

Dear Georgia Soccer Partners,

It is with great pleasure that we present to you the Georgia Soccer brand identity. This identity and all of its supporting elements represents a tangible advancement for our brand. An evolution that is firmly rooted in Georgia Soccer's position as the authorized state youth and adult soccer association for Georgia.

The identity elements contained in this guide embody the values (professionalism, governance, leadership and approachability) that drive Georgia Soccer forward and reflect our commitment to fostering togetherness and ownership among the clubs we represent. Every aspect of our new identity reflects these shared traits to affirm our commitment to the future of soccer in the state.

The subsequent pages contain the elements of the new Georgia Soccer brand and the accompanying standards to support them. We urge you to follow these guidelines to build a consistent identity and protect our brand's value for years to come.

Thank you for your loyalty, support and dedication to the game.

Sincerely,

Laura Halfpenny
Executive Director
Georgia State Soccer Association



INTRODUCTION

PURPOSE OF THE GUIDE

Our brand is one of our most valuable assets. It defines who we are, what we do and what we represent as an association. The following pages help to ensure that everyone is working together to communicate a consistent image and visual expression. The Georgia Soccer identity elements used to represent our brand must be replicated and produced according to the associated guidelines contained herein. As a representative of Georgia Soccer, it is your role to follow these guidelines and protect the foundational elements upon which our brand is built. Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner.



FILE FORMATS

The success of the Georgia Soccer brand relies on the clarity and consistency with which it is implemented. Marks are available for use per the enclosed Brand Standards Guide in the formats listed below.

SUPPLIED FILE FORMATS

File formats are limited to specific use scenarios.

AI, EPS - Resolution independent vector files used for logos, icons and other line art.

PNG, JPEG - Compressed image files for web or Microsoft Office applications.

USAGE FORMATS

PRINT - AI, EPS (CMYK, PMS).

DIGITAL - On-screen, broadcast, web, PowerPoint: PNG, JPG (RGB).



LEGAL NOTICE

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BRAND IDENTITY



BRAND IDENTITY

PRIMARY MARK FULL COLOR

Presented to the right is the full color Georgia Soccer Primary Mark on light and dark backgrounds. This mark should be used wherever possible to communicate the Georgia Soccer brand.

DOWNLOAD FULL COLOR





BRAND IDENTITY

PRIMARY MARK SINGLE COLOR

Presented to the right is the single color Georgia Soccer Primary Mark on light and dark backgrounds. This mark can only be used in applications where the full color Primary Mark is not permitted.

DOWNLOAD BLUE LOGO

DOWNLOAD WHITE LOGO

DOWNLOAD BLACK LOGO





BRAND IDENTITY

WORDMARK FULL COLOR

Presented to the right is the full color Georgia Soccer Wordmark on light and dark backgrounds. This mark should be used wherever possible to communicate the Georgia Soccer brand.

DOWNLOAD FULL COLOR WORDMARK

GEORGIA SOCCER

GEORGIA
SOCCER

GEORGIA
SOCCER



BRAND IDENTITY

WORDMARK SINGLE COLOR

Presented to the right is the single color Georgia Soccer Wordmark on light and dark backgrounds. This mark can only be used in applications where the full color Wordmark is not permitted.

DOWNLOAD WHITE WORDMARK

DOWNLOAD BLUE WORDMARK

GEORGIA SOCCER

**GEORGIA
SOCCER**

**GEORGIA
SOCCER**



BRAND IDENTITY

PARTNERSHIP LOCKUPS

To the right are examples of how to construct a partnership lockup with an affiliate or sponsor utilizing the Georgia Soccer Primary Mark on a light background.

When constructing a partnership lockup, you must also adhere to the clear space guidelines outlined on the following page.





BRAND IDENTITY

CLEAR SPACE

Adhering to proper clear space guidelines is an important part of maintaining a clean and legible presentation of the Georgia Soccer brand.

The visual guide seen to the right outlines the minimum amount of clear space permissible between the Georgia Soccer Primary Mark and any other key visual elements including type, graphics and player imagery.





BRAND IDENTITY

MINIMUM SIZE REQUIREMENTS

In order to maintain legibility in all applications, the Georgia Soccer marks must adhere to the size requirements presented on this page.



Digital: 50 Pixels
Print: 0.5 Inches

GEORGIA
SOCCER

Digital: 25 Pixels
Print: 0.25 Inches



BRAND IDENTITY

MISUSAGE

A consistent image is vital to effectively communicate the Georgia Soccer brand. This page provides various examples of how you shouldn't express it.

Though only the Georgia Soccer Primary Mark is shown here, these misuse rules and examples apply to all marks within the Georgia Soccer Brand Identity.



Do Not Change Colors



Do Not Block



Do Not Skew



Do Not Stretch



Do Not Add Gradients



Do Not Add Drop Shadows