USSSA
Brand Guidelines

1.1.23

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Corporate Brand

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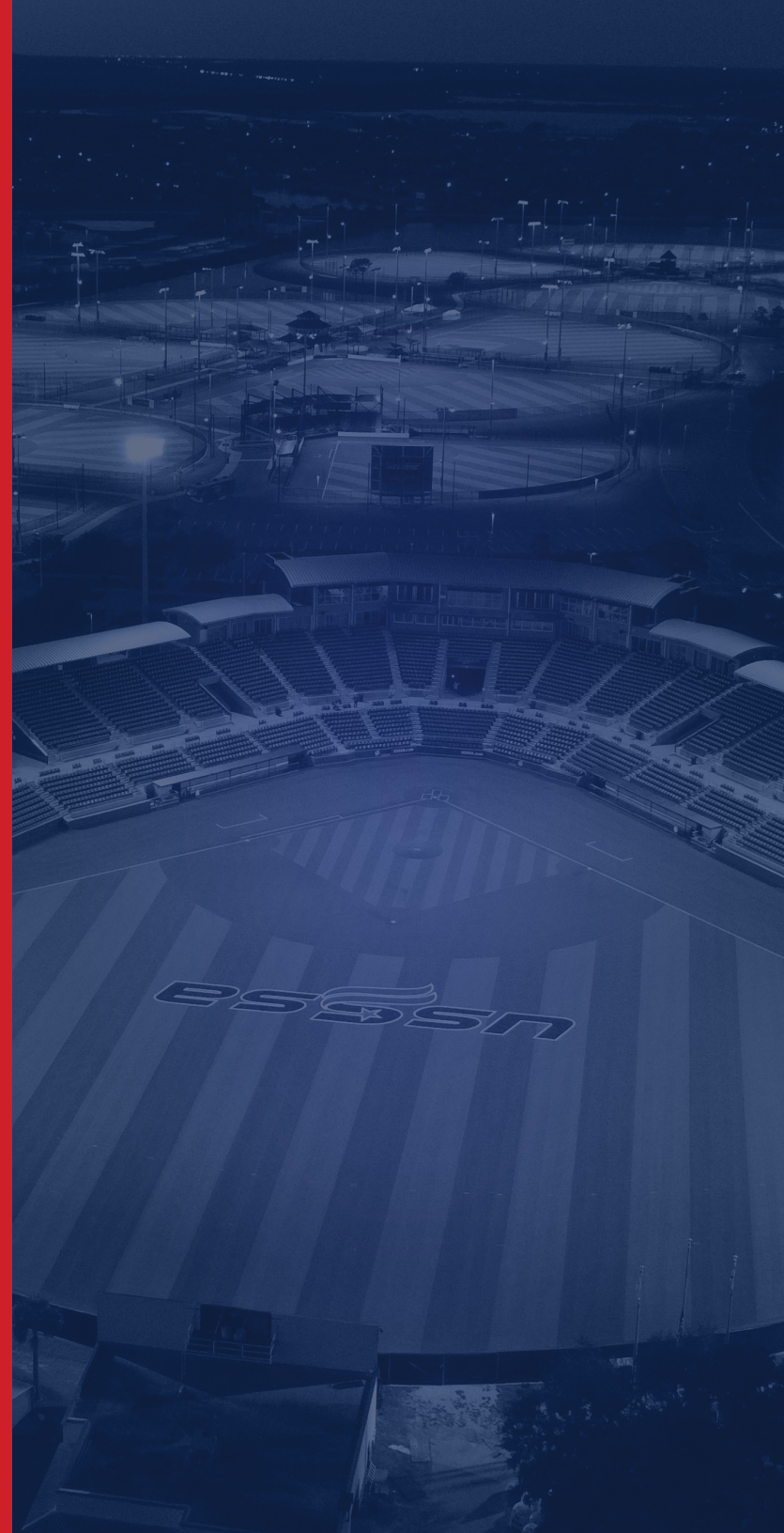
Mission & Values

Our Mission

Empower our team and its partners with an unsurpassed platform to create and support world-class athletic events and sports programming to enrich and educate the lives of participants at all levels

Our Vision

Provide the highest possible athletic experience for every participant through

an uncompromising commitment to excellence in sports administration

Core Values

INTEGRITY | PASSION | TEAMWORK | COMMITMENT | ACCOUNTABILITY

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.

One Color	Full Color	Web	Reversed
Black must be used for one color	**Blue:** 100, 91, 29, 17 **Red:** 13, 100, 97, 3	**Blue:** #23346b **Red:** #ce2129	White must be used on dark backgrounds

Unacceptable Logo Usage

The following are **unacceptable** ways of reproducing the USSSA corporate logo:

Do not reproduce in other colors	Do not reproduce with a gradient	Do not reproduce with additional elements	Do not use the logo as part of a sentence

Partnerships

In cases of partnership representation, the USSSA logo should be separated by a line with the partner logo to the right.

On dark backgrounds, the reverse version of the USSSA logo should be used, in addition to following the logo guidelines of the partner.

Secondary Logo

Our secondary logo is interchangable with the primary and is preferred for stylized looks. It may be present on all digital and print pieces to enforce the USSSA brand.

CLEARSPACE

The "S" logo should always have space around it that is equal to the star in the top of the "S," respective to the size of the logo. This ensures logo recognition and legibility.

One Color	Full Color	Web	Reversed
Black must be used for one color	**Blue:** 100, 91, 29, 17 **Red:** 13, 100, 97, 3	**Blue:** #23346b **Red:** #ce2129	White with a red tail or full white must be used on dark backgrounds, depending on the background color

Brand Palette

Our color palette is classic and steadfast, embodying the rich history of our association.

It helps define and reinforce the personality of our brand.

USSSA Blue

CMYK: 100, 91, 29, 17

HEX: #23346b

RGB: 35, 52, 107
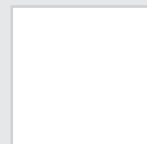
USSSA Red

CMYK: 13, 100, 97, 3

HEX: #ce2129

RGB: 206, 33, 41

USSSA White

CMYK: 0, 0, 0, 0

HEX: #ffffff

RGB: 255, 155, 155

USSSA Dark Blue

CMYK: 100, 89, 39, 38

HEX: #16284f

RGB: 22, 40, 79

Typefaces for Digital Projects

Every project will have its own requirements and limitations. Use selections from one of the columns below for your project. *Typefaces listed in this table are reserved for USSSA digital projects.*

Acceptable Typefaces

These are most appropriate for email marketing, email signatures, and editable documents (.doc, slx, .ppt). These fonts come pre-installed on most computers.

Preferred Typefaces

These are most appropriate for webpages, mobile apps, and design/marketing materials. **Use of these typefaces is encouraged for high-profile projects.**

PRIMARY

Use wherever type size is greater than or equal to 16 px.

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY

Use sparingly in headings or wherever special attention is required. A little goes a long way.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hierarchy

A typographical hierarchy is important for optimal legibility and clear presentation of information.

Headlines should be largest in size and utilize a bolder font weight. All caps may be implemented when suitable.

Subheadlines should be second largest in size and utilize either a less bold font weight or a different color than the headline. All caps may be utilized when suitable.

Body copy should be smallest in size and in lowercase format.

Footer elements should be small in size but can be bold, colored or in all caps. If a colored ribbon, bar or other design element is being used, the typography should be white.

HEADLINE

Subhead / SUBHEAD

Body copy. Cidel et faccabor aceaquos qui dolenient, occuptas nusa praepti nis adit occusae culliqu iaectem eatem sus simus sunt as dem es nobit qui testi nos magnis dolleceperum nonsecat et laborest qui doluptatios rerspe veribus in porporrum venecep eriatur, cuptassiti accum voluptatur, corem verum restota vellab inus.

#Footer Element • @footer

Largest, bold weight

Smaller. One example is lowercase with the same font weight. Another is all caps with a lighter font weight

Smallest. Lowercase, regular font weight

Small, bold font weight. White on a dark background.

Photography

Our participants have amazing experiences — how could they not? They take part in incredible programs under all our sports, each tailored to their specific level of play. Fortunately for us, cameras are there to capture some of these experiences as they occur, and the resulting energetic images are able to visually draw viewers into the world of USSSA.

Acceptable photos fall into two categories:

ACTION—Photos of athletes on the field in game play

- Photos of athletes should present good, accurate form
- Photos should capture intensity and emotion
- Photography choices should take diversity into consideration

CANDID—Photos that capture candid, memorable moments

- Photos of athletes should be natural and unposed
- Photos should capture high-energy emotions, such as fun, excitement and celebration

Image Pitfalls

AVOID—
Photos of unengaged athletes (standing around, appearing bored, etc.)

AVOID—
Photos without a clear focal point. Photos where athletes are blurry or out of focus

AVOID—
Photos with poor lighting (light is behind athletes, or there is no source of light focused on the athletes)

Fastpitch

NATIONAL PROGRAMS, LOGOS & COLORS

All American Games

- **CMYK:** 100, 94, 37, 51 • **HEX:** #001242
- **CMYK:** 79, 31, 23, 0 • **HEX:** #288ead
- **CMYK:** 0, 69, 100, 0 • **HEX:** #f37118
- **CMYK:** 2, 13, 99, 0 • **HEX:** #fcd509

Point Race

- **CMYK:** 99, 84, 46, 51 • **HEX:** #082340
- **CMYK:** 65, 23, 0, 0 • **HEX:** #21a9ff
- **CMYK:** 12, 100, 100, 4 • **HEX:** #ce0201

S30

- **CMYK:** 100, 91, 29, 17 • **HEX:** #23346b
- **CMYK:** 13, 100, 97, 3 • **HEX:** #ce2129

Space Coast S30

- **CMYK:** 99, 84, 45, 51 • **HEX:** #0a2240
- **CMYK:** 100, 4, 50, 0 • **HEX:** #00a19b
- **CMYK:** 0, 66, 100, 0 • **HEX:** #ff7708

West Coast S30

- **CMYK:** 75, 68, 67, 90 • **HEX:** #000000
- **CMYK:** 28, 42, 100, 6 • **HEX:** #b78b1e
- **CMYK:** 8, 100, 100, 1 • **HEX:** #db141e

Space Coast Cup

- **CMYK:** 96, 100, 25, 39 • **HEX:** #240354
- **CMYK:** 70, 15, 0, 0 • **HEX:** #29abe2
- **CMYK:** 5, 100, 78, 0 • **HEX:** #e2003b
- **CMYK:** 22, 36, 76, 1 • **HEX:** #c89f5a

Space Coast World Series

- **CMYK:** 98, 100, 12, 2 • **HEX:** #362982
- **CMYK:** 0, 61, 0, 0 • **HEX:** #ff85bc
- **CMYK:** 70, 15, 0, 0 • **HEX:** #29abe2

WFC

- **CMYK:** 0, 0, 0, 100 • **HEX:** #231f20
- **CMYK:** 100, 67, 0, 23 • **HEX:** #004b8d
- **CMYK:** 0, 100, 81, 4 • **HEX:** #e31937

Fastpitch

Pride

- **CMYK:** 100, 90, 37, 41 • **HEX:** #15244d
- **CMYK:** 12, 100, 92, 2 • **HEX:** #d1202e
- **CMYK:** 43, 26, 30, 0 • **HEX:** #99a9a9

Jr. Pride

- **CMYK:** 100, 90, 37, 41 • **HEX:** #15244d
- **CMYK:** 12, 100, 92, 2 • **HEX:** #d1202e
- **CMYK:** 43, 26, 30, 0 • **HEX:** #99a9a9

National Championship

(Two Options)

- **CMYK:** 100, 91, 29, 17 • **HEX:** #22356b
- **CMYK:** 14, 100, 99, 4 • **HEX:** #cb2128
- **CMYK:** 45, 65, 99, 50 • **HEX:** #5b3d16
- **CMYK:** 15, 21, 76, 0 • **HEX:** #dcbf5d

National All State Championship

- **CMYK:** 77, 16, 47, 1 • **HEX:** #2aa096
- **CMYK:** 44, 0, 48, 0 • **HEX:** #73fdb0
- **CMYK:** 71, 92, 0, 0 • **HEX:** #7012b2
- **CMYK:** 27, 38, 0, 0 • **HEX:** #c19ff7
- **CMYK:** 9, 0, 70, 0 • **HEX:** #f2f96b

USA Elite Select

- **CMYK:** 100, 91, 29, 17 • **HEX:** #23346b
- **CMYK:** 13, 100, 97, 3 • **HEX:** #ce2129

Baseball

All American Games

- **CMYK:** 100, 91, 32, 26 • **HEX:** #002862
- **CMYK:** 19, 100, 90, 10 • **HEX:** #b71e2d

National All State Championship

- **CMYK:** 100, 91, 41, 43 • **HEX:** #132148
- **CMYK:** 65, 23, 0, 0 • **HEX:** #21a9ff
- **CMYK:** 22, 100, 88, 13 • **HEX:** #af1c2e

Point Race

- **CMYK:** 99, 84, 46, 51 • **HEX:** #082340
- **CMYK:** 65, 23, 0, 0 • **HEX:** #21a9ff
- **CMYK:** 12, 100, 100, 4 • **HEX:** #ce0201

Easton Elite World Series

- **CMYK:** 100, 86, 40, 37 • **HEX:** #0b2b51
- **CMYK:** 13, 100, 100, 4 • **HEX:** #cc2121
- **CMYK:** 1, 15, 99, 0 • **HEX:** #fed306
- **CMYK:** 85, 47, 0, 0 • **HEX:** #0f79bf

USSSA World Series Events

- **CMYK:** 93, 84, 51, 67 • **HEX:** #01102d
- **CMYK:** 65, 23, 0, 0 • **HEX:** #21a9ff
- **CMYK:** 14, 100, 100, 4 • **HEX:** #ca161f
- **CMYK:** 31, 24, 25, 0 • **HEX:** #b3b3b3

Global World Series

- **CMYK:** 98, 75, 48, 48 • **HEX:** #032e44
- **CMYK:** 76, 25, 3, 0 • **HEX:** #1999d0
- **CMYK:** 0, 99, 97, 0 • **HEX:** #ed1c24
- **CMYK:** 25, 25, 40, 0 • **HEX:** #c2b59b
- **CMYK:** 4, 7, 99, 0 • **HEX:** #fadf0e

UACS Midwest Major

- **CMYK:** 100, 86, 39, 35 • **HEX:** #042c54
- **CMYK:** 69, 14, 0, 0 • **HEX:** #00aeef
- **CMYK:** 13, 100, 99, 3 • **HEX:** #ce1e26
- **CMYK:** 44, 0, 100, 0 • **HEX:** #9ccb3b

Slowpitch

NATIONAL PROGRAMS, LOGOS & COLORS

Senior Softball

■ CMYK: 100, 91, 29, 17 • **HEX:** #22356b
■ CMYK: 14, 100, 99, 4 • **HEX:** #cb2128

Challenge Cup

■ CMYK: 100, 86, 40, 37 • **HEX:** #132c51
■ CMYK: 76, 43, 1, 0 • **HEX:** #3f81c1
■ CMYK: 14, 100, 100, 4 • **HEX:** #cb1e20

World Series

■ CMYK: 99, 90, 29, 18 • **HEX:** #24356a
■ CMYK: 0, 100, 91, 0 • **HEX:** #ed1c2e
■ CMYK: 18, 14, 15, 0 • **HEX:** #d0d0ce

Specialty Programs

■ CMYK: 100, 91, 29, 17 • **HEX:** #22346b
■ CMYK: 13, 100, 97, 3 • **HEX:** #ce2129

Conference USSSA

■ CMYK: 100, 81, 26, 10 • **HEX:** #18447a
■ CMYK: 81, 53, 3, 0 • **HEX:** #3a73b4
■ CMYK: 25, 100, 100, 21 • **HEX:** #9e1818
■ CMYK: 68, 61, 60, 48 • **HEX:** #3f3f3f

USSSA World

■ CMYK: 100, 80, 38, 37 • **HEX:** #003057
■ CMYK: 16, 100, 87, 7 • **HEX:** #c10230
■ CMYK: 39, 2, 5, 0 • **HEX:** #95d4e9

GSL World

■ CMYK: 72, 66, 64, 72 • **HEX:** #222222
■ CMYK: 0, 60, 100, 0 • **HEX:** #ff8300
■ CMYK: 27, 21, 22, 0 • **HEX:** #bbbbbb

GSL

■ CMYK: 52, 43, 41, 7 • **HEX:** #808184
■ CMYK: 0, 60, 100, 0 • **HEX:** #ff8300