PRIMARY LOGO OVERVIEW

PRIMARY FULL COLOR LOGO

Clear space the height of the text in “Field Hockey” should be maintained.

CAP ICON

PANTONE 281c NAVY
PANTONE 185c RED

PANTONE 428c FLAT GREY
PANTONE 871c METALLIC GOLD

BLACK

SECONDARY COLOR PALETTE
PRIMARY LOGO VERSIONS

SINGLE COLOR LOGOS may appear over lighter backgrounds, with no darker value than 50% black. Single color 185c red logo may appear over navy blue backgrounds.
PRIMARY LOGO VERSIONS - REVERSED

REVERSED PRIMARY FULL COLOR logo with blue stick and text *MUST GET PERMISSION TO USE

REVERSED PRIMARY FULL COLOR logo may appear over navy blue or black backgrounds

REVERSED WHITE logo may appear over navy blue, red, gold, dark grey (at least 75% black) or black backgrounds
UNAPPROVED USAGE

- Distort/Stretch/Tilt
- Recoloring
- Grayscale Conversion
- Screening
- Resize Logo Elements
- Text Only
- Reconfiguration
APPROVED SECONDARY VARIATIONS

SEPARATE CAP ICON USE may occur when also presented with the full USA Field Hockey logo.

HORIZONTAL TEXT MARK

USA FIELD HOCKEY
USA FIELD HOCKEY
USA FIELD HOCKEY
USA FIELD HOCKEY
USA FIELD HOCKEY

For use on small horizontal applications - not for use as large-scale banner art without special dispensation.

For use only in special circumstances that necessitate text-only application.
For headline, subheadline and signage

UNITED SANS REGULAR BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()'?":;

UNITED SANS REGULAR HEAVY
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()'?":;

For body copy and communications

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()'?":;

Calibri Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()'?":;

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()'?":;

Calibri Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()'?":;
SUGGESTED SIGNAGE MOCKUPS

Horizontal banners

Vertical banners

Step & Repeat banners

Rectangle banners

*MUST GET PERMISSION TO USE
PRIMARY LOGO REVERSED - VERTICAL VERSIONS

- PRIMARY FULL COLOR
- SINGLE COLOR – 281 NAVY
- SINGLE COLOR – 428 FLAT GREY
- SINGLE COLOR – 185 RED ON NAVY
- SINGLE COLOR – BLACK
- SINGLE COLOR – 185 RED
- SINGLE COLOR – 871 METALLIC GOLD
- SINGLE COLOR – 281 NAVY ON RED