PRIMARY LOGO OVERVIEW

PRIMARY FULL COLOR LOGO

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

Cap Icon

Text Mark

CLEAR SPACE

PRIMARY COLOR PALETTE

PANTONE 281c NAVY

PANTONE 185c RED

SECONDARY COLOR PALETTE

PANTONE 428c FLAT GREY

PANTONE 871c METALLIC GOLD

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

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

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

HORIZONTAL TEXT MARK

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.
Primary headline, subheadline and signage

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

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

Secondary headline, subheadline and signage

BISON BOLD
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?"';:

For body copy and communications

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

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

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

Calibri Bold Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?"';:
PRIMARY LOGO - VERTICAL VERSIONS

PRIMARY FULL COLOR

SINGLE COLOR – 281 NAVY

SINGLE COLOR – 428 FLAT GREY

SINGLE COLOR – BLACK

SINGLE COLOR – 185 RED

SINGLE COLOR – 871 METALLIC GOLD