**PRIMARY LOGO OVERVIEW**

**PRIMARY FULL COLOR LOGO**

![Primary Full Color Logo](image)

- **Cap Icon**
- **Text Mark**

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

**PRIMARY COLOR PALETTE**

- PANTONE 281c NAVY
- PANTONE 185c RED

**SECONDARY COLOR PALETTE**

- PANTONE 428c FLAT GREY
- PANTONE 871c METALLIC GOLD
- BLACK
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 FULL COLOR
- SINGLE COLOR – 281 NAVY
- SINGLE COLOR – BLACK
- SINGLE COLOR – 185 RED
- SINGLE COLOR – 428 FLAT GREY
- SINGLE COLOR – 871 METALLIC GOLD
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
PRIMARY LOGO VERSIONS - REVERSED

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.
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
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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.
SUGGESTED SIGNAGE MOCKUPS

Horizontal banners

Vertical banners

Step & Repeat banners

Rectangle banners
UNAPPROVED USAGE

DISTORT/STRETCH/TILT

SCREENING

RECOLORING

GREYSCALE CONVERSION

RESIZE LOGO ELEMENTS

TEXT ONLY

RECONFIGURATION
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!@#$%^&*()'?":;