



LOGO STANDARDS MANUAL

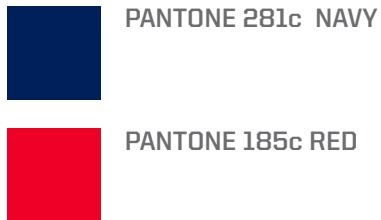
JUNE 2017

PRIMARY LOGO OVERVIEW

PRIMARY FULL COLOR LOGO



PRIMARY COLOR PALETTE



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 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



REVERSED WHITE

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

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

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

SUGGESTED SIGNAGE MOCKUPS

Horizontal banners



Step & Repeat banners



Vertical banners



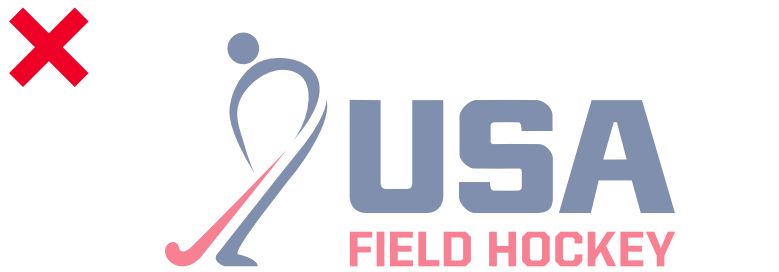
Rectangle banners



UNAPPROVED USAGE



DISTORT/STRETCH/TILT



SCREENING



TEXT ONLY



RECOLORING



GREYSCALE CONVERSION



RESIZE LOGO ELEMENTS



RECONFIGURATION

FONT S

For headline, subheadline and signage

UNITED SANS REGULAR BOLD
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNORSTUVWXYZ
1234567890!@#\$%^&*()?'";

UNITED SANS REGULAR HEAVY
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNORSTUVWXYZ
1234567890!@#\$%^&*()?'";

For body copy and communications

Calibri Regular
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNORSTUVWXYZ
1234567890!@#\$%^&*()?'";

Calibri Italic
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNORSTUVWXYZ
1234567890!@#\$%^&()?'";*

Calibri Bold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNORSTUVWXYZ
1234567890!@#\$%^&*()?'";

Calibri Bold Italic
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNORSTUVWXYZ
1234567890!@#\$%^&*()?'";