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INTRODUCTION

Founded in 1933 as the Amateur Softball Association, USA Softball has provided the best-of-the-best in softball for all levels and all ages. To be the best, people, sponsors and partners associate with the best and in the game of softball there is nothing better than USA Softball. We are the National Governing Body of Softball, and with the game of softball continually developing, the USA Softball brand showcases our organization to its fullest potential. The USA Softball brand renews and refreshes our organization’s public image, and creates an excitement that funnels down to the grassroots level.

We are proud to provide the USA Softball Official Style Guide. This guide serves as a manual to ensure the USA Softball brand is applied and positioned across all communication platforms in a powerful and consistent manner. Any use of the USA Softball marks must abide by the guidelines established in this Official Style Guide.

You play a vital role in helping enhance and protect our brand identity.

If you have any questions concerning the use of the USA Softball brand or the Official Style Guide, please contact USA Softball at 405-425-3463 or promotions@usasoftball.com.
PRIMARY LOGO APPLICATIONS

• When the full color USA Softball primary mark is on a colored background, it will have a gray key line and the registration character (®) will match the color of the key line.

• When the one color USA Softball primary mark is on a colored background, it will have a white key line.

• When the USA Softball primary mark is on a white background in red or blue, the trademark character (™) will match the color of the logo.

For all embroidery purposes, please use either the simplified primary logo without the gray bevel on the USA or a one color version.
SECONDARY LOGO - STACKED APPLICATIONS

Simplified Two Color Options without Gray Bevel & Strokes

One color options are always shown in white when on a blue or red backgrounds.

For all embroidery purposes, please use either the simplified stacked logo without the gray bevel on the USA or a one color version.

The trademark character color (™) should always match the word “SOFTBALL”. 

Secondary Logo Stacked
SECONDARY LOGO - HORIZONTAL APPLICATIONS

Secondary Logo Horizontal

For all embroidery purposes, please use either the simplified horizontal logo without the gray bevel on the USA or a one color version.

The trademark character color (*) should always match the word “SOFTBALL”.

Simplified Two Color Options without Gray Bevel & Strokes.

One color options are always shown in white when on a blue or red backgrounds.
COLOR PALETTE

Colors swatches appear in PANTONE. These are the only acceptable colors for use with all USA Softball marks.
TYPEFACES

United Sans Semicondensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .?!#&;'

United Sans Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .?!#&;'

These are acceptable typefaces for use in relevant applications. Typeface consistency, in conjunction with color standards, will help imprint the USA Softball brand in the minds of all consumers. The primary fonts for use with all USA Softball marks are United Sans Semicondensed Black and United Sans Condensed Bold by House Industries. They are available for sale and immediate download at houseind.com/fonts/unitedcollection
**INCORRECT PRIMARY LOGO USAGE**

Do not adjust the width or the height or skew the logo.

DO NOT adjust the width or the height or skew the logo.

**INCORRECT SECONDARY LOGO USAGE**

Applies to both stacked and horizontal logos.

Do not adjust the width or the height of logo. Do not skew logo.

Do not reverse or change colors in any way other than noted within this guide.

Do not reverse or change colors in any way.
ASSOCIATION USAGE AND GUIDELINES

When applying an association name to the USA Softball marks, the type treatment must be consistently sized in each configuration. Do not alter the point size to accommodate association names with fewer or greater characters. In the examples provided, the longest and shortest association names are taken into account.

The point size of each association is dictated by the placement of the longest association name, Greater San Joaquin. Greater San Joaquin is centered with the primary mark and right justified with the word mark, determining the point size of the font. After the placement of Greater San Joaquin is set, all other association names should be at the same point size.

The font for association names is United Sans Condensed Bold.

For the Primary logo, the distance between USA Softball and each association name is equal to the height of two registration characters (®).

For the word mark, the distance between USA Softball and each association name is equal to the height of two trademark characters (™).
CLEAR SPACE/SAFETY ZONE STANDARDS

Adherence to the clear space/safety zone standards provides for a consistent look to the USA Softball marks, protects the proprietary nature of the USA Softball marks and is used to defend against unauthorized use.

A minimum distance is required between the USA Softball primary marks and all other graphic elements.

To determine the minimum distance between the primary mark and all other graphic elements:

1. Draw a measurement box around the “U” in USA Softball. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top and sides of the primary mark.
4. Due to the home plate V-shape, only half of the safety zone distance is necessary at the bottom. This sets up your guidelines all around.

A minimum distance is required between the USA Softball word mark and all other graphic elements.

To determine the minimum distance between the word mark and all other graphic elements:

1. Draw a measurement box around the “U” in USA Softball. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top, bottom and sides of the word mark. This sets up your guidelines all around.
4. No graphic elements may fall within the pink lines.
MERCHANDISE/USE EXAMPLES

[Image of a cap with the USA Softball logo]
MERCHANDISE/USE EXAMPLES