

# USPSA LOGO BRAND GUIDELINES

## PRIMARY LOGO



Please take care when using the USPSA logo on your marketing material. Never alter the logo outside specifications listed below. Doing so weakens our identity.

Use authorized artwork from:  
[powersoccerusa.org/downloads](http://powersoccerusa.org/downloads)

## ALTERNATIVE LOGOS



BLACK LOGO STYLE



WHITE LOGO STYLE



GRAYSCALE LOGO STYLE

## BRAND COLORS



RGB R 204 G 35 B 41



R 33 G 18 B 97



R 249 G 201 B 22



R 77 G 85 B 84

CMYK C13 M100 Y97 K3

C100 M100 Y26 K27

C2 M20 Y98 K0

C68 M55 Y56 K32

HTML #CC2329

#211261

#F9C916

#4D5554

## DON'T ABUSE



DO NOT STRETCH OR DISTORT



DO NOT CHANGE COLORS OTHER THAN APPROVED PRIMARY BRAND COLORS



DO NOT PLACE ON BUSY BACKGROUNDS