

BRAND OVERVIEW

OHIO SOCCER ASSOCIATION

The meaning behind
the logo mark of Ohio Soccer Association



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*As of February 2021.
Brand Guide is subject to change.*

SYMBOLS AND MEANINGS



PARTS OF THE
OHIO SOCCER ASSOCIATION LOGO



THE NAME

Who we are. Cheers to new beginnings.



THE SHEILD

A unified border, unbreakable, encompassing all of Ohio and signifying the merger of Ohio north and south.



THE STATE

This is home. Representing all of Ohio, together with you - leagues, clubs, athletes, coaches, parents - all vital pieces to one state association.



THE BALL

We are soccer.



THE MOTION

Where we're headed: onwards and upwards.

OHIO SOCCER ASSOCIATION COLORS

OUR COLOR PALETTE FOR
LOGO USAGE



LAKE ERIE BLUE

HEX: #1B3767
RGB: 27/55/103
CMYK: 100/86/33/20
PMS: 294

CARDINAL RED

HEX: #AB1E2E
RGB: 171/30/46
CMYK: 23/100/87/15
PMS: 187

SIDELINE WHITE

HEX: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0
PMS: 100% WHITE

STEEL GRAY

HEX: #C8C8C8
RGB: 200/200/200
CMYK: 21/17/17/0
PMS: COOL GRAY 3

PRIMARY LOGO



Full color logo on light background



Two color logo on white



White Logo on dark background



Black logo on light background

SECONDARY LOGO



LOGO APPLICATION

OUR LOGO SHOULD MEET THE FOLLOWING STANDARDS

TYPOGRAPHY

The primary brand typefaces and uses are listed below.

Font		Context
Intro	ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890!	HEADINGS
Myriad Pro Semibold	AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTtUuVv WwXxYyZz 1234567890!	SUBHEADING Subheading
Myriad Pro Light Condensed 91 letter spacing	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 1234567890!	Body text body text body text BODY TEXT BODY TEXT BODY TEXT

TYPEFACE

When primary brand typefaces are unavailable in digital situations, use the following web safe fonts.

Font		Context
Tahoma All Caps, Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890!	HEADINGS
Arial Bold	AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 1234567890!	SUBHEADING Subheading
Arial Narrow 91 letter spacing	AaBbCcDdEeFfGgHhIiJjKkLlMmN nOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!	Body text body text body text BODY TEXT BODY TEXT BODY TEXT

EXCLUSION ZONES

THE SAFE DISTANCE TO PLACE OTHER LOGOS

Other logos or graphics should not be placed within the clear space.

The clear space is measured by the size of the state of Ohio within the primary logo.



REMINDERS

RULES ON LOGO USE TO KEEP IN MIND



DO NOT change the color. Use colors in the palette



DO NOT crop the logo



DO NOT add shadows or effects



DO NOT rotate the logo



DO NOT put over another illustration



DO NOT use tint or opacity



www.ohio-soccer.org

For special approval requests or questions, please contact Joe
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