BRAND OVERVIEW

OHIO SOCIATION

The meaning behind the logo mark of Ohio Soccer Association



TABLE OF CONTENTS

SYMBOLS & MEANINGS

COLORS

APPLICATION

TYPOGRAPHY

TYPEFACE

TYPEFACE

EXCLUSION ZONES

3

4

4

4

4

4

5

6

7

8



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

REMINDERS

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.



LAKE ERIE BLUE

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

PMS: 294

SIDELINE WHITE

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



CARDINAL RED

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

STEEL GRAY

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

OHIO SOCCER ASSOCIATION COLORS

OUR COLOR PALETTE FOR LOGO USAGE

PRIMARY LOGO

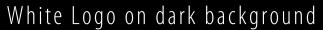


Full color logo on light background



Two color logo on white







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

Intro

ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890!

HEADINGS

Myriad Pro Semibold

AaBbCcDdEeFfGgHhliJjKkLl MmNnOoPpQqRrSsTtUuVv WwXxYyZz 1234567890!

SUBHEADING Subheading

Myriad Pro Light Condensed

91 letter spacing

AaBbCcDdEeFfGgHhIiJjKkLIMmNnOo PpQqRrSsTtUuVvWwXxYyZz 1234567890! 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

Tahoma

All Caps, Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890!

HEADINGS

Arial

Bold

AaBbCcDdEeFfGgHhliJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 1234567890!

SUBHEADING Subheading

Arial Narrow

91 letter spacing

AaBbCcDdEeFfGgHhliJjKkLIMmN nOoPpQqRrSsTtUuVvWwXxYyZz 1234567890! 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.



clear space



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 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 Gould; gould@osysa.com.