

BRAND GUIDELINES





EDP SOCCER LOGO



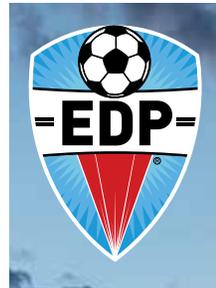
PRIMARY LOGO



OUR LOGO

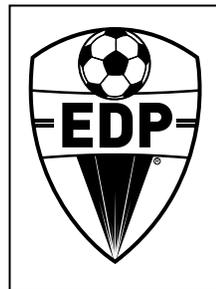
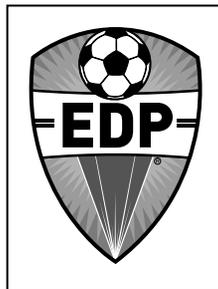
The EDP Soccer logo is the core element in the visual identity system. It is the official logo of the organization, and is what is most strongly associated with our brand. In order to be effective, all logo treatments must be consistent and accurate.

LOGO ALTERNATES



FOR DARK BACKGROUND

On dark or photographic backgrounds, consider using the white outlined version of the EDP logo to establish a clear contrast.



ONE-COLOR VERSIONS

When a one-color application of the EDP logo is necessary, either in greyscale or solid black, this version can be used. This should only be in rare cases.



SIZE AND SPACE REQUIREMENTS



MINIMUM LOGO HEIGHT

To maintain legibility the logo should be used a minimum size. The preferred height is 1 inch.

On digital materials, the minimum height when used at display or web resolution (72 dpi) is 72 pixels. When used at print resolution (300 dpi) the minimum height is 300 pixels.



CLEAR SPACE

The clear space surrounding all sides of the logo must be greater than the height of the "E" from the logo.

RESIZING

When using a JPG or PNG file, to maintain the integrity of the graphic, please do not scale the original larger than its original size. If a larger mark is needed than what the original file size provides, please use the EPS files (vector art), as scaling won't affect the quality of these files.



PLACEMENT

When placing a file on a background other than white, use a PNG or EPS file to avoid having a white box around the logo.



IMPROPER LOGO USAGE



Do not stretch or distort the logo in any way



Do not change the logo to any unapproved colors



Do not rotate the logo



Do not alter the scale of any of the parts of the logo individually



COLOR PALETTE

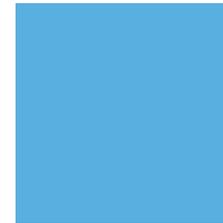
Primary



PMS 2347
C12, M100, Y100, K3
R207, G31, B37
#cf1f25



PMS 297
C50, M5, Y5, KO
R118, G197, B228
#76c5e4



PMS 2915
C60, M16, Y0, KO
R88, G176, B227
#58b0e3

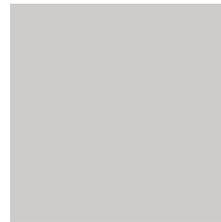


PMS 2925
C75, M25, Y0, KO
R28, G154, B214
#1c9ad6

Secondary



PMS 282
C98, M84, Y45, K50
R13, G36, B65
#0d2441



PMS 427
C19, M15, Y16, KO
R204, G204, B204
#cccccc



US YOUTH SOCCER



EDP Soccer is managing 4 conferences in the East Region for US Youth Soccer. The US Youth Soccer National League EDP Conferences offer two tiers of divisions in addition to the existing EDP programming. Both EDP and new to EDP teams are eligible to apply for these divisions with top teams advancing directly into the US Youth Soccer National League and the Regional Championships in the US Youth Soccer National Championship Series (NCS).

Accepted teams and clubs may promote their affiliation but should adhere to US Youth Soccer and EDP brand standards when using each brand.

For more information on US Youth Soccer brands as well as their logo usage and guidelines, please visit these resources:

Media Kit

<https://www.usyouthsoccer.org/media-kit/>

Style Guidelines

<https://www.usyouthsoccer.org/style-guidelines/>

Media Center - Championships

<http://championships.usyouthsoccer.org/Media/>