USA FIELD HOCKEY

LOGO STANDARDS MANUAL

JANUARY 2022

PRIMARY LOGO OVERVIEW

PRIMARY FULL COLOR LOGO

Text Mark

Cap Icon

Clear space the height of the text in "Field Hockey" should be maintained.

CLEAR SPACE

PRIMARY COLOR PALETTE

■	PANTONE 281c NAVY
■	PANTONE 185c RED
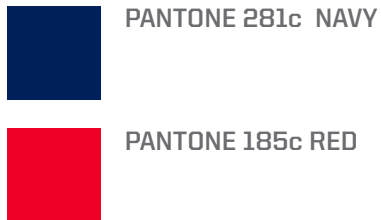
SECONDARY COLOR PALETTE

■	PANTONE 428c FLAT GREY	■	BLACK
■	PANTONE 871c METALLIC GOLD		

PRIMARY LOGO VERSIONS

SINGLE COLOR LOGOS may appear over lighter backgrounds, with no darker value than 50% black. Single color 185c red logo may appear over navy blue backgrounds.

PRIMARY FULL COLOR

SINGLE COLOR – 281 NAVY

SINGLE COLOR – BLACK

SINGLE COLOR – 185 RED

SINGLE COLOR – 428 FLAT GREY

SINGLE COLOR – 871 METALLIC GOLD

PRIMARY LOGO VERSIONS - REVERSED

REVERSED PRIMARY FULL COLOR

REVERSED WHITE

REVERSED PRIMARY FULL COLOR logo with blue stick and text *MUST GET PERMISSION TO USE
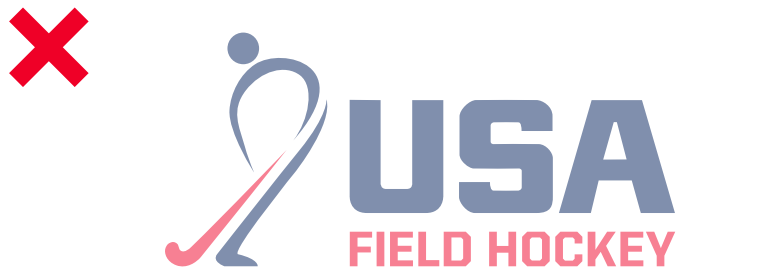
REVERSED WHITE logo may appear over navy blue, red, gold, dark grey (at least 75% black) or black backgrounds

REVERSED PRIMARY FULL COLOR logo may appear over navy blue or black backgrounds

UNAPPROVED USAGE

DISTORT/STRETCH/TILT

SCREENING

TEXT ONLY

RECOLORING

GREYSCALE CONVERSION

RESIZE LOGO ELEMENTS

RECONFIGURATION

APPROVED SECONDARY VARIATIONS

SEPARATE CAP ICON USE may
occur when also presented with
the full USA Field Hockey logo

HORIZONTAL TEXT MARK

For use on small horizontal applications - not for use as
large-scale banner art without special dispensation

For use only in special circumstances that
necessitate text-only application

FONTS

Primary headline, subheadline and signage

UNITED SANS REGULAR BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?"':;

UNITED SANS REGULAR HEAVY
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?"':;

Secondary headline, subheadline and signage

BISON BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?"':;

For body copy and communications

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?"':;

Calibri Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&()?"':;*

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?"':;

Calibri Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?"':;

SUGGESTED SIGNAGE MOCKUPS

Horizontal banners

Step & Repeat banners

Rectangle banners

Vertical banners

*MUST GET PERMISSION TO USE

PRIMARY FULL COLOR

SINGLE COLOR – 281 NAVY

SINGLE COLOR – 428 FLAT GREY

SINGLE COLOR – BLACK

SINGLE COLOR – 185 RED

SINGLE COLOR – 871 METALLIC GOLD

PRIMARY FULL COLOR

SINGLE COLOR – 281 NAVY

SINGLE COLOR – 428 FLAT GREY

SINGLE COLOR – 185 RED ON NAVY

SINGLE COLOR – BLACK

SINGLE COLOR – 185 RED

SINGLE COLOR – 871 METALLIC GOLD

PRIMARY COLOR - REVERSED