



CSA

Brand Guideline



## **Colorado Soccer Association (CSA) is pleased to present you with the Logo Standards Manual.**

The pages in this book outline the appropriate uses of the CSA logo. It provides a foundation for the continued development of the CSA brand.

This document is intended to be used internally by all CSA employees. Please do not alter the presented specifications of the CSA logo.

Any questions regarding the use of this document should be directed to:

Marley Wilson  
Director  
mwilson@coloradosoccer.org  
303-346-2777 ext 110





## The CSA Logo

The concept behind the Colorado Soccer Association (CSA) logo is based on positioning CSA as the leading governing body of soccer in the state of Colorado, setting a strong example regionally and nationally. Leadership, integrity, a history of excellence, and creating a positive environment for young athletes of all levels are the values communicated in the logo design.

The graphic elements include a star soccer ball at the top of the brand, which is a literal representation of the sport; but more importantly demonstrates a strong dedication to excellence, providing a high standard of services and programs for its members.

The simple but bold use of the logotype reinforces the professionalism of CSA.

The "C" from the flag of the State of Colorado overlaid against the mountains not only represents our state and its inherent beauty, but also stands for stability, strength and a solid foundation from which young athletes can learn, grow and thrive.

Regarding color, the blue was selected to represent the Colorado skies, as well as depth and stability. The Gold represents the Colorado sunshine in addition to success, achievement and triumph. The white represents the snowcapped mountains along with balance and completeness. The red represents the land but also strength, power, determination and passion.





## CSA Logo Colors



**PMS:** Pantone 281

**CMYK:** 100, 92, 32, 29

**RGB:** 0, 32, 91



**PMS:** Pantone 1805

**CMYK:** 0, 100, 100, 25

**RGB:** 175, 39, 47



**PMS:** Pantone 143

**CMYK:** 0, 30, 95, 0

**RGB:** 251, 176, 64

**Pantone/Spot/PMS** logos should be used when sending the logo to be printed on apparel.  
**HTML** colors should be sent to professional printers for marketing purposes such as brochures, flyers, etc.  
**RGB** logos should be used in-house for marketing/promotional purposes.  
**HTML** colors should be used on electronic communications such as the web, email, etc.



## Size and Spacing

Please use discretion in resizing the CSA logo. It must always remain legible and should never be stretched or condensed (neither vertically or horizontally). If the logo is reproduced too small in size, it becomes illegible. To maintain its identity, the logo must be reproduced at sizes where all the elements in the unit remain clear.



Leave a minimum of .25" of space around the logo.





## Acceptable Logo Formats



**CSA official logo**



### **Program Logos**

Program logos must always present the program name beneath the Colorado Soccer Association text and above the mountains.



### **Black and White Logo**

For newspaper or other black and white applications, the following logo should be used.