GRASSROOT SOCCER

BRAND GUIDE

Updated Summer 2024

PRIMARY LOGO

The Grassroot Soccer logo is the cornerstone of the brand. The icon consists of three organic shapes of different colors, and together they form a dual meaning: an aerial view of a soccer pitch with the goal at the bottom, and an icon of a person's head and torso. This icon symbolizes the organizations focus on soccer as a vehicle for health, as well as its commitment to each individual adolescent within communities.

The top logo is the primary logo, which means it should be used most often. Below is the vertical "stacked" logo which can be used in cases where the primary logo won't fit comfortably. The brand has many logo variations, as shown on the next few pages.

REVERSE LOGOS

The logo can be used on dark backgrounds to ensure proper accessibility. Typically a dark background should be Darkest Teal, but it can also be black or a dark photo or illustration.

LOGO TAGLINE

In scenarios where the audience may not already know of Grassroot Soccer, or in a health-related setting, the logo that includes the tagline should be featured.

The brand's official tagline is "*Playing for Life*"—which can appear separate from the logo—but this descriptor tagline should be used in conjunction with the logo as shown here. It can appear on either a light or dark background.

GRASSROOT SOCCER
An Adolescent Health Organization

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LOGO ICON

The logo icon can be used on its own as a decorative element or when the entire logo isn't needed. Some examples are at the bottom corner of presentation slides, as a website favicon, or a social media profile image that doesn't have space for the full organization name.

Note that any time the logo icon is used, the full logo or full name should appear nearby for brand recognition and consistency.

ALTERNATE LOGOS

Whilte the primary logo in full color should appear most often, one-color options are also available. The logo can appear in Darkest Teal for light backgrounds, Lightest Grass Green for dark backgrounds, or simply in black or white.

These versions should be used sparingly and only when the primary or reverse logos aren't appropriate.

LOGO USAGE

In the interest of protecting the integrity of the Grassroot Soccer brand, please follow these basic guidelines in regards to safe area, logo combinations, and size restrictions.

Use discretion when scaling the logo, and prioritize legibility at all sizes (especially on mobile). Be sure to err on the side of more white space around the logo so it has room to breathe.

SAFE AREA

In order for the logo to retain its visual impact, please maintain a clear area around the logo, void of all imagery and graphics. This area is defined by the height or width of the logo's icon.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the primary logo should never be reduced to less than 1.25 inches wide.

1.25 inches

COMBINING LOGOS

When the logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width the logo icon.

Other Logo Example

The width of the icon should fit in between

LOGO MISUSE

In order to maintain a strong, consistent, and successful brand, the logo should always be kept in the original state in which it was designed. Please do not add to or change anything about the logo.

These usage guidelines apply to all versions of the logo.

Don't add shadows or effects

Don't rotate or flip

Don't alter proportions

Don't alter letter forms or spacing

Don't change the colors

Don't make an outline

COLOR PALETTE

The Grassroot Soccer brand includes a bright, young, and vibrant color palette that represents both health and playing soccer outdoors. It consists of three main colors: Teal, Grass Green, and Gold. The supporting secondary color palette consists of Cranberry, Olive, and Gray, which can be used in scenarios where more color options are needed.

Tints and shades of each color are available to add depth to the brand and to ensure all text and elements have enough contrast between them to be accessible.

Darkest Teal
#004242
RGB: 0, 66, 66
CMYK: 92, 53, 62, 47
Pantone 567

Darkest Gray
#1c1f1f
RGB: 28, 31, 31
CMYK: 74, 66, 65, 75

Dark Teal
#00595c
RGB: 0, 89, 92
CMYK: 91, 47, 56, 29
Pantone 568

Dark Grass Green
#1a9100
RGB: 26, 145, 0
CMYK: 84, 17, 100, 5
Pantone 376

Dark Gold
#d18f00
RGB: 209, 143, 0
CMYK: 18, 46, 100, 2
Pantone 110

Dark Cranberry
#7d1a3d
RGB: 125, 26, 61
CMYK: 36, 98, 58, 33
Pantone 208

Dark Gray
#333636
RGB: 51, 54, 54
CMYK: 71, 62, 62, 56

Teal
#00b894
RGB: 0, 184, 148
CMYK: 76, 0, 56, 0
Pantone 570

Grass Green
#29d100
RGB: 41, 209, 0
CMYK: 70, 0, 100, 0
Pantone 375

Gold
#ffc900
RGB: 255, 201, 0
CMYK: 0. 20, 100, 0
Pantone 109

Cranberry
#c7124a
RGB: 199, 18, 74
CMYK: 16, 100, 64, 4
Pantone 206

Gray
#858a8a
RGB: 133, 138, 138
CMYK: 51, 39, 41, 4

Light Teal
#0ddeb5
RGB: 13, 222, 181
CMYK: 63, 0, 43, 0
Pantone 570 50%

Light Grass Green
#8ce300
RGB: 140, 227, 0
CMYK: 48, 0, 100, 0
Pantone 374

Light Gold
#ffe087
RGB: 255, 224, 135
CMYK: 1, 10, 56, 0
Pantone 106

Olive
#6ea100
RGB: 110, 161, 0
CMYK: 63, 17, 100, 2
Pantone 397

Light Gray
#d9dbdb
RGB: 217, 219, 219
CMYK: 14, 9, 10, 0

Lightest Teal
#a1ffeb
RGB: 161, 255, 235
CMYK: 31, 0, 17, 0
Pantone 570 20%

Lightest Grass Green
#defa61
RGB: 222, 250, 97
CMYK: 17, 0, 76, 0
Pantone 372

Lightest Gray
#f2f5f5
RGB: 242, 245, 245
CMYK: 4, 2, 2, 0

COLOR BALANCE

Here is an example of how the colors should be used. Teal and Grass Green (along with their tints and shades) should be most prominent in the brand, and all other colors can be used as accents where needed.

COLOR USAGE

In order to ensure that all color combinations are accessible and brand compliant, below are a few guidelines to follow:

- In order for all text to be inclusive and legible for everyone—especially people with low vision or color blindness—all color combinations must meet WCAG2.0 standards. A rating of AA (over 3.0) is acceptable for text sizes larger than 18pt. Smaller text sizes should be AA+ or AAA (over 7.0), especially with long form text. See usecontrast.com.
- All of the color combinations work in reverse (for example, the rating is the same for white over black as it is for black over white).

COLOR COMBINATIONS - USE

White with Dark/est Teal	Lightest Teal with Dark/est Teal	Lightest Green with Dark/est Teal	Gold with Dark/est Teal
✔ AAA 10.31	✔ AAA 8.70	✔ AAA 8.98	✔ AA 6.22

Darkest Teal with Grass Green	Darkest Teal with Light Grass Green	Darkest Teal with Lightest Teal/Green	Darkest Teal with Light Gray
✔ AA 6.43	✔ AAA 8.32	✔ AAA 8.70	✔ AAA 9.08

COLOR COMBINATIONS - DON'T USE

White with Light/est Green	White with Light/est Teal	Dark Green with Darkest Teal	Cranberry with Teal
✘ Not accessible	✘ Not accessible	✘ Not accessible	✘ Not on brand

FONTS

The Grassroot Soccer brand consists of two fonts: Barlow Semi Condensed (for headlines and callout text) and Barlow (for all body copy).

Both are Google Fonts, and can be downloaded and used for free.

Barlow Semi Condensed
fonts.google.com/specimen/ Barlow+Semi+Condensed

Barlow
fonts.google.com/specimen/Barlow

BARLOW SEMI CONDENSED

Used for callouts, quotes and body copy, and can be titlecase or all caps.

ABCDEFGHIJKLMNOPQRSTUVWXYZ Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ ExtraBold
abcdefghijklmnopqrstuvwxyz 1234567890

BARLOW

Used for callouts, quotes and body copy, and can be titlecase or all caps.

ABCDEFGHIJKLMNOPQRSTUVWXYZ Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ ExtraBold
abcdefghijklmnopqrstuvwxyz 1234567890