

USATM
LACROSSE



STYLE GUIDE FOR MEMBER ORGANIZATIONS

GAME PLAN

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INTRODUCTION

A VOICE TO LEAD THE CHARGE

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Sports change lives. Lacrosse has changed ours.

And now, we strive to guide players of all levels toward opportunities that are safer and more fulfilling, where they can realize their own love for the game. Our brand is more than a logo, a color, or a typeface; it's a feeling of pride, camaraderie and aspiration. We represent the entire community — U.S. National Teams and first-time players alike — and support the many passionate advocates that make their dreams possible. The guidelines presented in this document are meant to help us create strong, consistent materials that collectively amplify this universal feeling and tell the story of our role in the lacrosse community.



As we build confidence in our brand, parents and players will pick up tournament materials and know that their experience will be fair and safer when they see our logo displayed. Coaches will know the value of membership and be able to communicate it clearly to their teams. Donors will appreciate our impact and feel justified in supporting our work. Officials, program leaders and volunteers will be proud to be a part of a community that is committed to player development and sharing the joy of lacrosse.

USA LACROSSE

VISION & MISSION

Our vision and mission statements express our aspirations and define the ways we plan to achieve them.

VISION STATEMENT

We envision a future that offers everyone a lifelong opportunity to enjoy the sport of lacrosse.

MISSION STATEMENT

As the governing body of lacrosse in the United States, USA Lacrosse provides national leadership, structure and resources to fuel the sport’s growth and enrich the experience of participants.





PRIMARY LOGOS

BADGE

Our brandmark takes the shape of a badge, which serves as a symbol of our responsibility to lead with dignity and respect as the governing body of the sport.

STARS

The stars on our crest represent the three attributes that guide our brand and our decisions: Trusted, Inclusive and Inspiring. Our center star is slightly larger, reminding us that our leadership must be inclusive of many perspectives and that our commitment to welcoming and supporting participants at all levels is what truly propels the growth of our sport.

USA™

LACROSSE



WORDMARK

Our wordmark is indicative of our combined efforts to represent the breadth of our community. We are “USA” Lacrosse because our pursuit to elevate the sport at the elite level and our promise to support our youngest players’ dreams are harmonious in our overall mission.

LACROSSE HEAD

The lacrosse head is a proud icon for our community, symbolizing our heritage, our future and our shared love for the game. The unique shape of the head in this brandmark is meant to represent both men’s and women’s equipment.

STRIPES

Our brandmark honors the design of our nation’s flag, as we support players across the United States to serve as athletic ambassadors in their communities and on the world stage.

OUTLINE

Our shield is framed with an outline to remind us that our centralized leadership is crucial to the entire lacrosse community. A break in the otherwise continuous outline symbolizes our welcoming and inclusive approach to growing the sport.

PRIMARY VERTICAL

Our logo is the most important and recognizable element of our brand’s identity. Whenever possible, we use our primary logo, which has both a vertical and horizontal version.

To ensure visibility and legibility, our vertical logo should never be presented in sizes smaller than the example shown. For the same reasons, we allow proper clearing space around our logo. In addition, the logo should always remain united, as seen here. The logomark and wordmark should never be used separately. These rules ensure that the integrity of the logo is maintained across all applications.

Clearing: We surround our logo with a predetermined amount of clear space to ensure visibility and impact. No graphic elements of any kind should appear within this zone.

Clear space is determined by the height of the A in USA.

✕ = 80% height of the “A” in “USA”



Minimum size: .75" (54px)



PRIMARY HORIZONTAL OPT. 1

We have two options available for the horizontal version of our primary logo.

To ensure visibility and legibility, our horizontal logo should never be presented in sizes smaller than the example shown. For the same reasons, we allow proper clearing space around our logo. In addition, the logo should always remain united, as seen here. The logomark and wordmark should never be used separately. These rules ensure that the integrity of the logo is maintained across all applications.



Clearing: We surround our logo with a predetermined amount of clear space to ensure visibility and impact. No graphic elements of any kind should appear within this zone.

Clear space is determined by the height of the A in USA.

✕ = 80% height of the "A" in "USA"

Minimum size: 1.25" (90px)



PRIMARY HORIZONTAL OPT. 2

Applications with extremely limited vertical space, such as banners and pens, may require the second option of our primary horizontal logo.

To ensure visibility and legibility, our horizontal logo should never be presented in sizes smaller than the example shown. For the same reasons, we allow proper clearing space around our logo. In addition, the logo should always remain united, as seen here. The logomark and wordmark should never be used separately. These rules ensure that the integrity of the logo is maintained across all applications.



Clearing: We surround our logo with a predetermined amount of clear space to ensure visibility and impact. No graphic elements of any kind should appear within this zone.

Clear space is determined by the height of the A in USA.

✕ = 80% height of the “A” in “USA”

Minimum size: 2" (144px)



COLOR VARIATIONS AND BACKGROUND

Our primary logos look best in full color with brand colors behind them. Select the color variation of the logo based on the background color to maintain visibility.

Notes:

- Full-color logos designed for darker backgrounds use white wordmark letters, while full-color logos designed for lighter backgrounds use both blue and red wordmark letters.
- While these examples were created using our vertical logo, the same rules apply to all primary logos.

Full-color logo on light background



Full-color logo on dark background



One-color logos on light background

Primary



Secondary



One-color logos on dark background

Primary



Secondary



ONE-COLOR LOGO

A one-color version of the logo is only used when the background or printing requirements prohibit the use of full color. Select the color variation of the logo based on the background color to maintain visibility.

Notes:

- One-color logos designed for darker backgrounds have a reversed shield fill, compared to one-color logos designed for lighter backgrounds.
- While these examples were created using our vertical logo, there are one-color variations available for both versions of our horizontal logo.

Grayscale logo on light background



Grayscale logo on dark background



GRAYSCALE LOGOS

A grayscale version of the logo is only used in instances when full-color or one-color logos are not an option. Select the color variation of the logo based on the background color to maintain visibility.

Notes:

- Grayscale logos designed for darker backgrounds use white wordmark letters, while grayscale logos designed for lighter backgrounds use gray wordmark letters.
- While these examples were created using our vertical logo, there are grayscale variations available for both versions of our horizontal logo.

LOGO DON'TS

Besides choosing which version of the logo is appropriate for each use case, the visibility and integrity of our logo also depends on how it exists in relation to other design choices. This chart illustrates several incorrect uses of our logo.

<div>✗ Do not place our logo on top of other design elements or busy photography. Always use the proper clearing space.</div> <div></div>	<div>✗ Do not stretch, warp or otherwise alter our logo.</div> <div></div>	<div>✗ Do not rotate.</div> <div></div>
<div>✗ Do not add effects, such as a drop shadow.</div> <div></div>	<div>✗ Do not create a new color variation.</div> <div></div>	<div>✗ Do not lock up additional copy or logos with our logo.</div> <div></div>
<div>✗ Do not separate the logomark from the wordmark or change their positions.</div> <div></div>	<div>✗ Do not crop our logo in any way.</div> <div></div>	<div>✗ Do not fill our logo with photography or any other design elements.</div> <div></div>



MEMBER ORGANIZATION LOGOS



MEMBER ORGANIZATION LOCKUP

To ensure our brand remains uniform and recognizable in all instances, USA Lacrosse Member Organizations have the option to use this lockup logo with the coordinating designation. USA Lacrosse will create and resubmit all lockup logos, therefore we request all Member Organizations submit an EPS file of their brand mark(s) in both full-color and one-color.

Notes:

- Logo follows the same guidelines for minimum size and clearing space rules as our primary logos.
- This lockup logo is available in full-color, one-color and grayscale, pending the necessary brand marks are received from the Member Organization.



**[LACROSSE ORGANIZATION NAME] IS A
USA LACROSSE MEMBER ORGANIZATION**

MEMBER ORGANIZATION LOGO

In the event that the Member Organization chooses not to use the full lockup logo due to limited space or brand repetition, the single USA Lacrosse Member logo may be used instead. If this single logo is used, the “USA Lacrosse Member Organization” designation must be used with it.

Notes:

- If this logo option is chosen over the Member lockup option, then the Member Organization's main brand mark should take precedence.
- Full-color logos designed for darker backgrounds use white wordmark letters and white text, while full-color logos designed for lighter backgrounds use both blue and red wordmark letters and black text.

Full-color logo on light background



USA LACROSSE
MEMBER ORGANIZATION

Full-color logo on dark background



USA LACROSSE
MEMBER ORGANIZATION



PALETTE

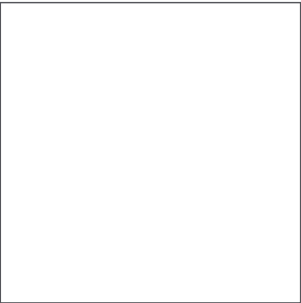
PALETTE

Our palette feels crisp and clean, with its major colors derived from the American flag. To complement the bold red, white and blue palette, we use three shades of gray.

- Notes:
- Our darker shades of red (187C) and blue (282C) are meant to be used in combination with their lighter counterparts. For example, a piece with a primary red background (186C) might also feature stars in our darker red (187C).
 - Our light blue (4150C) is meant to be used as an accent color to our primary blue. For example, as bullets, rule lines or icons.
 - Although gold is not part of our primary brand palette, we do use this color on select U.S. National Teams materials.

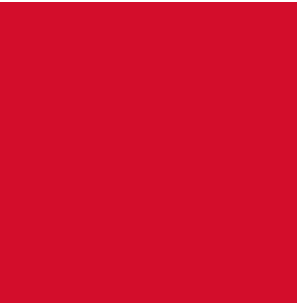
WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX FFFFFFFF



186C

C 0 M 100 Y 80 K 5
R 200 G 16 B 46
HEX C8102E



281C

C 100 M 78 Y 0 K 57
R 0 G 32 B 91
HEX 00205B



COOL GRAY 1C

C 10 M 7 Y 5 K 0
R 217 G 217 B 214
HEX D9D9D6



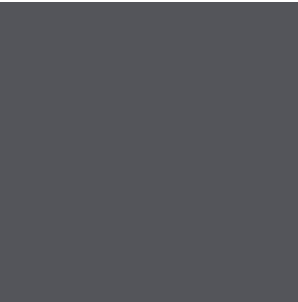
COOL GRAY 7C

C 38 M 29 Y 24 K 5
R 151 G 153 B 155
HEX 97999B



COOL GRAY 11C

C 63 M 52 Y 44 K 33
R 83 G 86 B 90
HEX 53565A



187C

C 0 M 100 Y 74 K 26
R 166 G 25 B 46
HEX A6192E



282C

C 100 M 72 Y 0 K 73
R 4 G 30 B 66
HEX 041E42



4150C

C 70 M 43 Y 0 K 0
R 81 G 125 B 185
HEX 517DB9



7556C

C 4 M 30 Y 95 K 24
R 183 G 139 B 32
HEX B78B20



Used only for select U.S. National Team instances and retail.

