



THE *NEW* CAL SOUTH

BRAND STANDARDS GUIDE (V1.3 2022)

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THE **NEW** CAL SOUTH

After 48 years, Cal South has long proven itself as one of the most successful soccer associations in the U.S. Our level of quality, innovation, and service has long stood as the vanguard in youth and adult soccer, but the world – and soccer in Southern California – has changed greatly in the last few years.

To deliver what our members require of us, Cal South needed to change too. A fresh direction and a refocusing of purpose. A restructuring from the top down. A streamlined board of directors will concentrate on oversight, strategy, and “big picture” items. A knowledgeable staff has ownership of day-to-day operations and policy. Expanding customer service outreach to improve responsiveness to all members.

We will continue to serve as an innovation leader in soccer by providing exciting new opportunities at all levels.

Broadening access to recreational play. Grassroots efforts at creating leagues in under-served and unaffiliated areas.

New gaming leagues to give more athletes access to high-level play. Fine-tuning our coaching and referee education programs. Introducing mental performance training for a fuller fitness regimen. Embracing diversity, equity, inclusion, and respect into all aspects of Cal South and its programs.

Welcome to the **NEW** Cal South!

USING THE BRAND STANDARDS GUIDE

Part of our refocus of purpose is the creation of the first new organizational logo and overall branding since Cal South started in 1974. This effort is in advance of Cal South's 50th anniversary as an organization in 2024. We have created a new design for Cal South that is fresh, streamlined, and forward-looking, while still maintaining elements tied to Cal South's history.

The purpose of this Brand Standards Guide is to provide anyone who is planning to use any or all versions of Cal South's logos a foundation for keeping consistency of our brand across all forms of media, business documents, apparel, and signage. This includes the use of our logos in broadcast media, online, merchandise, collateral, promotions, and advertising.

We ask that you review the following guide carefully if you are planning to use our marks in any form. It is important to the organization that usage of its branding is consistent and professional.

Please follow the guidelines outlined in this manual for the most effective expression of the Cal South brand. Be careful to use the appropriate inverted versions of the logos where necessary.

Use the provided vector **.AI**, **.EPS**, or **.PDF** CMYK/PANTONE® files for print, and raster **.PNG**, **.JPG** or vector **.SVG** files for web/digital use where appropriate.

PRIMARY LOGOS

The two Primary Logos shown on this page are always the first choice for Cal South branding and marketing applications.

The vertical orientation is preferred where possible, however a horizontal version is available for usage in situations where that orientation is more advantageous.



VERTICAL PRIMARY



HORIZONTAL PRIMARY

VERTICAL PRIMARY LOGO: COLORS

The Vertical Primary
Logo is shown on
this page using
approved colors.

Red and blue options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLUE

INVERTED ON RED



SINGLE COLOR APPLICATIONS

VERTICAL PRIMARY LOGO: SPACING

**Please respect the area
immediately surrounding
the Primary Logo.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging. The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



VERTICAL PRIMARY LOGO: SIZING

**The Vertical Primary Logo
should always be sized
appropriately for legibility.**

The Primary Vertical Logo should not be reduced smaller than 1 inch wide for print usage, or 72 pixels wide in digital applications.



MINIMUM: 1" WIDE / 72 PX WIDE

HORIZONTAL PRIMARY LOGO: COLORS

The Horizontal Primary
Logo is shown on
this page using
approved colors.

Red and blue options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLUE

INVERTED ON RED



SINGLE COLOR APPLICATIONS

HORIZONTAL PRIMARY LOGO: SPACING

**Please respect the area
immediately surrounding
the Primary Logo.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging.

The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



HORIZONTAL PRIMARY LOGO: SIZING

The Horizontal Primary Logo should always be sized appropriately for legibility.

The Primary Horizontal Logo should not be reduced smaller than 1.5 inches wide for print usage, or 108 pixels wide in digital applications.



MINIMUM: 1.5" WIDE / 108 PX WIDE

WORDMARK

The Cal South Wordmark shown on this place is the second choice for Cal South branding and marketing applications.

The Primary Logos are preferred, however this version may be used where available space or clarity is a potential issue.

The CalSouth wordmark logo features the word "CalSouth" in a bold, sans-serif typeface. "Cal" is rendered in red, and "South" is in dark blue. A white soccer ball icon is positioned within the letter "o" of "South". A small trademark symbol (TM) is located at the end of the word "South".

WORDMARK: COLORS

The Wordmark is shown
on this page using
approved colors.

Red and blue options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLUE

INVERTED ON RED



SINGLE COLOR APPLICATIONS

WORDMARK: SPACING

**Please respect the area
immediately surrounding
the Wordmark.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging.

The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



WORDMARK: SIZING

**The Wordmark should
always be sized
appropriately for legibility.**

The Wordmark should not be reduced smaller than 1 inch wide for print usage, or 72 pixels wide in digital applications.



CalSouth™



CalSouth.

MINIMUM: 1" WIDE / 72 PX WIDE

SECONDARY GRAPHIC

The CS Star is a
supportive component
to be used as a
Secondary Graphic.

This Secondary Graphic should only be used in situations where the Primary Vertical or Horizontal Logo is already present. The CS Star should **NOT** be an alternative to using the primary logos.



FULL COLOR RED STAR / BLUE TEXT



FULL COLOR BLUE STAR / RED TEXT

SECONDARY GRAPHIC: COLORS

The Secondary Graphic is shown on this page using approved colors.

Red and blue options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The star is outlined in single color versions for legibility.



INVERTED ON BLUE

INVERTED ON RED



SINGLE COLOR APPLICATIONS WITH OUTLINED STAR

SECONDARY GRAPHIC: SIZING

The Secondary Graphic should always be sized appropriately for legibility.

The Secondary Graphic Element should not be reduced smaller than 0.5 inches wide for print usage, or 36 pixels wide in digital applications.



MINIMUM: 0.5" WIDE / 36 PX WIDE

SECONDARY GRAPHIC: SPACING

**Please respect the area
immediately surrounding
the Secondary Graphic.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging. The minimum clear space allowance is measured using the height of the “S” in “CS”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



CAL SOUTH SHIELD

The Cal South Shield is an alternate logo.

The Cal South Shield is used and adapted as a sub-brand for promoting programs within Cal South such as:

- ★ PRO+ ODP
- ★ Coaching Education
- ★ Referee Program

It can also be placed on apparel as an alternate to the Primary Logos.



CAL SOUTH SHIELD: COLORS

The Shield is shown
on this page using
approved colors.

Red and blue options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLUE

INVERTED ON RED



SINGLE COLOR APPLICATIONS

CAL SOUTH SHIELD: SIZING

**The Shield should always
be sized appropriately
for legibility.**

The Cal South Shield should not
be reduced smaller than 1 inch wide
for print usage, or 72 pixels wide
in digital applications.



MINIMUM: 1" WIDE / 72 PX WIDE

CAL SOUTH SHIELD: SPACING

**Please respect the area
immediately surrounding
the Shield.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging.

The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



SAMPLE USAGE

**Promoting excellence
in soccer, on and off
the field.**

Cal South branding usage should be clean, bold and striking. Proper usage of the Brand Standards Guide will allow for a consistent look throughout communication and marketing efforts.

Using multiple logo iterations together is also possible to give a diverse but cohesive look to the brand. ➤



SAMPLE USAGE



REFEREE PROGRAM SHIELD

**The Cal South Referee
Program Shield
is for referee use only.**

This shield has been adapted as a sub-brand from the base Cal South Shield branding as shown to the right. It is to be used specifically with the black and gold coloring, as shown to the right.



REFEREE PROGRAM SHIELD: COLORS

The Shield is shown
on this page using
approved colors.

Black and gold options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLACK

INVERTED ON GOLD



SINGLE COLOR APPLICATIONS

REFEREE PROGRAM SHIELD: SIZING

**The Shield should always
be sized appropriately
for legibility.**

The Cal South Referee Program Shield should not be reduced smaller than 1 inch wide for print usage, or 72 pixels wide in digital applications.



MINIMUM: 1" WIDE / 72 PX WIDE

REFEREE PROGRAM: SPACING

**Please respect the area
immediately surrounding
the Shield.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging.

The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



REFEREE PROGRAM LOGO

**The Cal South Referee
Program Logo
is for referee use only.**

This logo has been adapted as a sub-brand from the base Cal South branding as shown to the right. It is to be used specifically with the black and gold coloring, as shown to the right.



REFEREE PROGRAM LOGO: COLORS

The Program Logo is shown on this page using approved colors.

Black and gold options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLACK

INVERTED ON GOLD



SINGLE COLOR APPLICATIONS

REFEREE PROGRAM LOGO: SIZING

**The Program Logo
should always be sized
appropriately for legibility.**

The Cal South Referee Program Logo should not be reduced smaller than 1 inch wide for print usage, or 72 pixels wide in digital applications.



MINIMUM: 1" WIDE / 72 PX WIDE

REFEREE PROGRAM LOGO: SPACING

**Please respect the area
immediately surrounding
the Program Logo**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging.

The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



PRO+ ODP SHIELD

**The Cal South PRO+ ODP
Shield is for use with
player identification
and development.**

This shield has been adapted as a sub-brand from the base Cal South Shield branding, as shown to the right.



PRO+ ODP SHIELD: COLORS

The Shield is shown
on this page using
approved colors.

Red and blue options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLUE

INVERTED ON RED



SINGLE COLOR APPLICATIONS

PRO+ ODP SHIELD: SIZING

**The Shield should always
be sized appropriately
for legibility.**

The Cal South PRO+ ODP Shield should not be reduced smaller than 1 inch wide for print usage, or 72 pixels wide in digital applications.



MINIMUM: 1" WIDE / 72 PX WIDE

PRO+ ODP SHIELD: SPACING

**Please respect the area
immediately surrounding
the shield.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging.

The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



PRO+ ODP BADGE

**The Cal South PRO+ ODP
Badge is a sub-brand
within Cal South.**

This PRO+ ODP Badge can be used
in either color combination shown to
the right.

The lockup of Primary Vertical Cal South
Logo and PRO+ ODP text should not be
altered in any way.



PRO+ ODP BADGE: COLORS

The Badge is shown
on this page using
approved colors.

Two color versions are available to maximize legibility on colored backgrounds while providing choices for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



TWO COLOR APPLICATIONS

PRO+ ODP BADGE: SIZING

**The Badge should always
be sized appropriately
for legibility.**

The Cal South PRO+ ODP Badge should not be reduced smaller than 2 inches wide for print usage, or 144 pixels wide in digital applications.



MINIMUM: 2" WIDE / 144 PX WIDE

PRO+ ODP BADGE: SPACING

**Please respect the area
immediately surrounding
the Badge.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging. The minimum clear space allowance is measured using the height of the bear portion of the logo, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



PRO+ ODP BADGE STACK

**The Cal South
PRO+ ODP Badge
Stack is a sub-brand
within Cal South.**

This PRO+ ODP Badge Stack can be used in either color combination shown to the right.

The lockup of Primary Vertical Cal South Logo and PRO+ ODP text should not be altered in any way.

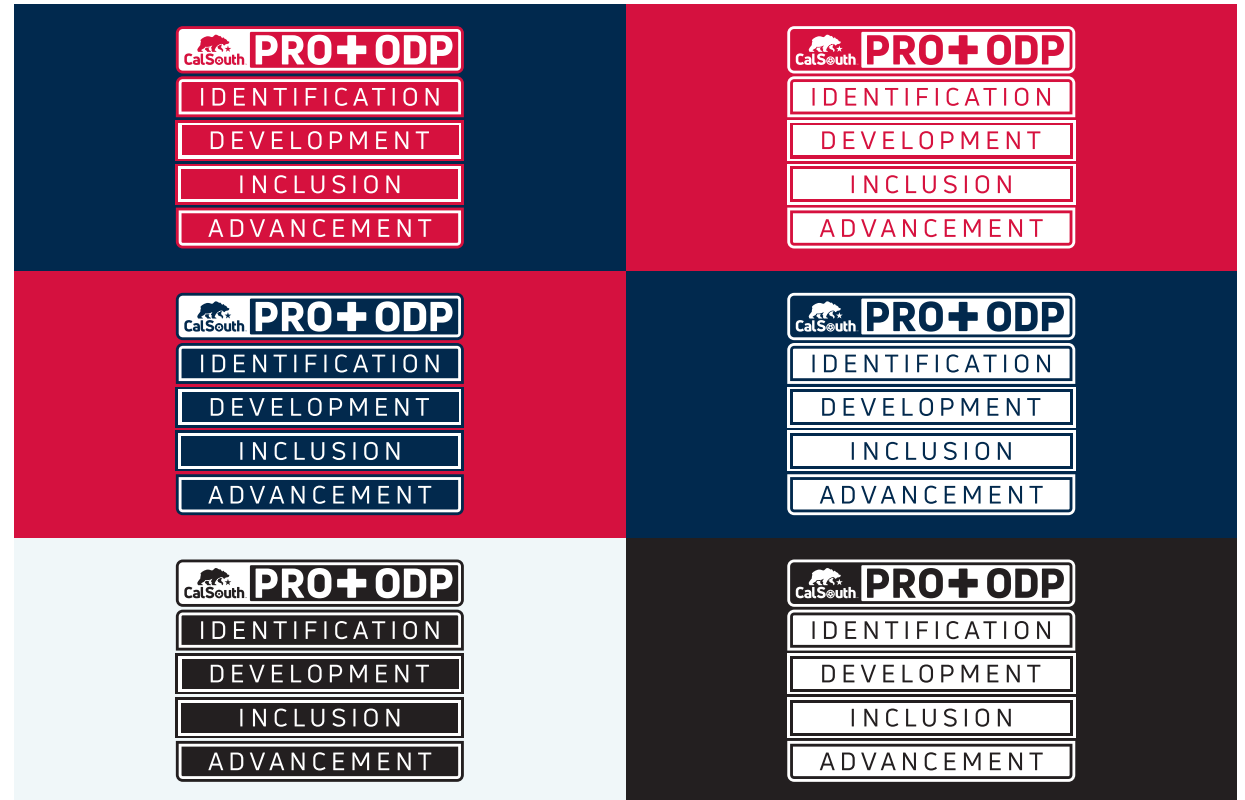


PRO+ ODP BADGE STACK: COLORS

The Badge Stack is shown on this page using approved colors.

Two color versions are available to maximize legibility on colored backgrounds while providing choices for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



TWO COLOR APPLICATIONS

PRO+ ODP BADGE STACK: SIZING

**The Badge Stack
should always be sized
appropriately for legibility.**

The Cal South PRO+ ODP Badge Stack should not be reduced smaller than 1.5 inches wide for print usage, or 108 pixels wide in digital applications.



MINIMUM: 1.5" WIDE / 108 PX WIDE

PRO+ ODP BADGE STACK: SPACING

**Please respect the area
immediately surrounding
the Badge Stack.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging. The minimum clear space allowance is measured using the height of the bear portion of the logo, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



COACHING EDUCATION SHIELD

The Cal South Coaching Education Shield is for use surrounding coaching licensing and development.

This shield has been adapted as a sub-brand from the base Cal South Shield branding as shown to the right.



COACHING EDUCATION SHIELD: COLORS

The Shield is shown
on this page using
approved colors.

Red and blue options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLUE

INVERTED ON RED



SINGLE COLOR APPLICATIONS

COACHING EDUCATION SHIELD: SIZING

**The Shield should always
be sized appropriately
for legibility.**

The Cal South Coaching Education Shield should not be reduced smaller than 1 inch wide for print usage, or 72 pixels wide in digital applications.



MINIMUM: 1" WIDE / 72 PX WIDE

COACHING EDUCATION SHIELD: SPACING

**Please respect the area
immediately surrounding
the shield.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging.

The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



TOPSOCCER SHIELD

**The Cal South TOPSoccer
Shield is for use with
its community-based
recreational program.**

This shield has been adapted as a sub-brand from the base Cal South Shield branding, as shown to the right.



TOPSOCCER SHIELD: COLORS

The Shield is shown
on this page using
approved colors.

Red and blue options are available to maximize legibility on colored backgrounds. Single color options are also available for application where full color production may be restricted.

Note: The “o” in “South” is altered for use on darker backgrounds to ensure legibility.



INVERTED ON BLUE

INVERTED ON RED



SINGLE COLOR APPLICATIONS

TOPSOCCER SHIELD: SIZING

**The Shield should always
be sized appropriately
for legibility.**

The Cal South TOPSoccer Shield should not be reduced smaller than 1 inch wide for print usage, or 72 pixels wide in digital applications.



MINIMUM: 1" WIDE / 72 PX WIDE

TOPSOCCER SHIELD: SPACING

**Please respect the area
immediately surrounding
the shield.**

Ensuring there is enough space from other design elements (text, photos, graphics) allows for clear and consistent messaging.

The minimum clear space allowance is measured using the height of the “S” in “South”, as shown to the right.

TIP: Use the same clear space guidelines from the logo to the edge of the page.



USAGE: TYPOGRAPHY

Approved font families:

Proxima Nova is the primary font used for body copy on all Cal South communications. **Rift** is the secondary font, to be used for headlines, call outs, pull quotes and emphasis elements.

Both typefaces are available through the Adobe Fonts library here:

★ <https://fonts.adobe.com/fonts/proxima-nova>

★ <https://fonts.adobe.com/fonts/rift>

Proxima Nova Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

RIFT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(UPPERCASE ONLY)

RIFT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(UPPERCASE ONLY)

USAGE: COLOR PALETTE

Approved colors:

The primary Cal South brand colors are **PACIFIC BLUE** and **GOLAZO RED**.

White may be used on inversions with either primary color as outlined on the primary logo color pages, or stand-alone for use on dark backgrounds only.

REF BLACK and **CALIFORNIA GOLD** are the secondary colors. They are used specifically for the Cal South's Referee Program sub-branding only.



PRIMARY CAL SOUTH COLORS



REFEREE PROGRAM COLORS

USAGE: MISUSE

**Do not make
unauthorized changes
to Cal South logos.**

The Cal South brand identity must be used consistently accross applications to maintain strength and unity.

The misuseage rules shown to the right apply to all renditions of the Cal South logo. Please use the supplied logo files.



DO NOT CHANGE COLORS



DO NOT INVERT USING INCORRECT 'O'



DO NOT EMBOSS, DISTORT OR WARP



DO NOT CHANGE COMPOSITION
OR REMOVE ELEMENTS

SUPPORT: CONTACT US

FOR QUESTIONS, PLEASE CONTACT:

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