

COLOR PALETTE

The **NEW Cal South** features a change in color to highlight the red from the California flag and pacific ocean. The new colors also emphasize the associations ties with US Youth Soccer, The United States Adult Soccer Association and U.S. Soccer.

PACIFIC BLUE BLUE

PANTONE®: 289 C HEX: #0c2340
CMYK: 81/45/0/75 RGB: 12/35/64

GOLAZO RED

PANTONE®: 192 C HEX: #e40046
CMYK: 0/100/69/11 RGB: 228/0/70

WHITE

CMYK: 0/0/0/0 HEX: #FFFFFF
RGB: 255/255/255

REF BLACK

PANTONE®: Black C HEX: #000000
CMYK: 0/0/0/100 RGB: 0/0/0

CALIFORNIA GOLD

PANTONE®: 465 C HEX: #b9975b
CMYK: 0/18/51/27 RGB: 185/151/91



PROGRAM SHIELDS



REFEREE PROGRAM

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PRO+ ODP

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COACHING EDUCATION

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TOPSOCCER

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INTRODUCING THE **NEW**

CalSouth™

>>> BORN 02.02.2022 <<<

THE *NEW* CAL SOUTH BRANDING

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 underserved 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!



PRIMARY VERTICAL LOGO



PRIMARY HORIZONTAL LOGO



SECONDARY WORDMARK



GRAPHIC ELEMENT



PRO+ ODP BADGE

The next evolution of player identification and development in the United States, the PRO+ ODP program combines all of Cal South's current and future elite player development initiatives, and places them under one integrated structure. **Cal South PRO+ ODP is a U.S Soccer Approved Program.**

