



TRI VALLEY  
SOCCER CLUB

## Tri Valley SC Graphic Standards

The visual identity of the Tri Valley Soccer Club is one of the organization's most valuable possessions. The strength of our marketing communications is dependent upon a strong, unified graphic identity.

As Tri Valley SC continues to grow and develop as an elite educational program, the growth must be met with careful cultivation of the organization's image. By implementing a consistent and unified identity, the club projects a more professional image.

The intention of this policy is not to have all visual communications be identical, but to share the visual elements that identify them as coming from the Tri Valley Soccer Club. By defining the framework by which visual communications are created, we have limited the scope of our logo usage, but have left ample room for creativity.

The graphic standards policy outlined below, explains the proper usage of the Tri Valley Soccer Club logo. These standards were developed to familiarize our teams' management with the club's official graphic symbols, and to assist you in implementing these symbols easily and accurately.

The usage of the club's visual marks and commercial marks includes, but are not limited to:

- Publications and collateral material (posters, flyers, flags, postcards)
- Stationary (brochures, newsletters, invitations)
- Advertisements (printed, electronic or screened)
- Signage (printed or electronic)
- Web pages and other forms of electronic media (photographs)

## **The Tri Valley Soccer Club Graphic Standards:**

### **The Club Marks:**

The club has two primary commercial marks. They are the circular logo and the triangle logo.

### **Application Guidelines:**

Both commercial marks can be utilized upon written request by a club manager. All commercial or private applications must have a formal written approval from a club officer before any production can be initiated. The club will provide the electronic artwork to the requesting party at which time usage of the mark is not approved until a final draft of the production is formally approved by a club officer. Any approved usage of the club's marks is on a one time basis and any additional usage for additional productions must receive formal written approval from a club officer.

**Club Colors:**                      Pantone Navy / PMS 295 PC  
  Pantone Yellow / PMS 123 PC  
  Pantone Carolina / PMS 284 PC

This graphics standard policy must be used and upheld by all of the management team of the club. The easiest way to ensure compliance with this policy is to work with the Board of Directors in developing your promotional and communications material. The above outlined guidelines are flexible enough to allow you to design a product unique to your team, but still be an identifiable member of the Tri Valley Soccer Club community.