



GIRLS ACADEMY STYLE GUIDE & LICENSING

APPROVED LOGO USAGE & CREATIVE GUIDELINES



The Girls Academy is the leading youth development platform for the best female soccer players in the United States. We are the only national youth soccer platform that represents the collective vision of member clubs and actively engages the voice of the players to take real ownership of the league. We embrace the desire of club members and players to maintain an unrivaled standard of excellence in coaching, competition, and regional and national showcase events throughout the year.

We are committed to cultivating an environment that empowers each player to reach their best potential as an exceptional athlete and human being by celebrating the player's journey with a lifelong love of the game through competition, showcases, and camaraderie.

CORE BELIEF

Through true collaboration with our players and clubs, we will lead the most dynamic soccer development platform imaginable.

GOAL

Empower our players' pursuit of excellence as an athlete and a person.



MAINTAINING STANDARDS

The intent of this document is to lay out how the Girls Academy marks and logos are applied digitally and in print, for league, events, clubs, or teams. This style guide helps ensure a continuous brand experience regardless of when or where a person interacts with the GA brand.

This consistency across every touch point helps build our brand to maximize the benefit for our players and member clubs.

OUR VISUAL IDENTITY

Logos, colors, word marks, and typefaces are the foundation of our designs and public identity. We showcase our assets to inform our member clubs of what they can use to show their pride at being part of our league.

WHEN IN DOUBT, ASK

Our Commissioner and staff will guide you if you have questions.



COLORS

GA BLUE
PANTONE 105-8 C
C90 M75 Y10 K0
#3155A4

GA RED
PANTONE P 48-8 C
C0 M100 Y100 K0
#ED1B24



TYPOGRAPHY

PRIMARY TYPEFACE: NORWESTER

Primary use cases: headings, bold statements

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE: KOLLEKTIF

Primary use cases: supporting copy, club / player names

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0





PRODUCT LOGO USAGE & APPLICATION

APPROVED LOGO USAGE & CREATIVE GUIDELINES



PRIMARY LOGOS



The primary marks are the 3-color shield, stacked shield and wordmark, and horizontal shield and wordmark.

These logos must not be combined with any other logo unless delivered to the clubs from the GA team.

Clubs must seek written permission to use the primary logo in isolation.



ONE-COLOR LOGOS



G I R L S
A C A D E M Y



G I R L S
A C A D E M Y



G I R L S
A C A D E M Y



G I R L S
A C A D E M Y

The one-color variations of our primary logo are utilized on print products such as canopies, banners, and signage. These logos are also to be used digitally on lighter backgrounds (black) and darker backgrounds (white).

Members are not permitted to apply the one-color logo in any way without express written consent from the Commissioner.

All branded products must be purchased through our approved vendor(s).



APPROVED CLUB USAGE

Member clubs may only use the approved "locked logo" with the Girls Academy and club logo. Clubs may not create a different version of any of our marks or logos. No artwork or branding may be used without explicit approval from the Girls Academy.

LOCKED LOGO EXAMPLES



GAME DAY PATCH

Member clubs are required to apply the official GA uniform patch to the left sleeve (from the viewpoint of the player wearing the jersey), or above the number on the back of the game jersey.

Patches must be the official distributed patch of the Girls Academy. Any request to use a different application must be approved in writing by the Commissioner of the Girls Academy.

The official patch and design of logo is licensed to the Girls Academy and cannot be reproduced without consent.



PROMO & MERCHANDISING

The Girls Academy will facilitate the use of our logos and marks to league-approved and vetted vendors. These vendors will be made available to all member clubs to purchase assets, apparel, and equipment on a needs basis.

Only approved vendors have the rights to use, produce, and/or sell Girls Academy-branded items. These vendors must complete a rigorous approval process, including:

- Issued license payment for the right to use marks
- Proof of insurance
- Naming of the GA as additional insured
- Acknowledge and agree to all proposed contracts and agreements prior to the production of distribution of branded goods
- Must request approval for all designs / products

Any items produced with GA logo or mark must be done so by GA-approved and licensed vendors. Being a member does not give the club any right to produce GA-branded goods without written permission.





LOGOS DO'S AND DON'TS



DON'T

- Change the color, size, and orientation of the logo(s)
- Add text to the logo or around the logo
- Animate the logo or change the style of the logo
- Duplicate the logo
- Create other logos with our brand elements
- Use GA logos on any item, garment, product, or equipment without GA approval
- Produce patches with GA logo, place patch on additional items aside from gameday uniforms
- Combine GA logo with a logo from another league or non-member club
- Give affiliates usage of your logo without written consent from the GA

DO

- Use your locked logo on your homepage of your website
- Use your lockup logo on email, press releases, print, and social media graphics
- Allow for enough clear space around the logo to ensure clarity
- Always ask for permission

