



BRAND GUIDELINES

OCTOBER 2025

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OVERVIEW OF LOGO



ELITE

The best leagues and events for youth soccer players

DEVELOPMENT

Competitive opportunities to complement training

PROGRAM

Providing year round availability for our customers

BOLD & DYNAMIC

EDP Soccer's position in the marketplace

THE SWOOSH

Energy, on target, always moving forward

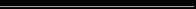
THE BALL

Commitment and connection to the world's game

VARIATION OF LOGOS



VARIATION OF LOGOS

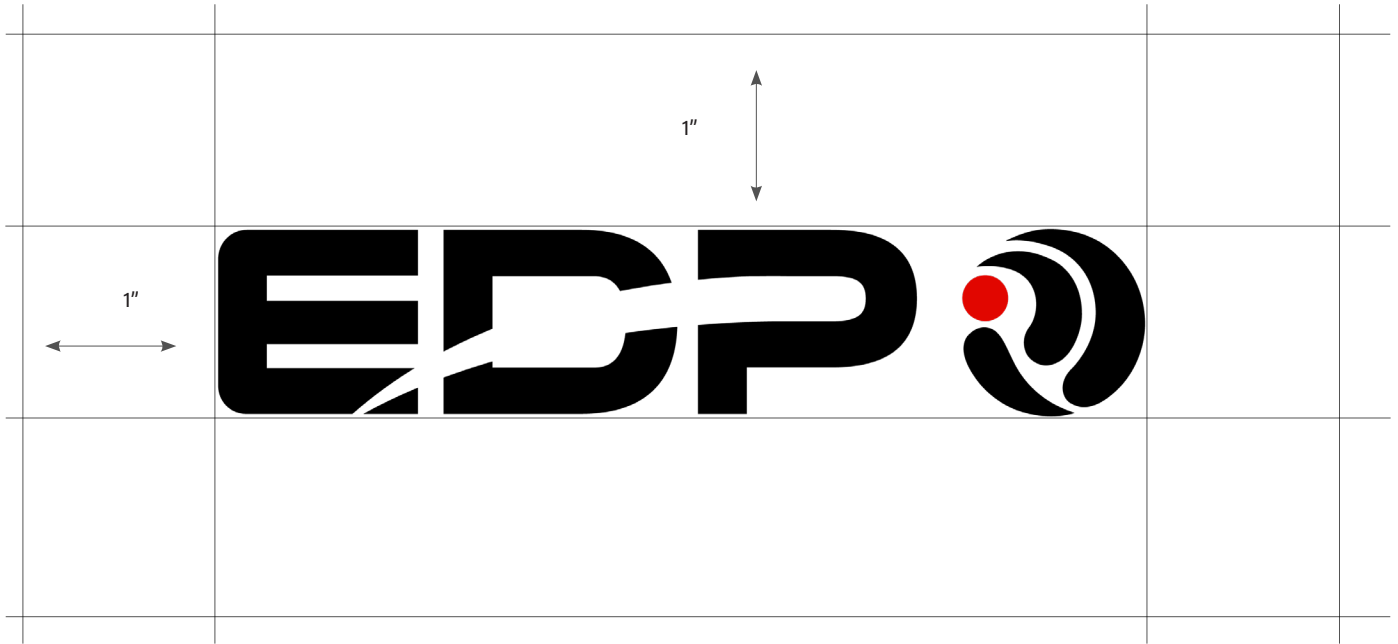


VARIATION OF LOGOS

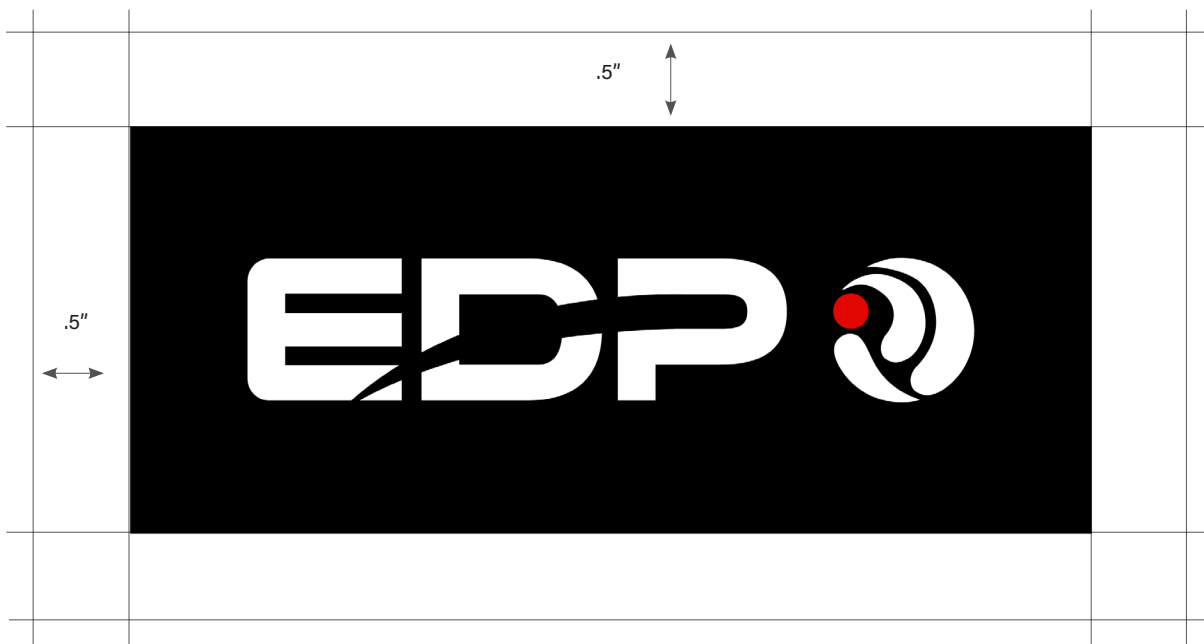


CLEAR SPACE

Ideally it is recommended to leave **1 inch** of white space around the EDP logo to avoid overlaps or visual misrepresentation



For the EDP Logo in frame, it is recommended to leave **.5 inch** of white space around the EDP logo to avoid overlaps or visual misrepresentation



MINIMUM SIZE | WHAT LOGO SIZE IS BEST?

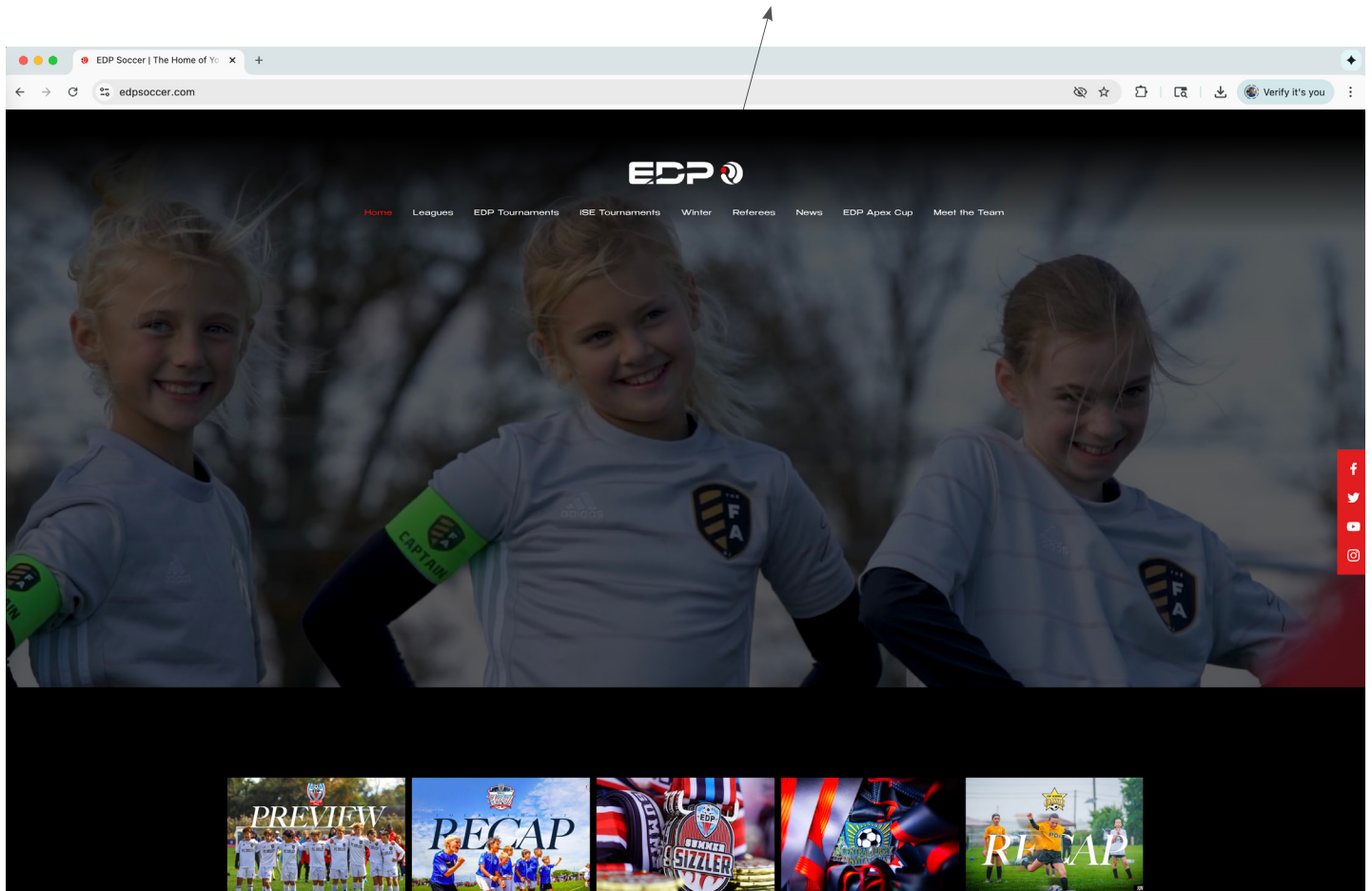
DIGITAL MINIMUMS

Favicons: 150 x 150 pixels is good for high-resolution displays.

Social Media: Start with a square image of 800 x 800 pixels to ensure it looks sharp on different devices.

Website/Email: A minimum of 250 x 150 pixels is a good baseline, but be sure to check the specific platform's recommendations.

165 x 50



PRINT MINIMUMS

For all print, always use a vector format (like an EPS file) if possible . A vector file can be scaled to any size without losing quality, which is crucial for print.

THINGS TO AVOID

When using our brand logo, avoid distortion, inconsistent colors, and inappropriate placement like using it on busy backgrounds or as a background pattern. Also, prevent unauthorized alterations, using incorrect file formats, or placing elements like the wordmark or shield separately if they are designed to be used together.

DO NOT:



Distort or stretch: Do not stretch or skew the logo, as this can make it look distorted. Always scale it proportionally.

DO NOT:



Use unofficial colors: Only use colors from your official brand palette.

DO NOT:



Do not outline the logo.

DO NOT:



Alter the logo: Avoid changing the font, colors, or any other elements of the logo.

DO NOT:



Separate essential parts: If your logo has a wordmark and a shield that are designed to be together, do not use them separately.

DO NOT:

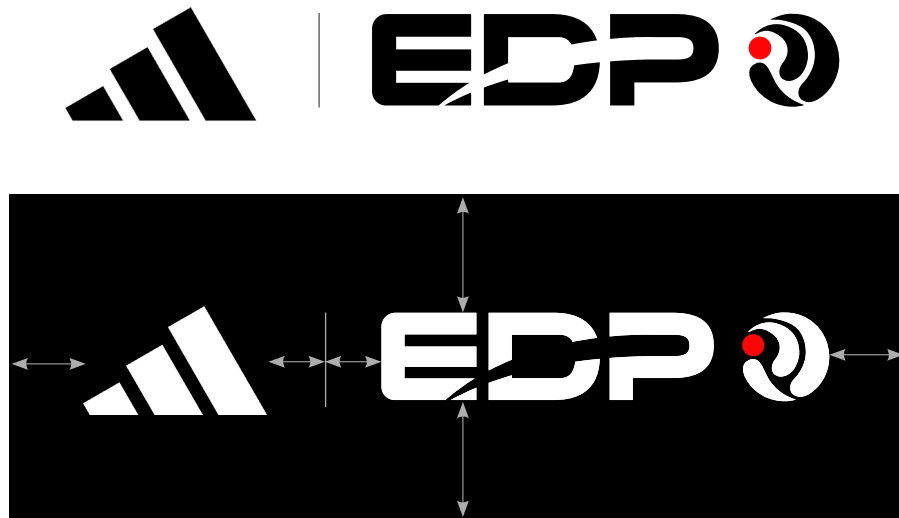


Use it on busy backgrounds: Unless using our branded box frame, do not place the logo on busy backgrounds where it may be difficult to see.

COBRANDING

A **cobranding logo lockup** is a single, unified graphic combining two or more logos to show a partnership. For cobranded lockups, we aim to have specific guidelines for arrangement, clear space, and size to ensure visual consistency and avoid confusion. They can be configured either horizontal or stacked, depending on the shape of your logos and the available space. We recommend separating the logos with a small thin line and equal distance between.

HORIZONTAL EXAMPLE:



VERTICAL EXAMPLE:



LOGO FONT: MORTEND BOLD

The logo font, **Mortend Bold**, is used in our visual identity system as a title or heading. Uppercase is the only use of this font family that EDP Soccer uses.

EDP SOCCER | UPPERCASE

ABCDEFGHIJ KLMN
OPQRSTUVWXYZ

HEADING EXAMPLES:

EDP LEAGUES
EDP TOURNAMENTS
EDP FLORIDA
EDP NORTH ATLANTIC

Secondary Font: Acumin Variable

Our secondary font, **Acumin Variable Concept**, is used in our visual identity system as normal body font and basic paragraph text.

COLOR PALETTE



FF0404



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e5e5e5