



FLORIDA CLUB LEAGUES

# STYLE GUIDE



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# 1. BRAND LOGO

## 1. BRAND LOGO

### 1.1 Primary Logo

The reversed version of the Florida Club League logo is regarded as the primary logo. It's vital that our logo is presented correctly in every execution. Any use of our brand logo outside of these guidelines will be considered unauthorised. This logo is a carefully created piece of locked artwork that should not be altered in any way.

#### Logo Elements

The logo lockup has a custom typographic treatment and structure. Each element within the logotype is described here.



## 1. BRAND LOGO

### 1.2 Color Variations

Each logo lockup has several color variations for use on different background types, tones, and colors. The preference is to always use the colored logo. However if color is not an option for technical reasons, use the black and white (mono) logo options. Do not use any color that is not detailed in this guide.



COLOUR POSITIVE



COLOUR REVERSED



MONO REVERSED



MONO POSITIVE

### 1.3 Scalable Logo

Our logo is designed for flexibility and consistency. It allows for a responsive identity system so the logo can scale depending on the use and size for the application. This helps reinforce our brand across multiple touchpoints.



PRIMARY LOCKUP



SOCIAL LOCKUP



ICON AVATAR

FAVICON

## 1. BRAND LOGO

### 1.4 Clear Space

Clear space—also known as negative space—is the area surrounding the logo that must remain free of any other graphic elements. Maintaining this space ensures the logo stands out and remains legible, even at small sizes.

At a minimum, the clear space should be equal to the height or width of the letter “F” in the logo, applied on all four sides.



## 1. BRAND LOGO



Do not change the logo colour outside of the approved palette.



Do not apply a gradient or pattern fill to the logo.



Do not outline the logo.

## 1.5 Common Errors

This page illustrates how not to use the Florida Club League logo. Never attempt to alter, redesign, or add to the Exclaim IT logo lockup.



Do not stretch, distort, or warp the logo in any way.



Do not crop or cut off the logo.



Do not change the typeface or recreate the logotype.



Do not place the logo on a coloured background outside of the colours specified.



Do not add a special effects or glows to the logo.



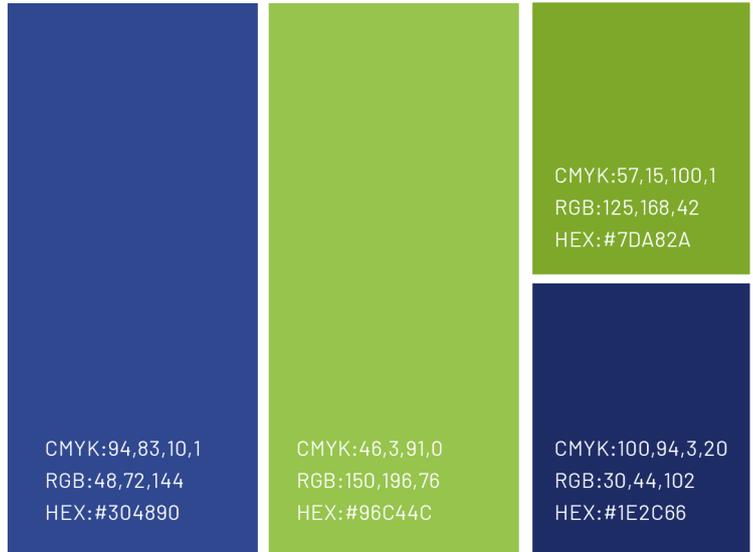
Do not position the logo over offbrand colours, patterns, or busy backgrounds.



## 2. BRAND COLORS

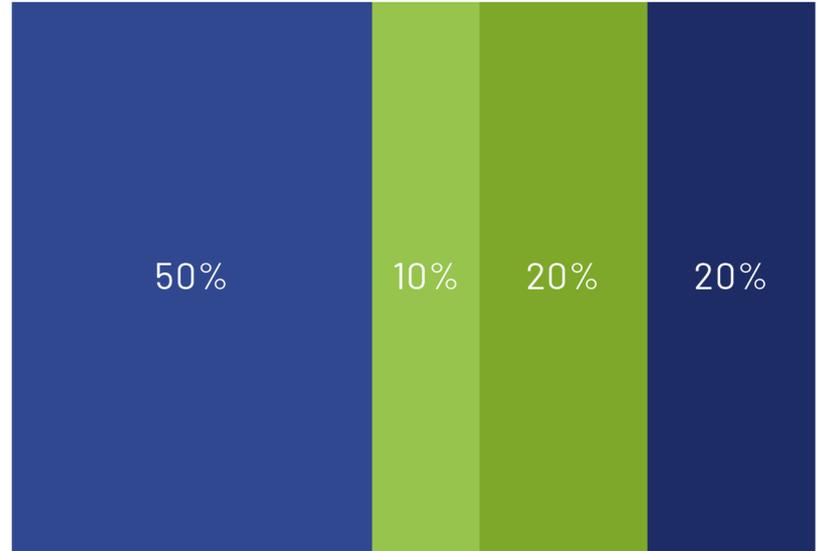
## 2.1 Color Palette

The consistent use of color is vital for effective brand recognition. Do not use any other unauthorised colors.



### 2.2 Color Usage

The relationship and usage of our color palette plays an important role in ensuring our brand remains cohesive.



### 2.3 Using Tints

We prefer our brand colors to be used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our website, using a tint change can help confirm their action. If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 40% used as a background will require dark text.

|      |      |
|------|------|
| 100% | 100% |
| 80%  | 80%  |
| 60%  | 60%  |
| 40%  | 40%  |
| 20%  | 20%  |



### **3. VISUAL ELEMENTS**

# 3.1 Typography

### Primary Font - Impact

The primary typeface for Logo use is Impact which is available in Regular weight.

### Secondary Font - Barlow

The secondary typeface for general use is Barlow which is available in a variety of weights and styles. It's a Google font and it's to be used for applications such as stationery, print, signage and external marketing.

### Impact Regular

**Aa**

abcdefghijklmnopqrstu-  
vwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Barlow Regular

**Aa**

abcdefghijklmnopqrstu-  
vwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ-  
VWXYZ

### Barlow Bold

**Aa**

abcdefghijklmnopqrstu-  
vwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ-  
VWXYZ

### 3.2 Using Type

Flexibility comes from using one type family that contains all necessary styles. Our typeface, Barlow features Light, Regular and Bold font weights.

## Headings

## Headings

Headings are always sentence case and can be set in either Regular or Bold. Tracking is to be kept tight and kerning is set to 'optical'. Leading needs to be 90% of point size.

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## Sub headings

## Sub headings

Sub headings are always sentence case set in either Regular or Light. Tracking is to be kept tight and kerning is set to 'optical'. Leading needs to be 90% of point size.

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Body copy set in Barlow Regular. It should primarily be used for all body copy.

#### HEADING NOTES

**Tracking** up to -20  
**Kerning** 'optical'  
**Leading** 100% of point size  
e.g. 52pt text /  
52pt leading

#### SUB-HEADING NOTES

**Tracking** up to -20  
**Kerning** 'optical'  
**Leading** 100% of point size  
e.g. 36pt text /  
36pt leading

#### BODYCOPY NOTES

**Tracking** 0  
**Kerning** 'optical'  
**Leading** 140% of point size  
e.g. 17pt text / 17pt  
leading

### 3. VISUAL ELEMENTS

## 3.3 Photography

These photographs demonstrate teamwork within young football players. The colors used in them are yellow and blue, representing the official colors of the cup. Stock photographs allow for a variety of frames to be used, as long as they contribute to the dynamic aesthetic.



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