

Clifton Park Soccer Club

Brand Identity Standards

The Clifton Park Soccer Club brand represents our players, families, coaches, alumni, and community. Consistent use of our logo, colors, and typography strengthens recognition, builds pride, and presents a professional image throughout all club communications.

Primary Logo

The official Clifton Park Soccer Club crest is the primary visual identifier of the organization and should be used whenever possible.

Approved Uses

- Team uniforms
- Spirit wear
- Website and social media
- Marketing materials
- Sponsorship materials
- Field signage
- Event materials

Minimum Clear Space

Maintain clear space around the logo equal to at least the height of the "CPSC" lettering within the crest.

No text, graphics, or other elements should enter this protected area.

Do Not

- Stretch or distort the logo
- Rotate the logo
- Change logo colors
- Add outlines or effects
- Place on busy backgrounds that reduce visibility
- Separate elements from the crest

Club Colors

University Gold

- HEX: #FFC72C
- RGB: 255, 199, 44
- CMYK: 0, 18, 100, 0

Used as the club's accent and energy color. Gold should be used strategically to create contrast and visibility.

Black

- HEX: #000000
- RGB: 0, 0, 0
- CMYK: 0, 0, 0, 100

White

- HEX: #FFFFFF
- RGB: 255, 255, 255
- CMYK: 0, 0, 0, 0

Used for contrast, readability, and clean presentation.

Fonts

Primary Font: Bebas Neue

Bebas Neue is the official Clifton Park Soccer Club brand typeface and should be used for:

- Headlines
- Team names
- Uniform graphics
- Social media graphics
- Score graphics
- Event promotions
- Banners and signage

- Merchandise and apparel

Recommended Usage

- ALL CAPS preferred
- Tight to moderate letter spacing
- Strong visual hierarchy

Examples

- CLIFTON PARK SOCCER CLUB
- EVOLUTION U12
- TOURNAMENT CHAMPIONS
- REGISTER NOW

Secondary Font:Montserrat

Used for:

- Body copy
- Website content
- Emails
- Registration materials
- Policies and procedures
- Long-form text

Recommended Weights:

- Regular
- Medium
- SemiBold

Typography Hierarchy

Level 1: Headlines

- Bebas Neue
- All Caps

Level 2: Subheads

- Bebas Neue or Montserrat SemiBold

Level 3: Body Copy

- Montserrat Regular

Level 4: Captions and Supporting Information

- Montserrat Regular or Medium

Do

- ✓ Use Bebas Neue consistently across club graphics
- ✓ Use all caps for major headlines
- ✓ Keep layouts clean and easy to read
- ✓ Maintain strong contrast between text and background

Don't

- ✗ Mix multiple decorative fonts
- ✗ Stretch or distort typography
- ✗ Use script or handwritten fonts
- ✗ Use more than two font families in a design