



# US QUIDDITCH BRAND GUIDELINES

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# Introduction

Welcome to US Quidditch's brand guidelines.

These guidelines exist to make sure that everything we produce has a consistent look and feel that is **bold**, **clean**, and **professional**. Please follow these guidelines as you create internal and external marketing materials.

Our brand is more than just the logo—it's typography, colors, graphic elements, use of photography, even writing voice—everything that, together, creates a distinctive look and feel that is immediately recognizable as USQ.

This guide will help familiarize you with the core brand elements to assist you in designing dynamic and powerful marketing materials with some flexibility.

If you have any questions, don't hesitate to email [alicia.radford@usquidditch.org](mailto:alicia.radford@usquidditch.org).

**IDENTITY**



## The Logo

The USQ logo is the most visible element of our identity and also the most recognizable. Many people who have never heard of our version of quidditch immediately recognize who we are and what we do just by seeing the logo. That's pretty powerful. That's why our logo is a universal element on all USQ communications.

Our logo is bold and simple: no gradients, no drop shadows. It can be used alone, or as part of two different logotype lockups.

The following pages cover the correct usage and placement of our logo.

### **WHERE TO FIND THE FILES**

Dropbox/ASSETS/Logos/



## Lockups

The logo and logotype together are called a lockup. These two lockups represent the only ways that the logo and USQ or US Quidditch text can be combined.

In each lockup the logotype has been given room to breathe: the amount of space equal to the first two thirds of the “U.”

1.



2.



## Logo and Lockup Usage

The goal of any piece of material is to communicate that USQ made it. Depending on the size, type, and medium, the logo alone or either lockup can be used. Here are a few guidelines for how to choose:



### LOGO ALONE

Use the logo alone in applications:

- Where the words “US Quidditch” appear prominently elsewhere in the text.
- Next to other partner/sponsor logos.
- As secondary branding in longer documents that also use a lockup.
- As social media profile pictures.
- As part of other approved headlines.
- That have a small space to work with.



### LOCKUP 2

Use lockup 2 in applications:

- Where the words “US Quidditch” appear prominently elsewhere in the text.
- For audiences with greater USQ brand recognition.
- That have a small space to work with.
- For uses like Gmail, Project Tracker.



### LOCKUP 1

Use lockup 1 in applications:

- Where the words “US Quidditch” will not appear again (ie, on a business card).
- For audiences with little or no USQ brand recognition.
- On large signs or banners.

## Lockup Exceptions

Internal documents, initiatives, or USQ department names may be laid out like the following examples.

This exception is only to be used on collateral for audiences that are USQ, already have very intimate familiarity with USQ, or also feature Lockup 1 in the document's primary position.



## Clear Space

Clear space, or white space, is a universal USQ design principle. To ensure that our logo is clearly visible in all applications, surround it with sufficient clear space: free from other type, graphics, and any elements that might cause visual clutter. This maximizes the recognition and impact of our identity, and also gives USQ an overall clean, professional look.

For print, at least **½ inch** of clear space should surround every element on the page, including the logo.

For web, at least **40 pixels** of clear space should surround every element, including the logo.

In smaller applications (like business cards or banner ads), **¼ inch** or **20 pixels** may suffice.



## How to Create a Book Drive

### WHAT IS A BOOK DRIVE?

A book drive is the collection of books for the purpose of reselling or donating them. In this case, in collaboration with the Harry Potter Alliance's *Accio Books* campaign, books collected will be donated to Read Indeed or to a local, literacy-based organization.

### IT'S TOO MUCH WORK, WE'RE GOING TO PASS...

True, book drives are a lot of work. However, books collected are going to a good cause. If you are unable to ship the books to Read Indeed, you can find a local organization to donate books your team has collected.

## Logo Placement and Size

On any format, whether landscape or vertical, the preferred logo position is the corner, with the top left being the primary position, bottom left being the secondary position, and bottom right tertiary.

There is no predetermined size for the logo. Size and proportion should be determined by the available space, aesthetics, function, and visibility—keeping in mind the clear space requirements.

The minimum size for the logo in print is **½ inch**. The minimum size for the logo in digital applications is **100 pixels**. The minimum is applied to the height.



## Logo Colors

The full-color logo is the primary version and should be used as often as possible. The full-color logo is used on white or light-colored backgrounds. The full-color logo may be used on darker backgrounds with a white stroke around it.

The white logo can be used on any colored background, as long as there is high contrast between the white and background color.

For black and white applications, the black logo can be used on a white background, or the white logo can be used on a black or dark gray background.

For one-color applications, an all-blue logo can be used instead of black.

### NOTE

These examples show the logo only; however, these guidelines apply to the lockups as well. Each lockup is available in full color, black, white, and blue.

Full-color logo on light backgrounds and dark with white stroke



White logo on colored background



Monochrome logos



## Background Images

Our logo may be used on an image background with enough contrast. The full-color or white logo may be used.

When placing the logo on imagery, make sure it's in an uncluttered area for maximum legibility and visibility.



## Logo Don'ts

To maintain consistency and professionalism, it's important to use the logo as described in these guidelines.

This is a very partial list of examples of how not to use the logo. Others include not adding other effects (such as skewing, bevel, emboss, or an outline\*), using the logo as a clipping mask, combining the logo with other graphics or type except as explicitly outlined in these guidelines, or using the logo as a repeating pattern.

\*An outline may be used if printing the full-color logo on dark apparel.



DON'T rearrange logo elements



DON'T rotate the logo



DON'T add a drop shadow



DON'T change the logo colors



DON'T change the lockup opacity



DON'T put the logo over a busy background



DON'T use the logo without the shield



DON'T change the logo orientation



DON'T use an old version of the logo



## Boilerplate

The USQ boilerplate is a paragraph of text that explains who we are and what we do. It is standard copy that should appear on USQ materials as often as possible, especially on material intended for audiences with none or limited recognition of the USQ. See an example for placement on page 28.



US Quidditch is the national governing body for the sport of quidditch. USQ advances the sport by organizing events and programs that build community and empower all genders to compete together. A 501(c)3 nonprofit, we serve over 4,000 athletes on almost 200 teams nationwide and provide a range of services, from hosting nine major tournaments and supervising regular season competition, to training and certifying referees, snitches, and tournament directors, offering grants, and working to expand the sport into younger age groups through outreach programs at the elementary, middle, and high school levels.

# TYPOGRAPHY

Typography is an important aspect of our brand identity. Our typographic style contributes to our aesthetic, which blends sports with an inclusive community and distinctive atmosphere. The typography usage examples on the following pages should be followed to ensure that all of our communications appear consistent.

## **WHERE TO FIND THE FILES**

Dropbox/ASSETS/Fonts/

## League Gothic

League Gothic is used for the USQ logotype, and is also our typeface for all **headlines** and **titles**. Headlines may either be in title case or all capitals, at the designer's discretion.

Do not substitute any other typeface for League Gothic for headlines or titles.

# League Gothic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890—&\*@?!/+ (.,:;)

## Adobe Caslon Pro

Adobe Caslon Pro is USQ's primary typeface for **print** applications. The typeface is traditional and nuanced. It provides a counterpoint to our modern, sports-driven graphics, logo and secondary typeface.

Adobe Caslon Pro Regular is used for all **body copy**. Use type size to establish a clear hierarchy of information.

Do not substitute any other typeface for Adobe Caslon Pro for print body copy.

# Adobe Caslon Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890—&\*@?!/+ (.,:;)

## Open Sans

Open Sans is our secondary typeface. It is used in both print and web for subtitles, sub-headings, sidebars, insets, pull quotes, headers and footers, and occasionally for body copy in small applications (like business cards).

Open Sans Regular should be used for all regular copy, headers, and footers.

Open Sans Bold should be used for subtitles and subheadings. Subtitles and subheadings should be in all capitals.

Do not substitute any other typeface for Open Sans for secondary copy.

Open Sans Regular

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890-&\*@?!/+(&#39;,&#58;,&#59;)

Open Sans Bold

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890-&\*@?!/+(&#39;,&#58;,&#59;)

## Font Awesome

As the name implies, this font is awesome. Font Awesome is an icon font made up of 370 glyphs that we use to enhance the graphic look and readability of both print and web applications. The most commonly used icons by USQ are included here.

For print applications, Font Awesome can be downloaded from our Dropbox.

For web applications, Font Awesome is already linked in our stylesheet. Learn more about the markup at [www.fontawesome.io](http://www.fontawesome.io).



Web markup: `<i class="icon-phone"></i>`

icon-envelope

icon-home

icon-globe

icon-file

icon-shopping-cart

icon-download-alt

icon-cog

icon-pencil

icon-check

icon-times

icon-trash-alt

icon-clock

icon-flag

icon-star-alt

icon-trophy

icon-shield

icon-medkit

icon-user

icon-group

icon-icon-quote-left

## For Web: Georgia

In order to keep our website loading quickly, we use the web-safe font Georgia for **web body copy** instead of Adobe Caslon Pro.

Use Georgia Regular for body copy, with italic and bold providing emphasis as necessary.

Do not substitute any other typeface for Georgia for web body copy.

# Georgia

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890—&\*@?!/+(&#39;,&#58;,&#59;)

## Typesetting Guides

Headlines and body copy should be justified to the left. This makes text easier to read.

There should be adequate spacing between headlines, body copy, quotes, photos etc. to maintain a clean appearance.

When typesetting headlines, the leading should be 2pt larger than the type size.

When setting body copy, the leading should be 4pt larger than the type size.

All type should be at least ½ inch from all page edges.

# A Headline Example for a US Quidditch Article

League Gothic headline  
(36/38)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc leo turpis, pretium sit amet posuere ac, ultricies luctus tortor. Aenean eu vulputate tortor, in iaculis elit. Ut non diam molestie, venenatis orci quis, dictum.

## SUB-HEADING EXAMPLE

Open Sans Bold all-caps sub-heading

Nam quis ornare arcu, sed eleifend lorem. Maecenas sollicitudin fermentum



metus, eget eleifend nunc tristique id. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Duis iaculis quis metus nec aliquam. Ut at magna et augue congue viverra. Sed sed turpis dignissim, eleifend elit vitae, tincidunt mauris. Aliquam

Adobe Caslon  
Pro body copy  
(11/15)

eget diam mattis, suscipit erat et, interdum diam. Phasellus in congue elit. Mauris adipiscing, risus ut interdum dapibus, tortor odio condimentum.

Font Awesome quote  
with Open Sans copy.



Vestibulum sit amet mi eget odio laoreet vehicula sodales sed tellus. Donec vel ma Nullam condimentum laoreet quam eget porttitor.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Duis iaculis quis metus nec aliquam. Ut at magna et augue congue viverra. Sed sed turpis dignissim, eleifend elit vitae.

# GRAPHIC ELEMENTS

## Color Palette

Our colors give us our personality. They are bold and jewel-toned, and give us a sleek look.

The dominant color in any piece of material must be USQ dark blue. The other primary colors should be used in conjunction with USQ dark blue more often than any secondary color.

Use secondary colors to compliment the primary colors and add depth.

Don't use any colors not listed here. Using these colors consistently reinforces our brand identity.

## Flat Design

USQ utilizes what is called "flat design:" all solid colors, and no gradients. This keeps our look clean. No gradients, drop shadows, or bevels are to be used in USQ branding.

## PRIMARY COLORS



### DARK BLUE

C 96  
M 82  
Y 35  
K 24  
#213b64



### LIGHT BLUE

C 95  
M 69  
Y 15  
K 2  
#145b97



### RED

C 23  
M 100  
Y 100  
K 17  
#a71e23



### DARK GRAY

C 0  
M 0  
Y 0  
K 95  
#2f2c2e

## SECONDARY COLORS



### EMERALD

C 82  
M 16  
Y 75  
K 2  
#1b996a



### PURPLE

C 75  
M 100  
Y 3  
K 1  
#661d90



### ORANGE

C 17  
M 64  
Y 100  
K 4  
#cb7005



### GOLD

C 31  
M 36  
Y 100  
K 4  
#b39519



# Photography

We use bold, high-quality photography generously in our graphic design to show the world what quidditch is and what our values are as a sport and as a league: empowering all genders to compete together.

As a gender-integrated league, it is very important that our images show multiple genders.

**In instances where only one photo is used, the photo MUST be co-ed. In instances where multiple photos are used, multiple genders MUST be equally represented in the photos taken together as a whole.**

Our photography choices should also strive for racial and ethnic diversity.

Action shots should have a clear subject and focus. Whenever possible, there should be a crowd or spectators in the background. At the very least, shots with empty bleachers in the background should be avoided.

## WHERE TO FIND THE FILES

Dropbox/ASSETS/Photography/





# Atmospheric Photography

In addition to action shots, we also use photographs of players, spectators, and settings to give the viewer a full picture of the legitimacy and unique community of quidditch.





## Photographic Treatments

Filters can be used to bring out the jewel tones in photographs (top right) or sharpen the sense of reality through increased saturation and an overlaid high-pass filter (bottom right).



# DESIGN EXAMPLES

# Stationery

Filenames:

USQ\_Letterhead.indd

USQ\_Letterhead.docx



Auvis Cole  
Sports Sales Manager  
RHPRT & RHYC-CVB  
452 S. South Anderson Road  
Rock Hill, SC 29730

Dear Auvis,

US Quidditch is excited to inform you that Rock Hill has been selected to host this season's World Cup on April 11th and 12th, 2015. We were very impressed with Rock Hill's facilities, the level of support from the city, and your enthusiasm for quidditch.

Please respond with confirmation that you accept our offer to host the World Cup. We look forward to working with you over the coming months to make a great event.

Sincerely,

Sarah Woolsey  
Events Director  
sarah.woolsey@usquidditch.org  
(704) 962-5099

PO BOX 31518 • SEATTLE, WA 98103 • USQUIDDITCH.ORG

# Business Cards

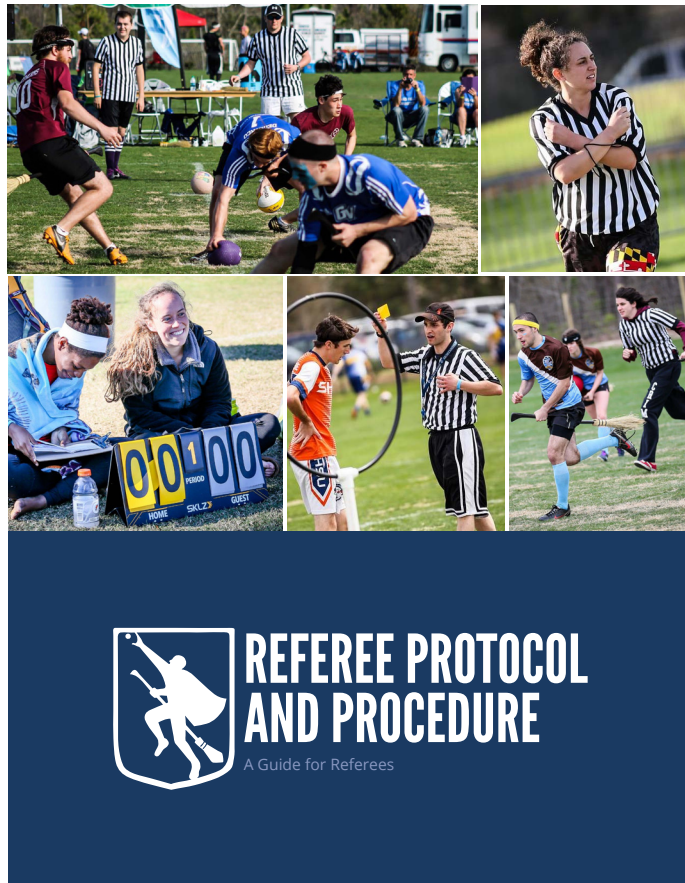
Filenames:

USQ\_Business\_Card.indd





## Document Covers





## CO-ED. FULL CONTACT. SPORT.

Quidditch is a co-ed, full-contact sport with a unique mix of elements from rugby, dodgeball, and tag. A quidditch team is made up of seven athletes with brooms between their legs at all times. Three **chasers** score goals worth **10 points** each with a volleyball called the **quaffle**. A **keeper** defends the goals. Two **beaters** use dodgeballs called **bludgers** to disrupt the flow of the game by “knocking out” other players. Any player hit by a bludger is out of play until they touch their own goals. Each team has a **seeker** who tries to catch the **snitch**. The snitch is a ball attached to the waistband of the **snitch runner**, a neutral athlete in a yellow uniform who uses any means to avoid capture. The snitch is worth **30 points** and its capture ends the game.

Intrigued? Learn more at [usquidditch.org](http://usquidditch.org).

### MORE THAN A SPORTS LEAGUE

We’re empowering future leaders and advancing gender inclusivity in sports.

### STATISTICS

**200** teams  
**3,800** players  
**45** states



US Quidditch is a 501(c)3 nonprofit that governs the sport of quidditch in the United States and inspires young people to lead physically active and socially engaged lives. Founded in 2010, we serve over 4,000 athletes on almost 200 teams nationwide and provide a range of services, from hosting nine major tournaments and supervising regular season competition, to training and certifying referees, snitches, and tournament directors, offering grants, running the bi-annual QuidCon leadership conference, and working to expand the sport into younger age groups through outreach programs at the elementary, middle, and high school levels.



## How to Host a Reading Corner

A reading corner is a space designed to encourage a love of reading, where volunteers can read to children or supervise them while they read independently. Reading corners can be implemented at any tournament or event where there is room for a space that is sheltered, comfortable, and removed from noise.

By establishing these reading corners at quidditch events, organizers can give those who fell in love with quidditch through the Harry Potter series a chance to further their passion for reading. The mere presence of a reading corner can remind event-goers of how the sport of quidditch came to be and how another novel idea could be awaiting discovery in their next book.

### REQUIREMENTS

- **A shelter**—A shelter, such as a pop-up tent or canopy, is important to protect readers from the sun and other elements. The shelter can also be used as a landmark so the reading corner can be seen from farther away.
- **Comfortable seating**—Seating will make the reading corner more comfortable and generally more appealing. Some examples of seating are plastic chairs, throw pillows and bean bag chairs, but it all depends on your budget.
- **Books**—Books, ideally of different genres and reading levels, are the most vital part of a reading corner. Books can be obtained from a local library, via loans from players, or via donations. Holding a book drive concurrently with the event will give you a place to put your donations to use immediately.
- **Volunteers**—It’s important to have at least one volunteer at your reading corner to answer questions and supervise the space. Also, volunteers can read to children who either have no one to read to them or would rather “a real quidditch player” read to them. The excitement of reading with those they admire for playing their favorite sport can be a huge motivator for kids to begin reading or to continue to read.

### TIPS FOR VOLUNTEERS

- Stay at the shelter, so that there is always at least one volunteer there
- Encourage all readers to pick up a book
- Be patient with new and young readers—let them take their time to sound out words and work through a story
- Maintain a safe space where readers of all capabilities feel comfortable reading aloud
- Supervise all books in use, and ensure that none leave the reading corner

### CONTACT US

Members of the IQA literacy team are glad to help you establish a reading corner at your next event.

**Joey Turro**  
Literacy Team Manager  
[joey.turro@usquidditch.org](mailto:joey.turro@usquidditch.org)



# RELATED BRANDING

One of the exciting things about being a USQ designer is that there are always new branding projects to work on, and often the designer is able to make an entirely new branding scheme from scratch. World Cup, QuidCon, and other events are all examples of opportunities to create new branding that complements USQ's overall branding. Read on for ground rules, guidelines, and examples.

## Ground Rules

All related USQ brands must be held to the same standards of professionalism, quality, and consistency as the USQ brand.

Any related or new brand must be approved by the Executive Director before work begins. Sketches, mockups, and color sheets must be approved during the design process.

All logos should have at most three colors, and should follow the same flat design principles as the USQ brand.



# QuidCon 2013

QuidCon 2013 took place in Seattle, Washington, and the identity design took cues from ocean and forest hues of the Pacific Northwest.

The QuidCon identity consisted of a logo, primary typeface (Museo Slab), design elements (circles, and the header/footer bar of colors) and a color palette of like tones, with three used significantly for text.

This identity and its execution follows all of the rules: creative and different, bold yet clean, adequate white space, compelling photography, and diverse pieces that retain consistent and strong brand recognition.

## Logo



## Website



## Name badges



## Inside of brochure



Flyer



## QuidCon Kids Day

Saturday, July 13 • 9:00am–4:30pm • Seattle, WA

Join the International Quidditch Association (IQA) for a day of quidditch games and training for youth and high school-aged kids during QuidCon, the only quidditch-themed convention. Recommended for kids 8–18.

### Sessions for parents and kids

- **“So Your Child Wants to Play Quidditch”**—Learn the rules of quidditch, get tips for working with your child’s school or community to start a team, and learn about other Harry Potter tie-in activities to develop reading and writing skills.
- **“High School Quidditch”**—Veterans of high school quidditch will explain how to get interest from the student body, schedule practices, find teacher-mentors, find other competition, and go over the IQA resources available to high school teams.
- **Quidditch Demonstration and Open Play**—QuidCon staff members will show the kids how to play and then put them onto teams to try out the game themselves.

### Access to other QuidCon programming

- Fundraising, Workout Essentials, Advanced Coaching Techniques, Quidditch Journalism and Analysis, Injury Prevention and Care, and Tournament Planning

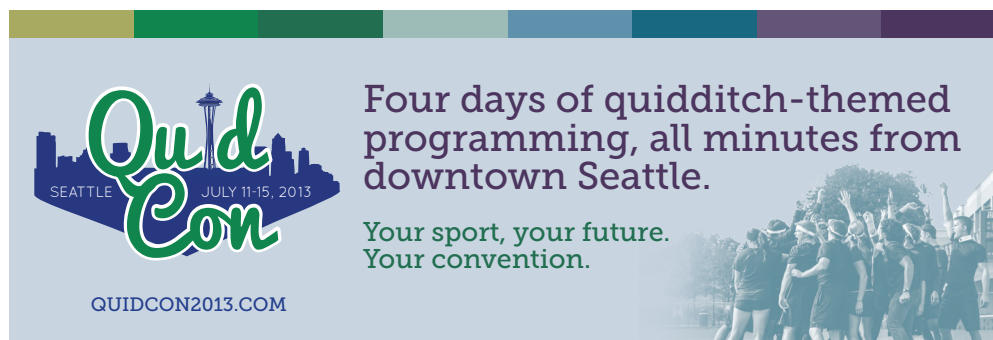
Registration is \$50 per child. Parents are free and siblings are half off!  
Register at [quidcon2013.com/register/](http://quidcon2013.com/register/)



Program cover



Vinyl banner



Black and white form

### Session Evaluation

Session name: \_\_\_\_\_ Your region: \_\_\_\_\_

Please rate the following on a scale from 1–5, with 1 as terrible and 5 as wonderful.

Content 1 2 3 4 5

Speaker(s) 1 2 3 4 5

Overall presentation 1 2 3 4 5

What did you think of the content of the session? Was it informative?

What did you think of the speaker(s)? Were they professional, well-informed and prepared?

Other comments:



# FILE MANAGEMENT

Just as important as our outward presentation is our internal organization. The following page details USQ file management practices.



## Using Images

For print, images should be 300dpi, and if absolutely necessary, no less than 200dpi.

## Filenames

All filenames should begin with USQ and use underscores to separate words. The filename should reflect what the file is.

USQ\_Business\_Card.indd

After USQ, the filename should include what sort of document it is: flyer, brochure, postcard, etc.

Any file that is not a template should also include the year and month it was created in the filename. The year and month should be separated by a hyphen.

USQ\_Flyer\_Membership\_2015-1.indd  
USQ\_Poster\_MWRC\_2014-11.psd

## Storage

All design files should be stored in the USQ Dropbox in the proper /ASSETS/year/ folder. All files should be in their own folder with the project date and name. Folders

should include source files, the finished design, and any links.

/11-5 MWRC Poster/

For events or projects that will have several related designs (like World Cup or QuidCon), you can make a folder with the project/event name inside the year folder and place all project files inside it.

## InDesign Best Practices

Before uploading files to Dropbox, the files must be packaged (File -> Package). Ensure that all images are properly linked. Include a final PDF version of the project in the packaged folder as well.

## Photoshop Best Practices

ALWAYS name your layers. Another designer—or even you, six months later—probably won't be able to remember what Layer 20 or Copy of Layer 15 is without a lot of trial and error. Along the same vein, use properly named folders to group related layers. Always upload the fully-layered PSD file along with the finished version to Dropbox. For more helpful tips visit [photoshopettiquette.com](http://photoshopettiquette.com).

