

# Brand Identity Guidelines

Revised: May 2, 2023

# Brand Ownership

Our greatest asset is the goodwill associated with the “Pop Warner” name. People all over the world associate the name “Pop Warner” with youth football, cheer and dance activities organized by Pop Warner Little Scholars, Inc.

Pop Warner owns the famous “POP WARNER” trademark (the “POP WARNER MARK”), which is protected by Federal and State law and is further protected under various United States Patent & Trademark Office registrations.

Pop Warner retains sole and exclusive rights to use of the name “Pop Warner” in simple or compound appearance (e.g., “Pop Warner Football”) as well as all logos, emblems and other designs and styles of Pop Warner, including any copyright, trademark, service mark or similar matter. Such rights shall include use in all forms of media and are hereinafter collectively referred to as “Proprietary Rights”. Pop Warner shall vigorously protect against any infringement or other misappropriation or misuse of its Proprietary Rights.



# Official Logos

Pop Warner has a slate of official logos that feature football and cheer & dance. There are three options: primary, alternate and secondary.

The color palette is red, white and blue, which is symbolic of the organization's leadership in youth sports in the United States.

The white border is required on the Pop Warner logo, regardless of background. Exceptions may be made for a single-color logo.

## Primary

## Alternate

## Secondary



# Logo Options

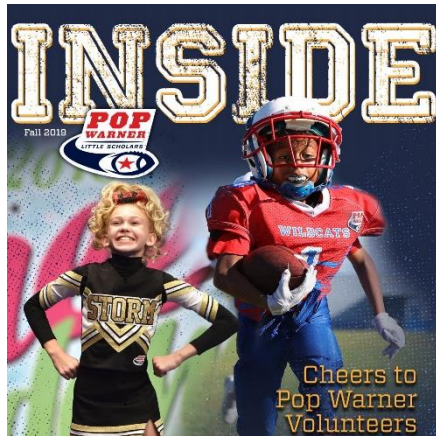
There are three options that serve different purposes and fit various applications.

**Primary Logo:** The popular “Little Scholars” logo is to be featured on corporate, broad-based applications when referring to Pop Warner as an organization. It is also the default logo.

**Alternate Logo:** A variation of the primary logo that features the sport as a subtext. This style logo may be used on applications and environments that are specific to the sport.

**Secondary Logo:** A simplified version of the primary logo. This logo is preferred for smaller applications and is well suited as an accent element within a larger design.

*Examples:*



*Primary*



*Alternate*



*Secondary*

# Featuring Both Sports

To feature both football and cheer & dance, Pop Warner instructs that those respective logo designs be featured side-by-side. Be consistent in using the two logos. For example, two primary logos should be paired, and never a primary and an alternate.

**Acceptable:**



**Not Acceptable:**





# Official Colors

Pop Warner uses a distinct red and blue, as well as white, to represent its brand. These colors are mandatory when reproducing the Pop Warner logo. Refer to the color codes to ensure proper production.



RGB: 218, 33, 40  
Web: #DB2128  
CMYK: 10, 100, 100, 0  
PMS: PANTONE 7627 CP



RGB: 0, 20, 63  
Web: #00143F  
CMYK: 100, 60, 0, 80  
PMS: PANTONE 282 CP

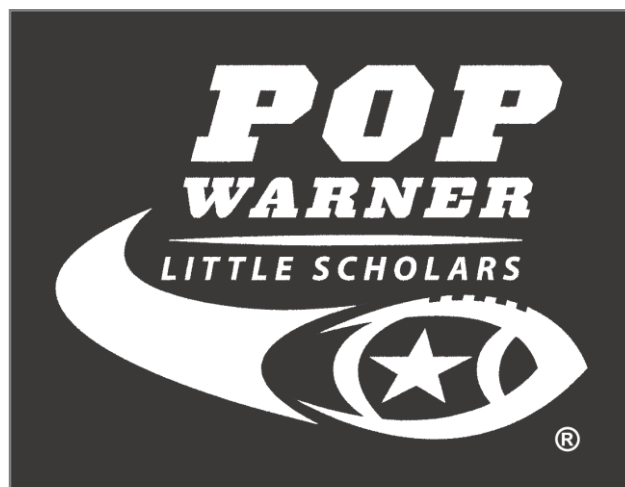


RGB: 255, 255, 255  
Web: #FFFFFF  
CMYK: 0, 0, 0, 0  
PMS: PANTONE 000C

# Single Color Option

There are special circumstances in which the Pop Warner logo may be reproduced in single color or gray-scale, without its traditional border. The most common application is a white logo on a dark background.

Approval must be granted by the Pop Warner national office before any reproduction is permitted.



# Uniform Patch Placement

All Pop Warner participants, football, spirit, and flag, must have the Official Authorized Pop Warner patch displayed on every uniform for games and competitions in order to participate. Football Patches must be placed on left front chest. Cheer patches must be placed in the designated areas on the uniforms as determined by the national office.

## Cheer & Dance



*Cheer uniforms require one patch only; it can be placed either on the top or on the skirt.*

## Football



*Top of patch should be in line between V-neck and sleeve.*

Official Pop Warner patches are sold exclusively through Riddell. Please contact your local Riddell rep to place an order. For teams that aren't connected with their rep yet, [click here](#) to fill out a form.



# Uniform Logo Sublimation

Pop Warner Authentic, Inc., a commercial division of Pop Warner Little Scholars, Inc. has the exclusive license to dye sublimate the Pop Warner logo directly onto football and cheerleading uniforms. This means that only uniforms purchased through the Pop Warner Authentic channel are permitted to include a dye sublimated logo. All other uniform logos must be the official Pop Warner patch.



Pop Warner Authentic uniforms and official patches are sold directly through Riddell. Please contact your local Riddell rep to place an order. For teams that aren't connected with their rep yet, [click here](#) to fill out a form.

# Partner Lock-Up

Pop Warner corporate partners are granted limited and sometimes exclusive rights to feature an official Pop Warner logo in their marketing programs. Only corporate partners who have received written permission can use the official Pop Warner logo.

Partner logos and the Pop Warner logo should be similar in visual presentation and separated by a vertical line. The Pop Warner logo can be situated to the right side.



Partners have the option to include a subscript at the bottom of the lock-up that reads **"Official Partner of Pop Warner"** or **"Official Partner of Pop Warner Little Scholars"**.

# Logo Misuse

Official logos may not be altered in any way.

- DO NOT condense or stretch
- DO NOT change the opacity
- DO NOT make additions to logo
- DO NOT add drop shadows
- DO NOT crop
- DO NOT make logo too small
- DO NOT change the color
- DO NOT rotate the logo
- DO NOT flip the logo upside down

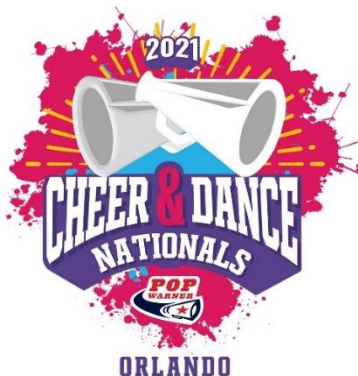


# Additional Logos

In addition to its official logos, Pop Warner owns the rights the several other logos; examples are included below. These additional logos are subject to the same rigorous standards as outlined in this document. Please confer with the national office to discuss appropriate use.



*Pop Warner Super Bowl*



*Cheer & Dance Nationals*



*Special Events & Occasions*



*Regional Championships*



*Regional Subsidiaries*



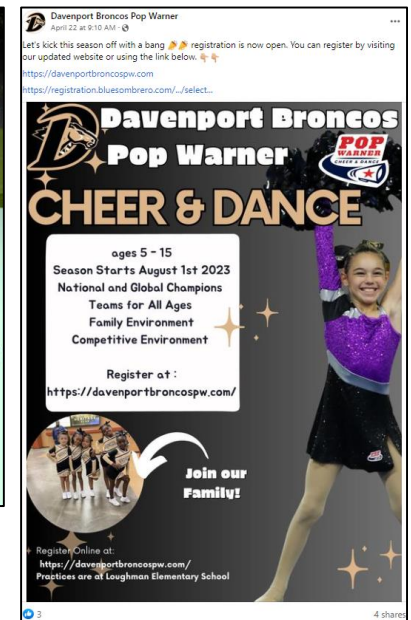
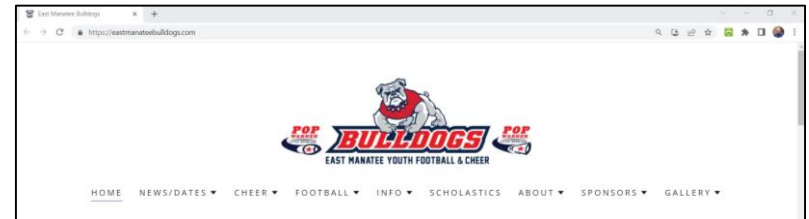
*Owned Properties*

# Member Rights

As clarified in the administrative manual, Pop Warner member leagues and associations may use the Pop Warner name and logo on non-commercial written, promotional and recruiting materials as long as that league and/or association is in good standing, and the league has its charter approved each year.

Pop Warner Authentic, Inc., the commercial division of Pop Warner Little Scholars, Inc., has the exclusive right to reproduce the logo on all hard goods or soft goods product for sale.

Any other use of the Pop Warner name or logos must be approved in advance in writing by the national office.





# Merchandise

No Pop Warner marks or any variation thereof may be used, on or in conjunction with the sale of merchandise. Approved Pop Warner merchandise and logo-wear may be purchased directly through Pop Warner Authentic, Inc., which has the exclusive license to reproduce all official Pop Warner marks.





# Typography

Pop Warner commonly uses the Myriad Pro typeface in association with its logo. This is not a proprietary font and can be downloaded at [Adobe Fonts](#). Font faces include:

## MYRIAD PRO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## MYRIAD PRO SEMIEXTENDED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## *MYRIAD PRO BLACK CONDENSED ITALIC*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*

## MYRIAD PRO BLACK SEMICONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Logo Sets

The following represents each of our logo sets, as they appear on a dark background.



# Brand Management

Please contact the Pop Warner national office to inquire about featuring the Pop Warner logo, as well as ancillary marks that Pop Warner owns, on commercial products, to seek permission to use an official Pop Warner logo, and for additional guidance on how and when to appropriately use the Pop Warner logo.

The national office can be reached at [operations@popwarner.com](mailto:operations@popwarner.com).