Visual Identity

GUIDE
Our Visual Identity

...is important. It embodies everything we stand for and influences the look and feel of everything we do. By being consistent in its use we can reinforce the quality of our work and our commitment to the betterment of officiating.

The following pages give us and our affiliates a greater insight into the elements that make up our visual identity.
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This document aims to ensure that the basic elements of our visual identity are used clearly and consistently on all of our printed and electronic communications. Please read through the entire document before using any of these elements.

If you have the slightest doubt concerning any of the principals presented in this document, please contact the art department.

Please note that these guidelines are for visual identity and design. For guidelines on writing style/tone of voice, please contact the edit department.

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The Visual Identity Elements
The essence of the NASO visual identity is expressed by using a combination of the following elements:

- Logo
- Colors
- Type
- Images

Each of these elements has its own rule of application which are detailed in the following pages. These rules and the creative combination of the elements provide a distinctive style for our visual identity.

The combination of the above should remain consistent, please consider the rules for each element. See Section 2, Examples for more information on the application of the visual identity elements.
1.1 Logo

This is the NASO corporate logo:

The NASO logo is a unique and well-known reflection of our name and visual identity values. Care should be taken to ensure that its use is consistent at all times.

To maintain the integrity of the logo, the configuration of the NASO name must not deviate from that shown here. There is only one version of the logo, and it must be used as a single graphic unit.

When using the logo, there is no requirement to spell out the ‘National Association of Sports Officials’ in full, but it is recommended whenever possible. If NASO is spelled out large within copy the text does not need to appear in conjunction with the logo. (See section 1.3 for examples of integrating the text and the logo.)

Our logo must appear on all NASO communications. If you do not have a copy of the corporate logo do not attempt to reproduce it. Electronic copies of the logo are available from:

www.naso.org/aboutnaso/styleguide

The logo is available in the following file formats:

- **.eps/.ai** for print - which is ‘vector-based’ and scalable.
- **.tif/.psd** for print - which can be easily incorporated into documents, but are ‘pixel-based and are not scalable.
- **.png/.jpg** is strictly for use on the web, they are designed for screen resolution and have a very small file size so that they load in a web page very quickly. This means that they are not appropriate for printed materials.

The following important rules govern the use of the corporate logo:

- **All publications must be immediately identifiable with NASO, therefore the logo should always appear on the front of any publication.**
- **The logo must never be modified.**
- **Repetition of the symbol to form decorative patterns is not allowed without permission.**
- **The logo should always be used in its entirety; no element of the logo should be used separately.**
1.2 Logo - correct color application

The NASO logo is black and white and is to be used in such a fashion in all corporate printed documents and electronic media. (If a single color other than black is to be used make sure the single color is pantone 301 and replaces the black not the white.)

Black Version  Reversed out of a color  Single Color Version

![Black Version](image1)

![Reversed out of a color](image2)

![Single Color Version](image3)
1.3 Logo - text integration

Whenever possible NASO should be spelled out (in all caps) when the logo is used. Especially when new materials are being sent to people who may not know about NASO. Below you will find examples of how to integrate the words ‘National Association of Sports Officials’ with the logo. Proportion of logo to text should remain consistent whenever possible.

![Logo integration examples]

NATIONAL ASSOCIATION OF SPORTS OFFICIALS
Clearspace
The ‘Clearspace’ defines the minimum area that must be left clear around the logo, and ensures that the logo is never overshadowed by other text or visual elements.

The clearspace helps to ensure clarity and improve impact. No text or graphics should appear within this boundary.

Clearspace is scaled in proportion to the logo size. This diagram illustrates how the clearspace should be calculated.

Minimum Size
The logo should not be reproduced smaller than .125” in height (~3mm).
1.5 Logo - incorrect application

Do not change the orientation of the logo

Do not distort the shape of the logo

Do not invert the colors of the logo

Do not eliminate the white stroke around the logo
1.6 Color - corporate colors

Color plays a vital role in NASO’s visual identity. The three corporate colors are designed to reinforce our core visual identity values.

Process Black

NASO blue (Pantone 301)

NASO orange (Pantone 144)
1.7 Color - specifying color

Checklist for specifying color

- Whenever possible, use Pantone spot colors.
- Always refer to Pantone color swatches.
- If Pantone colors are not available, use the four color process (CMYK)
- The CMYK breakdowns given should be used as a guide only, as the actual breakdowns can vary according to the reproduction process and materials. The colors will change slightly, but please check against Pantone swatches to make sure they are produced as accurately as possible.
- The colors must always be reproduced to conform with one of the specifications indicated:
  - **Pantone** for direct tone printing
  - **CMYK** for four color printing
  - **RGB** for on-screen applications (PowerPoint, video etc.)
  - **Web** for the Internet
1.8 Type - primary font (print)

Myriad Pro is the NASO corporate font for print. We have chosen this typeface for its versatility and contemporary feel.

When applying the typeface, there are no hard and fast rules, but following the guidelines below will help to maintain a level of consistency:

Titles and headings should be set in Myriad Pro Bold and should be significantly larger than the rest of the text on the page. Ensure that titles/headings are hierarchically superior to other text on the page by increasing point size/weight.

Body copy is set in Myriad Pro Regular. Copy is set ragged right and when necessary Myriad Pro Semibold or Bold can be used to create emphasis.

There are minimum point sizes not recommended sizes, the type should be sized appropriately to the individual situation:
– Minimum body text size = 7.5pt (recommended size is 9)

Alternate Body Copy

When using a vast amount of copy (i.e. It's Official Newsletter) Palatino should be used for the body copy. The same rules apply for Palatino as for Myriad except that the minimum size should not drop below 8.5pt with the recommended size at 9pt.
Arial is the NASO corporate font for web. We have chosen this typeface for being standard on the web and for being similar in nature to Myriad Pro.

Arial
ABCDEFHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%$*

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
2.0 Examples - Brochure

NASO membership also provides exclusive money-saving discounts on educational and instructional materials produced by NASO and its affiliate magazines, as well as discounts for books, rental cars, and registrations fees for the Sports Officials Summit. NASO will also help you secure your officiating career when you relocate to a new area.

Major Buying Discounts
Special Members-only buying discounts on referees and NASO publications. Savings up to 20%.

Savings on personal Services/Credit Cards, Rental Cars, Hotels and More
Special member savings on services you use for your officiating and personal activities.

Judicial Referral Services
When you move to a new area, NASO will put you in touch with officiating leaders to keep you officiating.

Personalized Membership Card

Member Athletic VIP Card - For Officials and Personal Use
Members receive a sport rate up to 50% off the regular room rate at participating hotels.

NASO Membership is Tax Deductible

What is NASO
The National Association of Sports Officials (NASO) is a 501 (c)(3) non-profit educational association providing services and benefits for sports officials. Since 1980 NASO has become one of the officiating industry’s most recognized and trusted organizations.

NASO is an innovator in developing benefits for sports officials. It was the first organization to provide officiating liability insurance protection and remains the leader in developing and promoting educational materials and personal benefits for sports officials.

The NASO Sports Officials Security Program (S.O.S.) provides sports officials with the best protection and is designed to cover gaps found in your existing coverage. S.O.S. provides officials the most far-reaching protection in existence today.

Benefits of NASO Membership

1. General Liability Insurance Coverage
Provides excess coverage for claims for bodily injury, property damage and personal injury during sporting activities that are organized by recognized sports organizations, leagues and associations and while traveling to and from events.

2. Member Information & Consultation Program (MIPC)
When an issue related to your officiating is concerning you, NASO’s MIPC program can help. This MIPC has seen over 1,000 issues referred to the information programs handled by the staff of NASO and a consultation program through which NASO can put a member in contact with a knowledgeable person for an informative consultation. When you find yourself in need of help, NASO will immediately send you a referral to the appropriate program.

3. $50,000 Game Call and Assignors’ Coverage
You’re covered for claims against you seeking officiating errors as a result of an error in the officiating judgment, which results in a claimed financial loss, but where there is nothing actually wrong.

4. Assailant Protection Program
Up to $50,000 in medical expense benefits if you are the victim of an assault while officiating. Plus up to $12,500 in reimbursement for legal defense fees for bringing a claim against the perpetrator.

5. Optional Game Fee Loss Insurance
Prevents you from losing officiating game fees because of injury. Members have two game fee protection options to choose from payable up to $25,000 per season.

NASO not only provides you with leading insurance protection, it also provides you with the finest educational and instructional resources for officiating today. Resources you need that anywhere else, NASO also puts a critical edge in legislative matters concerning officials working all sports and levels.

Judges Magazine
Monthly Members-only edition of Judges magazine.

Referee Magazine
Monthly 16-page newsletter providing association news, rules, officiating techniques, news and more.

Annual Sport Officials
Online workshops that will help you improve your knowledge of the rules.

Advancing Officiating Issues Impacting Sports Officials
Through its media relations program NASO has been responsible for the promotion of positive awareness for sports officials. NASO’s legislative efforts have resulted in 21 states passing antisepolacism, illegal gambling and liability insurance protecting sports officials and 12 states passing independent contractor legislation all designed to protect sports officials.
8 Answers to Your Tax Questions

Some officials adopt a cavalier attitude toward the bookkeeping and reporting responsibilities that come with receiving compensation as an official. That approach is nonsense. It is very possible for the IRS to audit you or your fellow officials and/or groups of officials, so you must be prepared.

NASO member Gary Wheeler, Palm Coast, Fla., has been working high school and minor league football for more than 20 years. He is an enrolled agent and has been providing tax preparation services for 30 years. He provided answers to eight important questions related to officiating and income tax regulations.

1. Even though I don’t get a Form 1099 from every school where I work, do I have to report that income?
   All income is taxable unless specifically exempt by law. All revenue that you generate from officiating is taxable income. Even the youth game in which you are paid cash from the concession stand is taxable income and must be reported.

2. What expenses related to officiating can I deduct on my tax return?
   The primary rule for deductions is “ordinary and necessary business expenses.” If you are spending money because it either produces income or you expect it to produce income, then it is a deductible expense. The largest expense for most officials is vehicle mileage. Duties for membership in NASO and in-state and local associations are deductible.

3. What are some things that might not be deductible?
   Just because you bought gas on the way to the game does not make it deductible. Most officials will use the vehicle mileage deduction rather than actual expenses for gasoline, repairs and vehicle insurance. Deductions for your cell phone bill are also limited to the charges related specifically to your services as an official. If you aren’t generating current income or you don’t expect your actions to create income in the future, then you can’t take a business expense deduction. If you are volunteering for a charitable organization, the expenses may be deductible as a charitable contribution.

4. Are meals that I eat while on officiating trips deductible?
   See “Tax Questions” p. 11

NFHS Executive Director Praises Officials at Industry Luncheon

Bob Gardner, the new NFHS Executive director, shared his observations about the state of officiating at the NASO Summit’s Officiating Industry Luncheon last July. Gardner served as NFHS chief operating officer for 10 years prior to becoming executive director. He has been involved in high school athletics in Indiana throughout his 40-year career in secondary education. He started as a teacher and coach in 1970 and concluded as commissioner of the Indiana High School Athletic Association (IHSAA) for five years prior to joining the NFHS staff in 2000. A strong advocate of sports and officiating, while at the IHSAA, Gardner served on the NFHS Football Rules Committee and NFHS Football.

See “Tax Questions” p. 11
2.2 Examples - Advertisements

**Every Game Has a Defining Moment**

Every Official Has One, Too.

It’s the moment when you realized that officiating wasn’t going to be a casual thing. Not for you. You knew it would become a lifelong pursuit. You knew it was in your blood.

Every member of the National Association of Sports Officials feels the same way. That’s why they’ve chosen to join the only nationwide organization that supports and protects them year-round no matter what sport they work, at any level.

This is another of those moments. Step up from your Referee subscription and join NASO. Be part of something bigger.

» JOIN NASO TODAY!  
Visit [www.naso.org/upgrade](http://www.naso.org/upgrade) or call 1-800-733-6100 and mention promo code: U13UPGN™

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**Some of the country’s Biggest and Smallest Officiating Associations**

Enjoy the Benefits of Group NASO Membership... ...Yours Can Too!

**Receive**

- Vital Insurance
- Hard-Dollar Savings
- Deep Discounts
- Platinum-Level Membership Service

**Members of the National Association of Sports Officials**

- Rugby Referee Society of New York
- Northern California Football Officials Association
- Eastern Wisconsin Officials Association
- Southern Wisconsin Officials Association
- New England Rugby Referee Society
- Southern Lacrosse Officials Association
- Hampton Roads Sports Officials
- Western Olympic Officials
- MAC Poles Northern California Water Polo Referee Organization

For more information contact Ken Keuster, business development specialist at [kkeuster@naso.org](mailto:kkeuster@naso.org) or 203-529-6400 ext. 102 or visit [www.naso.org/grouppromo](http://www.naso.org/grouppromo) for full benefit details.  

*Football Officials Inc.*