



NATIONAL ASSOCIATION OF SPORTS OFFICIALS

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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0.1 Introduction

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

1.0 The basic 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



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.



NATIONAL ASSOCIATION OF SPORTS OFFICIALS



NATIONAL ASSOCIATION
OF SPORTS OFFICIALS



NATIONAL ASSOCIATION
OF SPORTS OFFICIALS

NATIONAL ASSOCIATION  OF SPORTS OFFICIALS

1.4 Logo - clearspace

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

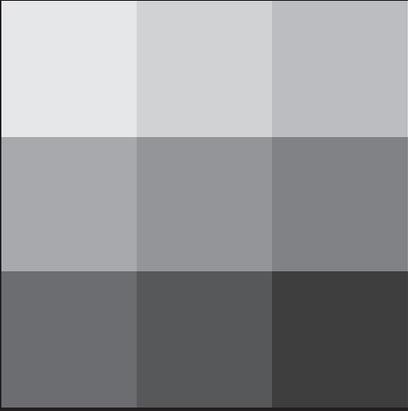
Color plays a vital role in NASO's visual identity. The three corporate colors are designed to reinforce our core visual identity values.

Process Black

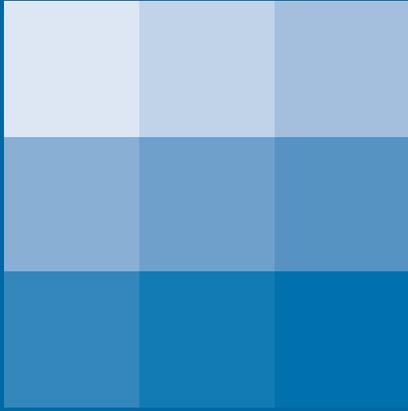
NASO blue (Pantone 301)

NASO orange (Pantone 144)

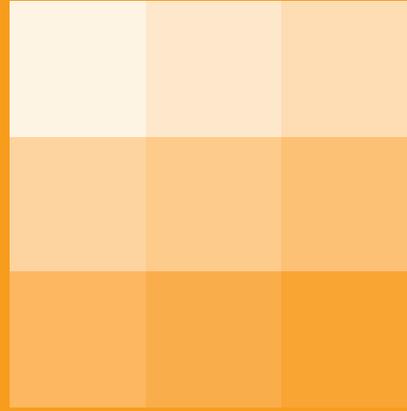
Pantone: Process Black
CMYK: c0 m0 y0 k100
RGB: r0 g0 b0
Web: #000000



Pantone: Pantone 301
CMYK: c100 m40 y0 k20
RGB: r0 g103 b165
Web: #0067a5



Pantone: Pantone 144
CMYK: c0 m45 y100 k0
RGB: r242 g157 b40
Web: #f29d28



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)

Myriad Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@\$\$%&*

Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Semibold
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic

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.

Palatino LT Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@\$\$%&*

Palatino LT Std Roman
Palatino LT Std *Italic*
Palatino LT Std **Bold**
Palatino LT Std ***Bold Italic***

1.9 Type - primary font (web)

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@\$\$%&*

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

2

Examples

NASO membership also provides exclusive money-saving discounts on educational and instructional materials produced by NASO and *Referee* magazine, plus buying discounts for hotels, rental cars and registration fees for the Sports Officiating Summit. NASO will also help you resume your officiating career when you relocate to a new area.

- 12 Discount to the Sports Officiating Summit**
Money-saving discount on registration to sports officiating's most important annual event.
- 13 Major Buying Discounts**
Special Members-only buying discounts on *Referee* and NASO publications. Savings up to 20%.
- 14 Savings on personal Services (Credit Cards, Rental Cars, Hotels and More)**
Special member savings on services you use for your officiating and personal activities.
- 15 Relocation Referral Services**
When you move to a new area, NASO will put you in touch with officiating leaders to keep your officiating career on track.
- 16 Personalized Membership Card**
- 17 Marriott Athletic VIP Card - For Officiating and Personal Use**
Members receive a sport rate of up to 50% off the regular room rate at participating hotels where space is available.
- 18 NASO Membership is Tax Deductible**

Join NASO Today

Best of all – you will receive all these benefits and services immediately at the annual membership rate of \$97* – only 26 cents a day. No matter what sport or level you work – know you have the best protection and educational resources available for sports officials today.

To Join ...

Mall: NASO Headquarters:
2017 Lathrop Avenue
Racine, WI 53405
Call: 800-733-6100
Fax: 262-632-5460

Or for immediate enrollment go online at www.naso.org/membership.

Coverage goes beyond membership or retirement so long as you were insured at the time of the occurrence.

FIND NASO ON FACEBOOK

Disclaimer: This is only a general reference to what coverage the insurance policy (or policies) will provide, and is not intended to attempt to describe all of the various details pertaining to the insurance. Actual coverage is detailed in the policy of insurance and is always subject to all terms, provisions, conditions and exclusions as contained within.

*Rates good in U.S. only.

NATIONAL ASSOCIATION OF SPORTS OFFICIALS

You're Invited to Join NASO Today!

See Inside for More Details

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FIND NASO ON FACEBOOK

NASO Mission

- Serve members by providing benefits and services.
- Improve officiating performance through educational programs and training materials.
- Advocate opportunities for officials and engage in programs to recruit and retain officials.
- Create alliances with organizations that benefit from healthy officiating programs.
- Enhance the image of officials.

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 assigning, attending seminars, conferences, camps, clinics, and similar meetings designed to improve officiating knowledge and skills. You're covered for up to \$3 million per occurrence.
- 2 Member Information & Consultation Program (MICP)**
When an issue related to your officiating is concerning you, NASO's MICP program can help. The MICP has two parts: Free information program 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 initial free consultation. When you feel the need to sort out an officiating-related issue, clarify your options or get advice, the MICP program is there for you. Members can use the program 3 times per year.
- 3 \$50,000 Game Call and Assigners' Coverage**
You're covered for claims against you alleging officiating-related errors or omissions which result in a claimed financial loss, but where there is no bodily injury. This would cover a challenged game call which resulted in a claimed financial loss or a suit against an assigner by a disgruntled official. Policy limits include defense costs. *We know of no other liability insurance for sports officials which has coverage where there is no bodily injury.*
- 4 Heart or Circulatory Malfunction Death Benefit coverage**
In the event of an officiating related cardiac death, NASO provides \$5,000 coverage.
- 5 Assault Protection Program**
Up to \$5,000 medical reimbursement if you are the victim of an officiating related assault. Plus up to \$3,000 reimbursement of attorney's fees for bringing a claim against the perpetrator.
- 6 Optional Game Fee Loss Insurance**
Protects you from losing officiating game fees because of injury. Members have two game-fee protection options to choose from payable up to 26 straight weeks.

NASO not only provides you with leading insurance protection, it also provides you with the finest educational and instructional resources for officials produced today. Resources you won't find anywhere else. NASO also plays a critical role in legislative matters concerning officials working all sports and levels.
- 7 Referee Magazine**
Monthly Members-only edition of *Referee* magazine. Full-color, 72 pages of officiating techniques, mechanics, personal development, industry news, rule changes, case study situations and full length feature articles. *Plus* – 16 extra pages of useful, practical information for NASO members only.
- 8 It's Official Newsletter**
Monthly 16-page newsletter providing association news, information, caseplays and educational product discounts.
- 9 NASO LockerRoom E-Newsletter**
Monthly e-newsletter keeps you up-to-date on officiating techniques, news and more.
- 10 Annual Sport Quizzes**
Online quizzes that will help you improve your knowledge of the rules.
- 11 Advocating on Critical Issues Impacting Sports Officiating**
Through its media relations NASO has been responsible for the promotion of positive awareness for sports officials. NASO's legislative efforts have resulted in 21 states passing assault legislation, 16 passing limited-liability laws protecting sports officials and 12 states passing independent contractor legislation all designed to protect sports officials.

2.1 Examples - Newsletter

NASO IT'S OFFICIAL

FOR MEMBERS OF THE NATIONAL ASSOCIATION OF SPORTS OFFICIALS

FEBRUARY 2011

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. Dues for membership in NASO and in state and local associations are deductible.

Officiating supplies including uniforms, rulebooks and manuals are also deductible. Even if it doesn't produce immediate income, it can be deductible. For example, if you are a high school official and are attending a college clinic, you probably are doing that with the hope of getting hired by college assigner, which would produce income. That makes it a deductible expense.

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. N3

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 "NFHS" p. N5

NATIONAL ASSOCIATION OF SPORTS OFFICIALS

N1

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 or call 1-800-733-6100 and mention promo code: U13UPGN*

*Valid for US subscribers only

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 States Officials | MAC Polo (Northern California Water Polo Referees' Organization)

NASO For more information contact **Ken Koester**, business development specialist at kkoester@naso.org or 202-632-5448 ext. 132 or visit www.naso.org/benefits for full benefit details.

* Football Officials Only

NASO Visual Identity Guidelines

Further information:

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