



PARTNER & SPONSOR BRAND GUIDELINES

nscsports.org



Our Mission

To provide amateur sports opportunities to Minnesota residents

Even though the NSC produces impressive economic impact from out-of-state visitors through signature tournaments and events, 92 percent of participants and visitors are Minnesota residents. This includes athletes who play in leagues and tournaments and their families, spectators to amateur sports events, golfers at Victory Links, and attendees at numerous expos and private meetings. On an average day there are 12 different programs and events taking place at the NSC, and most serve the local community.

To generate out-of-state economic impact through amateur sports events and programs

Programs and events at the NSC generate over \$83 million in annual visitor economic impact. The NSC as a facility is instrumental to the vibrancy of the local business community and attracts customers from around the nation and world. Those visitors eat at local restaurants, sleep in local hotels and make local purchases. We are proud to be a part of a strong Minnesota economy.

The background features a dark blue color scheme. On the right side, there is a faint, light blue graphic of a shield. Inside the shield, a globe is visible, and a map of the state of Minnesota is overlaid on top of the globe. The text 'OUR BRAND' is prominently displayed in the center-right area of the image.

**OUR
BRAND**

OUR BADGE

The North Star State

STAR

Blue for the Land of 10,000 Lakes

BLUE

Highlighting our deep ties to Minnesota and our commitment to the athletes of our community

STATE OUTLINE

Silver for our dedication to having modernized world class facilities

SILVER

The US flag and our commitment to national and international competition

RED & WHITE STRIPES



LOGO IDENTITY

The National Sports Center logo is comprised of two elements: the shield icon and the word mark. The design is intended to invoke a feeling of sportsmanship, athletic competition and national pride.



PRIMARY LOGO



SECONDARY LOGO



ICON

ALTERNATES



COLOR & REVERSED



GRAY SCALE & REVERSED



BLACK & REVERSED

USAGE PARAMETERS

The safest and best way to maintain our brand standard is to minimize alterations to the logo. These Do's and Don'ts do not illustrate every acceptable use and violation of the National Sports Center logos. The guidelines below apply to all logos associated with the National Sports Center, including subsidiary brands.

DO'S



Use the logo as is



Use approved black and white versions



Use logo on non-competing backgrounds or brand streamer



Use white logo on dark, low contrast or colored backgrounds

DONT'S



Do not outline the text



Do not place logo on busy photographs or pattern



Do not use drop shadows



Do not adjust the proportions



Do not alter the colors



Do not remove elements from the logo



.1875"

Use secondary logo when need to scale smaller than 1". To ensure legibility and brand consistency, the width of the logo must never be reduced any smaller than .1875".



The primary logo presentation is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This area is defined by the cap height of the "N" within the logo. In general, leave enough clearance around the logo as is visually appropriate and attractive.

COLOR IDENTITY

The NSC has three primary colors that include what we call NSC Blue, Sports Red, and Jersey Grey. These colors can be used at 100% gradient and then at 25% increments in gradient down to 10%.

NSC BLUE

CMYK: 100, 60, 10, 53
RGB: 0, 56, 101
PMS: 2955 C
HEX: 003865

JERSEY RED

CMYK: 0, 100, 99, 4
RGB: 227, 27, 35
PMS: 1797 C
HEX: E31B23

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

WHITE

CMYK: 2, 0, 0, 18
RGB: 207, 212, 216
PMS: 428 C
HEX: CFD4D8

TROPHY SILVER



National
SPORTS CENTER

When using brand colors, NSC Blue should be most prominent. Use of Sports Red and Jersey Grey should be considered accent colors and highlights for important information.

NSC Blue: 50%
White: 30%
Sports Red: 10%
Jersey Grey: 10%

COMMUNICATION STANDARDS

OFFICIAL NAME

The official name of the facility is the National Sports Center. **National Sports Center** should be used whenever possible. **“NSC”** is an acceptable alternation. Whenever forming things that are occurring at the facility they should be listed **“at the National Sports Center”**

When referring to a specific National Sports Center sanctioned tournament, the name of the event should be preceded by **“NSC”** or **“National Sports Center”**

Example: NSC All American Cup

ASSOCIATED NAMES

The National Sports Center has many individual facilities at our campus. These facilities include Victory Links Golf Course, the Super Rink, and the Velodrome. When referring to these facilities as their own or in their own context, they should be followed by **“at the National Sports Center”** or preceded by **“NSC”**

Examples: **“Super Rink at the National Sports Center”** or **“NSC Super Rink”**
“Victory Links Golf Course at the National Sports Center”
“Velodrome at the National Sports Center” or **“NSC Velodrome”**

If it is already stated you are referring to the National Sports Center, they can be listed with their own name.

Examples: **“Super Rink”**
“Victory Links Golf Course” or **“Victory Links”** or **“VLGC”**
“Velodrome”

The National Sports Center is home to the world famous USA CUP. The official name of this tournament is **“Target USA CUP”**. **“Target USA CUP”** should be used whenever possible. Please **do not use USA CUP** on its own. When referring to **Target USA CUP**, **capitalize all letters of USA CUP and capitalize the T in Target.**

PHONE AND WEB

The official phone number of the NSC is **763.785.5600**. The phone number should be written with periods rather than dashes. The official website of the NSC is **nscsports.org**. Do not include www if possible.

SOCIAL MEDIA STANDARDS

SOCIAL MEDIA HANDLES

The National Sports Center has 4 official facility handles throughout the platforms. These include the official National Sports Center handle, Victory Links Golf Course, Super Rink, and USA CUP.

FACEBOOK:

National Sports Center: www.facebook.com/NationalSportsCenter/

Super Rink: www.facebook.com/SuperRink/

Victory Links Golf Course: www.facebook.com/VictoryLinksGolf/

USA CUP: www.facebook.com/USACUP/

INSTAGRAM:

National Sports Center: *nscsports*

Super Rink: *superrink*

Victory Links Golf Course: *victory_links*

USA CUP: *usacupsoccer*

TWITTER:

National Sports Center: *NSC_Sports*

Super Rink: *superrink*

Victory Links Golf Course: *VictoryLinks*

USA CUP: *usacupsoccer*

Velodrome: *nscvelodrome*

YOUTUBE:

National Sports Center: *NSCtv*

SNAPCHAT:

National Sports Center: *nsc_sports*

National Sports Center
1700 105th Ave
NE Blaine, MN 55449

763.785.5600

marketing@nscsports.org

