NORTHERN VIRGINIA ALLIANCE

NVA

SOCIAL MEDIA GUIDE

2025-2026

2025-2026 MEDIA GUIDE

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01 | INTRODUCTION

SOCIAL MEDIA GOALS

1 **Consistency**

2 **Professionalism**

3 **Growth**

These standards will present a unified identity across team pages, and will help amplify our values, organization, and players.

02 | BRAND IDENTITY

NVA VALUES

We before ME

We prioritize the team above individual interests. Together, we achieve more by working collaboratively, supporting one another, and understanding that success is a collective effort.

Inclusivity

We embrace diversity and inclusivity, recognizing that our differences make us stronger. We create an environment where everyone feels valued, welcomed, and supported, regardless of background or ability.

Community Engagement

We actively engage with and give back to our local communities. Through outreach programs, volunteer efforts, and community involvement, we aim to be positive role models and contribute to the well-being of those around us.

Respect

Respect is at the core of our interactions, both on and off the field. We treat coaches, teammates, opponents, referees, and all members of the soccer community with dignity, fairness, and sportsmanship.

Passion for the Game

We strive to cultivate a deep love and enthusiasm for soccer. Our dedication to the sport drives us to continuously improve, persevere through challenges, and inspire others with our unwavering commitment.

Excellence

We relentlessly pursue excellence in every aspect of our soccer journey. Whether in training, matches, or personal development, we set high standards and strive to exceed them, pushing ourselves to achieve our full potential.

COMMUNITY

GROWTH


COMMUNITY
GROWTH
ALLIANCE

LOGOS

NORTHERN VIRGINIA ALLIANCE



NVA Main Badge



NVA Mono Badge



NVA Letters Gold



NVA Letters White



NVA Letters Black

LOGOS

AFFILIATED LEAGUES





GIRLS ACADEMY



GIRLS ACADEMY



GIRLS ACADEMY



GIRLS ACADEMY

GIRLS ACADEMY

Due to copyright restrictions, refrain from altering these logos or overlaying them on others.

LOGOS

AFFILIATED LEAGUES



GIRLS ACADEMY

Due to copyright restrictions, refrain from altering these logos or overlaying them on others.

LOGOS

AFFILIATED LEAGUES



MLS NEXT

Due to copyright restrictions, refrain from altering these logos or overlaying them on others.

LOGOS

PARTNERS



adidas

Due to copyright restrictions, refrain from altering these logos or overlaying them on others.

LOGOS

ARSENAL FOOTBALL DEVELOPMENT

Because there are strict rules regarding the use of the Arsenal Football Development logo, refrain from using it in any capacity.

LOGOS

ARSENAL FOOTBALL DEVELOPMENT

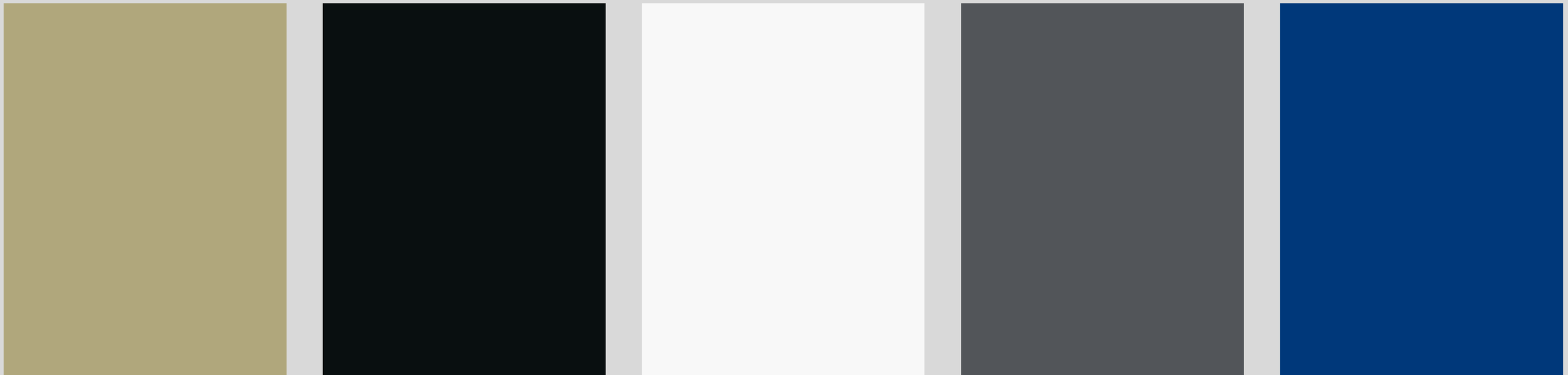
In general, refrain from using the official Arsenal logo. Our organization is not permitted to use this logo in any capactity.



COLORS

Below are our official NVA Colors along with their Hex Codes.

NVA Gold	NVA Black	NVA White	NVA Grey	Arsenal Blue
#B0A77C	#090F10	#F8F8F8	#525559	#00387A



FONTS

TITLE FONT

CHAKRA PETCH BOLD

MAIN DISPLAY & TITLE FONT

BOLD and STRONG.

CHAKRA PETCH BOLD

NVA *NVA*

NORTHERN VIRGINIA ALLIANCE

NORTHERN VIRGINIA ALLIANCE

0123456789

0123456789

CHAKRA PETCH BOLD

NVA *NVA*

NORTHERN VIRGINIA ALLIANCE

NORTHERN VIRGINIA ALLIANCE

0123456789

0123456789

CHAKRA PETCH BOLD

NVA *NVA*

NORTHERN VIRGINIA ALLIANCE

NORTHERN VIRGINIA ALLIANCE

0123456789

0123456789



Comes in
a Bold and Regular
on Canva Free.

Can be Italicized.

Free font that can
be downloaded
online to include
Semi-Bold, Medium,
and Light weights.

GEOMETRIC

EASY TO STACK
WITH OTHER
SQUARE FONTS
AND SHAPES

45°

45°

NORTHBANK

ARSENAL'S DISPLAY FONT

CHAKRA PETCH

NVA'S DISPLAY FONT

HEADING

TT LAKES NEUE BOLD

HEADERS AND SUBTITLES

MODERN and VERSATILE

TT LAKES
NEUE BOLD

NVA *NVA*

NORTHERN VIRGINIA
ALLIANCE

*NORTHERN VIRGINIA
ALLIANCE*

NORTHERN VIRGINIA ALLIANCE
NORTHERN VIRGINIA ALLIANCE

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TT LAKES
NEUE BOLD

NVA *NVA*

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ALLIANCE*

NORTHERN VIRGINIA ALLIANCE
NORTHERN VIRGINIA ALLIANCE

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TT LAKES
NEUE BOLD

NVA *NVA*

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ALLIANCE

*NORTHERN VIRGINIA
ALLIANCE*

NORTHERN VIRGINIA ALLIANCE
NORTHERN VIRGINIA ALLIANCE

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0123456789

Body

TT Lakes Neue Regular

Text and Paragraphs

Sleek and Subtle.

TT LAKES NEUE
Regular

NVA *NVA*

NORTHERN VIRGINIA
ALLIANCE

*NORTHERN VIRGINIA
ALLIANCE*

NORTHERN VIRGINIA ALLIANCE

NORTHERN VIRGINIA ALLIANCE

TT LAKES NEUE
Regular

NVA *NVA*

NORTHERN VIRGINIA
ALLIANCE

*NORTHERN VIRGINIA
ALLIANCE*

NORTHERN VIRGINIA ALLIANCE

NORTHERN VIRGINIA ALLIANCE

TT LAKES NEUE
Regular

NVA *NVA*

NORTHERN VIRGINIA
ALLIANCE

*NORTHERN VIRGINIA
ALLIANCE*

NORTHERN VIRGINIA ALLIANCE

NORTHERN VIRGINIA ALLIANCE

LOUD

CHAKRA PETCH BOLD

PRECISE

TT LAKES NEUE BOLD

Conversational

TT Lakes Neue Regular

03 | Tone and Voice

ALLIANCE

DEFINITION:

a union or association
formed for mutual benefit

Highlights our indvidual players' skills and
organization's commitment to teamwork

TONAL THEMES

Community –> Teamwork, Unity, Support, Trust

Growth –> Progression, Momentum, Resiliance, Determination

THE ALLIANCE

JOINT EFFORT,
UNITED PROGRESS,
COMBINED SUCCESS.

LANGUAGE

Community –> We, Us, Together, United, Family

Growth –> Build, Grind, Progress, Advance

SLOGANS

Community -> ALL IN NVA FAMILY

Growth -> NVA MADE
WHATS NEXT

CAPTIONS

USE ACTIVE LANGUAGE

Our team had a good game and showed improvement.





We stayed focused, and improved as a team.



CAPTIONS

BE SHORTER and BOLDER

The shorter, the better. Makes captions more memorable.

We faced ___ and lost a close game, but we showed improvement!





Strong effort. Onto the next.



CAPTIONS

MINIMIZE REDUNDANCY

If its in the graphic, no need to focus on it in the caption.

We beat ____ 2-0.





Big win.



CAPTIONS

POSITIVITY

Focus on the positive, not the negative.

We lost 1 - 0. → Hard fought game.





04 | Content Guidelines

BRANDING

Include NVA, adidas, and GA/MLS NEXT logos in every graphic to display affiliation.

SCHEDULES

Try to post your team's schedule/matchup 1-2 days in advance.

This gives audience ample time to be informed, while not being too far out to forget.

GAMEDAY

Try to post your gameday graphics at least an hour prior to the game, preferably earlier.

FINAL SCORES

Try to post your final score graphics up to 4 hours after the game, preferably earlier.

05 | Resources

TEMPLATES

GAMEDAY

Use the following GAMEDAY Templates for your team depending on which uniform you will be wearing.

GAMEDAY

BOLEN PARK • 5PM



2012G VS. 2012G

GAMEDAY

BOLEN PARK • 5PM



2012G VS. 2012G

GAMEDAY

BOLEN PARK • 5PM



2012G VS. 2012G

GAMEDAY

BOLEN PARK • 5PM



NORTHERN VIRGINIA ALLIANCE

2012G

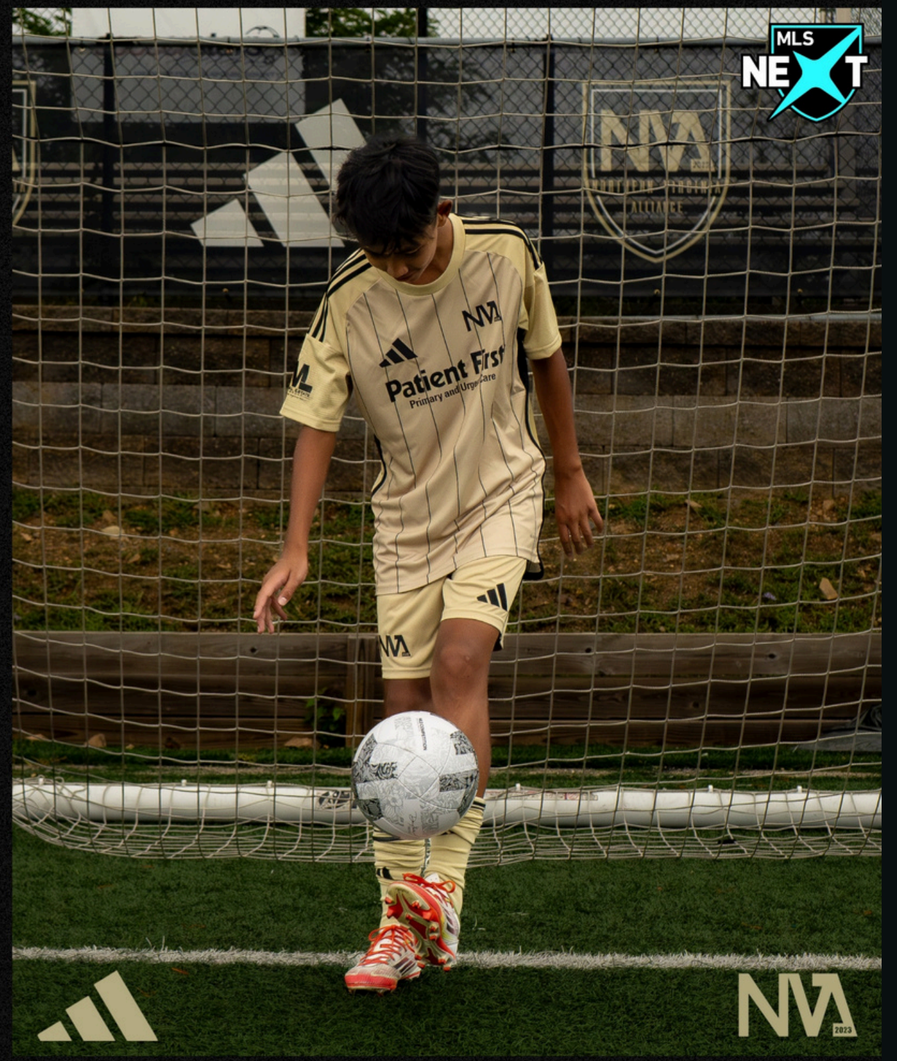
VS.

VDA

2012G

GAMEDAY

BOLEN PARK • 5PM



NORTHERN VIRGINIA ALLIANCE

2012G

VS.

VDA

2012G

GAMEDAY

BOLEN PARK · 5PM



NORTHERN VIRGINIA ALLIANCE 2023

2012G

VS.

VDA

2012G

FINAL SCORE

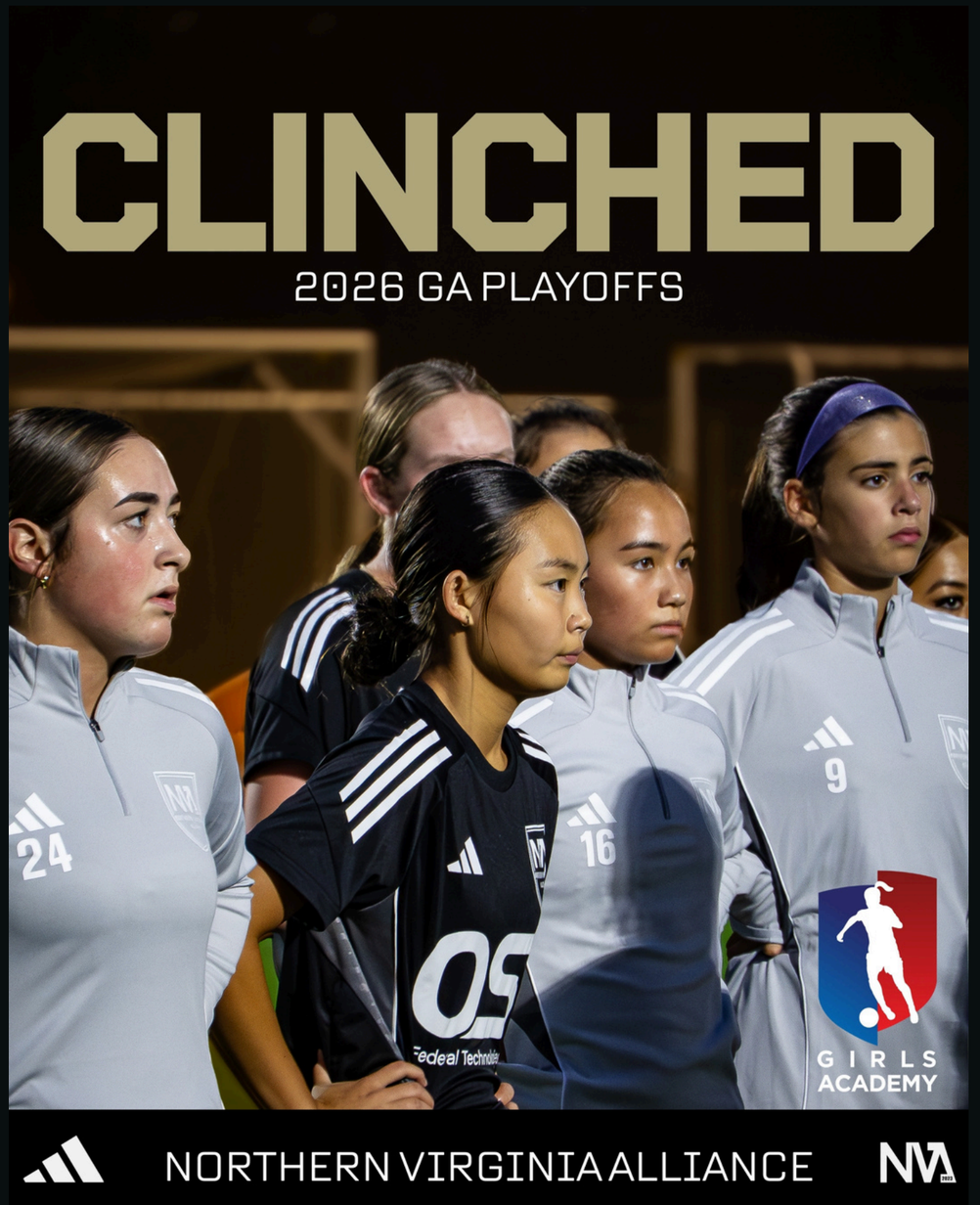
Use the following Final Score templates/styles.




FINAL
NVA 2023
1
VDA
0
OSI
Federal Technologies, Inc.
GIRLS ACADEMY
NORTHERN VIRGINIA ALLIANCE


FINAL
NVA 2023
1
VDA
0
12
GIRLS ACADEMY
NORTHERN VIRGINIA ALLIANCE

ANNOUNCEMENTS



MORE RESOURCES

Links to official logos and templates
will be sent out shortly via email.

06 | Final Notes

GA/MLS NEXT

Make sure your social media handles/bio's reflect our affiliations with Girls Academy and MLS NEXT.

PROFILE PHOTOS

Make sure your profile photos reflect our current logo, without alterations.

You may add your team year underneath the logo.

REACH OUT!

If you have any questions or concerns regarding styles or posts for social media, reach me at caleb.parnell@loudounsoccer.com.