



***LOGO STANDARDS MANUAL***



USA Swimming is pleased to present you with the USA Swimming 25th Anniversary Logo Standards Manual.

The pages in this book outline the appropriate uses of the USA Swimming logo and how to incorporate it into your LSC and club letterhead, business cards, website, and other items. Please do not alter the presented specifications of the USA Swimming 25th Anniversary logo.

To utilize the logo, please complete and return the enclosed Marks Approval form for each instance in which you'd like to utilize the USA Swimming 25th Anniversary logo. The form may be faxed to 719-866-4761 – Attn: Marketing Department or the information may be e-mailed to [marksapproval@usa-swimming.org](mailto:marksapproval@usa-swimming.org). USA Swimming must approve each usage of the logo.

The USA Swimming logo is one of our greatest marketing assets as it represents us to the sports industry and the international swimming community. In order to maintain the equity we have built in this mark, it is important to position it in a proper manner as outlined in the Logo Standards Manual.

We appreciate your assistance in maintaining the integrity of the mark and thank you for celebrating our 25th Anniversary with us. We look forward to working with you as you incorporate the USA Swimming 25th Anniversary logo into your Club and LSC materials.



### **LOGO USAGE ON TEAM ITEMS**

- The USA Swimming 25th Anniversary logo may be used on any team or LSC advertising or promotional materials.
- The USA Swimming 25th Anniversary logo may be used on apparel not intended for re-sale under the following conditions. The brand of the apparel may not be visible unless the brand is Speedo. The USA Swimming 25th Anniversary Logo may not appear on a brand that is competitive to Speedo (i.e. Nike, TYR, etc.)
- The USA Swimming 25th Anniversary logo may not be used on any item that will be re-sold by a member club or LSC.
- All logo usage on Team Items must be approved by USA Swimming following the procedures outlined below.

### **LOGO USAGE ON MEMBER CLUB/LSC WEBSITES**

- Use of the USA Swimming 25th Anniversary logo on a member club or LSC website is permissible.
- Please utilize the standards on page X to include the USA Swimming 25th Anniversary logo on a website.
- Usage of the USA Swimming 25th Anniversary logo website link, by a member club or LSC, does not need approval by USA Swimming.

### **PROCEDURES FOR OBTAINING LOGO USE APPROVAL**

1. Complete a Marks Approval Form (included in Logo Standards Manual) and finalize artwork for each USA Swimming logo usage. The Marks Approval Form can also be downloaded from the USA Swimming website.
2. Submit completed Marks Approval Form and final artwork to USA Swimming via e-mail ([marksapproval@usa-swimming.org](mailto:marksapproval@usa-swimming.org)) or fax (719) 866-4761.
3. USA Swimming will respond with comments, changes or approval within three (3) business days.

For more information, please contact:

USA Swimming Marketing Department  
719-866-4578 or [marksapproval@usa-swimming.org](mailto:marksapproval@usa-swimming.org)



<b>RED</b>	C -24%	R -168	<b>PANTONE 200</b>
	M -96%	G -12	
	Y -55%	B -52	
	K -11%		
<b>BLUE</b>	C -95%	R -19	<b>PANTONE 281</b>
	M -77%	G -28	
	Y -32%	B -77	
	K -23%		
<b>SILVER</b>	C -26%	R -184	<b>PANTONE 428 or PANTONE 877 Metallic Silver</b>
	M -17%	G -186	
	Y -15%	B -186	
	K -20%		



Use only **Universe Condensed** font in conjunction with logo. Regular, Bold, or Italic is acceptable.

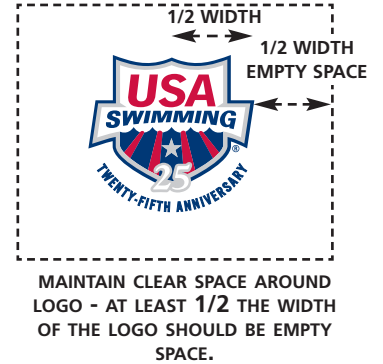
**ACCEPTABLE LOGO USAGES**



B/W POSITIVE



B/W NEGATIVE



**UNACCEPTABLE LOGO USAGES**



DO NOT TILT LOGO IN REFERENCE TO OTHER ITEMS.



DO NOT STRETCH LOGO OUT OF PROPORTION.



DO NOT SCREEN LOGO.



DO NOT ALTER COLORS.



one color pms 281



one color pms 200



Acceptable  
one color on light  
background

**UNACCEPTABLE**  
Background has  
similar chromatic  
value

Acceptable  
one color on light  
background

**UNACCEPTABLE**  
Background has  
similar chromatic  
value

**UNACCEPTABLE**  
Background is a  
scintillating color



***COLORADO  
SWIMMING***

*color logo*



***PACIFIC  
NORTHWEST  
SWIMMING***

*color reverse logo*



***COLORADO  
SWIMMING***

*B/W logo*



***PACIFIC  
NORTHWEST  
SWIMMING***

*B/W reverse logo*

Universe 77 Condensed Bold Italic



**size:** 8.5" x 11"  
**paper:** Classic Crest  
 Avon Brilliant White  
 24 lb writing  
**colors:** 3/0  
 pms 281  
 pms 200  
 pms 877

1225 Over Drive  
 Denver, CO 80910  
 o 719.555.1234  
 f 719.555.5678

Matt Lupton  
 USA Swimming  
 One Olympic Plaza  
 Colorado Springs, CO 80909

Dear Sirs,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non numy eiusmod tempor incididunt ut labore et dolore magna aliquam erat volupat. Facilis est er expedit distinct. Nam liber tempor cum nobis eligend omnis dolor repellend. Ut enim ad minim veniam, quis nos trud exercitation ullamcorper suscip- lab oris nisi ut alipuiq ex ea commod consequat.

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ad minim veniam, quis nostrud exercitation rum et dolor fuga. Et harmund dereund facilis est er expedit distinct. Nam liber tempor cum nobis eligend onnis dolor repellend. Temporidud autem quin usd at aur office dedit aut tum.rerum necessit atib saepe en.

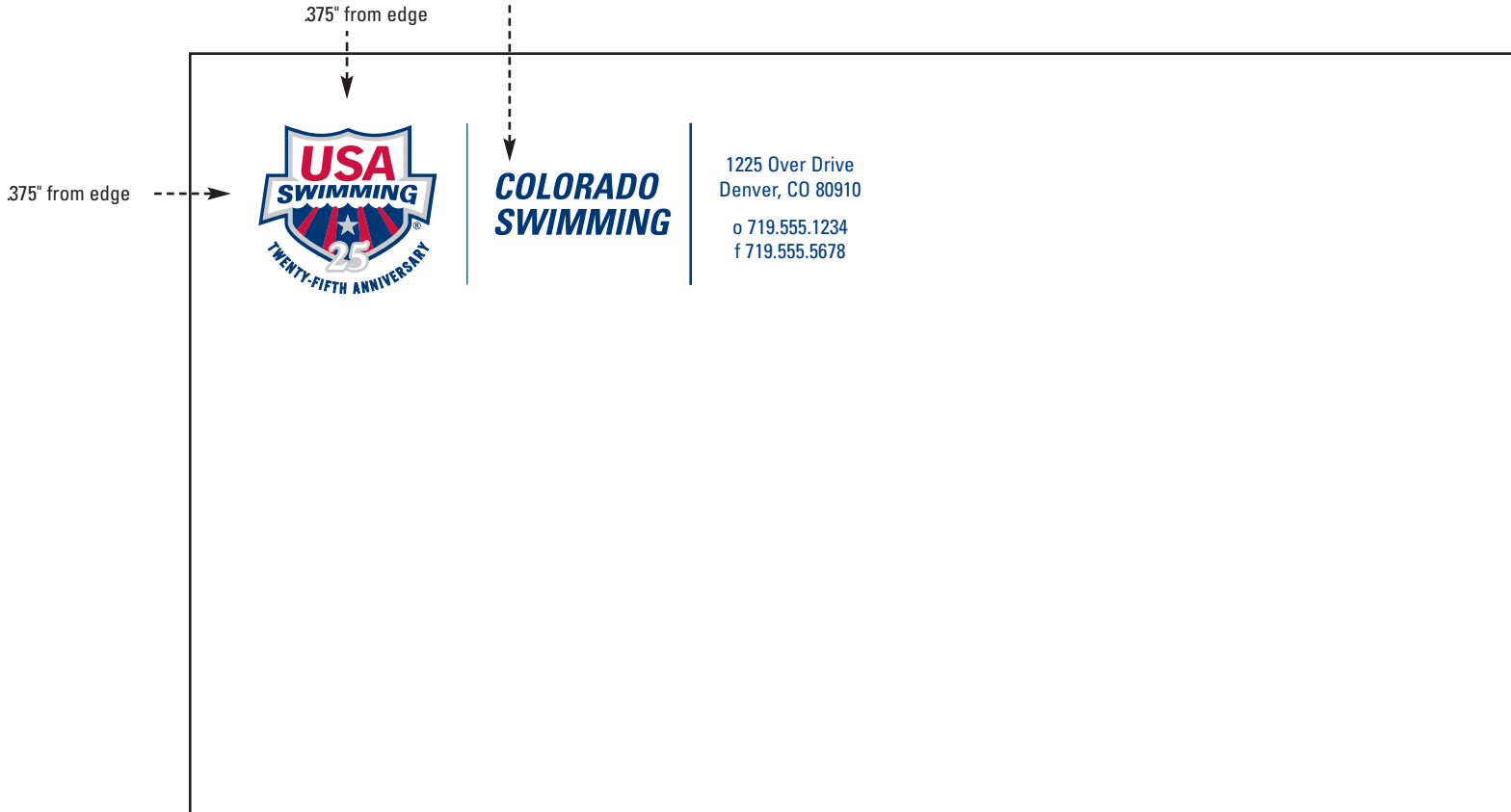
Lorem ipsum dolor sit amet, condud autem quinusd at aur office dedit aut tum rerum necessit atib saepe.oris nisi ut alipuiq ex ea commod consequat. Et harmund dereund facilis est er expedit distinct. Nam liber tempor cum nobis eligend onnis dolor repellend. Temporidud autem quin usd at aur office dedit aut tum rerum necessit atib saepe en. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non- numy eiusmod tempor incidunt ut labore et dolore magna aliquam erat volupat. Ut enim ad minim veni- am, quis nostrud exercitacion rum et dolor fuga. Et harmund dereund facilis est er expedit distinct. Nam liber tempor cum nobis eligend onnis dolor repellend. Temporidud autem quin usd at aur office dedit aut tum rerum necessit atib saepe en.

Lorem ipsum dolor sit amet, condud autem quinusd at aur office dedit aut tum rerum necessit atib saepe en. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non numy eiusmod tempor incidunt ut labore et dolore magna aliquam erat volupat. Facilis est er expedit distinct. Nam liber tempor cum nobis eligend omnis dolor repellend. Ut enim ad minim veniam, quis nos trud exercitation ullamcorper suscipit lab oris nisi ut alipuiq ex ea commod consequat.

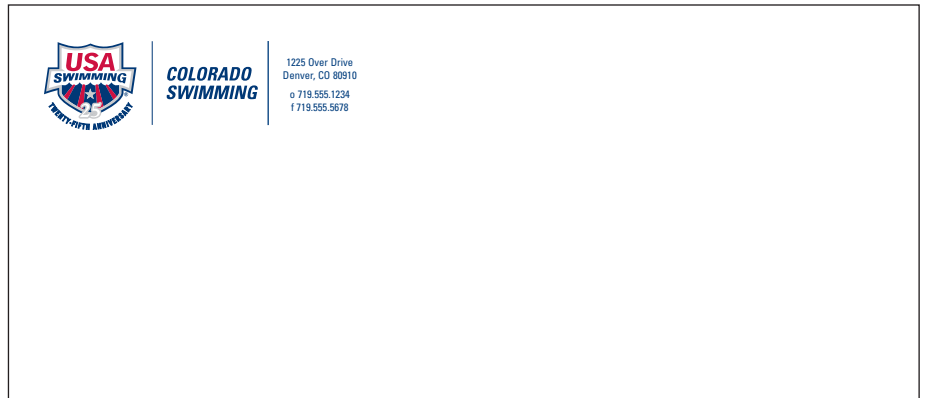
Sincerely,

Matt Lupton

Universe 77 Condensed Bold Italic



**size:** 9.5" x 4.125"  
**paper:** Classic Crest  
Avon Brilliant White  
**colors:** 3/0  
pms 281  
pms 200  
pms 877







**LAKE COUNTY  
SWIM CLUB**

color logo/club text



color w/ club logo

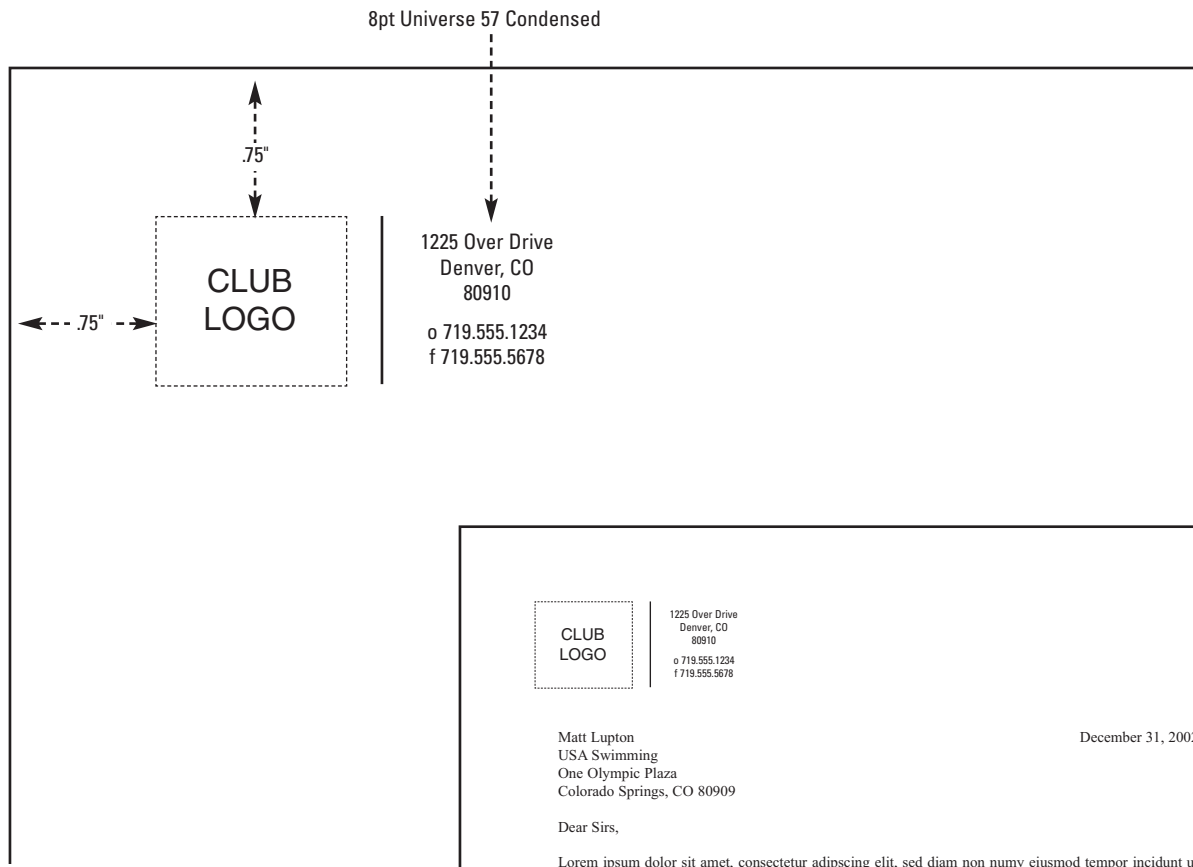


**LAKE COUNTY  
SWIM CLUB**

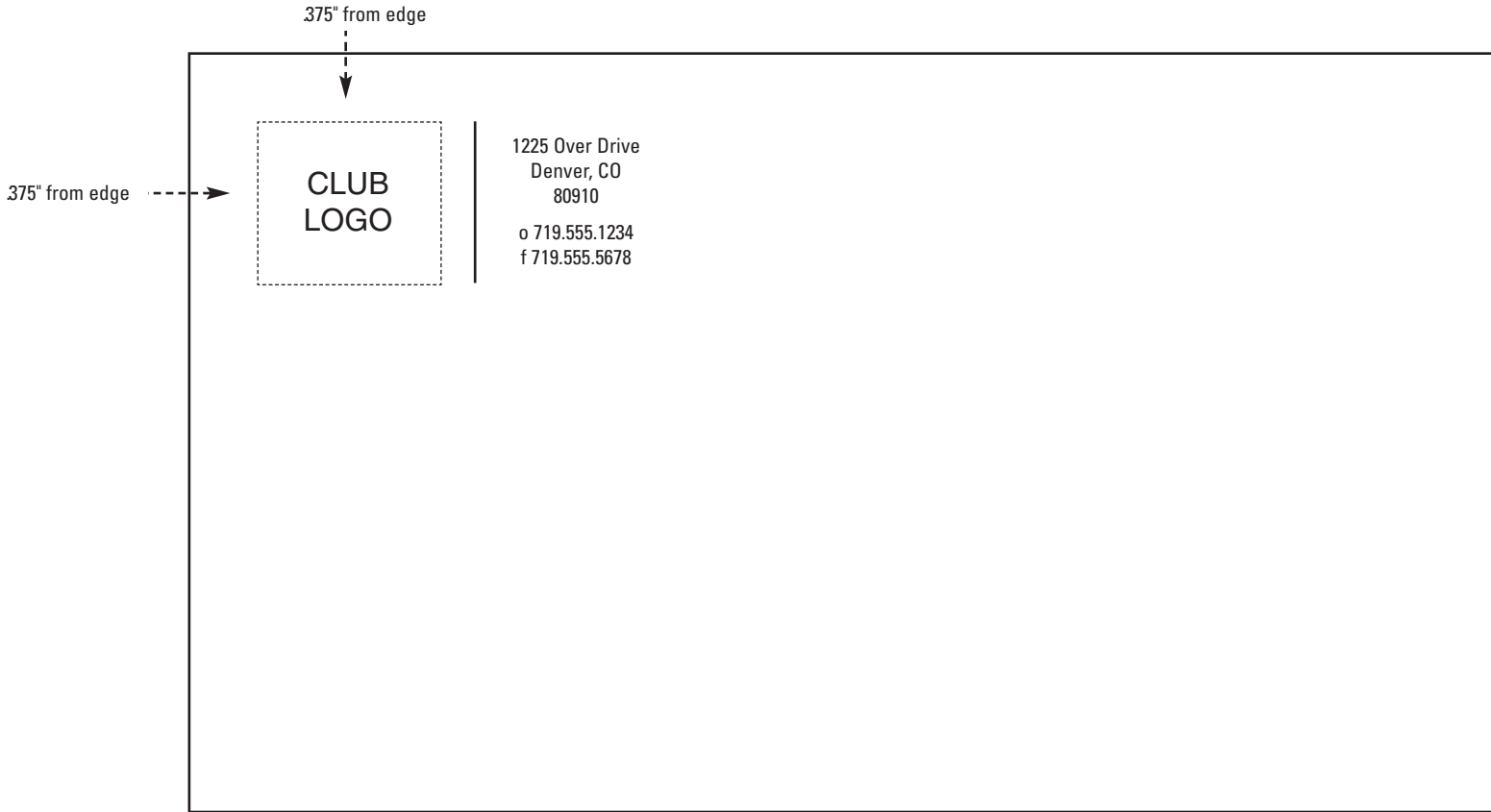
B/W logo/club text



B/W w/ club logo



**size:** 8.5" x 11"  
**paper:** Classic Crest  
 Avon Brilliant White  
 24 lb writing  
**colors:** 1/0 (for USA Swim only)  
 pms 281  
 black



**size:** 9.5" x 4.125"  
**paper:** Classic Crest  
Avon Brilliant White  
**colors:** 1/0 (for USA Swim only)  
pms 281  
black



*Logo width 77 pixels or 1' wide*



*Unacceptable usage*



*This version is too small - 54 pixels or .75"*

*Web Link Logos should not be used for printing purposes.*

# USA Swimming Marks Approval Form



This form is strictly for the one-time use of USA Swimming's marks as described below. Additional logo requests must be submitted separately.

Please print clearly and fill in each blank

Date Submitted: \_\_\_\_\_

Phone: \_\_\_\_\_

Club Name: \_\_\_\_\_

Fax: \_\_\_\_\_

LSC Name: \_\_\_\_\_

Email: \_\_\_\_\_

Contact: \_\_\_\_\_

USA Swimming requires that prior to approval, a picture or actual product sample be submitted for final approval.

Product Description in Full:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Logo Position on Product: \_\_\_\_\_

Approvals, disapprovals, notations or comments of any kind on this form from any employee or than a representative of USA Swimming is not an indication or evidence that USA Swimming has entered into an agreement granting the above referenced club or Local Swimming Committee (LSC) the right to produce or distribute the products referred to on this form or any other products purchased by or on behalf of such entity.

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## For USA Swimming Use Only

Date received by USA Swimming: \_\_\_\_\_

Approved: \_\_\_\_\_ Approved with Revisions \_\_\_\_\_ Rejected \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_

Approved by: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_