USA GYMNASTICS
BRAND GUIDELINES
For State and Regional Meet Hosts

USA GYMNASTICS.

OUR BRAND IS OUR IDENTITY.

These brand guidelines serve as an example to our Regional and States Meet Hosts.

We thank you for complying with the following guidelines.

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GO ANYWHERE.

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State and Region Logo Use

This presentation will walk through revised guidelines.

This will cover the guidelines for primary, secondary and tertiary logos for use by USA Gymnastics State and Regional Meet Hosts.

- Primary or Secondary logo –Required logo that must be incorporated into the Regional & State Meet logo.
- Tertiary logo – If your State or Region has one that is approved, it might possibly be allowed for use on apparel as described in the following pages and on a **case-by-case basis.** This applies to both State and Region marks.

BEGIN HERE.
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REGIONAL LOGOS

All regional logos may be obtained from your State or Regional Chair or by contacting USA Gymnastics (see last page for contact information). In this presentation, we will be using different State and Region marks as examples throughout. The Primary or Secondary logo should be incorporated into all Regional & State Meet Logos.

HORIZONTAL LOGO | Secondary logo

*For use in the event there may be a spacial challenge.

VERTICAL LOGO | Primary logo

*Required logo to use in all Regional & State Meet logos.

OPTIONAL LOGO FOR LIMITED USE | Tertiary logo

***May** be allowed for use on apparel – approved on a **case-by-case basis.**

REGIONAL LOGO COLORS

The primary red, white and blue regional mark is preferred. However, for Men's and Women's Disciplines, regional marks have also been converted into their respective regional color and are available upon request. If you cannot use a full color logo the logo may also be used on a SOLID neutral background in black or white.

REGIONAL LOGO
Tertiary logo

VERTICAL LOGO
Primary logo

HORIZONTAL LOGO
Secondary logo

STATE LOGOS

State logos have been created as well. The Primary and Secondary logos for your respective state should be incorporated into your meet logo.

If you cannot use a full color, red and blue, logo (seen above), this black logo may be used on a SOLID neutral background. You may also use this logo in white on a neutral background.

LOGO USE

Your Primary or Secondary Logo must be incorporated into your State or Regional Meet Logo for all it's various uses.

This includes, but is not limited to:

- Websites
- Emails
- Banners
- Apparel
- Gifts

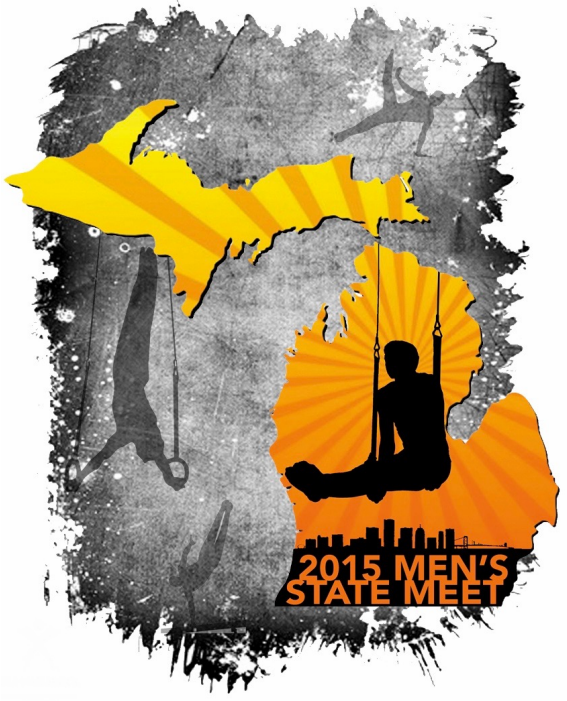
USA GYMNASTICS®

ACRO REGION 3

MEET LOGOS

1. They should contain the USA Gymnastics Mark

Correct



Incorrect

Design must incorporate the USA Gymnastics logo.

BEGIN HERE.
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MEET LOGOS

2. You should always use your State or Regional mark not the national Mark

Correct

Incorrect

BEGIN HERE.
GO ANYWHERE.

MEET LOGOS

3. The spacing between the logo and the text USA Gymnastics should not be altered.

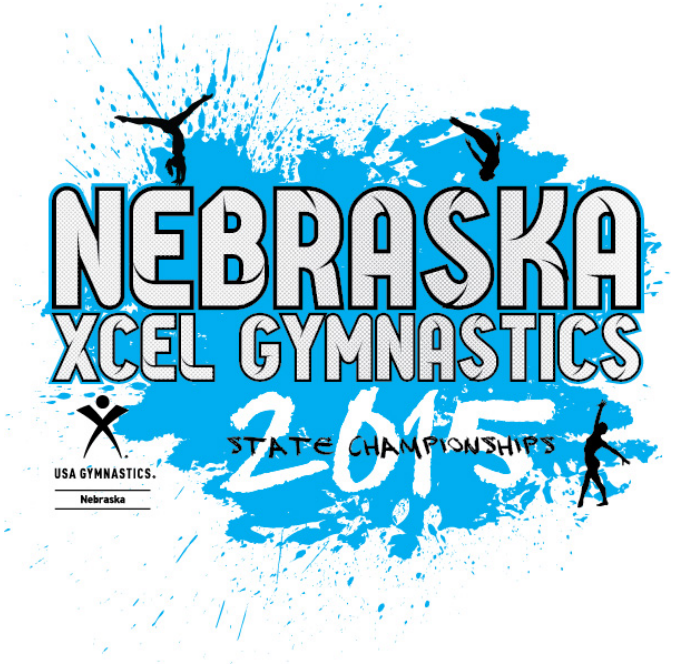
Correct

Incorrect

MEET LOGOS

The Logo should always be on a solid neutral back ground. The required clear or white space aroudn the logo is based on the size of the circle or "head" of the logo.
See also page 14 for minimum spacing requirements

Correct



Incorrect

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STATE & REGIONAL MEET LOGOS

These are General Guidelines for State & Regional Meet logos if you have a design that is not in line with these guidelines it must be approved by the National Office.

Alteration of Regional Logo

Non-Standard Multi State Logo

Above are a few examples of an approved non-standard Meet Logo.

BEGIN HERE.
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WHERE CAN I USE MY APPROVED STATE OR REGIONAL MEET LOGO?

1. Apparel: You may put your approved State/Regional Meet logo on apparel as long as the apparel is Under Armour, GK or non-branded apparel (this means that there is NO manufacturer logo on the item) this applies to competitive and non-competitive apparel
2. Items you may be selling at a merchandise booth.
3. Website promoting your event.
4. Banners, Programs and Signage at your meet.
5. Regarding Awards and Trophies, only our National Award Sponsor, A1 Awards, has permission to put the USA Gymnastics logo on a medal or trophy. This applies to State and Regional Meet logos that contain the USA Gymnastics. If you are ordering awards from a supplier other than A1 Awards, you are not permitted to put the meet logo on the item.

SIZE SPECIFICATIONS

A) Vertical Size

1 inch

B) Horizontal Size

1.25 inch

C) White Space

A) The minimum size for using the vertical logo is 1 inch in width.

B) The minimum size for using the horizontal logo is 1.25 inches in width.

C) There should be a minimum amount of white space around all versions of the logo. This minimum space, on all sides, is equal to the size of the circle found within the logo.

● Indicates white space needed around logo

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COLOR SPECIFICATIONS

(Feel free to distribute this document to your printer or designer)

For all logo options (Primary, Secondary and Tertiary), the preferred color is Red, White and Blue.

USA GYMNASTICS PMS COLORS

Blue: PMS 7692C
Blue: PMS 7692C – 50%
Red: PMS 7627C

Other approved colors:

1. Black
2. White
3. Gray scale
4. Assigned Regional Color for Men and Women (one color only)

WOMEN'S REGIONAL PMS COLORS

Region 1: PMS 322C
Region 2: PMS 193C
Region 3: PMS 2685C
Region 4: PMS 202CRegion 5: PMS 287C
Region 6: PMS 307C
Region 7: PMS Rhodamine Red C
Region 8: PMS 254C

MEN'S REGIONAL PMS COLORS

Region 1: PMS 3302C
Region 2: PMS 2925C
Region 3: PMS 202C
Region 4: PMS Black 4C 2X
Region 5: PMS Violet C
Region 6: PMS 539C
Region 7: PMS 286C
Region 8: PMS 200C
Region 9: PMS 505C

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REMINDERS:

DO'S:

- Follow these brand guidelines

- The vertical logo is the primary version and should be used whenever possible. You may use one of the following:

    - Red & Blue logo (Primary)
    - Grayscale logo
    - Black logo
    - White (reverse) logo
    - Region color logo (For region only)

- Ask questions! Send us an email if you are unsure about logo usage. We are happy to help!

DON'TS:

- Do not reproduce the logo in colors other than those specified in this document without approval.
- Do not place the logo on a patterned background which impairs readability.
- Do not change the size or spatial relationship between elements of any logo version.
- Never change the proportions of any logo version.
- Never crop any logo version.
- Never rotate any logo version in a manner other than how originally designed.
- Never use any logo version in a color or color combination other than the specified uses.
- Never use "USAG". When shortening USA Gymnastics, please use USA Gym.

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THANK YOU!

We believe that these guidelines will help to make designing your meet logo smoother and shorten approval times.

These logos and the standardization of their usage will better connect all levels, disciplines, states and regions across the country and help to unite us as one organization to our fans and to the world.

It will be known that the person or business displaying the USA Gymnastics mark is part of an organization that believes in the team spirit, pride in representing the USA, safety, integrity and all of the best parts of our gymnastics community.

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QUESTIONS?

Please direct any/all questions to Adrienne + Rachel:

Adrienne Evans / Marketing Manager/ aevans@usagym.org

Rachel Brazo / Director of Program Administration / rbrazo@usagym.org

Please copy your State or Regional Chair on all correspondence.

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