SHIELD LOGO

The Shield Logo identity is the primary and preferred representation for USA Swimming in all cases.

When presented over a color of any type, the outer white channel allows the Shield Logo to maintain contrast regardless of backgrounds. The white channel should never be removed.
The Shield Logo will be presented either digitally, or in print, which requires specific versioning. The Shield Logos at right are broken down by color modes specific to the application of the logo.

*Please use only original logos available from the Marketing and Creative team at USA Swimming.*
SHIELD LOGO CLEAR SPACE AND MINIMUM SIZE

Clear space should be maintained around the Shield Logo equal to the width of the ‘U’ in all instances.

Minimum Print Height .75”
Our official colors have a special emphasis on the classic American color palette of red and navy. These will be our primary default colors in most applications.

The secondary colors are a clear secondary to the primary palette, but contain some lighter, brighter blues to cue the visual of water, and some silver/grey tones that serve as a support tone and an offset to pure white.

The combination of these primary and secondary colors create our tertiary colors that are used in deference to USA Swimming's long history as the dominant force in international swimming.
SHIELD LOGO
Single Color Variants

The Shield Logo may appear in single-color versions as black, white, Pantone 282 (navy) or Pantone 185 (red).

Use of the Shield Logo in Secondary Colors must be approved by the Creative Department before executing its release into the wild.
PRIMARY DISPLAY FONT PACKAGE

OSWALD EXTRA LIGHT
ABCDEFGHJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD LIGHT
ABCDEFGHJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD REGULAR
ABCDEFGHJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD MEDIUM
ABCDEFGHJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD SEMIBOLD
ABCDEFGHJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD BOLD
ABCDEFGHJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Please note all oblique/italic versions of these fonts are also approved for use.
SECONDARY DISPLAY FONT PACKAGE

SOURCE SANS PRO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SANS PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SANS PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SANS PRO BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ZILLA SLAB LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ZILLA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ZILLA SLAB SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ZILLA SLAB BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Please note all oblique/italic versions of these fonts are also approved for use.
These fonts are to be used in emails, letters, *Splash* magazine and any other instances with large amounts of copy at an 7-10 point size.