



USA SWIMMING IDENTITY STANDARDS



## 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.



SHIELD LOGO COLOR MODES

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.*



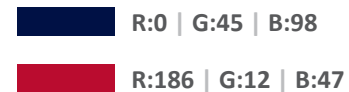
Shield\_SPOT  
For use in two-color spot Pantone ink printing.



Shield\_CMYK  
For use in four-color process ink printing.



Shield\_RGB  
For use in all digital applications.



**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"



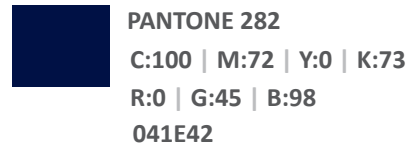
## OFFICIAL COLORS

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.

## PRIMARY COLORS



## SECONDARY COLORS



## TERTIARY COLORS



**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.



BLACK



PANTONE 200



WHITE



PANTONE 282



PANTONE 428



PANTONE 877

PRIMARY DISPLAY FONT PACKAGE

**OSWALD EXTRA LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**OSWALD LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**OSWALD REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**OSWALD MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**OSWALD SEMIBOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**OSWALD BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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**



BODY COPY FONT PACKAGES

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

CALIBRI ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

CALIBRI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

CALIBRI BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

CAMBRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

CAMBRIA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

CAMBRIA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

CAMBRIA BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

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.