U.S. FIGURE SKATING BRAND GUIDELINES



The focus of our identity is to encourage, inspire and have fun. We created this document to help communicate our branding guidelines to our organization and partners.

Our branding is essential to the identity of US. Figure Skating.

We require strict dedication to standards and guidelines to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen.

This guide is provided to keep the brand focused and unique.

OUR MISSION

We create and cultivate opportunities for participation and achievement in figure skating.

OUR VISION

Together, we foster fun and inspire a lifelong passion for skating while developing champions on and off the ice.

OUR VALUES

EXCELLENCE: Highest standards in all endeavors

INTEGRITY: Honesty and openness in all we do

RESPECT: We value each other's voices, contributions and well being

RESILIENCE: We get up and adapt to challenges on and off the ice

COMMUNITY: Nurturing connections through the skating community

U.S. FIGURE SKATING
IS THE NATIONAL
GOVERNING BODY
FOR THE SPORT OF
FIGURE SKATING





Member, United States Olympic & Paralympic Committee

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CONTACT INFORMATION

Many logos and brand images in this book have restricted or limited usage.

Please contact U.S. Figure Skating for permission to use any logos or images.

You may be asked to supply final artwork for usage approval.

CLICK HERE TO SUBMIT A REQUEST

U.S. FIGURE SKATING BRAND GUIDELINES ARE ADMINISTERED BY:

Ramsey Baker

Executive Director

(E) rbaker@usfigureskating.org

Any exceptions or alterations from these guidelines must be approved and used on the direction of the Executive Director.

U.S. FIGURE SKATING HEADQUARTERS:

20 First Street

Colorado Springs, CO 80906

- (P) 719.635.5200
- (F) 719.635.9548
- (E) info@usfigureskating.org

QUESTIONS

GENERAL APPROVAL AND USAGE:

Andrea Morrison

Creative Director

(E) amorrison@usfigureskating.org

USAGE GUIDELINES

GENERAL GUIDELINES

Never use U.S. Figure Skating logo brand images without permission. This includes the U.S. Figure Skating logo, logos affiliated with U.S. Figure Skating, Snowplow Sam and all other images included in this document.

- The primary logo (horizontal version) should be used whenever possible in its two-color version (Pantone 485 and Reflex Blue).
 One-color and black-and-white versions have been provided for times when the two-color version will not work. This applies to program logos as well.
- The secondary logo (vertical version) can be used in instances when the horizontal logo does not fit. The two-color version again is preferred, but one-color and black-and-white versions can be provided. This applies to program logos as well.
- Never use the symbol icon of the boot alone.
- The U.S. Figure Skating logo must always include the registration mark, *. It is prohibited to use the logo without the mark or an older version with an SM or TM.

COMMERCIAL USAGE

No business or other commercial entity should use the U.S. Figure Skating logo without the express consent of U.S. Figure Skating. Generally speaking, the use of the U.S. Figure Skating logo is reserved for official sponsors, suppliers and licensees, clubs, sanctioned events and programs and other entities associated with U.S. Figure Skating.

ONLY OFFICIAL LICENSEES MAY USE

the U.S. Figure Skating logo as authorized under the applicable license from U.S. Figure Skating. Official U.S. Figure Skating partners should submit all proposed uses of the U.S. Figure Skating logo for approval through authorized channels prior to use.

DO NOT USE the U.S. Figure Skating logo in any form of advertising (e.g., on a brochure, in a print ad, on your website, in social media, etc.) or put the U.S. Figure Skating logo on clothing or other merchandise unless you are an official U.S. Figure Skating partner.

EDITORIAL USAGE

Editorial use of the U.S. Figure Skating logo is appropriate when it provides context to an article, story or broadcast or is used online for news-related purposes by a journalistic outlet.

U.S. Figure Skating referred to as such in all references.
Abbreviations USFSA and USFS are not acceptable.

1.0 OUR LOGO

SSEF RESULTANTE

1.1 PRIMARY (HORIZONTAL) LOGO

The horizontal logo is the primary logo for U.S. Figure Skating. This logo should be used whenever possible in its two-color version, Pantone 485 and Reflex Blue.

The U.S. Figure Skating logo should never be used at less than 100% opacity, except on headquarters documents that require a watermark.

PRIMARY LOGO

One-color and black-and-white versions (shown on page 9) have been provided for times when the two-color version will not work. This applies to program logos as well.

The U.S. Figure Skating logo has a white box that should be visible when placed on any background other than white.





LOGO COLORS



USFig Red

PANTONE 485 CMYK 0 95 100 0 RGB 218 41 28 HEX/HTML DA291C



USFig Blue

PANTONE Reflex Blue **CMYK** 100 89 0 0 **RGB** 0 20 137 **HEX/HTML** 001489



White

CMYK 0 0 0 0 RGB 255 255 255 HEX/HTML FFFFFF

1.2 SECONDARY (VERTICAL) LOGO

The vertical logo is the secondary logo for U.S. Figure Skating. This logo should may be used because of space, size or design requirements.

- This logo cannot be used for program and club logos because of width restrictions (page 15).
- The U.S. Figure Skating logo should never be used at less than 100% opacity, except on headquarters documents that require a watermark.

SECONDARY LOGO

One-color and black-and-white versions (shown on page 10) have been provided for times when the two-color version will not work.



The U.S. Figure Skating logo has a white box that should be visible when placed on any background other than white.



LOGO COLORS



USFig Red

PANTONE 485 CMYK 0 95 100 0 RGB 218 41 28 HEX/HTML DA291C



USFig Blue

PANTONE Reflex Blue CMYK 100 89 0 0 RGB 0 20 137 HEX/HTML 001489



White

CMYK 0 0 0 0 RGB 255 255 255 HEX/HTML FFFFFF

1.3 SPOT COLOR LOGOS OPTIONS

The U.S. Figure Skating primary and secondary logos are also available in four spot color options; Pantone 485, Reflex Blue, black and white.

The U.S. Figure Skating logo may only appear in these spot colors. Any exceptions must be used under the direction of Ramsey Baker, Executive Director.



USFig Red

PANTONE 485 CMYK 0 95 100 0 RGB 218 41 28 HEX/HTML DA291C







USFig Blue

PANTONE Reflex Blue **CMYK** 100 89 0 0 **RGB** 0 20 137 **HEX/HTML** 001489







Black

CMYK 0 0 0 100 RGB 35 31 132 HEX/HTML 231F20







White

CMYK 0 0 0 0 RGB 255 255 255 HEX/HTML FFFFFF





1.4 LOGO CLEARSPACE AND SIZE

The U.S. Figure Skating logo should have ample clearspace.

Space requirements do not apply when the logo is incorporated into an event, club or program logo.

PRIMARY LOGO CLEARSPACE

For the horizontal logo, use the *US* in the logo as a reference to check clearspace. The cap height of the *US* is the space you should allow around the entire logo. You can always allow for more clearspace than the cap height of the *US*. but not less.

The horizontal logo cannot be made smaller than 7/8 inch (.875") wide.





SECONDARY LOGO CLEARSPACE

For the vertical logo, use the **SK** in the logo as a reference to check clearspace. The cap height of the **SK** is the space you should allow around the entire logo. You can always allow for more clearspace than the cap height of the **SK**, but not less.

The vertical logo cannot be made smaller than 5/8 inch (.625") tall.





1.5 INCORRECT LOGO USAGE

DON'T

- 1. Change the logo's orientation.
- 2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
- Place the primary logo (without the white box) on a photo or a color other than white.
- 4. Change the logo colors.
- Attempt to recreate the logo or the white box behind the logo.
- Scale the logo disproportionately.
- 7. Use the logo as a repeated pattern, "wallpaper," or other decorative device.
- 8. Reduce the opacity of the color logo.
- 9. Display the logo without the registration mark.





















2.1 U.S. FIGURE SKATING LONG LOGO

The U.S. Figure Skating long logo may be used in place of the primary or secondary logo for special projects under the direction of the Executive Director. This logo is only available in one-color versions; Pantone Reflex Blue, Pantone 485 (Red), black and white.

This logo has restricted usage and may only be used under the direction of Ramsey Baker, Executive Director. **RED LONG LOGO**



BLUE LONG LOGO



BLACK LONG LOGO



WHITE LONG LOGO



2.2 WEBSITE LOCKUP LOGOS

Website logo treatments include USFigureSkating.org and ShopUSFigureSkating.com. The use of upper-lower-case letter for each website adheres to the U.S. Figure Skating style guide.

These logos should adhere to the same guidelines as the U.S. Figure Skating logo outlined in Section 1 and may only be used with permission from U.S. Figure Skating.

U.S. FIGURE SKATING WEBSITE LOGO



U.S. FIGURE SKATING ONLINE STORE LOGO



2.3 AFFILIATION LOGO TREATMENTS

These U.S. Figure Skating logo treatments (only available in horizontal form) are available for members, sponsors and sanctioned events.

These logos should adhere to the same guidelines as the U.S. Figure Skating logo outlined in Section 1 and may only be used with permission from U.S. Figure Skating. MEMBER OF LOGO



SPONSOR OF LOGO



SANCTIONED BY LOGO



2.4 COMMITTEE, PROGRAM AND CLUB LOGOS

U.S. Figure Skating committees and programs must use the U.S. Figure Skating primary logo (horizontal) with text treatment as their logo. Official member clubs also have the option to use this logo treatment as their club logo.

These logos should adhere to the same guidelines as the U.S. Figure Skating logo outlined in Section 1 and may only be used with permission from U.S. Figure Skating.

All logos must be created by the U.S. Figure Skating creative department. These logo treatments cannot use the U.S. Figure Skating secondary logo (vertical) because of width restrictions. This logo treatment must be used for all U.S. Figure Skating committee* and program** logos and clubs have the option to use this treatment for their logo.

- The verbiage cannot extend the width of the logo, but can be two lines if needed.
- · Text should be in all caps.
- · Text should be Pantone Reflex Blue.
- Font size can vary depending on length of program and club name.

Font: Helvetica Nueu LT Std Black Condensed Oblique

*A committee oversees, develops and implements programs that support members in their area.

**A program is any series of events, curriculum or annually occurring event that U.S. Figure Skating administers and supervises.



Text should be centered and not extend past these lines. In sample shown, the U.S. Figure Skating logo is 2 inches wide and font size is 14 points.

2.5 EVENT AND CAMP LOGOS

U.S. Figure Skating sanctioned events, non-competition events and camps hosted by U.S. Figure Skating must include the U.S. Figure Skating logo, year, official event name (as shown in the style guide) and location (optional for some programs and camps).

All logos must be submitted to U.S. Figure Skating for approval.

Logos for International ISU events hosted by U.S. Figure Skating must meet ISU logo requirements and be approved by the ISU. U.S. Figure Skating may request design changes before approval.

Final logos must be provided in EPS (vector), JPG and PNG formats.

Requirements for U.S. Figure Skating event and camp logos:

- Event logos should include: year, official event name, the U.S. Figure Skating logo (or associated program logo) and event location. No other information should be included in events logos, such as, a copyright, design credit, club/rink name, event dates, etc.
- The U.S. Figure Skating logo should be clearly visible in the logo design and should not overlap
 a design or artwork. It should also be an appropriate size so it is visible in print, signage, digital
 and apparel. Because of the variety in logo designs, U.S. Figure Skating may request changes
 to ensure the logo is prominent and clearly visible. Events logos do not have to adhere to the
 clearspace guidelines shown on page 8.
- Regional nonqualifying (NQ) competition logos must be differentiated from the regional championship logo by design, color scheme, layout, etc., so that they clearly appear as separate events. NQ competition names, which also appear in the logo, cannot contain the full region name or "Regional" in their event name.

Samples of past logos:









2.6 LOCKUP LOGOS FOR PARTNERS

The U.S. Figure Skating primary logo (horizontal) may be used in a lockup logo for a sponsor or organization.

Because logos come in many shapes and sizes, logos should look visually balanced, as though neither is larger or more important than the other. When using a lockup logo, the U.S. Figure Skating logo cannot be made smaller than 7/8 inch (.875") wide.

It is preferred that lockup logos be created by the U.S. Figure Skating creative department.

LOCKUP EXAMPLE





PROUD PARTNER OF U.S. FIGURE SKATING

2.6 NGB LOCKUP LOGO

Learn to Skate USA, powered by Toyota, is endorsed by U.S. Figure Skating, USA Hockey and US Speedskating.

The endorsed by lockup should appear on most printed promotional and marketing pieces. For digital images or printed pieces where space is an issue, this lockup can be excluded, but should be determined on a case-by-case basis.

NGB HORIZONTAL COLOR LOCKUP

endorsed by







NGB VERTICAL COLOR LOCKUP

endorsed by







2.6 LOGO LOCKUP FOR COACHING EVENTS

All U.S. Figure Skating camps and seminars that include coaches must use the U.S. Figure Skating, Professional Skaters Association and USOPC Coaching Program lockup logo on printed pieces.

COACH HORIZONTAL LOCKUP







COACH VERTICAL LOCKUP









3.1 LEARN TO SKATE USA

The Learn to Skate USA program, endorsed by U.S. Figure Skating, USA Hockey and US Speedskating, is the beginner ice skating program for both recreational and competitive skaters.

The stacked Learn To Skate logo is the primary logo, although either version can be used depending on space and design.

For the complete Learn to Skate USA brand guidelines, email design@usfigureskating.org.

LEARN TO SKATE USA STACKED LOGO





LEARN TO SKATE USA HORIZONTAL LOGO





LOGO COLORS



LTS USA Blue
PANTONE 286
CMYK 100 75 0 0
RGB 0 51 160
HEX/HTML 0033A0



LS USA Light Blue PANTONE 2975 CMYK 34 0 5 0 RGB 153 214 234 HEX/HTML 99D6EA



PANTONE 430 CMYK 33 18 13 40 RGB 124 135 142 HEX/HTML 7C878E



Toyota Red PANTONE 1795 CMYK 0 96 93 2 RGB 210 38 48 HEX/HTML D22630 This is the Toyota logo red and not a Learn to Skate USA brand color.

3.2 FAN ZONE

Fan Zone is the U.S. Figure Skating website for fans that offers live competition streaming, breaking news, video and more.

The primary logo for Fan Zone is the two-color version, Pantone 485 and Reflex Blue.

This logo is also available in the same color versions as the U.S. Figure Skating logo, shown on page 7.



LOGO COLORS



USFig Red

PANTONE 485 CMYK 0 95 100 0 RGB 218 41 28 HEX/HTML DA291C



USFig Blue

PANTONE Reflex Blue CMYK 100 89 0 0 RGB 0 20 137 HEX/HTML 001489

3.3 COMPETE USA

Compete USA events are competitions held by clubs and rinks for all beginner skaters who are members of Learn to Skate USA and/or U.S. Figure Skating.
Competition organizers may choose to create their own logo or use the official Compete USA logo, shown below.

For permission to use this logo, email Gordon Harrison at gharrison@usfigureskating.org



LOGO COLORS



USFig Red

PANTONE 485 CMYK 0 95 100 0 RGB 218 41 28 HEX/HTML DA291C



USFig Blue

PANTONE Reflex Blue CMYK 100 89 0 0 RGB 0 20 137 HEX/HTML 001489



LTS USA Gray

PANTONE 430 CMYK 33 18 13 40 RGB 124 135 142 HEX/HTML 7C878E

3.4 GET UP®

In text, Get Up® should always include the registration mark. The Get Up® logo is available in three color options; black, gray and white.

For permission to use this logo, email Andrea Morrison at amorrison@usfigureskating.org

The fonts for Get Up® are:

Nexa BlackNexa BoldNexa HeavyNexa BookNexa XBoldNexa Light



Black CMYK 0 0 0 100 RGB 35 31 132 HEX/HTML 231F20



! ■ US FIGURE SKATING



Pantone 425 CMYK 48 29 26 76 RGB 84 88 90 HEX/HTML 54585A



US FIGURE SKATING



White CMYK 0 0 0 0 RGB 255 255 255 HEX/HTML FFFFFF



3.5 SKATING MAGAZINE

Skating is the official publication for U.S. Figure Skating.

The SKATING magazine logo can be used in any color.

For permission to use this logo, email Troy Schwindt at tschwindt@usfigureskating.org

SKATING LOGO

This logo is used on the cover and inside pages of the magazine. It should also be used for all marketing and promotional materials for SKATING.

SKATING

SKATING LOGO WITH TAGLINE

When the SKATING logo is used on its own and not accompanied with verbiage or images promoting the magazine, it should include the tagline "OFFICIAL PUBLICATION OF U.S. FIGURE SKATING."



3.6 WORLD FIGURE SKATING MUSEUM & HALL OF FAME

The World Figure Skating Museum & Hall of Fame serves as a repository for the sport of figure skating and is located in Colorado Springs, Colorado.

This logo is also available in black and white options.

For permission to use this logo, email Karen Cover at kcover@usfigureskating.org



LOGO COLORS



HOF Blue PANTONE 659

CMYK 59 27 0 0 RGB 123 164 219 HEX/HTML 7BA4DB



HOF Gray

PANTONE 423 CMYK 22 14 18 45 RGB 137 141 141 HEX/HTML 898D8D

3.7 SNOWPLOW SAM

Snowplow Sam is the official mascot for U.S. Figure Skating and Learn to Skate USA.

Snowplow Sam is available in three options as shown below. Please contact U.S. Figure Skating for permission to use Snowplow Sam and to find out which version is appropriate for your organization.

For internal use only, Snowplow Sam may be rotated, flipped, repositioned or re-outfitted to be used in illustrations, diagrams and other materials. Snowplow Sam may only be altered by U.S. Figure Skating creative department.



LEARN TO SKATE USA VERSION

Includes the white Learn to Skate USA logo the scarf (do not use the Toyota lockup logo) and should be used for all programs/events/organizations that are affiliated with Learn to Skate USA.



U.S. FIGURE SKATING VERSION

Includes the white vertical U.S. Figure Skating logo on the scarf and should be used for all programs/events/ organizations that are affiliated with U.S. Figure Skating.



GENERIC VERSION

Snowplow Sam without a logo on the scarf is also available. This version should be used at the discretion of U.S. Figure Skating.



4.1 GOTHAM NARROW

Typography is an essential part of our brand image.
Typography is the art and technique of arranging type and should be treated as a design element, much like a logo or image.

Gotham Narrow is the font family for U.S. Figure Skating and Learn to Skate USA. It is a clean, simple font family that offers 16 versions. This font is appropriate for all text, including headlines, subheads and body copy. Montserrat may be used for web development.

- U.S. Figure Skating editorial publications may use other fonts in addition to Gotham Narrow.
- Some events and programs have a unique logo and look and feel that require the addition
 of unique fonts. These fonts should be determined by the creative department and be
 consistent throughout all designs.

FONT STYLES

Gotham Narrow Thin
Gotham Narrow Thin Italic
Gotham Narrow Extra Light
Gotham Narrow Extra Light Italic
Gotham Narrow Light
Gotham Narrow Light Italic
Gotham Narrow Book
Gotham Narrow Book Italic

Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Bold Italic
Gotham Narrow Black
Gotham Narrow Black Italic
Gotham Narrow Ultra
Gotham Narrow Ultra Italic

4.2 MONTESERRAT

Montserrat is a free google font that should be used for web, email and other digital when Gotham Narrow can't be used. It is a clean, simple font family that offers 18 versions. This font is appropriate for all text, including headlines, subheads and body copy.

Montserrat may be downloaded here: https://fonts.google.com/specimen/Montserrat Montserrat

FONT STYLES

Montserrat Thin
Montserrat Thin Italic
Montserrat Extra-Light
Montserrat Extra-Light Italic
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Regular Italic
Montserrat Medium

Montserrat Medium Italic
Montserrat Semi-Bold
Montserrat Semi-Bold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra-Bold
Montserrat Extra-Bold Italic
Montserrat Black
Montserrat Black Italic

4.3 BRAND COLORS

The U.S. Figure Skating color palette consists of seven brand colors.

These colors may be used in gradients and transparencies.

*Pantone 485 and Reflex Blue are the only brand colors that are used in the U.S. Figure Skating.



USFig Yellow PANTONE 123

CMYK 0 19 89 0 RGB 255 199 44 **HEX/HTML** FFC72C



USFig Dark Blue PANTONE 275

CMYK 100 100 7 56 **RGB** 32 23 71 HEX/HTML 201747



USFig Red*

PANTONE 485 CMYK 0 95 100 0 RGB 218 41 28 HEX/HTML DA291C



USFig Green

PANTONE 367 CMYK 41 0 68 0 RGB 164 214 94 HEX/HTML A4D65E



USFig Light Blue

PANTONE 304 CMYK 34 0 6 0 RGB 154 219 232 **HEX/HTML** 9ADBE8



USFig Gray

PANTONE 428 CMYK 10 4 4 14 RGB 193 198 200 HEX/HTML C1C6C8



USFig Blue*

PANTONE Reflex Blue CMYK 100 89 0 0 **RGB** 0 20 137 **HEX/HTML** 001489



4.4 GRADIENTS

The U.S. Figure Skating gradient palette is based on our brand colors and may be used in design and as a photo filter.

Gradients are not available in Pantone colors.

USFig Yellow Gradient	CMYK 2 33 100 0 RGB 247 178 0 HEX/HTML F7B200	\rightarrow	CMYK 0 19 89 0 RGB 255 199 44 HEX/HTML FFC72C	\rightarrow	CMYK 1 20 82 0 RGB 252 203 75 HEX/HTML FCCB4B
USFig Red* Gradient	CMYK 13 100 100 4 RGB 204 22 19 HEX/HTML CC1613	\rightarrow	CMYK 0 95 100 0 RGB 218 41 28 HEX/HTML DA291C	\rightarrow	CMYK 0 84 77 0 RGB 244 78 66 HEX/HTML F44E42
USFig Light Blue Gradient	CMYK 65 6 9 0 RGB 67 184 217 HEX/HTML 43B8D9	\rightarrow	CMYK 34 0 6 0 RGB 154 219 232 HEX/HTML 9ADBE8	\rightarrow	CMYK 41 0 3 0 RGB 134 222 246 HEX/HTML 86DEF6
USFig Blue* Gradient	CMYK 100 99 27 14 RGB 35 39 108 HEX/HTML F7B200	\rightarrow	CMYK 100 89 0 0 RGB 0 20 137 HEX/HTML 001489	\rightarrow	CMYK 80 65 0 0 RGB 72 99 174 HEX/HTML FCCB4B
USFig Dark Blue Gradient	CMYK 88 83 53 73 RGB 1 0 37 HEX/HTML F7B200	\rightarrow	CMYK 100 100 7 56 RGB 32 23 71 HEX/HTML 201747	\rightarrow	CMYK 96 100 7 2 RGB 57 36 127 HEX/HTML FCCB4B
USFig Green Gradient	CMYK 47 4 91 0 RGB 147 194 80 HEX/HTML 93C250	\rightarrow	CMYK 41 0 68 0 RGB 164 214 94 HEX/HTML A4D65E	\rightarrow	CMYK 29 0 63 0 RGB 188 228 129 HEX/HTML F44E42
USFig Gray Gradient	CMYK 42 32 27 0 RGB 155 161 168 HEX/HTML 9BA1A8	\rightarrow	CMYK 10 4 4 14 RGB 193 198 200 HEX/HTML CIC6C8	\rightarrow	

4.5 ICONS

U.S. Figure Skating has an established style for all icons.

Icons should be 2px stroked with rounded corners.

To request an icon, email the creative department at design@usfigureskating.org

EXAMPLES

















DIGITAL USAGE



64px x 64px 1:1 ratio



DARK & LIGHT BACKGROUD USAGE



32px x 32px

1:1 ratio







This style guide is intended for writing purposes. U.S. Figure Skating Online, Fan Zone and SKATING magazine's contributing writers should use this guide in order to adhere to U.S. Figure Skating's writing style. We adhere to Associated Press style (exceptions are noted).

Not all skating terms/events are listed here. U.S. Figure Skating adheres to Associated Press style unless otherwise noted here. The complete style guide is available for all staff members.

For the complete style guide or questions, contact Michael Terry at mterry@usfigureskating.org

CLICK HERE FOR THE COMPLETE STYLE GUIDE

accolades

When referencing an accolade or career accomplishment (i.e. champion, medalist), all words should be lowercase. Continue to capitalize event names. (2018 Olympic champion. 2018 U.S. ladies bronze medalist. 2013 World bronze medalist.)

addresses

In complete addresses, use the postal abbreviations for states (Denver, CO, not Denver, Colorado). Always include a ZIP code with a complete address. Abbreviate "Avenue" (Ave.), "Boulevard" (Blvd.) and "Street" (St.) in complete addresses. Spell them out when used with only a street name. Abbreviate North, South, East and West in complete addresses (with periods, N., S., etc.). Use numerals for numbered streets, unless the number is less than 10 (56 N. 10th St., 20 First St.)

a.m., p.m.

Lowercase, with periods, and have a space between the time and a.m. or p.m. (10 a.m.) "The event is from 7 a.m. to 1 p.m." or "The event is from 7-9 a.m."

Friends of Figure Skating

A fan-based membership. Should be referred to in this way, making sure to include the "s" on "Friends." (Become a Friends of Figure Skating member or be a "Friend," capitalized.)

international events

- European Figure Skating Championships: First reference: 20XX ISU European Figure Skating Championships. Second reference: European Championships. Europeans is acceptable but not preferred. Euros is not used.
- ISU Junior Grand Prix of Figure Skating Final: Appropriate second references: Junior Grand Prix Final, JGP Final.
- ISU Grand Prix of Figure Skating Final: Appropriate second references: Grand Prix Final.
- Rostelecom Cup: Also known as Cup of Russia. Use Rostelecom Cup in all written uses. Cup of Russia is appropriate in direct quotes.
- World Synchronized Skating
 Championships: First reference: ISU World
 Synchronized Skating Championships.
 Second reference: World Synchronized
 Championships. Avoid the use of
 World Synchros. Synchro Worlds is not
 appropriate.
- World Team Trophy: First reference: 20XX ISU World Team Trophy. Second reference: World Team Trophy

skating terms

- Biellmann: Spin name is capitalized because it is named after Denise Biellmann.
- camel spin
- choctaw: Lowercase.
- Lutz: This jump is named for its inventor Alois Lutz and is therefore capitalized in all cases.
- · mohawk: Lowercase.
- Salchow: This jump is named for its inventor Ulrich Salchow and is therefore capitalized in all cases. Do not abbreviate (Sal or Sow).

NBC Sports

NBC Sports Network

Second reference: NBCSN

NGB

Capitalize this as an abbreviation for national governing body. Do not capitalize national governing body when spelled out.

numbers/numerals

Spell out numbers zero through nine; use numerals for 10 and above. Ordinals: Spell out first through ninth — starting with 10th,

use figures. Spell out a numeral if it begins a sentence; recast the sentence if necessary. One exception — if the numeral identifies a calendar year. (Thirty-six skaters were entered in the event, 1994 was a good year.)

Olympic Figure Skating Team Event

Second reference: Team Event. (2018 Olympic Team Event bronze medalist) Always capitalized.

Olympic Training Center

Second reference: OTC.

Olympic Winter Games

Precede this with the year (2018 Olympic Winter Games in PyeongChang, Korea). Appropriate second references: Olympic Games, Winter Games, the Games. Inappropriate: Winter Olympic Games, Winter Olympics, PyeongChang Olympics, PyeongChang Games, etc.

percentages

Use the word percent (not the symbol %) in text. Use figures for percentages (5 percent). Repeat percent with each individual figure. (He said 10 percent to 30 percent of the people may not vote.)

regional championships

Do not capitalize unless writing the event name in its entirety. (Athletes will compete at the 20XX Southwestern Regional Figure Skating Championships. Athletes will compete at the regional championships to advance in the qualifying structure.) First reference: Full event name. Second reference: regional championships.

- New England Regional Figure Skating Championships
- North Atlantic Regional Figure Skating Championships
- South Atlantic Regional Figure Skating Championships
- Eastern Great Lakes Regional Figure Skating Championships
- Upper Great Lakes Regional Figure Skating Championships
- Southwestern Regional Figure Skating Championships
- Northwest Pacific Regional Figure Skating Championships
- Central Pacific Regional Figure Skating Championships
- Southwest Pacific Regional Figure Skating Championships

season (figure skating)

Refer to the figure skating competition year as the season

(July 1–June 30, corresponding to the membership year). This is the 2018-19 season. It encompasses the end of 2018 and the beginning of 2019. Include the entire year on the first side of the en dash and the last two numerals of the second year on the other side.

Sectional Championships

- Eastern Sectional Figure Skating Championships
- Midwestern Sectional Figure Skating Championships
- Pacific Coast Sectional Figure Skating Championships
- Eastern Adult Sectional Figure Skating Championships
- Midwestern Adult Sectional Figure Skating Championships
- Pacific Coast Adult Sectional Figure Skating Championships
- Eastern Synchronized Skating Sectional Championships

 Midwestern/Pacific Coast Synchronized Skating Sectional Championships (held concurrently)

Skate America

Never use the word "the" before it. When the event has a title sponsor, first reference is always 20XX (Sponsor Name) Skate America. Second reference: 20XX Skate America, Skate America SkateFest

SKATING magazine

Capitalize the entire word when referring to SKATING magazine.

Skating Spectacular

This is the exhibition of champions at the conclusion of Skate America and the U.S. Championships. If Smucker's continues its sponsorship, first reference is Smucker's Skating Spectacular.

Snowplow Sam

Official mascot of U.S. Figure Skating. It is acceptable on second reference to call him Snowplow but using full name is preferred.

Social Media

Facebook (facebook.com/usfigureskating) Instagram (instagram.com/usfigureskating) Pinterest (pinterest.com/usfigureskating) Twitter (twitter.com.USFigureSkating) @ USFigureSkating YouTube (youtube.com/usfigureskating)

STAR

This is the appropriate second reference for Serving the American Rinks.

S.T.A.R.S.

S.T.A.R.S. stands for Standardized Testing of Athleticism to Recognize Skaters. The full name should be written out on first reference. Second reference: S.T.A.R.S.

S.T.A.R.S. Combine

A series of off-ice physical challenges that measure fitness in three key areas. All references: S.T.A.R.S. Combine. Please note, when used alone, combine should be lowercased.

Stars on Ice

Do not use SOI.

state names

State names are no longer abbreviated per Associated Press style (Colorado Springs, Colorado; Albany, New York). They are spelled out when they stand alone (She flew to Colorado from Texas). Use the postal abbreviations (CO, CA) only with a full address that includes a ZIP code. In text, place one comma between the city and the state and another comma after the state. (Cleveland, Ohio, hosted the event.) Do not abbreviate any of the Canadian provinces in text. (Use postal abbreviations for provinces in full addresses.)

telephone and fax numbers

The preferred format is: 719.635.5200.

Theatre On Ice

Capitalized. Theatre is spelled this way, not theater (exception to AP style). TOI as an abbreviation is an acceptable second reference, although Theatre On Ice is preferred throughout.

time

Use numerals except for noon and midnight. Times should be listed as figures and with a.m. or p.m., lowercase with periods (4 p.m.).

titles

For job titles, capitalize them if it precedes the person's name (Creative Director Andrea Morrison) but lowercase when the title is after the name, usually offset by commas (Samuel Auxier, U.S. Figure Skating president, spoke to the crowd.) See "composition titles" entry for book titles, songs, etc.

U.S. Adult Figure Skating Championships

The appropriate first reference is U.S. Adult Figure Skating Championships. Second reference: U.S. Adult Championships. "Adult nationals" not appropriate unless it is used in a direct quote (lowercase it).

U.S. Collegiate Figure Skating Championships

This is the correct name for the National Collegiate Championships. We do not abbreviate this. Second reference: U.S. Collegiate Championships.

U.S. Figure Skating

The legal name of the organization is the U.S. Figure Skating Association, but in text it should always be referred to as U.S. Figure Skating. USFSA and USFS are not appropriate.

U.S. Figure Skating Championships

This event is commonly referred to as "nationals," but that is not the official name of the event. Always use the word "the" before the event name. The appropriate first reference is the 20XX U.S. Figure Skating Championships. If there is a title sponsor, the first reference is the 20XX (Sponsor Name) U.S. Figure Skating Championships (first reference must include sponsor name AND the words 'Figure Skating'). Second reference: U.S. Championships.

U.S. Figure Skating SafeSport Program

Second reference: SafeSport Program. Note: The USOC SafeSport program has a lowercase "p."

U.S. Intercollegiate Team Skating Championships

The three colleges with the most points in each collegiate conference are invited to compete at this event.

U.S. Synchronized Skating Championships

Second reference: U.S. Synchronized Championships. Synchro Nationals is not acceptable.

United States Olympic CommitteeSecond reference: USOC.

World Figure Skating Museum and Hall of Fame

WWW

Retain this part of a website address in text, but usfigureskating.org is an exception. Using the "www" should be decided on a case-bycase basis

years

Use numerals, without commas (1985). Use an "s" without an apostrophe to indicate spans of decades or centuries (the 1990s, the 1800s). Years are the lone exception to the rule in numerals that a figure is not used to start a sentence. (2002 was a good year.)