

# ***U.S. FIGURE SKATING BRAND GUIDELINES***



# CONTENT

Our mission, vision and values | 1

Contact information | 2

Usage guidelines | 3

## **1.0 OUR LOGO / 4**

1.1 Horizontal logo | 5

1.2 Vertical logo | 6

1.3 Long logo | 7

1.4 Logo clearspace and size | 8

1.5 Logo usage in video & social media | 9

1.6 Incorrect logo usage | 10

## **2.0 LOGO TREATMENTS / 11**

2.1 Awareness month logos | 12

2.2 Affiliation logo treatments | 13

2.3 Committee, programs & club logos | 14

2.4 NQS competition logos | 15

2.5 Other event & camp logos | 16

2.6 Lockup logos for partners | 17

## **3.0 OTHER LOGOS AND ARTWORK / 18**

3.1 Fan Zone | 19

3.2 SkateSafe® | 20

3.3 Compete USA | 21

3.5 SKATING magazine | 22

3.6 World Figure Skating Museum & Hall of Fame | 23

3.7 Snowplow Sam | 24

## **4.0 TYPOGRAPHY, COLORS & ICONS / 25**

4.1 Brand fonts | 26-30

4.5 Brand colors | 31

4.6 Brand gradients | 32

4.3 Brand icons | 33

## **5.0 BACKGROUNDS & PATTERNS / 34**

5.1 Backgrounds | 35-36

5.2 Patterns | 37

## **6.0 PHOTOGRAPHY, VIDEO & SOUND / 38**

6.1 Photography, video & sound pillars | 39-42

6.2 Photography & video requirements | 43

6.3 Sound requirements | 44

## **7.0 ELECTRONIC COMMUNICATION / 45**

7.1 Fonts | 46

7.2 Color palette | 47

7.3 Buttons and link styles | 48

7.3 Headers | 49

## **8.0 APPAREL / 50**

7.1 Logo usage | 51

7.2 Colors & fonts | 52

7.4 Requirements | 53

## **9.0 LEARN TO SKATE USA / 54**

9.1 Horizontal & vertical logos | 55

9.2 NGB lockup logo | 56

9.3 Color palette | 57

9.4 Fonts | 58

9.6 Photography, video & sound pillars | 59-62

9.7 Photography & video requirements | 63

9.5 Backgrounds | 64

9.5 Patterns | 65-66

9.8 Sound pillars | 67

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

## 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**

### QUESTIONS

#### **GENERAL APPROVAL AND USAGE:**

Andrea Morrison

Head of Creative and Content

(E) [amorrison@usfigureskating.org](mailto:amorrison@usfigureskating.org)

#### **U.S. FIGURE SKATING HEADQUARTERS:**

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Colorado Springs, CO 80906

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(F) 719.635.9548

(E) [info@usfigureskating.org](mailto:info@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***

## 1.1 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.*

### HORIZONTAL LOGO

One-color and black-and-white versions (shown on page 8) 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.

The horizontal logo is also available in solid brand colors: USFig Red, USFig Blue, White and Black.



### 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 FFFFFFFF



## 1.2 VERTICAL LOGO

The vertical logo is the secondary logo for U.S. Figure Skating. This logo may be used in place of the horizontal logo based on space, size or design requirements.

- *This logo cannot be used for program and club logos because of width restrictions (page 14).*

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

### VERTICAL LOGO

One-color and black-and-white versions (shown on page 8) 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.

The vertical logo is also available in solid brand colors: USFig Red, USFig Blue, White and Black.



### 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 FFFFFFFF



## 1.3 LONG LOGO

The U.S. Figure Skating long logo may be used when design and space prevents usage of the horizontal and vertical versions.

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

### LONG LOGO

One-color and black-and-white versions (shown on page 8) 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.



The long logo is also available in solid brand colors: USFig Red, USFig Blue, USFig Dark Blue, White and Black.

### 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 FFFFFFFF

## 1.4 LOGO CLEARSPACE AND SIZE

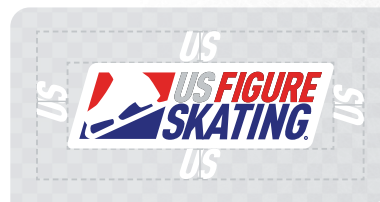
The U.S. Figure Skating logo should have ample clearspace.

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.

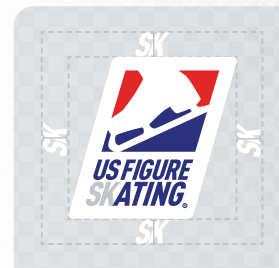
*The horizontal logo cannot be made smaller than 7/8 inch (.875") wide.*



### 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 **LOGO USAGE FOR SOCIAL MEDIA & VIDEO**

All photos and videos posted on social media should include a U.S. Figure Skating digital on-screen graphic (bug). These bugs act as a permanent visual identification, increase brand recognition and assert ownership of our channel.

Placement should be small and in the top right corner.

All U.S. Figure Skating streamed on Fan Zone should include this USFS. If an event has a title sponsor than the event logo or sponsor logo should be used in the same treatment.

### **HORIZONTAL BUG**

#### **WATERMARK (PREFERRED)**



#### **COLOR LOGO**



#### **EXAMPLE**



### **VERTICAL BUG**

#### **WATERMARK (PREFERRED)**



#### **COLOR LOGO**



#### **EXAMPLE**



## 1.6 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.
3. Place the primary logo (without the white box) on a photo or a color other than white.
4. Change the logo colors.
5. Attempt to recreate the logo or the white box behind the logo.
6. 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.



# **2.0 LOGO TREATMENTS**

## 2.1 AWARENESS MONTHS

U.S. Figure Skating has customized logo for the following awareness months: Asian American and Pacific Islander Heritage Month, Black History Month, Disability Pride Month, National Hispanic Heritage Month, National American Heritage Month and Pride Month.

*These logos should be used under the direction of Kadari Taylor-Watson, director, diversity, equity, inclusion (DEI).*

**ASIAN AMERICAN  
AND PACIFIC  
ISLANDER HERITAGE  
MONTH**



**BLACK HISTORY  
MONTH**



**DISABILITY PRIDE  
MONTH**



**NATIONAL  
HISPANIC  
HERITAGE MONTH**



**NATIONAL NATIVE  
AMERICAN  
HERITAGE MONTH**



**PRIDE MONTH**



## 2.2 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.*

**PROUD MEMBER OF LOGO**



**PROUD SUPPLIER OF LOGO**



**PROUD SPONSOR OF LOGO**



**SANCTIONED BY LOGO**





## 2.3 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: **URW DIN Cond**

*\*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.*

*If the U.S. Figure Skating logo is 2 inches wide, font size should be 12-14 pts depending on length of name.*

## 2.4 SINGLES/PAIRS/ DANCE COMPETITION LOGOS

The National Qualifying Series (NQS) and singles/pairs/dance sectionals and finals logos should use the standardized logo package provided by U.S. Figure Skating. Corresponding non-qualifying competitions may have a uniquely designed logo and do not need to be approved by U.S. Figure Skating.

✉ If you have questions about qualifying event logos, email [events@usfigureskating.org](mailto:events@usfigureskating.org).

### NQS LOGOS

National qualifying series events are provided with a stacked and horizontal version of their event logo.



### NQS FINALS LOGOS

NQS finals are provided with a stacked and horizontal version of their event logo.



### 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



**USFIG DARK BLUE**  
PANTONE 275  
CMYK 100 100 7 56  
RGB 32 23 71  
HEX/HTML 201747



**WHITE**  
CMYK 0 0 0 0  
RGB 255 255 255  
HEX/HTML FFFFFFFF

## 2.5 OTHER 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 and camp 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, design credit, club/rink name, event dates, slogan/tagline, 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.*
- Non-qualifying (NQ) competition logos must be differentiated from the NQS series and finals logos by design, color scheme, layout, etc., so that they clearly appear as separate events.

### **LOGO EXAMPLES:**



## 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

# **3.0**

## ***OTHER LOGOS & ARTWORK***

## 3.1 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 solid brand colors: USFig Red, USFig Blue, White and Black.*



### 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

## 3.2 SKATESAFE®

SkateSafe® is a registered trademark owned by U.S. Figure Skating. When written, SkateSafe® should always include a registration mark.

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

*This logo is also available in solid brand colors: USFig Red, USFig Blue, White and Black*



### 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.



#### **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

### 3.5 **SKATING MAGAZINE**

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

The SKATING magazine logo can be used in any color.

#### **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.”

SKATING  
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*



World Figure Skating  
Museum & Hall of Fame

#### **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 on 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.

# **4.0**

# ***TYPOGRAPHY, COLORS & ICONS***

## 4.1 BRAND FONTS

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.

U.S. Figure Skating fonts include URW DIN Cond Black Italic, Gotham Narrow, Gotham Condensed and Ivyora. This section covers all brand fonts.

### **URW DIN COND BLACK ITALIC**

*URW DIN Cond Black Italic*

### **GOTHAM NARROW & GOTHAM CONDENSED**

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*

Gotham Condensed Thin  
*Gotham Condensed Thin Italic*  
Gotham Condensed Extra Light  
*Gotham Condensed Extra Light Italic*  
Gotham Condensed Light  
*Gotham Condensed Light Italic*  
Gotham Condensed Book  
*Gotham Condensed Book Italic*  
Gotham Condensed Medium  
*Gotham Condensed Medium Italic*  
Gotham Condensed Bold  
*Gotham Condensed Bold Italic*  
Gotham Condensed Black  
*Gotham Condensed Black Italic*  
Gotham Condensed Extra Black  
*Gotham Condensed Extra Black Italic*  
Gotham Condensed Ultra  
*Gotham Condensed Ultra Italic*

### **IVYORA**

IvyOra Thin  
*IvyOra Thin Italic*  
IvyOra Light  
*IvyOra Light Italic*  
IvyOra Regular  
*IvyOra Italic*  
IvyOra Medium  
*IvyOra Medium Italic*  
IvyOra Bold  
*IvyOra Bold Italic*

## URW DIN COND BLACK ITALIC

URW DIN Cond Black Italic is the typeface used in the U.S. Figure Skating logo. This typeface is the primary brand font but has limited usage availability.

### USAGE GUIDELINES:

- **Projects:** preferred font for all primary text in social media and video
- **Tone:** sporty, athletic, bold
- **Other usage:** can be used in conjunction with other brand fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,.;:?!@#\$%^&\*)

Gotham DIN Cond  
Style: Black Italic

**SUITABLE FOR:** Preferred font for logos and headlines (largest most prominent text in artwork and videos).

**TREATMENT:** All caps required.



## GOTHAM NARROW

Aside from the logo font, the Gotham family is the primary sans serif font family for U.S. Figure Skating.

To the right, are the preferred and recommended usages. Other styles may be used (page 38) under the direction of the Creative Director.

### USAGE GUIDELINES:

- **Projects:** can be used in all print, digital and video assets
- **Tone:** informative, classic, polished
- **Other usage:** can be used in conjunction with other brand fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,,:?!@#\$\$%^&\*)

Gotham Narrow  
Style: Bold Italic

**SUITABLE FOR:** Headlines, large primary text in artwork and videos.

**TREATMENT:** All Caps preferred.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,,:?!@#\$\$%^&\*)

Gotham Narrow  
Style: Medium

**SUITABLE FOR:** Subheads, any text secondary to headlines.

**TREATMENT:** All Caps preferred.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,,:?!@#\$\$%^&\*)

Gotham Narrow  
Style: Book

**SUITABLE FOR:** Body copy/text, a lengthy body of text that falls below a headline and subhead.

**TREATMENT:** Sentence case.

## GOTHAM CONDENSED

We've expanded the Gotham family to also include Gotham Condensed. Gotham Condensed should be used when space/design requires a condensed font.

To the right, are the preferred and recommended usages. Other styles may be used (page 30) under the direction of the Creative Director.

### USAGE GUIDELINES:

**Projects:** can be used in all print, digital and video assets

- **Tone:** edgy, energetic, driven
- **Other usage:** can be used in conjunction with other brand fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,,:;?!@#\$\$%^&\*)

Gotham Condensed  
Style: Bold Italic

**SUITABLE FOR:** Headlines, large primarily text in artwork and videos.

**TREATMENT:** All Caps preferred.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,,:;?!@#\$\$%^&\*)

Gotham Condensed  
Style: Medium

**SUITABLE FOR:** Subheads, any text secondary to headlines.

**TREATMENT:** All caps preferred.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,,:;?!@#\$\$%^&\*)

Gotham Condensed  
Style: Book

**SUITABLE FOR:** Body copy/text, a lengthy body of text that falls below a headline and subhead.

**TREATMENT:** Sentence case.

## IVYORA

U.S. Figure Skating's serif brand font is IvyOra.

To the right, are the preferred and recommended usages. Other styles may be used (page 30) under the direction of the Creative Director.

### USAGE GUIDELINES:

- **Projects:** publications or other documents with heavy text
- **Tone:** serious, elegant, formal
- **Other usage:** can be used in conjunction with Gotham

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,.;:?!@#\$%^&\*)

IvyOra  
Style: Bold

**SUITABLE FOR:** Headlines.

**TREATMENT:** All caps for headline preferred.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,.;:?!@#\$%^&\*)

IvyOra  
Style: Regular

**SUITABLE FOR:** Headlines and body copy/text.

**TREATMENT:** All caps for headline preferred. Sentence case for body copy/text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,.;:?!@#\$%^&\*)

IvyOra  
Style: Medium

**SUITABLE FOR:** Subheads, any text secondary to headlines.

**TREATMENT:** All caps for subhead preferred.

## 4.2 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 can be used in the U.S. Figure Skating logo except for white or black.*

### PRIMARY COLORS

#### USAGE GUIDELINES:

- **Projects:** should be primary colors in all print, digital and video assets
- **Tone:** sporty, athletic, bold
- **Other usage:** can be used in conjunction with other brand 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

### SECONDARY COLORS

#### USAGE GUIDELINES:

- **Projects:** can be used in all print, digital and video assets
- **Tone:** neutral, clean, polished
- **Other usage:** can only be used in conjunction with primary colors



**USFIG DARK BLUE**  
PANTONE 275  
CMYK 100 100 7 56  
RGB 32 23 71  
HEX/HTML 201747



**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

### ACCENT COLORS

#### USAGE GUIDELINES:

- **Projects:** websites, publications, membership programs and camps
- **Tone:** fun, youthful, exciting
- **Other usage:** should not be used in social media



**USFIG YELLOW**  
PANTONE 123  
CMYK 0 19 89 0  
RGB 255 199 44  
HEX/HTML FFC72C



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

## 4.3 GRADIENTS

The U.S. Figure Skating gradient palette is based on our brand colors and may be used in design and video. These gradients are primarily seen on [usfigureskating.org](https://usfigureskating.org).

Gradients are not available in Pantone colors.

### USAGE GUIDELINES:

- **Projects:** can be used in all print, digital and video assets
- **Tone:** exciting, lively, movement
- **Other usage:** should follow same guidelines as corresponding brand colors on page 35

#### USFIG RED\* GRADIENT

CMYK 13 100 100 4	→	CMYK 6 97 98 0	→	CMYK 0 84 77 0
RGB 204 22 19		RGB 255 39 39		RGB 244 78 66
HEX/HTML CC1613		HEX/HTML E12726		HEX/HTML F44E42

#### USFIG BLUE\* GRADIENT

CMYK 100 98 27 14	→	CMYK 100 96 18 6	→	CMYK 80 65 0 0
RGB 35 39 108		RGB 42 49 125		RGB 72 99 174
HEX/HTML 23276C		HEX/HTML 2A3784		HEX/HTML 4863AE

#### USFIG DARK BLUE GRADIENT

CMYK 88 83 53 73	→	CMYK 97 98 38 44	→	CMYK 96 100 7 2
RGB 1 0 37		RGB 31 23 70		RGB 57 36 137
HEX/HTML 010025		HEX/HTML 1F1746		HEX/HTML 392489

#### USFIG LIGHT BLUE GRADIENT

CMYK 65 6 9 0	→	CMYK 51 0 7 0	→	CMYK 41 0 3 0
RGB 67 184 217		RGB 111 206 231		RGB 134 222 246
HEX/HTML 43B8D9		HEX/HTML 6FCEE7		HEX/HTML 86DEF6

#### USFIG GRAY GRADIENT

CMYK 42 32 27 0	→	CMYK 24 17 16 0	→	CMYK 13 11 10 0
RGB 155 161 168		RGB 193 197 201		RGB 219 217 218
HEX/HTML 9BA1A8		HEX/HTML C1C5C9		HEX/HTML DBD9DA

#### USFIG YELLOW GRADIENT

CMYK 2 33 100 0	→	CMYK 0 23 91 0	→	CMYK 1 20 81 0
RGB 247 178 0		RGB 255 198 44		RGB 252 203 75
HEX/HTML F7B200		HEX/HTML FFC62C		HEX/HTML FCCB4B

#### USFIG GREEN GRADIENT

CMYK 47 4 91 0	→	CMYK 41 0 82 0	→	CMYK 29 0 63 0
RGB 147 194 80		RGB 161 206 94		RGB 188 228 129
HEX/HTML 93C250		HEX/HTML A1CE5E		HEX/HTML BCE481

## 4.4 ICONS

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

Icons should be 2px stroked with rounded corners.

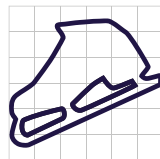
✉ To request an icon, email the creative department at [design@usfigureskating.org](mailto:design@usfigureskating.org)

### EXAMPLES

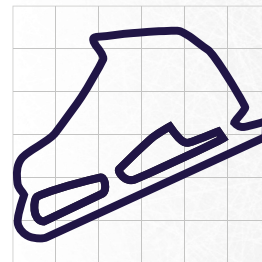


### DIGITAL USAGE

32px x 32px  
1:1 ratio



64px x 64px  
1:1 ratio



### DARK & LIGHT BACKGROUND USAGE



# **5.0**

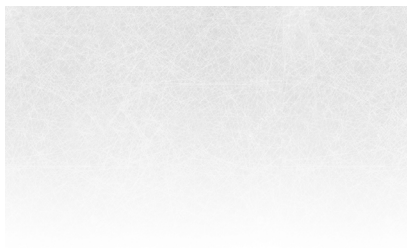
# ***BACKGROUNDS & PATTERNS***



## 5.1 *ICE BACKGROUNDS*

U.S. Figure Skating has several backgrounds that can be used on social and print design.

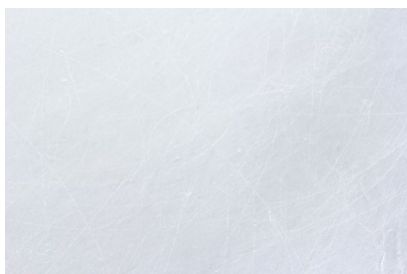
These backgrounds should only be used under the guidance of the creative department.



### ***FADED ICE***

#### ***USAGE GUIDELINES:***

- **Projects:** websites, powerpoints, letterhead, fliers and other U.S. Figure Skating brand templates for official communication
- **Tone:** classic, official
- **Other usage:** should be used with primary brand font and brand serif fonts



### ***BRIGHT ICE***

#### ***USAGE GUIDELINES:***

- **Projects:** primarily used in social media but can be used in all print, digital and video assets
- **Tone:** cheerful, welcoming, trusting
- **Other usage:** can be used with any brand font



### ***DARK ICE***

#### ***USAGE GUIDELINES:***

- **Projects:** primarily used in social media but can be used in all print, digital and video assets
- **Tone:** dramatic, driven, confident
- **Other usage:** can be used with any brand font

## STRIPES BACKGROUNDS



### WHITE STRIPES

#### USAGE GUIDELINES:

- **Projects:** primarily used in social media but can be used in all print, digital and video assets
- **Tone:** clean, inviting, dynamic
- **Other usage:** can be used with any brand font and complimentary brand colors



### BLUE STRIPES

#### USAGE GUIDELINES:

- **Projects:** primarily used in social media but can be used in all print, digital and video assets
- **Tone:** dramatic, driven, confident
- **Other usage:** can be used with any brand font and complimentary brand colors



### RED STRIPES

#### USAGE GUIDELINES:

- **Projects:** primarily used in social media but can be used in all print, digital and video assets
- **Tone:** exciting, eye-catching, powerful
- **Other usage:** can be used with any brand font and complimentary brand colors

## 5.2 PATTERNS

U.S. Figure Skating has this pattern that can be used on social, video and print design.

This pattern should primarily be used as an overlay, but can also be used as a background element.

This pattern should only be used under the guidance of the creative department.



### STARS & WAVES FULL COLOR

#### USAGE GUIDELINES:

- **Projects:** can be used in all print, digital and video assets
- **Tone:** patriotic, exciting, vibrant
- **Other usage:** text should not be used over this pattern



OVERLAY



BACKGROUND

### STARS & WAVES BLUE

#### USAGE GUIDELINES:

- **Projects:** can be used in all print, digital and video assets
- **Tone:** confident, clean, composed
- **Other usage:** text can only be placed over the background version



OVERLAY



BACKGROUND

### STARS & WAVES RED

#### USAGE GUIDELINES:

- **Projects:** can be used in all print, digital and video assets
- **Tone:** energetic, bold, fierce
- **Other usage:** text can only be placed over the background version



OVERLAY



BACKGROUND

### STARS & WAVES GREY

#### USAGE GUIDELINES:

- **Projects:** can be used in all print, digital and video assets
- **Tone:** neutral, refined, elegant
- **Other usage:** text can only be placed over the background version

# 6.0 ***PHOTOGRAPHY, VIDEO & SOUND***

## 6.1 PHOTOGRAPHY & VIDEO PILLARS

Photography and video for U.S. Figure Skating should fit into one of these three pillars: community, athleticism & artistry and optimism & confidence.

*Inclusivity/DEI initiatives should be considered in all pillars.*

### COMMUNITY

Figure Skating is for everyone and our photos, video and social media should reflect our diverse member base, fans, programs, events and partners that make up the U.S. Figure Skating community.

#### PHOTO/VIDEO SHOULD REPRESENT:

- User-generated content
- Young skaters
- Members & programs
- Grassroots
- Fans & sponsors

### ATHLETICISM & ARTISTRY

Athleticism and artistry sets figure skating apart from other sports. Our photos, video and social media should highlight the strength and grace of our athletes.

#### PHOTO/VIDEO SHOULD REPRESENT:

- Team USA
- Health & fitness
- Action & competition
- Beauty & art
- Events

### OPTIMISM & CONFIDENCE

U.S. Figure Skating has personality and passion on and off the ice. Our photos, video and social media should showcase our personality.

#### PHOTO/VIDEO SHOULD REPRESENT:

- Celebration
- Excitement
- Grit
- Edgy
- Resilience



## COMMUNITY

To the right are examples of community.

Figure Skating is for everyone and our photos, video and social media should reflect our diverse member base, fans, programs, events and partners that make up the U.S. Figure Skating community.

**PHOTO/VIDEO  
SHOULD REPRESENT:**

- User-generated content
- Young skaters
- Members & programs
- Grassroots
- Fans & sponsors



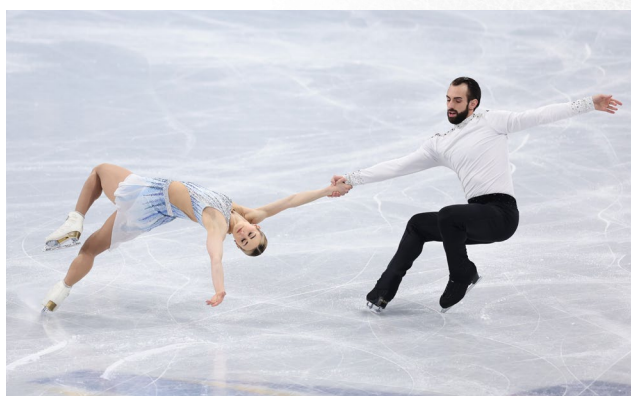
## ATHLETICISM & ARTISTRY

To the right are examples of athleticism & artistry.

Athleticism and artistry sets figure skating apart from other sports. Our photos, video and social media should highlight the strength and grace of our athletes.

*PHOTO/VIDEO/SOUND SHOULD REPRESENT:*

- Team USA
- Health & Fitness
- Action & competition
- Beauty & art
- Events





## OPTIMISM & CONFIDENCE

To the right are examples of optimism & confidence.

U.S. Figure Skating has personality and passion on and off the ice. Our photos, video and social media should showcase our personality.

*PHOTO/VIDEO SHOULD REPRESENT:*

- Celebration
- Excitement
- Grit
- Edgy
- Resilience



## 6.2 PHOTOGRAPHY & VIDEO REQUIREMENTS

Any exceptions to the requirements must be pre-approved by the Creative director.

*Photos and video that show U.S. Figure Skating are preferred.*

### ATHLETE HEADSHOTS

- Backdrops should be white.
- Lighting should be clean, bright and appear natural.
- Photos should be shot from the waist up and shoulders and top of head should not be cropped out.
- Athletes should be turned slightly turn their right.
- Logos on the front of the Team USA jacket cannot be covered (i.e. by hair) with the exception of pairs and dance teams where one partner is placed behind the other.

### PHOTOSHOOTS

- Backdrops should be white to represent the ice athletes skate on. Grey tones or black may be used if the tone of the photoshoot requires but should be pre-approved.
- Lighting should be clean, bright and appear natural. Colored gels or any other lighting effects are prohibited.

### VIDEOSHOOTS

- Backdrops should be fun, colorful (brand colors) and avoid any neutral colors. Primary colors in backdrops should be U.S. Figure Skating brand red and blues.
- Lighting should be clean, bright and appear natural unless tone of video requires specific lighting but should be pre-approved.

### COMPETITION PHOTOGRAPHY

- For action shots, photographer must be positioned above rinkside so seats, rinkside bystanders (i.e. officials, coaches, cameramen) and dasherboards aren't shown in photos. Background should primarily be ice.
- Action photos should not be cropped. Head to skates should be visible in photos.
- Kiss and cry photos should not be cropped tight so full event logo and coaches are visible.

### COMPETITION VIDEO

- If possible camera should be positioned so arena seats aren't visible. Dasher boards must be visible.
- Video streamed on FanZone, should have the U.S. Figure Skating logo in the top right corner or the event logo if there is a title sponsor. Logo files and usage will be provided by the Creative Dept. (See page 10 for logo usage in video.)

COMPETITION  
PHOTO EXAMPLE:



## 6.3 SOUND PILLARS

Music is essential in U.S. Figure Skating videos to set the tone for our organization and events.

*The U.S. Figure Skating video team is responsible for choosing the appropriate music that aligns with each sound pillar.*

### **HYPE/EXCITEMENT**

#### **PROJECTS:**

- Recaps
- Short-form
- Memorable/historical event
- Tickets and event promotion

#### **STYLE:**

- Upbeat
- Pop
- Dramatic Buildup

### **EDUCATIONAL**

#### **PROJECTS:**

- Storytelling
- Instructional
- Youth content

#### **STYLE:**

- Youthful
- Corporate
- Subtle

### **DRAMATIC/ EMOTIONAL**

#### **PROJECTS:**

- Storytelling
- Longform
- Humanizing the sport

#### **STYLE:**

- Cinematic
- Thought-provoking
- Slower tempo/bpm

# **7.0** ***ELECTRONIC COMMUNICATION***

## 7.1 FONTS FOR ELECTRONIC COMMUNICATION

U.S. Figure Skating uses HubSpot to send bulk emails/eblasts. The fonts shown should be used in all electronic communications sent through HubSpot.

Text should not be highlighted or underlined (except for links within body copy). To emphasize copy, bold text may be used.

Artwork or graphics created outside of HubSpot, should follow U.S. Figure Skating brand guidelines.

### PRIMARY HEADER

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,.;:?!@#\$\$%^&\*)

Arial  
Style: Bold

SIZE: 30pt ALIGNMENT: Center-aligned

### SUB-HEAD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,.;:?!@#\$\$%^&\*)

Arial  
Style: Italic

SIZE: 20pt ALIGNMENT: Center-aligned

TREATMENT: A sub-head should always be paired with primary header.  
1.25 spacing should be used between primary header and sub-head.

### SUB-HEAD (WITHIN BODY COPY)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,.;:?!@#\$\$%^&\*)

Arial  
Style: Bold

SIZE: 20pt ALIGNMENT: Left-aligned

TREATMENT: Within body copy, use this sub-head style to divide an email into sections.

### BODY COPY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,.;:?!@#\$\$%^&\*)

Arial  
Style: Regular

SIZE: 16pt ALIGNMENT: Left-aligned

TREATMENT: 1.5 spacing for all body copy

## 7.2 **COLOR PALETTE FOR ELECTRONIC COMMUNICATION**

A limited color palette should be used in all email communications to create a consistent look across all emails.

### **TEXT COLOR**

#### **USAGE GUIDELINES:**

- All text: primary headers, sub-headers and body copy, should be in USFig Dark Blue



#### **USFIG DARK BLUE**

RGB 32 23 71  
HEX/HTML 201747

### **BACKGROUND COLOR**

#### **USAGE GUIDELINES:**

- To be used as a neutral color behind the main body of an email



#### **NEUTRAL GREY**

RGB 234 240 246  
HEX/HTML EAF0F6

### **FOOTER COLOR**

#### **USAGE GUIDELINES:**

- Used in the footer of emails to subtly blend in with the background



#### **NEUTRAL GREY**

RGB 234 240 246  
HEX/HTML EAF0F6

## 7.3 **BUTTON & LINK STYLES**

### **BUTTON STYLES**

#### **COLOR:**

- For U.S. Figure Skating emails, buttons are available in USFig Red and USFig Blue
- For Learn to Skate USA emails, buttons are available in Killian and Cherry-Flipz



**USFIG RED\***  
RGB 218 41 28  
HEX/HTML DA291C



**USFIG BLUE\***  
RGB 0 20 137  
HEX/HTML 001489



**CHERRY-FLIPZ**  
RGB 218 41 28  
HEX/HTML DA291C



**KILLIAN**  
RGB 36 61 132  
HEX/HTML 243D84

#### **TREATMENT:**

- **SIZE:** 16pt
- **FONT:** Arial Bold
- **STYLE:** All-caps
- **TEXT COLOR:** FFFFFFFF

#### **NOTES:**

- Multiple buttons can be placed side-by-side, however buttons must be the same color and same height and width

### **LINK STYLE**

#### **COLOR:**

- Links within body copy must be in Link Blue
- This color should **not** be used elsewhere in email communications



**LINK BLUE**  
RGB 0 164 189  
HEX/HTML 00A4BD

#### **TREATMENT:**

- **SIZE:** 16pt
- **FONT:** Arial Regular
- **STYLE:** Underlined



## 7.4 HEADERS

Official communications from U.S. Figure Skating should use the standardized header for all emails/eblasts.

This header does not need to be used for events, programs, campaigns or any other email that features uniquely designed artwork.

***These headers are created by the U.S. Figure Skating creative department.***

Font: **URW DIN Cond**  
Size: 600px X 150px



# **8.0** **APPAREL**

## 8.1 APPAREL LOGO USAGE

Logos for official U.S. Figure Skating apparel should only include the logos shown.

Merchandise should also adhere to these guidelines with exceptions noted.

*The U.S. Figure Skating creative team is responsible for designing and/or approving all apparel and merchandise for U.S. Figure Skating.*

### FULL COLOR LOGOS

When the U.S. Figure Skating full color logo is used, whether in merchandise or official U.S. Figure Skating apparel, the white box must always be included. These logos must be used on any color other than white.

HORIZONTAL LOGO



VERTICAL LOGO



LONG LOGO\*



### LOGO COLORS

Logo spot colors are shown below. For merchandise, the U.S. Figure Skating logo may be used in a solid spot colors shown below.



**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



**USFIG DARK BLUE**  
PANTONE 275  
CMYK 100 100 7 56  
RGB 32 23 71  
HEX/HTML 201747



**WHITE**  
CMYK 0 0 0 0  
RGB 255 255 255  
HEX/HTML FFFFFFF



**WHITE**  
CMYK 0 0 0 0  
RGB 255 255 255  
HEX/HTML FFFFFFF

\*The long logo may also be used in the colors to the left. It is the only logo that may appear in USFig Dark Blue.

## 8.2 APPAREL FONTS & COLORS

Apparel for Team USA and other official U.S. Figure Skating apparel should follow these requirements.

Merchandise, for the general public, does not have to follow these guidelines with the exception of branded U.S. Figure Skating apparel for clubs, rinks and programs.

*The U.S. Figure Skating creative team is responsible for designing and/or approving all apparel and merchandise for U.S. Figure Skating.*

### FONTS

Apparel should only use the brand fonts shown below.

#### *URW DIN Cond Black Italic*

**Gotham Narrow Bold**  
***Gotham Narrow Bold Italic***  
**Gotham Narrow Black**  
***Gotham Narrow Black Italic***  
**Gotham Narrow Ultra**  
***Gotham Narrow Ultra Italic***

**Gotham Condensed Bold**  
***Gotham Condensed Bold Italic***  
**Gotham Condensed Black**  
***Gotham Condensed Black Italic***  
**Gotham Condensed Extra Black**  
***Gotham Condensed Extra Black Italic***  
**Gotham Condensed Ultra**  
***Gotham Condensed Ultra Italic***

### COLORS

Apparel should only use the brand colors shown below.

*Gold Medal jackets may be embroidered in gold thread.*



**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



**USFIG DARK BLUE**  
PANTONE 275  
CMYK 100 100 7 56  
RGB 32 23 71  
HEX/HTML 201747



**WHITE**  
CMYK 0 0 0 0  
RGB 255 255 255  
HEX/HTML FFFFFFFF



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



**USFIG YELLOW**  
PANTONE 123  
CMYK 0 19 89 0  
RGB 255 199 44  
HEX/HTML FFC72C



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



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

T-shirt designs for youth programs and camps (non-Team USA) may use the brand colors below.

## 6.3 **APPAREL REQUIREMENTS**

Any exceptions to the requirements must be pre-approved by the Creative director.

- Red text outlines on blue and blue text outlines on red are not allowed. Text should be outlined in white if used on red or blue (navy) apparel.
- All Team USA fabric for apparel should be white, grey, red, blue or navy.
- T-shirts for camps and programs should be a fabric color that matches or is close to a brand color.
- If the USA flag is on a dark fabric, it must be outlined in white.
- Designs/logos should not be placed below the waist on the backside of apparel.

**9.0**  
***LEARN TO SKATE USA®***

## 9.1 LEARN TO SKATE USA LOGO

The Learn to Skate USA (LTSUSA) 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](mailto:design@usfigureskating.org).*



### LOGO COLORS



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



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

### SPOT LOGO COLORS

The LTSUSA logo may also appear in one of the spot colors shown below. If printed in black and white on a light background it may also appear in black.



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



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



**WHITE**  
CMYK 0 0 0 0  
RGB 255 255 255  
HEX/HTML FFFFFFFF



**USFIG DARK BLUE**  
PANTONE 275  
CMYK 100 100 7 56  
RGB 32 23 71  
HEX/HTML 201747



## 9.2 **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**



### **NGB VERTICAL COLOR LOCKUP**



## 9.3 LEARN TO SKATE USA COLOR PALETTE

The Learn to Skate USA color palette contains four hues.

### PRIMARY COLORS

#### USAGE GUIDELINES:

- **Projects:** should be primary colors in all print, digital and video assets
- **Tone:** fresh, welcoming, confident
- **Other usage:** can be used in conjunction with secondary colors



**KILLIAN**  
PANTONE 286C  
CMYK 100 90 15 4  
RGB 36 61 132  
HEX/HTML 243D84



**ICE**  
PANTONE 2975C  
CMYK 41 0 0 0  
RGB 139 215 248  
HEX/HTML 8BD7F8

### SECONDARY COLORS

#### USAGE GUIDELINES:

- **Projects:** can be used in all print, digital and video assets
- **Tone:** dedicated, driven, passionate
- **Other usage:** can only be used in conjunction with primary colors



**BIELLMANN**  
PANTONE 275  
CMYK 100 100 7 56  
RGB 32 23 71  
HEX/HTML 201747



**CHERRY-FLIPZ**  
PANTONE 485  
CMYK 0 95 100 0  
RGB 218 41 28  
HEX/HTML DA291C

## 9.4 LEARN TO SKATE USA FONTS

Spacelord 2 is the font in the Learn to Skate USA logo and should only be used for prominent text and headlines.

All styles Styles of Gotham Narrow can be used. See page 30 for the full list of Gotham Narrow.

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 [.,:?!@#\$\$%^&\*]

**SUITABLE FOR:** Headlines.

**TREATMENT:** All caps for headline preferred.

Spacelord  
Style: Two

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 [.,:?!@#\$\$%^&\*]

**SUITABLE FOR:** Headlines, large primary text in artwork and videos.

**TREATMENT:** All Caps preferred.

Gotham Narrow  
Style: Bold Italic

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 [.,:?!@#\$\$%^&\*]

**SUITABLE FOR:** Subheads, any text secondary to headlines.

**TREATMENT:** All Caps preferred.

Gotham Narrow  
Style: Medium

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 [.,:?!@#\$\$%^&\*]

**SUITABLE FOR:** Body copy/text, a lengthy body of text that falls below a headline and subhead.

**TREATMENT:** Sentence case.

Gotham Narrow  
Style: Book

## 9.5 LEARN TO SKATE USA PHOTOGRAPHY & VIDEO PILLARS

Photography and video for Learn to Skate USA should fit into one of these four pillars: fun, educational & informative and inclusive.

*Inclusivity/DEI initiatives should be considered in all pillars.*

### **FUN**

Skating is fun and photos and video should reflect that.

#### **PHOTO/VIDEO/SOUND SHOULD REPRESENT:**

- User-generated content
- Young skaters
- Celebration/excitment
- On-ice skating

### **EDUCATION & INFORMATIVE**

An integral part of Learn to Skate USA is to provide educational and informative materials for their audience.

#### **PHOTO/VIDEO/SOUND SHOULD REPRESENT:**

- Parents
- Coaches/directors
- Lessons
- Preparation, process and progression

### **INCLUSIVE**

Skating is for everyone and Learn to Skate USA photos, video and social media should reflect our diverse member base and audience.

#### **PHOTO/VIDEO/SOUND SHOULD REPRESENT:**

- DEI initiatives and programs
- All ages
- Areas of interest: figure skating, hockey and speed skating

## ***FUN***

To the right are photos that represent fun.





## ***EDUCATIONAL & INFORMATIVE***

To the right are photos that represent educational and informative.



## ***INCLUSIVE***

To the right are photos that represent inclusive.





## **9.6 LEARN TO SKATE USA PHOTOGRAPHY & VIDEO REQUIREMENTS**

Any exceptions to the requirements must be pre-approved by the creative director.

### **PHOTOS & VIDEO**

- Photos should be positive, fun and include smiling participants.
- Photos should be bright and colorful and should never have a dramatic feel.
- Skaters who appear to be the age of Snowplow Sam levels must wear properly fitted helmets with straps fastened.
- Photos must show actual LTSUSA skills and not more advanced figure skating skills that fall outside the LTSUSA curriculum.
- Skaters and coaches cannot be shown in jeans, with the exception of participants at a SkateFest.
- If possible, avoid taking photos of instructors from behind.

### **PHOTOSHOOTS**

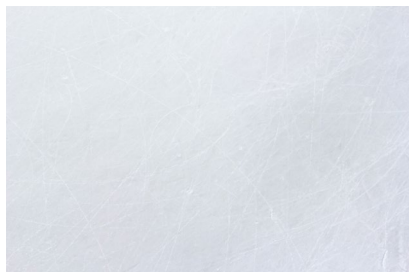
- Backdrops should be white to represent ice.
- Lighting should be clean, bright and appear natural.
- Colored gels or any other lighting effects are prohibited.

### **VIDEOSHOOTS**

- Backdrops should be white to represent ice.
- Lighting should be clean, bright and appear natural unless tone of video requires specific lighting but should be pre-approved.
- Colored gels or any other lighting effects are prohibited.

## 9.7 **LEARN TO SKATE USA ICE BACKGROUNDS**

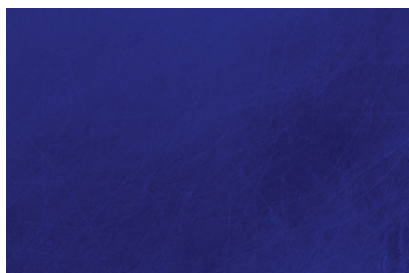
Learn to Skate USA has ice backgrounds that can be used on social media and print design.



### **BRIGHT ICE**

#### **USAGE GUIDELINES:**

- **Projects:** primarily used in social media but can be used in all print, digital and video assets
- **Tone:** cheerful, welcoming, trusting
- **Usage:** this pattern should be used as a background element, text and logos can be placed over it.



### **DARK ICE**

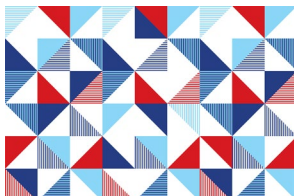
#### **USAGE GUIDELINES:**

- **Projects:** primarily used in social media but can be used in all print, digital and video assets
- **Tone:** determined, confident, instructional
- **Usage:** this pattern should be used as a background element, text and logos can be placed over it.

## 9.8 LEARN TO SKATE USA PATTERNS

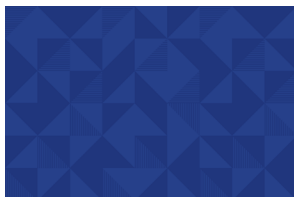
Patterns are an important brand element that represent the three brand pillars.

Learn to Skate USA has several patterns that can be used on social and print design.



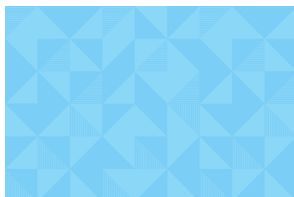
### **TILE PATTERN FULL COLOR**

- **Projects:** all LTSUSA materials
- **Tone:** fun, energetic, stimulating
- **Usage:** this pattern should be used as a prominent design element and **not** as a background. Text should **not** be used over this pattern, however, tiles can be removed to incorporate other design elements including logos and text.



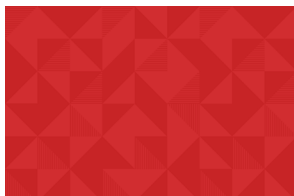
### **TILE PATTERN DARK BLUE**

- **Projects:** informational and educational materials directed towards directors, instructors and parents
- **Tone:** determined, confident, instructional
- **Usage:** this pattern should be used as a background element, text and logos can be placed over it.



### **TILE PATTERN LIGHT BLUE**

- **Projects:** social media and other promotional/marketing materials directed towards parents and young skaters
- **Tone:** playful, cheerful, uplifting
- **Usage:** this pattern should be used as a background element, text and logos can be placed over it.



### **TILE PATTERN RED**

- **Projects:** social media and other promotional/marketing materials directed towards parents, young skaters and directors
- **Tone:** passionate, eye-catching, exciting
- **Usage:** this pattern should be used as a background element, text and logos can be placed over it.

## LEARN TO SKATE USA PATTERNS



### SKATES FULL COLOR

- **Projects:** all LTSUSA materials
- **Tone:** fun, energetic, stimulating
- **Usage:** this pattern should be used as a prominent design element and **not** as a background. Text should **not** be used over this pattern, however, tiles can be removed to incorporate other design elements including logos and text.



### SKATES DARK BLUE

- **Projects:** informational and educational materials directed towards directors, instructors and parents
- **Tone:** determined, confident, instructional
- **Usage:** this pattern should be used as a background element, text and logos can be placed over it.



### SKATES LIGHT BLUE

- **Projects:** social media and other promotional/marketing materials directed towards parents and young skaters
- **Tone:** playful, cheerful, uplifting
- **Usage:** this pattern should be used as a background element, text and logos can be placed over it.



### SKATES RED

- **Projects:** social media and other promotional/marketing materials directed towards parents, young skaters and directors
- **Tone:** passionate, eye-catching, exciting
- **Usage:** this pattern should be used as a background element, text and logos can be placed over it.

## 9.9 LEARN TO SKATE USA SOUND PILLARS

Sound is essential to evoking mood and emotion for Learn to Skate USA.

*The U.S. Figure Skating video team is responsible for choosing the appropriate music that aligns with each sound pillar.*

### EDUCATIONAL

#### PROJECTS:

- Instructional
- Informative

#### STYLE:

- Youthful
- Subtle

### COMMUNITY

#### PROJECTS:

- Storytelling
- Inclusive
- Personality

#### STYLE:

- Cheerful
- Uplifting

### FUN

#### PROJECTS:

- Youth content
- On-ice experience
- User generated content

#### STYLE:

- Pop
- Upbeat tempo