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.

QUESTIONS

GENERAL APPROVAL AND USAGE:
Andrea Morrison
Head of Creative and Content
(E) amorrison@usfigureskating.org

U.S. FIGURE SKATING HEADQUARTERS:
20 First Street
Colorado Springs, CO 80906
(P) 719.635.5200
(F) 719.635.9548
(E) 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 FFFFFF
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

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX/HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>USFig Red</td>
<td>485</td>
<td>95 100 0</td>
<td>218 41 28</td>
<td>DA291C</td>
</tr>
<tr>
<td>USFig Blue</td>
<td>Reflex Blue</td>
<td>100 89 0</td>
<td>0 20 137</td>
<td>001489</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td>0 0 0</td>
<td>255 255 255</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>
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 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 **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.
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
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).
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.
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.

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.

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 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 FFFFFF
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:
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.
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.*
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*
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 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.”
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.
4.0 TYPOGRAPHY, COLORS & ICÓNS
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 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

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

**TREATMENT:** All caps required.

Gotham DIN Cond
Style: Black Italic
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

**Gotham Narrow Style: Bold Italic**

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

**TREATMENT:** All Caps preferred.

**Gotham Narrow Style: Medium**

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

**TREATMENT:** All Caps preferred.

**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

---

**Gotham Condensed**

- **Style:** Bold Italic

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

**TREATMENT:** All Caps preferred.

---

**Gotham Condensed**

- **Style:** Medium

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

**TREATMENT:** All caps preferred.

---

**Gotham Condensed**

- **Style:** Book

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

**TREATMENT:** Sentence case.
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**

**SUITABLE FOR:** Headlines.

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

---

### **Aa**

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

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

---

### **Aa**

**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

---

**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

---

U.S. FIGURE SKATING BRAND GUIDELINES
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. 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

<table>
<thead>
<tr>
<th>Gradient</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX/HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>USFIG Red*</td>
<td>13 100 100 4</td>
<td>204 22 19</td>
<td>CC1613</td>
</tr>
<tr>
<td>USFIG Blue*</td>
<td>100 98 27 14</td>
<td>35 39 108</td>
<td>23276C</td>
</tr>
<tr>
<td>USFIG Dark Blue</td>
<td>88 83 53 73</td>
<td>1 0 37</td>
<td>010025</td>
</tr>
<tr>
<td>USFIG Light Blue</td>
<td>65 6 9 0</td>
<td>67 184 217</td>
<td>43B8D9</td>
</tr>
<tr>
<td>USFIG Gray</td>
<td>42 32 27 0</td>
<td>155 161 168</td>
<td>9BAA1A8</td>
</tr>
<tr>
<td>USFIG Yellow</td>
<td>2 33 100 0</td>
<td>247 178 0</td>
<td>F7B200</td>
</tr>
<tr>
<td>USFIG Green</td>
<td>47 4 91 0</td>
<td>147 194 80</td>
<td>93C250</td>
</tr>
</tbody>
</table>

**CMYK**
- 13 100 100 4
- 100 98 27 14
- 88 83 53 73
- 65 6 9 0
- 42 32 27 0
- 2 33 100 0
- 47 4 91 0

**RGB**
- 204 22 19
- 35 39 108
- 1 0 37
- 67 184 217
- 155 161 168
- 247 178 0
- 147 194 80

**HEX/HTML**
- CC1613
- 23276C
- 010025
- 43B8D9
- 9BAA1A8
- F7B200
- 93C250

**CMYK**
- 100 96 18 6
- 97 98 38 44
- 51 0 7 0
- 24 17 16 0
- 193 197 201
- 123 125 127
- 23 25 127

**RGB**
- 42 49 125
- 31 23 70
- 111 206 231
- 193 197 201
- 255 198 44
- 255 198 44
- 255 198 44

**HEX/HTML**
- 2A3784
- 1F1746
- 6FCEE7
- C1C5C9
- FFC62C
- A1CE5E
- 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

---

**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
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

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

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

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
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.

<table>
<thead>
<tr>
<th>COMMUNITY</th>
<th>ATHLETICISM &amp; ARTISTRY</th>
<th>OPTIMISM &amp; CONFIDENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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.</td>
<td>U.S. Figure Skating has personality and passion on and off the ice. Our photos, video and social media should showcase our personality.</td>
</tr>
<tr>
<td><strong>PHOTO/VIDEO SHOULD REPRESENT:</strong></td>
<td><strong>PHOTO/VIDEO SHOULD REPRESENT:</strong></td>
<td><strong>PHOTO/VIDEO SHOULD REPRESENT:</strong></td>
</tr>
<tr>
<td>• User-generated content</td>
<td>• Team USA</td>
<td>• Celebration</td>
</tr>
<tr>
<td>• Young skaters</td>
<td>• Health &amp; fitness</td>
<td>• Excitement</td>
</tr>
<tr>
<td>• Members &amp; programs</td>
<td>• Action &amp; competition</td>
<td>• Grit</td>
</tr>
<tr>
<td>• Grassroots</td>
<td>• Beauty &amp; art</td>
<td>• Edgy</td>
</tr>
<tr>
<td>• Fans &amp; sponsors</td>
<td>• Events</td>
<td>• Resilience</td>
</tr>
</tbody>
</table>
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.

PHOTOSHOOT EXAMPLE:

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.)
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.*

<table>
<thead>
<tr>
<th>HYPE/EXCITEMENT</th>
<th>EDUCATIONAL</th>
<th>DRAMATIC/EMOTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROJECTS:</strong></td>
<td><strong>PROJECTS:</strong></td>
<td><strong>PROJECTS:</strong></td>
</tr>
<tr>
<td>• Recaps</td>
<td>• Storytelling</td>
<td>• Storytelling</td>
</tr>
<tr>
<td>• Short-form</td>
<td>• Instructional</td>
<td>• Longform</td>
</tr>
<tr>
<td>• Memorable/historical event</td>
<td>• Youth content</td>
<td>• Humanizing the sport</td>
</tr>
<tr>
<td>• Tickets and event promotion</td>
<td><strong>STYLE:</strong></td>
<td><strong>STYLE:</strong></td>
</tr>
<tr>
<td></td>
<td>• Youthful</td>
<td>• Cinematic</td>
</tr>
<tr>
<td></td>
<td>• Corporate</td>
<td>• Thought-provoking</td>
</tr>
<tr>
<td></td>
<td>• Subtle</td>
<td>• Slower tempo/bpm</td>
</tr>
</tbody>
</table>

**STYLE:**
- Upbeat
- Pop
- Dramatic Buildup
7.0 ELECTRONIC COMMUNICATION
FONTS FOR ELECTRONIC COMMUNICATION

U.S. Figure Skating uses HubSport 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

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial</td>
<td>Aa</td>
</tr>
<tr>
<td>Style: Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (,;?:!@#$%^&amp;*)</td>
</tr>
</tbody>
</table>

**SIZE:** 30pt  
**ALIGNMENT:** Center-aligned

---

### SUB-HEAD

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial</td>
<td>Aa</td>
</tr>
<tr>
<td>Style: Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (,;?:!@#$%^&amp;*)</td>
</tr>
</tbody>
</table>

**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)

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial</td>
<td>Aa</td>
</tr>
<tr>
<td>Style: Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (,;?:!@#$%^&amp;*)</td>
</tr>
</tbody>
</table>

**SIZE:** 20pt  
**ALIGNMENT:** Left-aligned  
**TREATMENT:** Within body copy, use this sub-head style to divide an email into sections.

---

### BODY COPY

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial</td>
<td>Aa</td>
</tr>
<tr>
<td>Style: Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (,;?:!@#$%^&amp;*)</td>
</tr>
</tbody>
</table>

**SIZE:** 16pt  
**ALIGNMENT:** Left-aligned  
**TREATMENT:** 1.5 spacing for all body copy
A limited color palette should be used in all email communications to create a consistent look across all emails.

**USFig Dark Blue**

RGB: 32, 23, 71

HEX/HTML: 201747

**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
### 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

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

**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

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

---

**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

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

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

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

*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.
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.
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®
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.

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 FFFFFF

USFIG DARK BLUE
PANTONE 275
CMYK 100 100 7 56
RGB 32 23 71
HEX/HTML 201747
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.
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-FIIPZ**
  - PANTONE 485
  - CMYK: 0 95 100 0
  - RGB: 218 41 28
  - HEX/HTML: DA291C

U.S. FIGURE SKATING BRAND GUIDELINES
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

Spacelord
Style: Two

SUITABLE FOR: Headlines.
TREATMENT: All caps for headline preferred.

Aa

Gotham Narrow
Style: Bold Italic

SUITABLE FOR: Headlines, large primary text in artwork and videos.
TREATMENT: All Caps preferred.

Aa

Gotham Narrow
Style: Medium

SUITABLE FOR: Subheads, any text secondary to headlines.
TREATMENT: All Caps preferred.

Aa

Gotham Narrow
Style: Book

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

U.S. FIGURE SKATING BRAND GUIDELINES
## 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.

<table>
<thead>
<tr>
<th>Pillar</th>
<th>Description</th>
<th>Photo/Video/Sound Should Represent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FUN</strong></td>
<td>Skating is fun and photos and video should reflect that.</td>
<td>• User-generated content • Young skaters • Celebration/excitement • On-ice skating</td>
</tr>
<tr>
<td><strong>EDUCATION &amp; INFORMATIVE</strong></td>
<td>An integral part of Learn to Skate USA is to provide educational and informative materials for their audience.</td>
<td>• Parents • Coaches/directors • Lessons • Preparation, process and progression</td>
</tr>
<tr>
<td><strong>INCLUSIVE</strong></td>
<td>Skating is for everyone and Learn to Skate USA photos, video and social media should reflect our diverse member base and audience.</td>
<td>• DEI initiatives and programs • All ages • Areas of interest: figure skating, hockey and speed skating</td>
</tr>
</tbody>
</table>
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.
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.
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.
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.

<table>
<thead>
<tr>
<th>EDUCATIONAL</th>
<th>COMMUNITY</th>
<th>FUN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROJECTS:</strong></td>
<td><strong>PROJECTS:</strong></td>
<td><strong>PROJECTS:</strong></td>
</tr>
<tr>
<td>• Instructional</td>
<td>• Storytelling</td>
<td>• Youth content</td>
</tr>
<tr>
<td>• Informative</td>
<td>• Inclusive</td>
<td>• On-ice experience</td>
</tr>
<tr>
<td><strong>STYLE:</strong></td>
<td><strong>STYLE:</strong></td>
<td><strong>STYLE:</strong></td>
</tr>
<tr>
<td>• Youthful</td>
<td>• Personality</td>
<td>• User generated content</td>
</tr>
<tr>
<td>• Subtle</td>
<td>• Cheerful</td>
<td>• Pop</td>
</tr>
<tr>
<td></td>
<td>• Uplifting</td>
<td>• Upbeat tempo</td>
</tr>
</tbody>
</table>