

OUR LOGO



PRIMARY (HORIZONTAL) LOGO

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

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



CLEARSPACE AND SIZE

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

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



SECONDARY (VERTICAL) LOGO

The vertical logo is the secondary logo for U.S. Figure Skating. This logo should be used if the primary logo (horizontal) can't be used because of space, size or design.

This logo cannot be used for program and club logos.

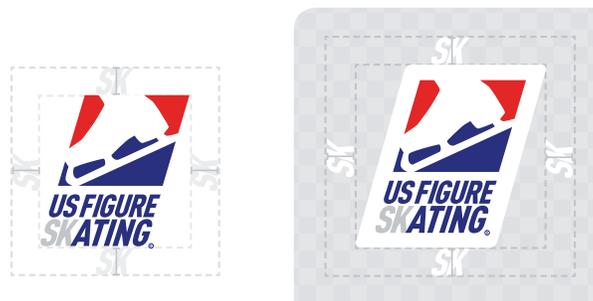
The U.S. Figure Skating logo should never be used at less than 100% opacity, except on headquarters documents that require a watermark.



CLEARSPACE AND SIZE

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

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



LOGO COLORS

The U.S. Figure Skating logos are also available in 4 spot color options; Pantone 485, Reflex Blue, black and white.

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

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

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

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