

# 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 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 (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.*

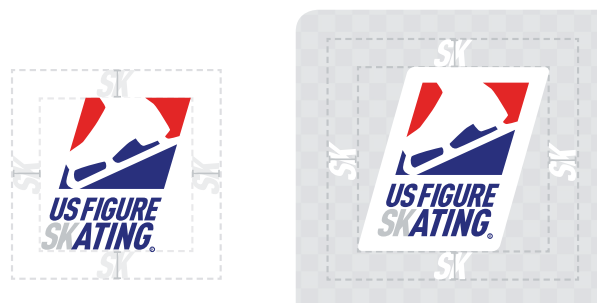
*The U.S. Figure Skating logo should never be used at less than 100% opacity, except on headquarters documents that require a watermark.*



### CLEARSPACE AND SIZE

For the vertical logo, use the **SK** in the logo as a reference to check 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.*



## 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