U.S. FIGURE SKATING BRAND GUIDELINES

US FIGURE SKATING

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

US FIGURE SKATING.

Member, United States Olympic & Paralympic Committee

CONTENT

CONTACT INFORMATION

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

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

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

CLICK HERE TO SUBMIT A REQUEST

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

Annie White

Senior Director, Marketing and Sales

(E) awhite@usfigureskating.org

Any exceptions or alterations from these guidelines must be approved and used on the direction of the Senior Director, Marketing and Sales.

U.S. FIGURE SKATING HEADQUARTERS:

20 First Street

Colorado Springs, CO 80906

(P) 719.635.5200

(F) 719.635.9548

(E) info@usfigureskating.org

QUESTIONS

GENERAL APPROVAL AND USAGE:

Andrea Morrison

Creative Director

(E) amorrison@usfigureskating.org

USAGE GUIDELINES

GENERAL GUIDELINES

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

- The primary logo (horizontal version) should be used whenever possible in its two-color version (Pantone 485 and Reflex Blue). One-color and black-and-white versions have been provided for times when the two-color version will not work. This applies to program logos as well.

- The secondary logo (vertical version) can be used in instances when the horizontal logo does not fit. The two-color version again is preferred, but one-color and black-and-white versions can be provided. This applies to program logos as well.

- Never use the symbol icon of the boot alone.

- The U.S. Figure Skating logo must always include the registration mark, ®. It is prohibited to use the logo without the mark or an older version with an SM or TM.

COMMERCIAL USAGE

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

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

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

EDITORIAL USAGE

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

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

1.0
OUR LOGO

1.1 *PRIMARY (HORIZONTAL) LOGO*

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

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

PRIMARY LOGO

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

LOGO COLORS

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

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

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

1.2 SECONDARY (VERTICAL) LOGO

The vertical logo is the secondary logo for U.S. Figure Skating. This logo 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.

SECONDARY 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.

LOGO COLORS

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

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

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

1.3 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.

US FIGURE SKATING

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

US FIGURE SKATING

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 SPOT COLOR LOGOS OPTIONS

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

The U.S. Figure Skating logo may only appear in these spot colors.

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 LONG LOGO

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

1.5 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.
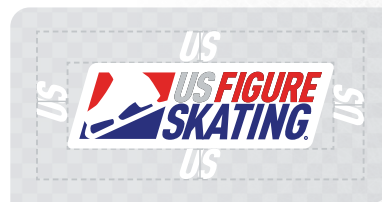
SECONDARY LOGO CLEARSPACE

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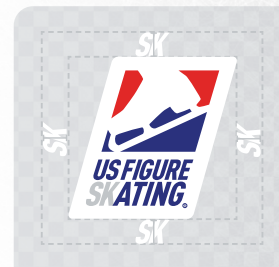
The vertical logo cannot be made smaller than 5/8 inch (.625") tall.

1.6 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 WEBSITE LOCKUP LOGOS

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

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

U.S. FIGURE SKATING WEBSITE LOGO

U.S. FIGURE SKATING ONLINE STORE LOGO

2.2 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 COMPETION 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. Coooresponding 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 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 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 logos should include: year, official event name, the U.S. Figure Skating logo (or associated program logo) and event location. No other information should be included in events logos, such as, a copyright, design credit, club/rink name, event dates, etc.

- The U.S. Figure Skating logo should be clearly visible in the logo design and should not overlap a design or artwork. It should also be an appropriate size so it is visible in print, signage, digital and apparel. Because of the variety in logo designs, U.S. Figure Skating may request changes to ensure the logo is prominent and clearly visible. *Events logos do not have to adhere to the clearspace guidelines shown on page 8.*

- Regional non-qualifying (NQ) competition logos must be differentiated from the regional championship logo by design, color scheme, layout, etc., so that they clearly appear as separate events. NQ competition names, which also appear in the logo, cannot contain the full region name or "Regional" in their event name.

Samples of past logos:

2.6 LOCKUP LOGOS FOR PARTNERS

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

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

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

LOCKUP EXAMPLE

PROUD PARTNER OF U.S. FIGURE SKATING

2.7 NGB LOCKUP LOGO

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

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

NGB HORIZONTAL COLOR LOCKUP

endorsed by

NGB VERTICAL COLOR LOCKUP

endorsed by

2.8 LOGO LOCKUP FOR COACHING EVENTS

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

COACH HORIZONTAL LOCKUP

COACH VERTICAL LOCKUP

3.0
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 the same color versions as the U.S. Figure Skating logo, shown on .

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 the same color versions as the U.S. Figure Skating logo, shown on .

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 LEARN TO SKATE USA

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

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

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

LEARN TO SKATE USA STACKED LOGO

POWERED BY

LEARN TO SKATE USA HORIZONTAL LOGO

POWERED BY

LOGO COLORS

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

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

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

Toyota Red
PANTONE 1795
CMYK 0 96 93 2
RGB 210 38 48
HEX/HTML D22630

This is the Toyota logo red and not a Learn to Skate USA brand color.

3.4 COMPETE USA

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

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

LOGO COLORS

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

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

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

3.5 GET UP®

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

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

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

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

The fonts for Get Up® are:

Nexa Black   **Nexa Bold**
Nexa Heavy   Nexa Book
Nexa XBold   Nexa Light
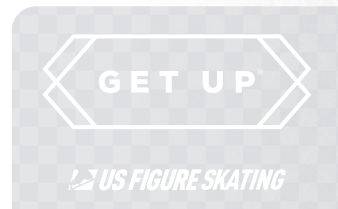
3.6 SKATING MAGAZINE

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

The SKATING magazine logo can be used in any color.

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

SKATING LOGO

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

SKATING

SKATING LOGO WITH TAGLINE

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

SKATING
OFFICIAL PUBLICATION OF U.S. FIGURE SKATING

3.7 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

3.8 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 & ICONS

4.1 PRIMARY BRAND FONT

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

Gotham Narrow and Gotham Condensed are the primary font families for U.S. Figure Skating and Learn to Skate USA. These are clean, simple, san serif font families with Gotham Narrow offering 16 versions and Gotham Condensed 18. This typeface is appropriate for all text, including headlines, subheads and body copy.

GOTHAM NARROW

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

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

OTHER BRAND FONTS

These fonts require a subscription to Adobe and can be activated **here**.

IvyOra is the serif font family for U.S. Figure Skating. This typeface is primarily for body copy but can be used for headlines and subheads when appropriate. This typeface offers 10 versions.

SERIF FONT - 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 is the font shown in the U.S. Figure Skating logo. This font should primarily be used for committee, program and club logos (page 14) and for branded documents for U.S. Figure Skating programs.

LOGO FONT - URW DIN COND

URW DIN Cond Black Italic

4.3 BRAND COLORS

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

These colors may be used in gradients and transparencies.

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

USFig Yellow
PANTONE 123
CMYK 0 19 89 0
RGB 255 199 44
HEX/HTML FFC72C

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

USFig Light Blue
PANTONE 304
CMYK 34 0 6 0
RGB 154 219 232
HEX/HTML 9ADBE8

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

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

4.4 GRADIENTS

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

Gradients are not available in Pantone colors.

USFig Yellow Gradient

CMYK 2 33 100 0	→	CMYK 0 19 89 0	→	CMYK 1 20 82 0
RGB 247 178 0		RGB 255 199 44		RGB 252 203 75
HEX/HTML F7B200		HEX/HTML FFC72C		HEX/HTML FCCB4B

USFig Red* Gradient

CMYK 13 100 100 4	→	CMYK 0 95 100 0	→	CMYK 0 84 77 0
RGB 204 22 19		RGB 218 41 28		RGB 244 78 66
HEX/HTML CC1613		HEX/HTML DA291C		HEX/HTML F44E42

USFig Light Blue Gradient

CMYK 65 6 9 0	→	CMYK 34 0 6 0	→	CMYK 41 0 3 0
RGB 67 184 217		RGB 154 219 232		RGB 134 222 246
HEX/HTML 43B8D9		HEX/HTML 9ADBE8		HEX/HTML 86DEF6

USFig Blue* Gradient

CMYK 100 99 27 14	→	CMYK 100 89 0 0	→	CMYK 80 65 0 0
RGB 35 39 108		RGB 0 20 137		RGB 72 99 174
HEX/HTML F7B200		HEX/HTML 001489		HEX/HTML FCCB4B

USFig Dark Blue Gradient

CMYK 88 83 53 73	→	CMYK 100 100 7 56	→	CMYK 96 100 7 2
RGB 1 0 37		RGB 32 23 71		RGB 57 36 127
HEX/HTML F7B200		HEX/HTML 201747		HEX/HTML FCCB4B

USFig Green Gradient

CMYK 47 4 91 0	→	CMYK 41 0 68 0	→	CMYK 29 0 63 0
RGB 147 194 80		RGB 164 214 94		RGB 188 228 129
HEX/HTML 93C250		HEX/HTML A4D65E		HEX/HTML F44E42

USFig Gray Gradient

CMYK 42 32 27 0	→	CMYK 10 4 4 14	→	CMYK 13 11 10 0
RGB 155 161 168		RGB 193 198 200		RGB 219 217 218
HEX/HTML 9BA1A8		HEX/HTML C1C6C8		HEX/HTML DBD9DA

4.5 ICONS

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

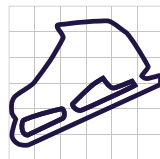Icons should be 2px stroked with rounded corners.

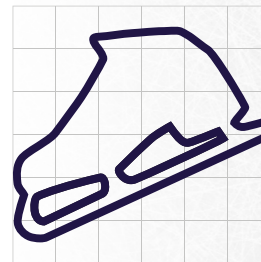✉ *To request an icon, email the creative department at design@usfigureskating.org*

EXAMPLES

DIGITAL USAGE

32px x 32px
1:1 ratio

64px x 64px
1:1 ratio

DARK & LIGHT BACKGROUD USAGE

5.0
STYLE GUIDE

STYLE GUIDE

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

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

✉ *For the complete style guide or questions, contact Kara Raney at kraney@usfigureskating.org*

CLICK HERE FOR THE COMPLETE STYLE GUIDE

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

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

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

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

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

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skating terms

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

NBC Sports

NBC Sports Network
Second reference: NBCSN

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

numbers/numerals
Spell out numbers zero through nine; use numerals for 10 and above. Ordinals: Spell out first through ninth — starting with 10th, use figures. Spell out a numeral if it begins a sentence; recast the sentence if necessary. One exception — if the numeral identifies a calendar year. (Thirty-six skaters were entered in the event. 1994 was a good year.)

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

Olympic Training Center
Second reference: OTC.

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

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

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

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

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

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

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

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

SKATING magazine
Capitalize the entire word when referring to SKATING magazine.

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

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

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

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

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

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

Stars on Ice
Do not use SOI.

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

telephone and fax numbers
The preferred format is: 719.635.5200.

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

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

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

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

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

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

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

U.S. Figure Skating SafeSport Program
Second reference: SafeSport Program. Note: The USOC SafeSport program has a lower-case "p."

U.S. Intercollegiate Team Skating Championships
The three colleges with the most points in each collegiate conference are invited to compete at this event.

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

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United States Olympic Committee
Second reference: USOC.

**World Figure Skating Museum
and Hall of Fame**

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

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