



BRAND AND LOGO USAGE GUIDELINES

USA Diving is pleased to present you with the USA Diving Logo and Brand Usage Guidelines.

The Brand Usage Guidelines outline the appropriate uses of the USA Diving logo and how to incorporate it into your club or LDA letterhead, business cards, website, and other items (please see the Brand Guidelines document). Please do not alter the presented specifications of the USA Diving logo.

To utilize the logo, please complete and return the enclosed Marks Approval Form for each instance in which you'd like to utilize the USA Diving logo (MUST follow Brand Guidelines). The form may be e-mailed to terry.powers@usadiving.org or faxed to the USA Diving marketing department at 317-237-5257.

USA Diving must approve each usage of the logo. Once the Marks Approval Form is received, it will be reviewed and if approved, the logo will be emailed to the applicant for your use!

The USA Diving logo is one of our greatest marketing assets as it represents our organization to the diving community, sports industry and the general public. In order to maintain the equity we have built with this mark, it is important to position it in proper manner as outlined in the Brand Guidelines Manual.

We appreciate your assistance in maintaining the integrity of the mark and thank you for helping to promote USA Diving by using this mark. We look forward to working with you as you incorporate the USA Diving logo into your Club and LDA materials.

LOGO USAGE ON TEAM ITEMS

- The USA Diving logo may be used on any team or LDA advertising or promotional materials.
- All logo usage on Team Items must be approved by USA Diving following the procedures outlined below.

LOGO USAGE ON MEMBER CLUB/LDA APPROVAL

- Use of the USA Diving logo on a member club or LDA website is permissible.
- Please utilize the standards in these guidelines to include the USA Diving logo on a website.

PROCEDURES FOR OBTAINING LOGO USE APPROVAL

1. Complete a Marks Approval Form and final artwork for each USA Diving logo usage. The Marks Approval Form can be downloaded from the USA Diving website.
2. Submit completed Marks Approval Form and final artwork to USA Diving via e-mail (terry.powers@usadiving.org) or fax (317) 237-5257.
3. USA Diving will respond with comments, changes or approval within seven business days.

For more information, please contact:

Terry Powers

terry.powers@usadiving.org

USA Diving Marks Approval Form

This form is strictly for the one-time use of USA Diving's marks as described below. Additional logo requests must be submitted separately.

Please print clearly and fill in each blank

Date Submitted: _____ Phone: _____

Club Name: _____ Fax: _____

LDA Name: _____ Email: _____

Contact: _____

USA Diving requires that prior to approval, a picture or actual product sample be submitted for final approval.

Product Description in Full:

Logo Position on Product: _____

Approvals, disapprovals, notations or comments of any kind on this form from any employee or than a representative of USA Diving is not indication or evidence that USA Diving has entered an agreement granting the above referenced club or Local Diving Association (LDA) the right to produce or distribute the products referred to on this form or any other products purchased by or on behalf of such entity.

For USA Diving Use Only

Date received by USA Diving: _____

Approved: _____ Approved with Revisions _____ Rejected _____

Comments:

Approved by: _____

WITH RECEIPT AND APROVAL OF THIS FORM, USA DIVING WILL SEND THE REQUESTED LOGO IN JPEG AND EPS FORMATS FOR USE.