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INTRODUCTION:
The USA Synchro Brand
**WELCOME TO THE USA SYNCHRO BRAND**

We are excited to share with you some of the positive changes being made within the sport and the organization. After years of increasing popularity and participation rates, USA Synchro has updated its image to better reflect and build upon its popularity and success.

We have introduced a sleek new logo that provides one consistent look for USA Synchro programs and activities. We have also adopted the more user-friendly name of USA Synchro, making it easier for athletes, fans, and the general public to recognize our organization.

Like any other organization, USA Synchro wants people to know who we are and what we do. By working together we can all help communicate the message that there is no other organization quite like USA Synchro. It’s where you go when you want to learn Synchro and it’s where you go when you want to see the best athletes and events in the world.

Every time you use the logo you are helping to create awareness and build important equity in the USA Synchro brand. And the more powerful our brand is, the more likely someone will be to get in the pool or attend one of our events. USA Synchro should be the name that is conveyed in all external communication.

The purpose of this guide is to assist you in using the new logo correctly. It contains the standards for usage of all USA Synchro communications including logo placement, colors, typography, placement of visuals, and style. These guidelines must be adhered to any time our trademarks or service marks are used, including but not limited to:

- Brochures, event programs, and advertisements
- Educational materials
- Pool displays and banners
- Merchandise
**PROTECTING OUR REGISTERED MARKS AND TRADEMARKS**

By not using a logo properly, it is actually possible to lose rights to a logo without meaning to. Using the USA Synchro logo in accordance with this guide will ensure that we are meeting our trademark requirements.

The logo of USA Synchro is owned by and the property of USA Synchro. USA Synchro has legal service mark, trademark, and other intellectual property rights in this logo. USA Synchro clubs are permitted to use the logo solely in connection with their nonprofit programs and activities in a manner that is consistent with their membership in USA Synchro and the USA Synchro Bylaws. No unauthorized use of the USA Synchro logo is allowed, nor is any use that is inconsistent with the service mark, trademark, or other legal rights of USA Synchro. Permission by USA Synchro to use its logo is on a non-exclusive, non-assignable, non-transferable, and revocable basis, and does not convey the user any right, title, or ownership interest in the logo or any related service mark or trademark rights of USA Synchro; nor does it give permission to register or assert any trademark, service mark, design, or copyright therein or thereto.

**LEGAL DISCLAIMERS**

Legal copy must be included on all USA Synchro marketing materials, including (but not limited to): advertising, collateral, direct mail, brochures, websites, presentations, and videos. Clubs should use the disclaimer on any materials that contain the USA Synchro logo. The disclaimer statement must read: *The USA Synchro logo is a trademark of United States Synchronized Swimming, Inc. All rights reserved.* Recommended character and placement of legal copy is six point, either black or white, and located no less than .5 inches from the bottom. See example below.
APPROVAL REQUIREMENTS

This guide shows the proper use of graphic elements associated with USA Synchro. Samples of all uses of our logo, whether on products or to promote services, must be submitted for approval to the Business Development Director. Please allow five working days for the staff to review the samples and respond back to you. Any changes to or rearrangement of any USA Synchro logo, symbol, mark, signature, or graphic element will be considered non-conforming unless first authorized in writing by USA Synchro. Approval is given on a case-by-case basis; therefore, written approval to use any USA Synchro logo in any way other than depicted in this guide applies to that single usage only. It does NOT imply approval for similar or subsequent non-conforming applications.

Contact Jordan Dillon, Business Development Director at USA Synchro, by phone at 317.237.5700 x.5709 or by email at jordan@usasynchro.org with questions and/or to gain approval for all applications of the logo. Further contact information for the National Office be found on page 41 of this manual.
THE TOP 10 THINGS YOU NEED TO KNOW

Here are the top 10 things you need to know about using the new USA Synchro logo. Each item is followed by a page number on which you’ll find more information about the item.

1. The primary logo (vertical version) should be used whenever possible in its two-color version (Pantone 186C and Pantone 294C). One-color and black-and-white versions can be provided for times when the two-color version will not work. This applies to program logos as well. (See pp. 16-17)

2. The secondary logo (horizontal version) may be used on merchandise or in instances when the vertical 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. (See p. 18)

3. Never use the symbol icon of the shield alone (See p. 24)

4. We are USA Synchro and should be referred to as such in all references. The abbreviation USSS is not acceptable. (See pp. 5-6)

5. A legal disclaimer must be included on all USA Synchro marketing materials, including advertising, collateral, direct mail, data sheets, brochures, websites, presentations, and videos. (See p. 8)

6. A minimum amount of clear space is required to surround the logo. This border must be 1/8x where x equals the width of the logo (See p. 23)

7. Clubs and qualifying competitions are welcome, but not required, to use the USA Synchro logo as their logo. (See p. 27)

8. All program covers for sanctioned events are required to feature the “Sanctioned By” version of the USA Synchro logo. (See p. 27)

9. All events sanctioned by USA Synchro may place a full-page ad provided by USA Synchro in the official event program. (See p. 28)

10. Logos for use on websites are provided in a JPEG format and at a lower resolution (72 dpi) as required by the Internet. These versions of the logo must not be used for any other purpose. (See pp. 30-33)
SECTION TWO:
The USA Synchro Logo and Its Variations
Provided Logos and How To Use Them

This section shows the logos that may be available to you and explains proper usage requirements for the USA Synchro logo. The logos are titled by letter and description. When requesting a logo please refer to the logo as it is titled in this publication.

Logos appear in two versions: a primary logo that is vertical and a secondary logo that appears as a horizontal graphic. Please use the primary (vertical) logo whenever possible. The secondary (horizontal) logo may be used on merchandise or in instances when the horizontal logo does not fit. Never use the symbol of the shield alone. For other inappropriate uses of the logo, see page 24.
**CLUB VERSIONS**

The “member of” logo can be used any time a club wishes to identify itself with USA Synchro. The “sanctioned by” logo should be used in any promotional materials referring to a sanctioned event.

V– RWBMember

W– RWBSanctioned

**WEB VERSIONS**

Three logos are provided in a JPEG format for use on Web sites. These JPEG versions are color mode RGB and are a resolution of 72 dpi. These versions are only to be used on the Web. The Web versions provided are labeled as follows:

A. RWBSyncWeb

V. RWBMemberWeb

W. RWBSanctionedWeb

**TYPEFACES**

Bank Gothic is the font family used in and with the logo. The logo itself uses Bank Gothic MD.

**Fonts for Web sites:** USA Synchro fonts are to be used for Web logos only—not content. The USA Synchro fonts (Bank Gothic family) are not Web-safe, therefore, do not select those fonts for the text areas of your Web pages.

**Bank Gothic Md BT (regular)**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0
```

**Bank Gothic Md BT (bold)**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0
```

**Bank Gothic Md BT (oblique)**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0
```
COLOR STANDARDS

Pantone (PMS) Color Palette
Our logos are designed with two colors on a white background. Although the USA Synchro logo can be printed in one color, we recommend using the two-color version whenever possible. All two-color logos use Pantone 186C (red) and Pantone 294C (blue). Pantone® is a registered trademark of Pantone, Inc.

CMYK (Four Color) Palette
You may not always be able to use Pantone® ink. In that case, we request that you use the appropriate corresponding four-color process formulas as shown. “CMYK” identifies the colors used in traditional printing presses and stands for cyan, magenta, yellow and black.

RGB Color Palette
The USA Synchro logo can only be reproduced for onscreen display using the custom value equivalents to the assigned PMS colors. Multimedia presentation, including PowerPoint or any CD-ROM presentation, will use the RGB color system. “RGB,” which stands for red, green and blue, identifies the colors used by TVs and other such screens.

Web Color Palette
We request that when using the USA Synchro logo on a Web site, you use the hexadecimal color equivalents. Usage for hexadecimal formulas are shown. Note that the colors will vary slightly from the Pantone® print colors because there are only 216 colors that will reproduce on the Web. This color is the best match.

Note: Due to individual printing processes, the colors that appear here may differ from those that you produce. When choosing a color, be sure to reference them by specific Pantone®, CMYK, RGB or hexadecimal values.
CLEAR SPACE

A minimum amount of empty space has been established around the logo to ensure that it appears in a clear visual field. No other object, such as type, photography, borders, edges, etc… may appear in the empty space. The minimum border (margin) or empty space around the logo must be \( \frac{1}{8} \times \), where \( x \) equals the width of the logo. If text needs to be placed within the clear space, please contact the USA Synchro Business Development Director to have the logo variation created.

INCORRECT LOGO USAGE

It is important to present the logo as clearly and directly as possible. Altering, rearranging, recreating or adding design elements or visually competitive backgrounds will interfere with the quality and consistency of the logo. The following examples of incorrect logo usage do not represent the only potential misuses, so if in doubt please contact the USA Synchro Business Development Director.

► **DO NOT** reconfigure, substitute typefaces, reverse the logo, change the color or alter the size and/or position relationships of the logo’s elements.

► **DO NOT** stretch, shorten or distort the logo in any way. (See “Using the CD” section on page 31 for instructions on how to resize logos correctly to avoid distortion.)

► **DO NOT** add type or link other words or modifiers to the logo.
DO NOT apply a logo to a photograph or patterned, uneven or similar-color background. Its legibility will be impaired.

DO NOT use the logo as part of a sentence or slogan. It should always stand alone, surrounded by a clear staging area. See page 23 for a clear space example.

The logo should be surrounded by a clear staging area. If objects, type or other logos are too close they will diminish the visual impact of our logo. See page 23 for a clear space example.

The shield should not be separated from the words “USA Synchro” in the logo or used on its own.
QUALIFYING COMPETITION LOGOS

Clubs are welcome, but not required, to use the logo as part of their qualifying competition logo. To obtain a approval for a logo that includes a USA Synchro logo for your qualifying event, contact the USA Synchro Business Development Director.

USAGE REQUIREMENTS FOR EVENTS

Specific Usage for Items That Promote Qualifying and Non-Qualifying Events:

Program Covers: All program covers for events sanctioned by USA Synchro are required to feature “Sanctioned By” versions of the logo no smaller than three inches wide.

Printed Materials: The logo used on printed materials should follow the general guidelines shown at right. The vertical logo should not appear smaller than 1 inch in height and the horizontal logo should not appear smaller than 1 and 1/2 inch in width.

Fees, Royalties, & Merchandise: Clubs are not required to pay a licensing fee or royalty to use the club versions of the logo (p.19) on promotional materials or on their website. Use of the logo (club version or otherwise) is not authorized for merchandise. Merchandise bearing the logo may be purchased through the Official Merchandiser(s) of USA Synchro.

LOGO USAGE FOR TELEVISED EVENTS

Logo usage requirements for televised events differ from non-televised events. Please contact the USA Synchro Business Development Director for information.

PROGRAM ADS FOR SANCTIONED EVENTS

Clearly associating your event with USA Synchro helps lend legitimacy and prestige to your event and creates a unified image for the organization. As part of the branding campaign, all events sanctioned by USA Synchro may place one full page ad representing USA Synchro in the official event program. Ads for the event will be provided by USA Synchro headquarters. Please allow 30 days for our staff to complete your request.
SECTION FOUR

Web Style
WEB STYLE GUIDE

The goal of the Web Style Guide is to assist you in using USA Synchro art for your program in keeping with the overall visual identity. Our ultimate goal is for you to present a Web site that displays a high level of graphic consistency.

WEB SITE LOGO OPTIONS

The Web logo is ready to incorporate with Web pages as shown. The logo must be used from the electronic files on the CD. Please do not use Web logos for any other purpose, since Web images are 72 dpi and therefore unacceptable for print.

Web Colors

To obtain the exact colors as seen on the USA Synchro Web site, please refer to the Web color palette on page 22 of this manual, which provides the appropriate hexadecimal color numbers. These six-number/letter combinations are for use in HTML editors (such as Dreamweaver) as well as in Photoshop or other image editing programs.

WEB TECHNICAL NOTES

These technical notes are meant to help your local organization incorporate USA Synchro on your existing Web site. Your Web master will likely be responsible for uploading this new artwork on to the site. Should you have questions, please contact the USA Synchro Business Development Director.

HOW TO SAVE USA SYNCHRO LOGOS TO WEB SPACE

PC:
1. Connect to your Web server.
2. Point your mouse to the image you want to save.
3. Right-click with your mouse.
4. Select “Save Image.”
5. Save the image in an appropriate location on your Web space.

MAC:
1. Access the Web space volume.
2. Point your mouse to the image you want to save.
3. Click you mouse and hold.
4. A list of options will appear; select “Save.”
5. Save the image in the appropriate location in your Web space.
**IMAGE SIZE**

We recommend that you reduce the logo image to the appropriate width and height for your Web page design in an image editing program such as Photoshop, rather than in your HTML editor. Forcing the size smaller with an HTML editor will result in a distorted image. For Web site use, use the JPEG image of the logo.

**CHANGING THE IMAGE SIZE:**
1. Open the image in an editing program, such as Photoshop, Photoshop Elements, Illustrator or ImageReady.
2. Reduce or enlarge the image size to suit your needs (see below).
3. Save and replace the image on your Web space.

**REDUCING AN IMAGE:**
If you use an HTML editor to make the image smaller, it will appear smaller, but the image file size will be the same and may result in a distorted image. We suggest adjusting the image size in an image editing program rather than an HTML editor.

**ENLARGING AN IMAGE:**
Increasing the image size of the logo in an HTML editor or an editing program will distort the image. If only a slight enlargement is needed, the JPEG can be used. However, to significantly enlarge the image, open the EPS file (use downloadable Illustrator logo files from the print section) in an image editing program, enlarge the image and then save it to your Web space.
Glossary of Terms

BMP – Windows Bitmap file, as created by Windows paint and other software. While these are typically 8 bit files, there is support for up to 24 bit deep palettes. BMP files cannot be viewed on the Internet, but they are effective for use in print media.

Brand and Branding – A brand is a unique and identifiable symbol, association, name or trademark that serves to differentiate competing products or services. Branding is the process of establishing the elements of that brand, including its name, identifying symbols and related marketing messages.

Camera-ready Art – High-resolution type, artwork or graphic materials that are ready to be scanned and/or printed.

CMYK – Identifies four colors used in traditional printing presses and stands for cyan, magenta, yellow and black, respectively.

Copyright – Legal ownership that protects literary, music or artistic work.

Collateral – Any material describing a product, service and/or company that is used to support sales and marketing efforts. The material can be electronic (such as on a CD-ROM) or printed.

Density – The degree of darkness to which a color appears; Densities are given values ranging from 0 percent (lightest) to 100 percent (darkest).

DPI – Stands for dots per inch. DPI specifies the resolution of an output device, such as a printer or printing press machine. Print resolution usually runs from 300-1200 DPI on a laser printer and 125-225 DPI for photographic images on a print brochure. Computer monitors view images at 72 DPI.

Four-color Process – Refers to the process by which any color can be achieved by combining the four basic colors of ink, CMYK.

GIF – Graphics Interchange Format, a common file format supported on many platforms. Maximum color depth is 8 bit, with a maximum display of 256 colors. Internet images can be either GIF, JPEG or PNG.

Halftone – A reproduction of a grayscale image which uses dots of varying size or density to give the impression of areas of gray.

Hexadecimal – As it relates to Web design, hexadecimal is the alphanumeric system used to specify colors in HTML. For example, the hexadecimal equivalent of white is FFFFFF, while black is 000000.

Icon or Symbol – The graphic element portion of the logo.

JPEG – Named after the Joint Photographic Experts Group, the JPEG format supports a maximum color palette of 24 bit. Images on the Internet can be GIF, JPEG or PNG file types.

Logo – A logo is a graphic element used to identify a company, product or service, and is typically trademarked to protect it from use by other companies.

Merchandise – A product displaying a logo or other promotional image, such as a T-shirt, baseball cap, pen, etc...

Pantone or PMS – The acronym for Pantone Matching System, PMS colors are a set of spot colors commonly used for printing. By specifying a PMS color you ensure that the correct color is printed, regardless of what your monitor might display. Most graphics programs come with PMS palettes, and more complete PMS colors can be found in products from the company that developed this system.
Glossary of Terms Continued

Pantone, Inc. You can also use your graphics program to translate the PMS colors used in this feature to RGB, CMYK or other equivalents for Web display or process printing.

PNG — (pronounced “ping”) An acronym for Portable Networks Graphics, PNG is a bit mapped graphics format. The PNG format can be used to create small, well-compressed images for Web display. Like GIF, PNG uses lossless compression. It has been approved as a standard by the World Wide Web Consortium to replace GIF, because GIF uses a patented data compression algorithm, while the PNG format is patent-free. Images on the Internet can be either GIF, JPEG or PNG.

Process Colors — In printing, the subtractive primaries: cyan, magenta and yellow. Includes black in four-color process.

Process Color Separation — Mixing three or four colors, such as CMYK, to produce an infinite variety of colors. This is useful in printing full-color photos with an offset printing press.

Raster Image — A raster image file is generally defined to be a rectangular array of regularly sampled values, known as pixels. Each pixel, a picture element, has one or more numbers associated with it, generally specifying a color that the pixel should be displayed in.

Registration — The precise alignment of different films or printing plates (color separations) to produce a final printed image.

Registration Marks — Small crosshairs on film used to align individual color separations or layers of film negatives when printed.

RGB — Refers to the so-called scientific hues — the additive primary colors red, green and blue — that when mixed together in equal amount creates white light. Television sets and computer monitors display their pixels based on values of RGB.

Reverse — Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped out of a dark background.

Screen — A version of an image produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

Separation — The separating of a full-color image into the primary printing colors in positive or negative form. By overlaying the separations in the printing process, using the correct primary color for each, the result is a full-color reproduction of the original.

Solid — Any portion of a publication printed at 100 percent of a given color.

Spot Color Separation — Used to separate colors that are not to be mixed. In this case, each spot color is represented by its own ink, which is specially mixed. Spot colors are effective for highlighting text, but they cannot be used to reproduce full color images.

TIFF — Tagged Image File Format, or TIFF, is used on various platforms for high resolution, non-lossy image storage. There are extensions for file compression that may be platform or application specific.

Two-Color Printing — A process by which a publication is printed in only two colors, usually a choice of any two Pantone colors and/or black.

Vector Image Files — Also called “geometry” files, are used for diagrams, illustrations, etc. and created by “draw” programs. Can be scaled to any desired size without any image distortion or pixilation.
**GLOSSARY OF TERMS CONTINUED**

**Visual Identity** — The development of a graphic or series of graphics by an organization that visually communicates all aspects of a brand. A successful visual identity program can consist of one graphic or a series of graphics.

**White Space** — A blank area on a page, “white” space may be any solid color rather than white.

**FREQUENTLY ASKED QUESTIONS**

Q: Why is it important to include the new logo in conjunction with my club’s activities?
A: Using the USA Synchro logo lends credibility to your event. It also generates awareness and helps to maintain a consistent look and a unified image for USA Synchro.

Q: Do I have to send every usage of the USA Synchro logo to USA Synchro’s Business Development Director for approval?
A: Yes, all usages must be submitted for approval.

Q: Why are there three versions of most logos on the CD?
A: Different file formats need to be used for different applications, so we have provided the three versions you will need to cover a variety of uses. The Web logo is provided only in JPEG format because that is the format that Web will support.

Q: Can I copy the logo onto colored paper?
A: Yes. Though colored paper changes the look of our logo, we understand that colored paper is usually the only way to brighten up a design or memo when you are using a black and white copier.

Q: Our club came up with a fun new logo by combining elements of the USA Synchro logo with elements of our club logo. Can we use this as our new club logo?
A: It is important that USA Synchro be associated with one consistent image. Altering or manipulating the logo is not acceptable. Please contact the Business Development Director at the National Office if you would like a customized logo for your club.
CONTACT INFORMATION

For approvals, information or any other questions regarding the use and/or application of the USA Synchro logo, please contact:

USA Synchro
Business Development Director
132 E. Washington Street, Suite 820
Indianapolis, IN 46204.
Phone: (317) 237-5700
Fax: (317) 237-5705

To gain approval for use of the logo, contact Ms. Jordan Dillon, Business Development Director at jordan@usasynchro.org.