Welcome to the USA Water Ski & Wake Sports Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.
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Our brand is more than our name or our logo. It’s the sum total of everything we say and do. At USA Water Ski & Wake Sports, we set and achieve ambitious goals. The quality of our athletes, teams, and services reflects our identity. Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.
THE STORY
Our brand is more than our name or our logo. It’s the sum total of everything we say and do. At USA Water Ski & Wake Sports, we set and achieve ambitious goals. The quality of our athletes, teams, and services reflects our identity.

MISSION STATEMENT
The mission of USA Water Ski & Wake Sports (USA-WSWS) is to advance, support and service all towed water sports through widespread recreational participation, education, promotion and sustained worldwide competitive excellence.

VISION STATEMENT
The vision of USA Water Ski & Wake Sports (USA-WSWS) is to be the preeminent authority for all recreational and competitive towed water sports in the United States and to provide sustained competitive worldwide excellence.
The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.
Our logo is simple, clean, and stylish. The nine stars represent the nine disciplines of our organization. This logo can be used with the circle tow rope or without as shown below. The logo is available for use in its 3-color format, or red, blue, white, or black in all instances where the logo is used.
Clear

SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.

THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.
Logo

MISUSE

Rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific usage restrictions for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.

Do not alter the logo’s colors in any way.

Do not alter the logo’s proportion in any way.

Do not abbreviate or truncate logo in any way.

Do not change type-set of logo in any way.

Do not change composition of logo in any way.
COLOR

Our brand is underpinned with a color palette designed to be patriotic, modern, and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.
The primary color palette is constant throughout all communications. A color hierarchy has been implemented, ranging from Cyan-Blue being the most important, followed by Carmine, to White being the least used.

**BRAND COLORS**

**CYAN-BLUE**
- C: 31
- M: 18
- Y: 0
- K: 59
- Hex: #193C69
- PMS: 194

**CARMINE**
- C: 0
- M: 50
- Y: 50
- K: 30
- Hex: #B33434
- PMS: 540

**WHITE**
- C: 0
- M: 0
- Y: 0
- K: 0
- Hex: #FFFFFF
- PMS: 194
TYPOGRAPHY

Helvetica Bold is our logo typeface, it should be used in all instances where headers are required. Our secondary typeface is Raleway which should be used in body text. Typography shouldn’t be overlooked as a key element within our toolkit as they are designed to complement each other. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.
Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and modern feel of the brand and should be used across all print and web applications. Helvetica is our corporate typeface. It should be used in all headers and titles where typography is required. It is a simple, clean, and legible typeface that matches our logo.

HELVETICA BOLD

ABCDEFghijkl
MNOPRSTUvwxyz

abcdefghijkl
mnopqrstuvwxyz

1234567890!@#%&()+
Typography

SECONDARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Raleway is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

RALEWAY

Bold is our headings weight.

Regular is used for captions and some bodies of text.

Regular Italics is used for quotes and interviews.
## Typography

### MAIN COLLECTION

| HELVETICA BOLD | ABCDEFGHIJKLMNOPRSTU VWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890!@#$&()+
|----------------|--------------------------|---------------------------|----------------
| **To be used for headings and titles.** |                          |                           |                

| RALEWAY | ABCDEFGHIJKLMNOPRSTU VWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890!@#$&()+
|---------|--------------------------|---------------------------|----------------
| **To be used for main copy and body of text.** |                          |                           |                |
The United States Olympic & Paralympic Committee owns or has the right to control many trademarks or logos in the United States. Protecting that intellectual property by ensuring proper use is of the utmost importance as the marks represent a movement.
The USOPC owns many trademarks including, but not limited to: Olympic, Olympiad, Olympian, Future Olympian, Go for the Gold, Gateway to Gold, Let the Games Begin, Olympians Made Here, Paralympians Made Here, Paralympic, Paralympaid, Paralympian, Pan-American, Paris 2023, Los Angeles 2028, LA 2028, LA28, Road to Paris, Road to LA, Road to Los Angeles, and Team USA. For full details on the USOPC's branding guidelines click here.