



# Brand Guidelines

When creating an event specific t-shirt, please adhere to the following guidelines.

---

- 1 Please select a white t-shirt for an event. Please make sure that the event logo is centered on the chest area.
- 2 On the back please use the USA Diving icon in the upper center of the t-shirt. Please use all upper case Gotham Bold for the font underneath the USA Diving icon and center it beneath the icon.



**T-shirt** Event Specific

The following are preferred typefaces for USA Diving materials.

---

Headlines

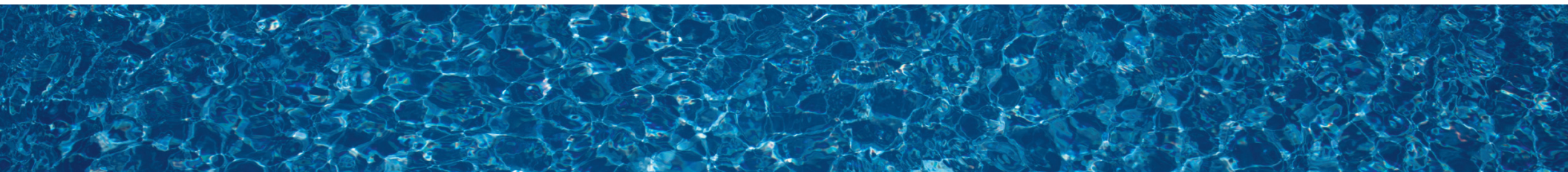
**Gotham Bold**

Sub Headlines

**Gotham Bold**

Body Copy

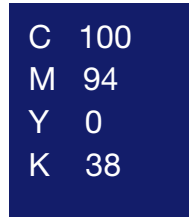
Gotham Book - 50% Black



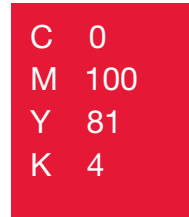


The complete primary and secondary color palettes for **USA Diving** executions are as follows:

**USA Diving** Primary Palette



PMS 275

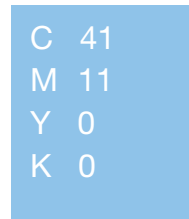


PMS 186

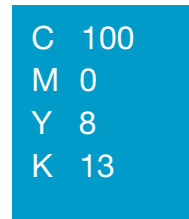
**USA Diving** Secondary Palette



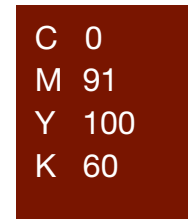
PMS 425



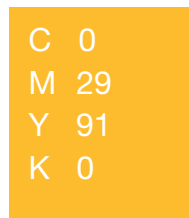
PMS 543



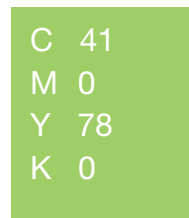
PMS 313



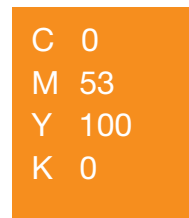
PMS 483



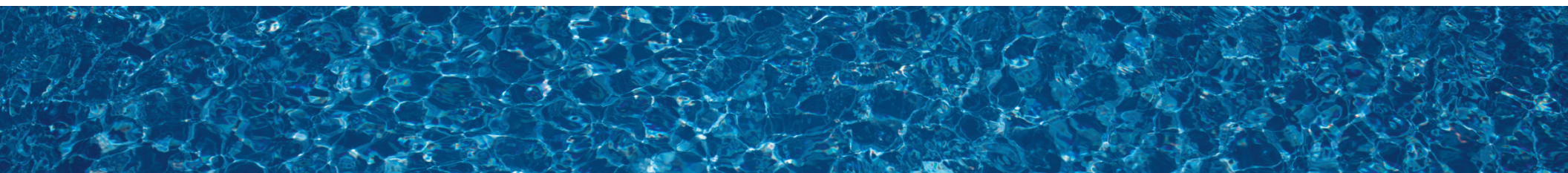
PMS 1235



PMS 375



PMS 021





### USA Diving Two-color or Four-color Applications

The USA Diving Logo should always be shown in a 2-color or 4-color format unless limited to grayscale only.

### USA Diving One-color Application

The USA Diving logo can appear in black when printed on white or light-color background. Can also appear in white when reversed out of black or dark background.

In some instances, using the grayscale logo may not be visible. If this happens use the all white or all black version of the logo.



Other Logo

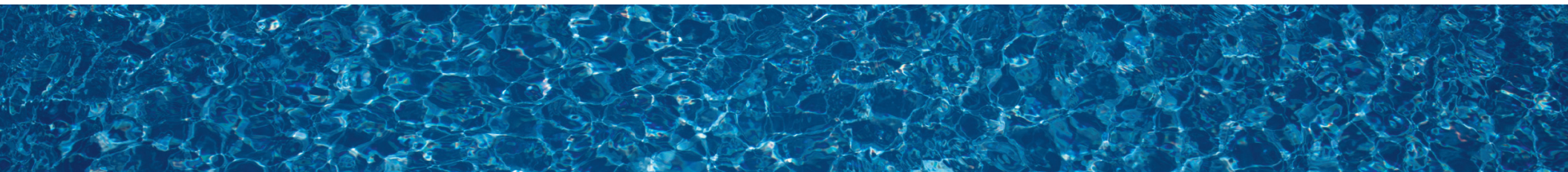


Other Logo

---

### Pairing USA Diving logo with other company logos

When placing the USA Diving logo next to or among other company logos, ensure the protected space of all logos. When sizing logos of equal importance, the apparent size (not the actual measure) of the logos should be the guideline.





Vertical



Vertical with tagline



Horizontal



Horizontal with tagline

---

### The USA Diving Logo

The USA Diving logo has vertical and horizontal versions, with and without the tag line. Although the “squiggle” may be considered for use as a graphic element elsewhere in USA Diving promotional materials, it should never be used in the logo without the accompanying tag line. In color, the logo should always be used as shown here, and never otherwise. Please do not use any other color variations with the USA Diving logo.

