



# LOGO APPLICATION

USA Triathlon has developed a corporate mark and associated marks. In an effort to insulate USA Triathlon from abuse or misuse of these marks, we are asking all those who desire to use the logo for any purpose to complete the following form prior to moving forward.

- **Please note, if you are a Race Director please do not use this form — contact [sanction@usatriathlon.org](mailto:sanction@usatriathlon.org) for logo approval information.**
- If you have any questions about the logo, its application, or this new process, please email Creative Services at [creative.services@usatriathlon.org](mailto:creative.services@usatriathlon.org).
- Please fax or email your application to USA Triathlon National Office at 719-597-2121, creative.services attention Creative Services.
- Once your certification expires, the USA Triathlon logo may not be used unless certification is renewed.
- If any clothing is being produced with the USAT logo, it will need to be approved by the Creative Services Department before being printed.
- Please use the approved USAT mark on all items produced going forward. Please allow 48 hours turnaround time for approval. Thank you!

## 1 CONTACT INFORMATION

Name \_\_\_\_\_

Email Address \_\_\_\_\_ Phone number \_\_\_\_\_

Organization \_\_\_\_\_ Position \_\_\_\_\_

## 2 CHOOSE USAT LOGO STYLE



COLOR



B/W



WHITE  
(Reversed)

Color  B/W  White (Reversed)

JPG  EPS  PDF

Special Requests: \_\_\_\_\_

## 3

The items on which the marked USA Triathlon logo is being placed is:

BEING SOLD  NOT BEING SOLD

## 4

Attach an explanation if you will be placing additional text next to a USA Triathlon mark.

\_\_\_\_\_  
\_\_\_\_\_

## 5

The items on which the aforementioned USA Triathlon logo is being placed are:

1. \_\_\_\_\_ 3. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_

**PLEASE NOTE:** These logos are trademarks of USA Triathlon. Any alteration of these logos including but not limited to changing their coloring or wording may constitute a violation of USA Triathlon's trademark rights and could subject you to legal penalties. If you desire placing any text next to these marks, please indicate such on this form.