

USA
TRIATHLON



LOGO STANDARDS MANUAL
AND APPLICATION

PRIMARY LOGO



PANTONE 200	C -24%	R -168	H - 344
	M -96%	G -12	S - 92
	Y -55%	B -52	B - 83
	K -11%		
PANTONE 289	C -100%	R -0	H - 213
	M -64%	G -42	S - 100
	Y -0%	B -92	B - 36
	K -60%		

Minimum Size
7/8" or .875" wide



ACCEPTABLE LOGO USAGES



Add white rule in reverse applications and any application where you place the logo on any colored surface. Never remove the white rule from any componet.



Text converts to all-white in reverse applications.

UNACCEPTABLE LOGO USAGES



DO NOT TILT
LOGO IN
REFERENCE
TO OTHER
ITEMS.



DO NOT STRETCH
LOGO OUT OF
PROPORTION.



DO NOT
SCREEN
LOGO.



DO NOT REVERSE
PARTS OF LOGO OR
PLACE ON COLOR FEILD
WITH NO WHITE RULE
AROUND ICON.



DO NOT ALTER
COLORS OR
ORDER OF
COLORS.



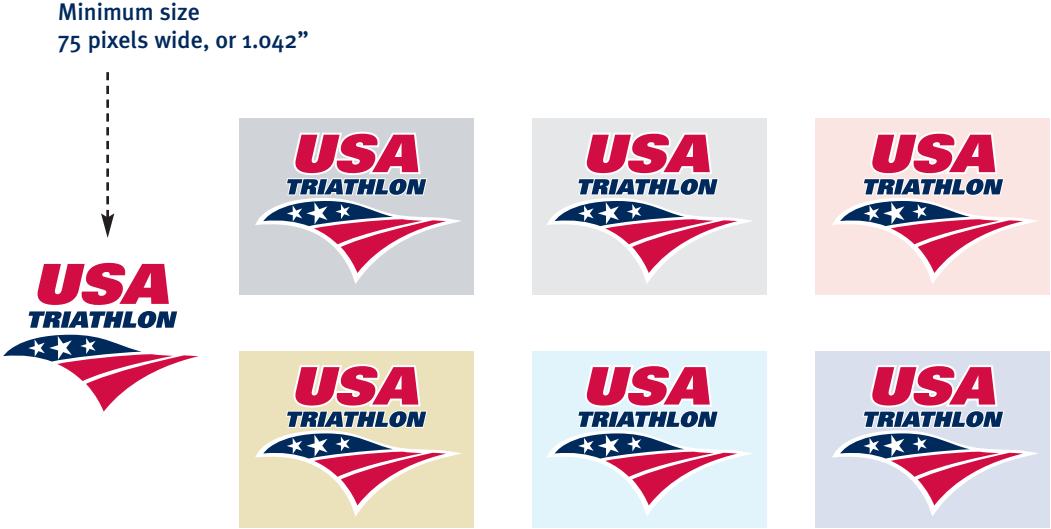
DO NOT CONVERT
COLOR MARK TO
GREYSCALE.

Web link logos

All web link logos are to be placed on white or light backgrounds, with white channel around icon always present.

Do not rotate, distort or alter colors or color order.

Do not include with sponsor logos, or use as reproduction artwork for any printed materials.



USA TRIATHLON

Trademark Usage Guidelines

These Guidelines govern the use and reproduction of all USA TRIATHLON trademarks and logos. USA TRIATHLON employees, members, constituents and partners with permission may use USA TRIATHLON's trademarks and logos in accordance with these Guidelines. Use of USA TRIATHLON trademarks and logos other than in accordance with these Guidelines is a violation of the organizations rights and is prohibited. USA TRIATHLON reserves the right to revise these Guidelines from time to time, without notice.

IMPORTANCE OF USA TRIATHLON NAME AND TRADEMARKS

The USA TRIATHLON corporate name, the USA TRIATHLON logos and other USA TRIATHLON trademarks and service marks (collectively, the "USA TRIATHLON Marks") are important elements of USA TRIATHLON's identity and symbolize many valuable aspects of our organization, including our brand identity and good will. The USA TRIATHLON Marks are widely recognized, positive industry symbols and help to identify our organization and its various services and products and our commitment to improving and developing the sport of triathlon. USA TRIATHLON members and constituencies are encouraged to collectively help us build our brands in accordance with these guidelines.

USA TRIATHLON's mission is to promote, develop and effectively govern the sport of triathlon. USA TRIATHLON uses different trademarks and logos to identify its various products and services. When we represent these products, we do so in a consistent manner and associate the product name to the USA TRIATHLON brand to reinforce the brand identity.

The USA TRIATHLON Marks are available for use on a case-by-case review basis by members, constituents and partners for a variety of marketing and educational purposes. Opportunities include product packaging, signs and graphics, advertising, press releases, Web pages, presentations, technical documentation and more. This document provides the basic guidelines with which to ensure consistency. Once granted access to the USA TRIATHLON Marks you are not allowed to give it out.

REQUESTS FOR USE

USA TRIATHLON members and others interested in using USA TRIATHLON Marks for appropriate marketing and educational purposes should submit a written request to use USA TRIATHLON Trademarks. All requests for use of USA TRIATHLON Marks will be reviewed on a case-by-case basis. Actual usage of the Marks will also be reviewed on a case-by-case basis.

USA TRIATHLON LOGOS

The USA TRIATHLON Marks that are graphic logos are the visual representations of the organization. Each represents USA TRIATHLON and its standards in a unique way to customers and to the public. As a symbol, each Mark is an important vehicle for establishing presence and identity.

- Use only official USA TRIATHLON Artwork - Do Not Re-Design any Artwork or Logos
- Where you choose to use both your own unique company identifier(s) or graphic style along with the USA TRIATHLON identity (logo) system, your business identity must be presented as a separate and distinct element.
- Use the "Style Guide for USA TRIATHLON Trademarks and Logos"
- The USA TRIATHLON marketing department can supply a simplified logo graphic format of an USA TRIATHLON logo for use on merchandise or marketing incentives.

PROPER USAGE OF USA TRIATHLON TRADEMARKS AND LOGOS

Unless you have express, prior, written permission from USA TRIATHLON:

- Do not use USA TRIATHLON Marks in any manner, except in making objectively truthful, factual references to USA TRIATHLON and the specifications provided by USA TRIATHLON.
- Do not use USA TRIATHLON Marks as all or part of a product name or in or on any product, packaging, labels, advertisements, press releases, marketing materials, web pages, trade show materials, or any other materials.
- Do not use USA TRIATHLON Marks in any manner that might be understood to suggest an association with or sponsorship by USA TRIATHLON, nor an endorsement (express or implied) by USA TRIATHLON of a training program, seminar series, product or service. However, USA TRIATHLON Marks may be used as part of a truthful statement that a company is "USA TRIATHLON Partner".
- Do not attempt to claim trademark rights in any USA TRIATHLON Mark by using or registering an USA TRIATHLON Mark as all or any part of a product or service name, trademark, service mark, logo, domain name, trade name, or "doing business as" name (d/b/a).
- Do not use USA TRIATHLON Marks in any fashion that could result in a likelihood of confusion between USA TRIATHLON products and services and the goods and services of any other entity.
- Always use USA TRIATHLON Marks consistently and distinctively, distinguishing our marks from other words in the text in some way. This distinction includes capitalizing all letters in the trademark, except in cases where the mark specifically includes mixed-case letters, using initial caps or initial caps with quotation marks, using italics, boldface, underline, or color. Do not abbreviate trademarks or use only a portion of a mark.
- Do not refer to a product or service as being "USA TRIATHLON Certified" or "Official USA TRIATHLON" except with prior written permission from USA TRIATHLON.

USE OF ®, ™ AND PROPRIETARY NOTICES

Trademarks and Registered Trademarks - Many of USA TRIATHLON's Marks are registered, trademarks. Use the ® symbol to indicate a registered trademark and the ™ symbol to indicate a common-law trademark.

Symbols On Printed or Electronic Material - Always use the ® or ™ symbol (as appropriate) with the first and the most prominent appearance of an USA TRIATHLON Mark in a particular piece of printed or electronic material. If this is done, it is not necessary to use the symbol with subsequent appearances of the USA TRIATHLON Mark in the same piece of material.

Symbols On Web Sites and Web pages - Always use the ® or ™ symbol (as appropriate) on the first and most prominent appearance of an USA TRIATHLON Mark on a web site home page, each top level web site page, and on all web site pages that are externally linked.

Proprietary Notices - Each document or other piece of material (e.g., marketing materials, white papers, advertisements, press releases, brochures, invoices, and web site pages) and products (or their packaging, containers or labels) that use an USA TRIATHLON Mark should contain a legal line in the following form: USA TRIATHLON and the USA TRIATHLON LOGO are registered trademarks or trademarks of USA Triathlon in the United States and/or other countries.

<input type="checkbox"/> I understand and agree to the USA TRIATHLON logo guidelines. Signature _____ Date _____	
Name _____	Phone Number _____ Member# _____



USA TRIATHLON 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 for logo approval information.
- If you have any questions about the logo, its application, or this new process, please email Charlie Jahner at charlie.jahner@usatriathlon.org.
- Please fax or email your application to USA Triathlon National Office at 719-597-2121, charlie.jahner@usatriathlon.org attention Charlie Jahner.
- 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 (via email or actual samples) by Charlie Jahner 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 AFFILIATION & LOGO STYLE

	COLOR		B/W		WHITE OUTLINE		WHITE (REVERSED)
	<input type="checkbox"/> CERTIFIED COACH <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____						
	<input type="checkbox"/> OFFICIAL CLUB <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____						
	<input type="checkbox"/> CERTIFIED MULTISPORT RETAILER <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____						
	<input type="checkbox"/> Certified Official <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____						
	<input type="checkbox"/> Regional Federations <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____						
	<input type="checkbox"/> Regional Federations Board of Directors <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____						
	<input type="checkbox"/> Region <input type="checkbox"/> Please specify region _____ <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____						

3. MULTISPORT LOGOS

	<input type="checkbox"/> AQUATHLON <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____
	<input type="checkbox"/> DUATHLON <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____
	<input type="checkbox"/> WINTER TRIATHLON <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____
	<input type="checkbox"/> AQUABIKE <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> White Text <input type="checkbox"/> White Outline <input type="checkbox"/> White (Reversed) <input type="checkbox"/> JPG <input type="checkbox"/> EPS <input type="checkbox"/> PDF <input type="checkbox"/> Special Requests: _____

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

BEING SOLD NOT BEING SOLD

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

1. _____

2. _____

3. _____

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

PLEASE NOTE: The logos are trademarked by USA Triathlon. Any alteration of these logos including but not limited to changing their coloring or wording will constitute a violation of this trademark and could subject you to penalties by USA Triathlon. If you desire placing any text next to these marks, please indicate such on this form.