

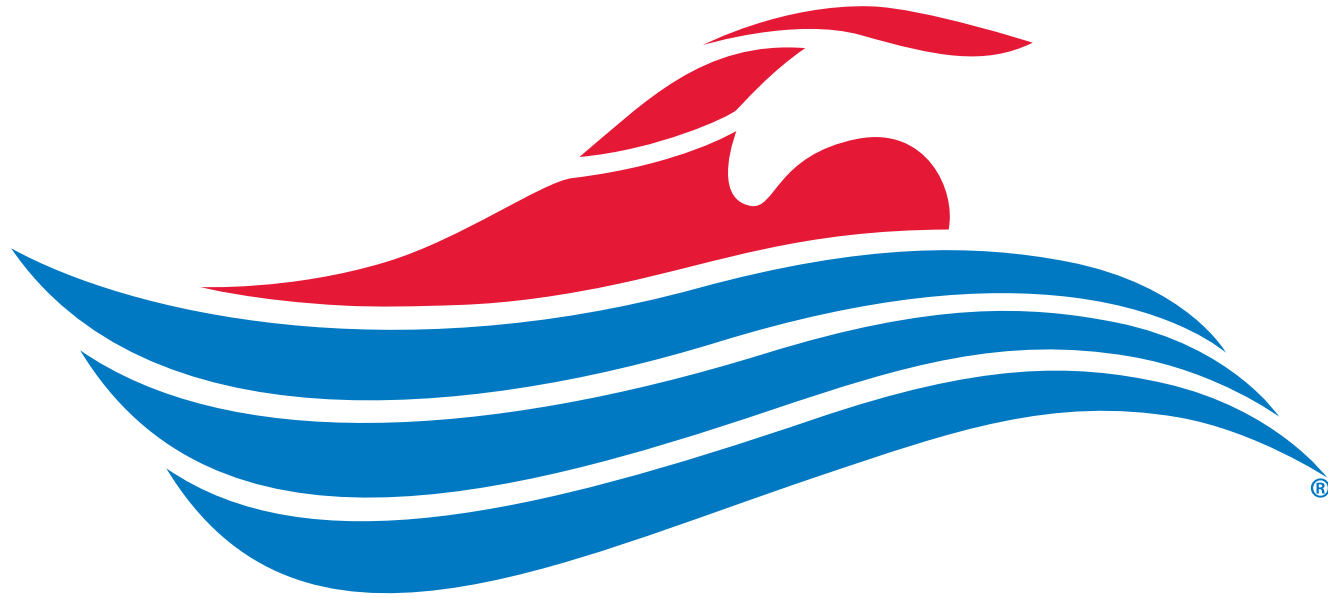
# ***U.S. MASTERS SWIMMING***

**U.S. Masters Swimming  
Brand Logo Style Guide**



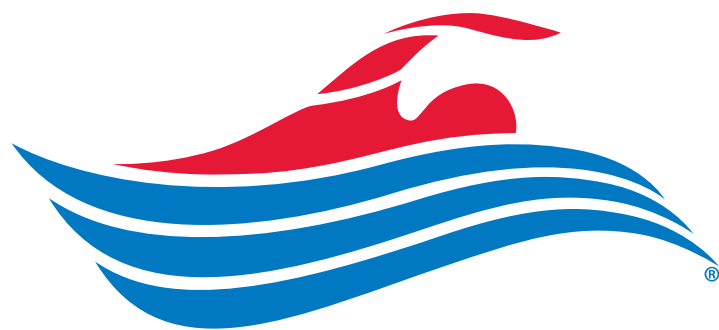
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# ***U.S. MASTERS SWIMMING***

This is the complete U.S. Masters Swimming logo in stacked layout. It's two parts: our icon and the U.S. Masters Swimming text description. This is the primary logo and preferred for most uses.

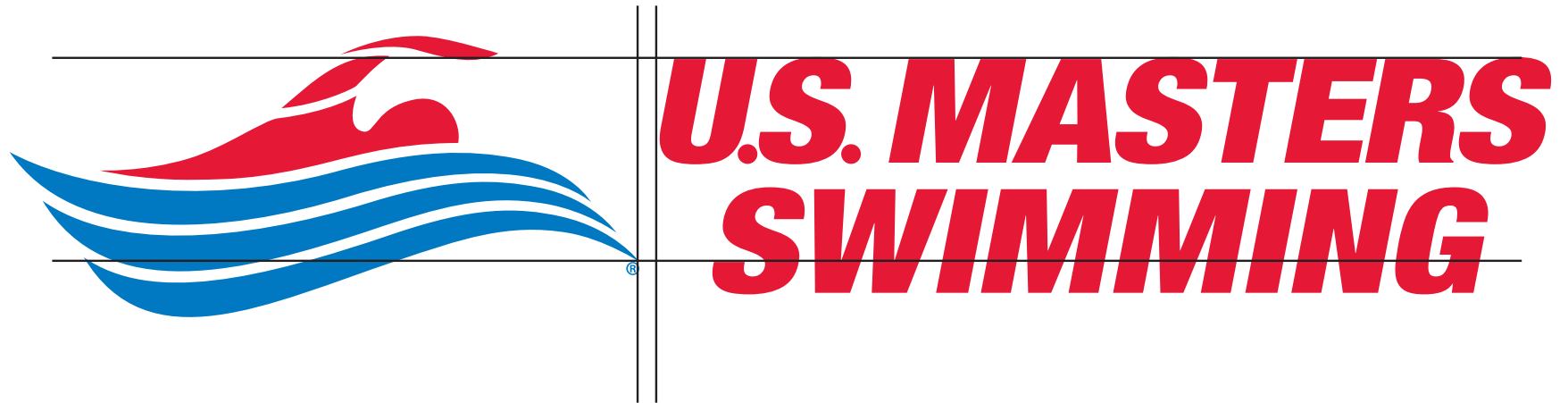


***U.S. MASTERS  
SWIMMING***

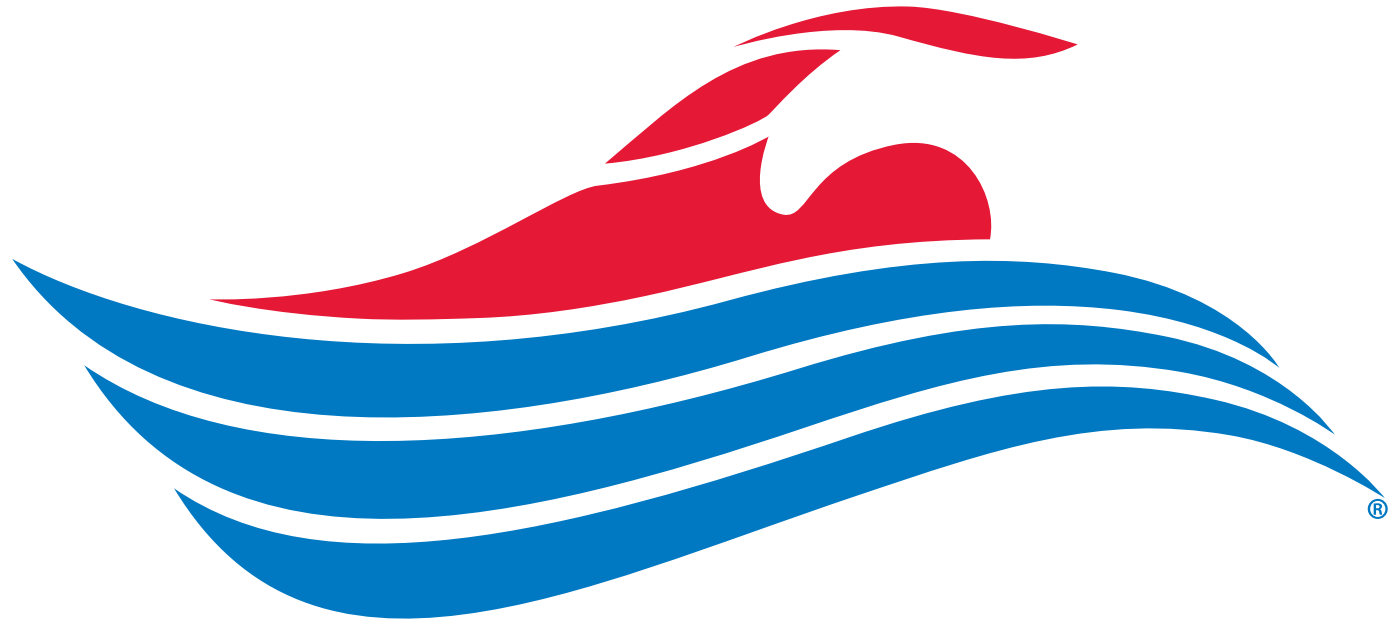
This is the complete U.S. Masters Swimming logo in horizontal layout, for instances where the stacked logo would be diminished or adversely affect the design. It's two parts: our icon and the U.S. Masters Swimming text description.



- This logo may not be altered or distorted in any way (except as noted on page 22). It must be used as a whole, without changing the relationship of the text to the icon.
- The top line of text is slightly wider than the waves, and the bottom line of text is slightly narrower.
- The gap (a) between the “M” and the bottom of the wave is exactly the same width as the height of the bottom wave at that point.
- Use of the ® (Registered trademark) is optional. If used, it must be placed as shown.



- This logo may not be altered or distorted in any way (except as noted on page 22). It must be used as a whole without changing the relationship of the text to the icon.
- The top of the “U.S. Masters” text rises a tiny bit above the bottom of the swimmer’s hand.
- The right-side tip of the waves is parallel to the flat top of the “S’s” curve.
- There is a small space between the icon and the text.
- Use of the ® (Registered trademark) is optional. If used, it must be placed as shown.

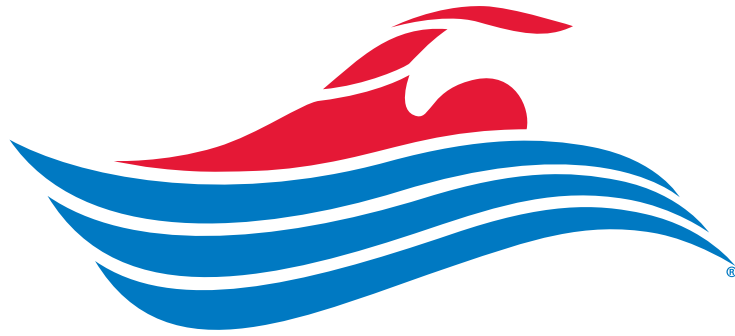


- This is the icon. It must be used as a whole, without alteration or distortion.
- When possible, we recommend using the icon and “U.S. Masters Swimming” text description together; however, this icon may be used independently when necessary.
- Use of the ® (Registered trademark) is optional. If used, it must be placed as shown.

# ***U.S. MASTERS SWIMMING***

- This is the text description. It must be used without alteration or distortion.
- When possible, we recommend using the icon and “U.S. Masters Swimming” text description together; however, this text description may be used independently when necessary.
- This text treatment is part of the logo and should be used as an image. It’s a stylized treatment of the Helvetica Neue font and cannot be recreated by simply typing these letters in that font.
- For event logos, the words “U.S. Masters Swimming” must utilize this text description image. No other textual representation of our organization name is permitted.
- Even though it will not look exactly like this logo, we recommend using Helvetica Neue for other text within your U.S. Masters Swimming documents and letters to maintain a consistent image. The text within this style guide is Helvetica Neue.
- The ® mark is not used when using the text description only.





***U.S. MASTERS  
SWIMMING***



**PANTONE 186**



**PANTONE 300**

- The logo must be in the approved Pantone colors, all black, or all white. No deviation of color scheme or substitution of colors is permitted except as noted on page 10.
- CMYK approximation:
  - » RED: 13C / 100M / 90Y / 4K
  - » BLUE: 100C / 58M / 5Y / 0K
- RGB approximation:
  - » RED: 204R / 32G / 48B
  - » BLUE: 0R / 104G / 173B
- Web HEX:
  - » RED: CC2030
  - » BLUE: 0068AD



***U.S. MASTERS  
SWIMMING***



***U.S. MASTERS  
SWIMMING***

- These are the USMS logos in all black. They may not be altered or distorted in any way. Each must be used as a whole, without changing the relationship of the text to the icon.
- The all-black logo may be used on white backgrounds as an alternative to the standard two-color logo, and on light or medium backgrounds.



***U.S. MASTERS  
SWIMMING***



***U.S. MASTERS  
SWIMMING***

- These are the USMS logos in all white. They may not be altered or distorted in any way. Each must be used as a whole, without changing the relationship of the text to the icon.
- The all-white logo may be used on medium and dark backgrounds.



- The U.S. Masters Swimming logo may be used as a single-color logo in colors other than the approved Pantone colors, all black, or all white when:
  - » A team or event shirt (or poster, ad, etc.) uses its own and all secondary logos in the same color (see example on left).
  - » A single-color or tonal usage is applied to achieve a desired style (see example on right). Nonevent, nonteam uses must be preapproved in writing by the USMS marketing team. Contact [marketing@usms.org](mailto:marketing@usms.org) for approval.
  - » A USMS licensee is designing new USMS merchandise. The logo may be used with a tonal gradient or graphical pattern inside of the logo. This applies to the logo as whole, and both the icon and text description when used independently.

Our new brand and style treatments will carry across all of our communication, marketing, and branding. As such, all our members, clubs, partners, and affiliated organizations are asked to adhere to the following style guidelines:

- The logo and/or icon or text must be in the approved Pantone colors, all black, or all white. No deviation of color scheme or substitution of colors is permitted except as noted herein.
- “USMS” and “Masters Swimming” are not acceptable substitutions.
- USMS owns the trademark on the words “Masters Swimming,” and these words may be used by our licensees on merchandise items. If the words “Masters Swimming” are used in a design, they must NOT appear in our logo text description font. In these cases, the USMS icon must appear somewhere on the merchandise.
- Please contact [marketing@usms.org](mailto:marketing@usms.org) with any questions regarding an intended use prior to design, printing, use, or dissemination of.
- The following pages demonstrate approved and unapproved uses of the logos.



**CORRECT**



**WRONG!**

*(Icon may not be used with nonapproved text.)*



**U.S. MASTERS  
SWIMMING**

**CORRECT**



**U.S. MASTERS  
SWIMMING**

**WRONG!**

*(Icon may not be used with nonapproved text.)*



**CORRECT**



**WRONG!**

*(Icon/text relationship may not be altered.)*





**U.S. MASTERS  
SWIMMING**



**U.S. MASTERS  
SWIMMING**

**CORRECT**



**US MASTERS  
SWIMMING**



**US MASTERS  
SWIMMING**

**WRONG!**

*(Text must include a period (“.”) after both the U and S.)*



**U.S. MASTERS  
SWIMMING**



**U.S. MASTERS  
SWIMMING**

**CORRECT**



**USMS**



**USMS**

**WRONG!**

*(Brand logo must be spelled “U.S. Masters Swimming” and not abbreviated to USMS or U.S.M.S.)*



**CORRECT**



**WRONG!**

*(Colors may not be altered except as noted on page 10.)*

## CORRECT



## WRONG!



- The U.S. Masters Swimming logo should be given adequate space around it, as shown in the poster on the left: preferentially with a central, larger presence for sanctioned events.
- Avoid crowding the logo by having too many other graphical or textual elements placed too closely.

# CORRECT



# SWIM CAP

*(Two-color usage on white and all-white usage on dark background.)*