

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

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



December 29, 2008

Dear U.S. Masters Swimming members and partners,

We are excited to share the new U.S. Masters Swimming brand logo and accompanying standards. This document is intended to strengthen our brand identity and illustrate approved uses of this new logo.

U.S. Masters Swimming was organized in the early 70s to serve the needs of adults in their commitment to swimming for fitness and competition. For more than 40 years, our nonprofit organization has operated and grown primarily through the spirit of volunteerism. As membership and commitment to the cause has grown, so too have the responsibilities of the organization.

In 2008, the Board of Directors hired me to serve as its Executive Director. Together with my staff, our charge is to advance the mission of promoting adult health, wellness, fitness and competition through aquatics. Competition and fitness challenges are a key part of what we do, and we will continue to add opportunities for participation to add value to your membership.

As part of this progression, the staff, our board of directors and myself agreed it was time refresh our brand identity. Thanks to the efforts of many people, we developed the new U.S. Masters Swimming logo. Equally as important, we selected the term *U.S. Masters Swimming* to reflect who and what we are. We believe the logo's new icon maintains the tradition of the pool swimmer while inviting triathletes and open water, recreational and fitness swimmers to discover the many benefits U.S. Masters Swimming has to offer.

Throughout this guide you'll find all approved uses of the new logo, icon and text treatment. We discovered that others, such as "United States Marshal Service" and "U.S. Merchant Services," sometimes use the USMS acronym; therefore USMS is not part of our new brand logo identity. You may, however, use USMS in text paragraph format provided the USMS acronym is first accompanied by U.S. Masters Swimming. For example, it would be acceptable to type "U.S. Masters Swimming (USMS)" in an introductory sentence then continue with the USMS acronym through the remainder of the document. Please note, USMS is *not* a part of our brand logo and the acronym may not be used in conjunction with the icon.



We will continue to maintain *usms.org* as our web identity. More than 5,000 aliases have been assigned to the domain, and it is simple and easy to remember. Further, we were able to secure *usmastersswimming.org* that acts as a second portal pointed to *usms.org*.

Our new logo has been integrated into *usms.org*, the member magazine and all other forms of communication, and we encourage you to do the same anywhere the old logo is still being used. If you are an LMSC, member club or sanctioned event authorized to use our logo and you have existing merchandise (t-shirts, bags, etc.) with the old logo, you may sell through your current inventory. However, your next order of merchandise must use this new logo.

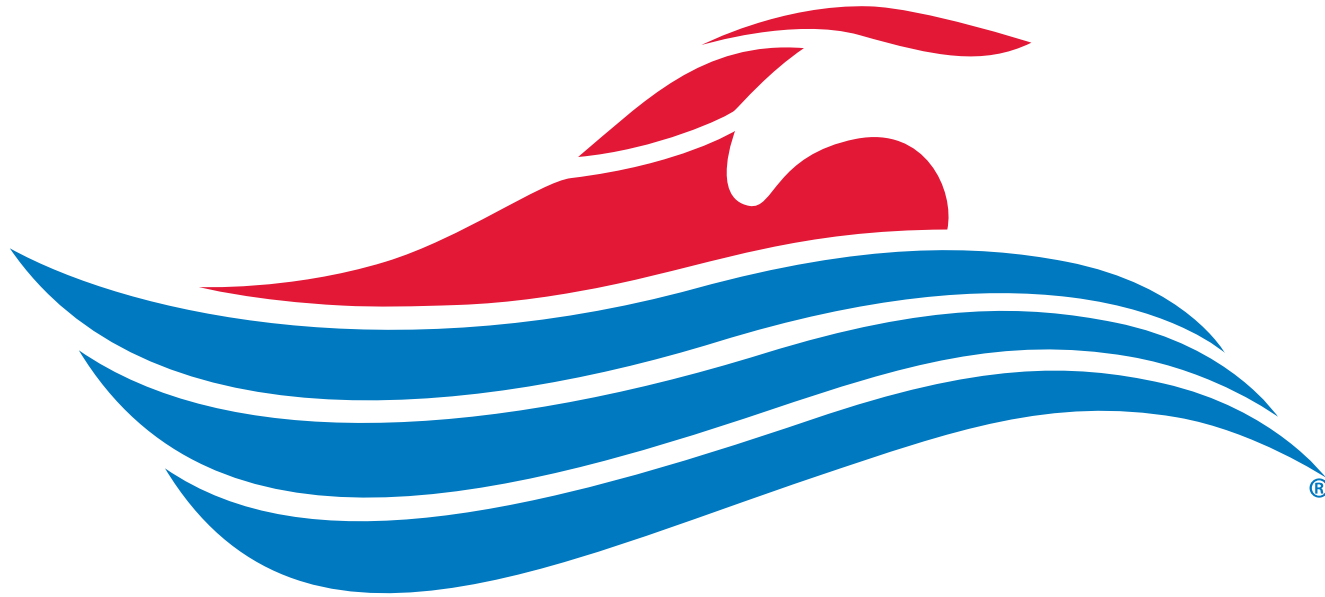
Lastly, any vendors or partners who desire to use the brand logo for commercial purposes must be a sponsor of U.S. Masters Swimming and/or have a license. All licensees must abide by the accompanying style guide of use for the brand logo. Interested vendors who do not have a license may contact our office directly.

Thank you for continued support of U.S. Masters Swimming. On the following pages you will find the approved applications for our brand logo.

Swimming for Life,

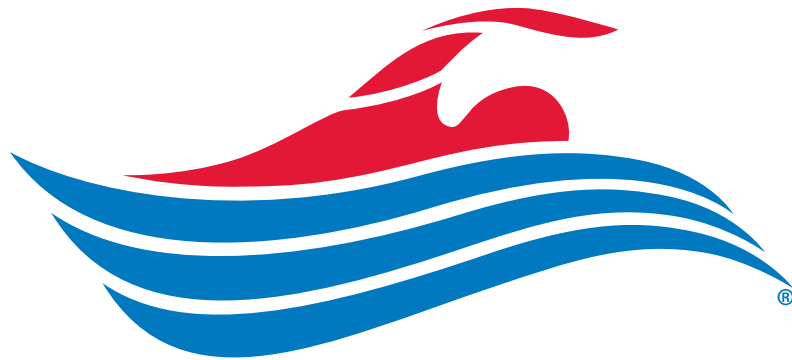
A handwritten signature in blue ink that reads "Rob Butcher".

Rob Butcher  
Executive Director  
U.S. Masters Swimming  
Member since 1996



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

This is the complete U.S. Masters Swimming logo in stacked layout.  
It is two parts: Our icon and U.S. Masters Swimming text description.



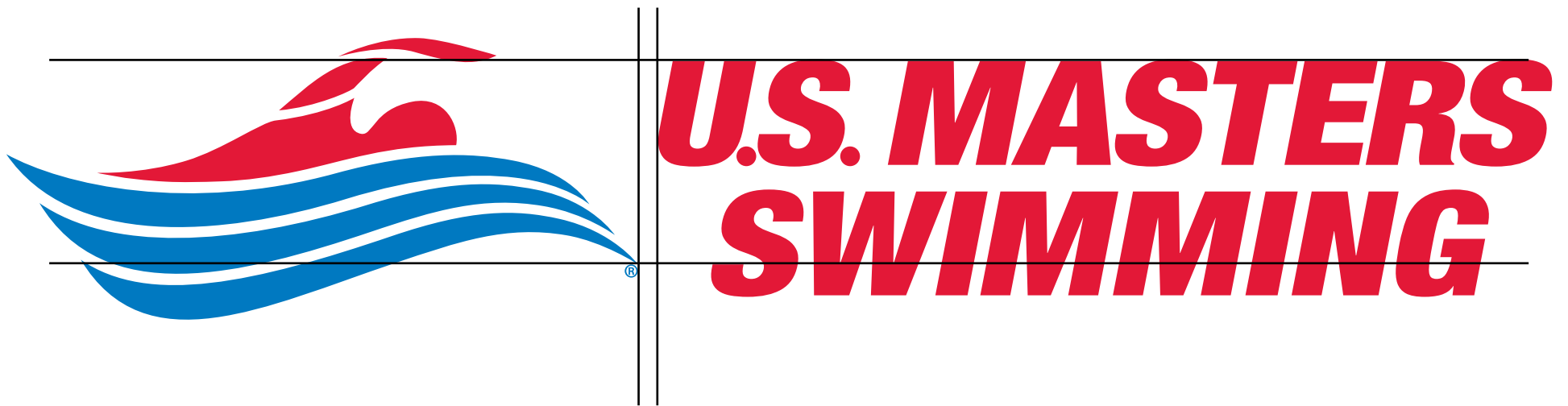
***U.S. MASTERS  
SWIMMING***

This is the complete U.S. Masters Swimming logo in horizontal format.  
It is two parts: Our icon and U.S. Masters Swimming text description.



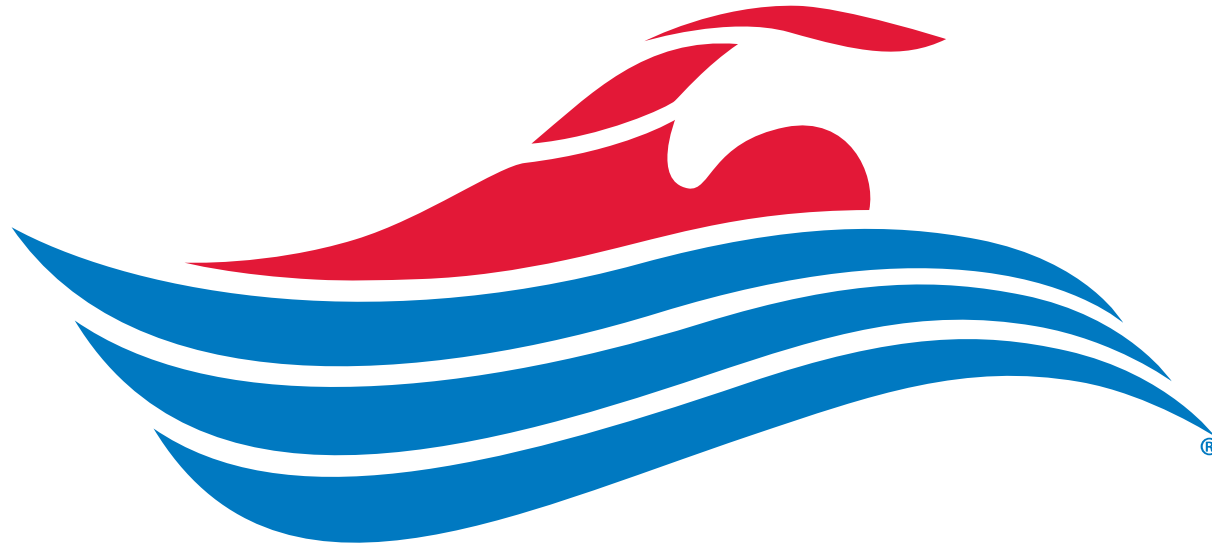
## Layout and Usage Guidelines

- This logo may not be altered, changed or distorted in any way. 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, while 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.



## Layout and Usage Guidelines

- This logo may not be altered, changed or distorted in any way. 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 just 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.



## **Layout and Usage Guidelines**

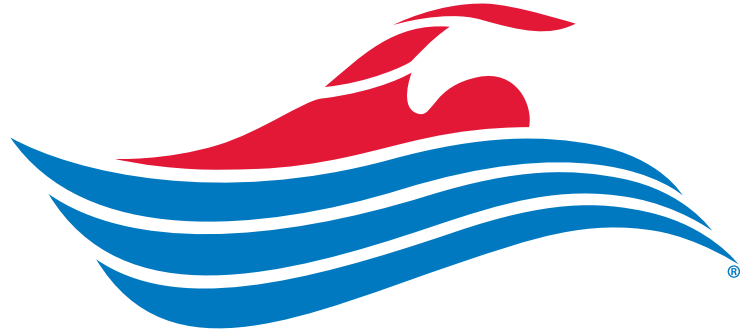
- This is the icon. It must be used as a whole without alteration, change or distortion.
- When possible, we recommend using the icon and “U.S. Masters Swimming” text description together; however, this icon may be used independently when necessary.
- The ® (registered trademark) symbol must be used in all applications of the icon.



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

## **Layout and Usage Guidelines**

- This is the text description. It must be used as is without alteration, change 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.
- This text treatment is part of the logo and should be used as is as an image. It is a stylized treatment of the Helvetica Neue font and cannot be recreated by simply typing these letters in that font.
- Even though it will not look exactly like this logo, we recommend using Helvetica Neue for other copy/text within your U.S. Masters Swimming documents and letters to maintain a consistent image. The text within this *Style Guide* is Helvetica Neue.



**U.S. MASTERS  
SWIMMING**

swimming for life!

[www.usms.org](http://www.usms.org)



**U.S. MASTERS  
SWIMMING**

swimming for life!

[www.usms.org](http://www.usms.org)

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## Layout and Usage Guidelines

- This is the logo with the Swimming for Life! tag line and Web address. It is a secondary application and may be used when desired. It must be used as a whole with the icon without alteration, change or distortion.
- The relationship of the *Text* to the *Icon* in the *Stacked* logo is the same as the non-website version. The *Horizontal* version's text has been moved up to accommodate the blue box with the web address. The *Text-with-web box* grouping is vertically centered with the icon.



**PANTONE 186**

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



**PANTONE 300**

## **Layout and Usage Guidelines**

- The logo and/or icon or text must be in the approved Pantone colors, black and white, or grayscale only. No deviation of color scheme or substitution of colors is permitted *except* as noted on the following page.
- Recommended font: Helvetica Neue.

# SINGLE COLOR USAGE



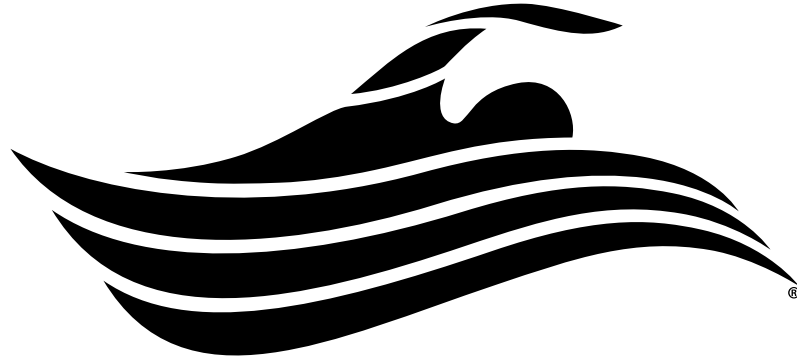
## Layout and Usage Guidelines

- The U.S. Masters Swimming logo may be used as a single color logo in colors other than Black or the approved Pantone colors when:
  - > A team or event shirt (or poster, ad, etc.) uses its and all secondary logos on items are in the same color (see *example on left*).
  - > A single color usage is applied to achieve a desired style (like women's shirts, example on right). Non-event, non-team uses must be preapproved in writing by an authorized U.S. Masters Swimming representative.
- This is the **ONLY** authorized use of nonapproved colors when using the U.S. Masters Swimming *Logo, Icon or Text*.

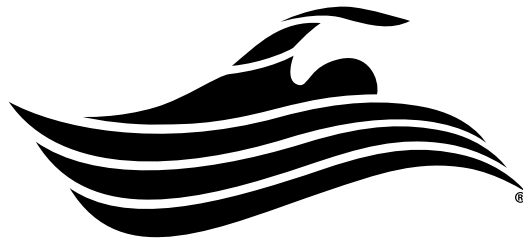


## Layout and Usage Guidelines

- This is the logo in stacked and horizontal treatment on dark backgrounds. Either logo application must be used as a whole without changing the relationship of text to the icon.
- Option #1: Logo layout has been prepared with a white outline around the text.
- Option #2: Logo layout has been prepared with white text. This layout is designed particularly for embroidery applications on dark fabrics; however, it may be used on any dark background application.



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



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

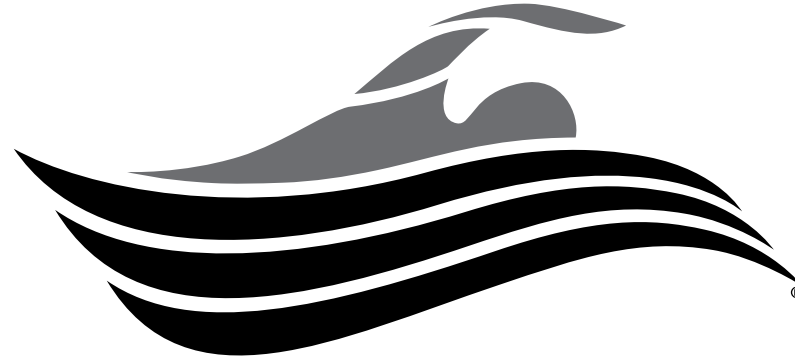
## **Layout and Usage Guidelines**

- This logo may not be altered, changed or distorted in any way. It must be used as a whole without changing the relationship of the text to the icon.
- Each logo layout has been prepared as a *Black & White* version.

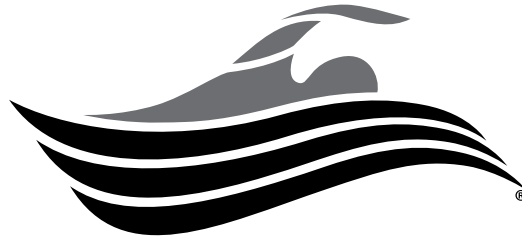


## Layout and Usage Guidelines

- This logo may not be altered, changed or distorted in any way. It must be used as a whole without changing the relationship of the text to the icon.
- Both layouts have been prepared in white for use on dark backgrounds when color reproduction is not available.



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



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

## **Layout and Usage Guidelines**

- This logo may not be altered, changed or distorted in any way. It must be used as a whole without changing the relationship of the text to the icon.
- Each logo layout has been prepared as a *Grayscale* version for use when color reproduction is not possible but shades of gray/black are appropriate.
- Gray is 70% black. Black is 100% black.



# General Editing Guidelines

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, black and white, or grayscale only. No deviation of color scheme or substitution of colors is permitted except as noted herein.
- Our organization should be referred to as “U.S. Masters Swimming” on all printed materials and communications. Per AP style, a period (.) should be placed after “U” and “S” at all times.
- “USMS” and “Masters Swimming” are not acceptable substitutions.
- The only usage of “USMS” shall be our website domain of “usms.org,” however we have registered “usmastersswimming.org,” which redirects to “usms.org.” This is being kept the same to make it easier to type into a browser and to keep our staff email addresses reasonably short.
- Please contact Kyle Deery ( [kdeery@usms.org](mailto:kdeery@usms.org) ) with any questions regarding an intended use **prior** to printing, use or dissemination.
- Our member clubs and partners may download logos and usage guidelines at [www.usms.org/logos](http://www.usms.org/logos)
- The following pages demonstrate approved and unapproved uses of the logo.



***U.S. MASTERS  
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**CORRECT**



**U.S. MASTERS  
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**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)*



**CORRECT**



**WRONG!**

*(colors may not be altered)*

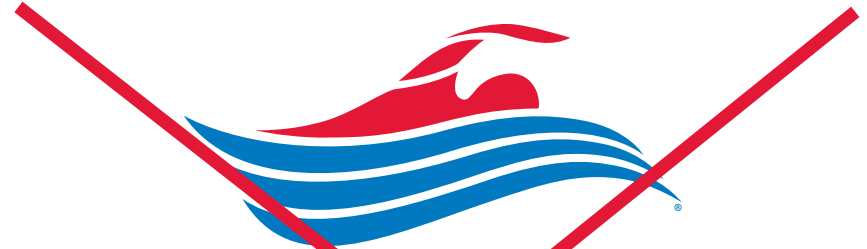


**U.S. MASTERS  
SWIMMING**



**U.S. MASTERS  
SWIMMING**

**CORRECT**



**US MASTERS  
SWIMMING**



**US MASTERS  
SWIMMING**

**WRONG!**

*(text must include a "." behind 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!



## Placement Guidelines

- 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 graphic or text elements placed too closely.



**CORRECT**



**SWIM CAP**

**CORRECT**



**POLO**

**CORRECT**



**T-SHIRT**