



*OFFICIAL GRAPHICS
STANDARDS MANUAL*

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INTRODUCTION:

The U.S. Figure Skating Brand

WELCOME TO THE NEW U.S. FIGURE SKATING!

We are excited to share with you some of the positive changes being made within the sport and the organization. After years of increasing popularity and participation rates, U.S. Figure Skating is updating its image to better reflect and build upon its popularity and success.

Now we have a sleek new logo that provides one consistent look for all U.S. Figure Skating programs and activities, from Basic Skills to synchronized skating. And we have adopted the more user-friendly name of U.S. Figure Skating, making it easier for skaters, fans and television viewers to recognize our organization.

Like any other organization out there, U.S. Figure Skating wants people to know who we are and what we do. By working together we can all help communicate the message that there is no other organization quite like U.S. Figure Skating. It's where you go when you want to learn to skate, and it's where you go when you want to see the best skaters and events in the world.

Every time you use the new logo you are helping to create awareness and build important equity in the U.S. Figure Skating brand. And the more powerful our brand is, the more likely someone will be to lace up a pair of skates with us, attend a U.S. Figure Skating event, or watch one of our events on television. We all win.

The purpose of this guide is to assist you in using the new logo correctly by explaining the components of the U.S. Figure Skating visual identity program. It contains the standards for usage for all U.S. Figure Skating communications including logo placement, colors, typography, placement of visuals and style. These guidelines must be applied to all U.S. Figure Skating materials including:

- > Brochures, event programs and advertisements
- > Educational materials
- > Rink displays and banners
- > Merchandise
- > Web sites

The enclosed CD provides general versions of the U.S. Figure Skating logos, plus logos for synchronized skating and the Basic Skills program.

PROTECTING OUR REGISTERED MARKS AND TRADEMARKS

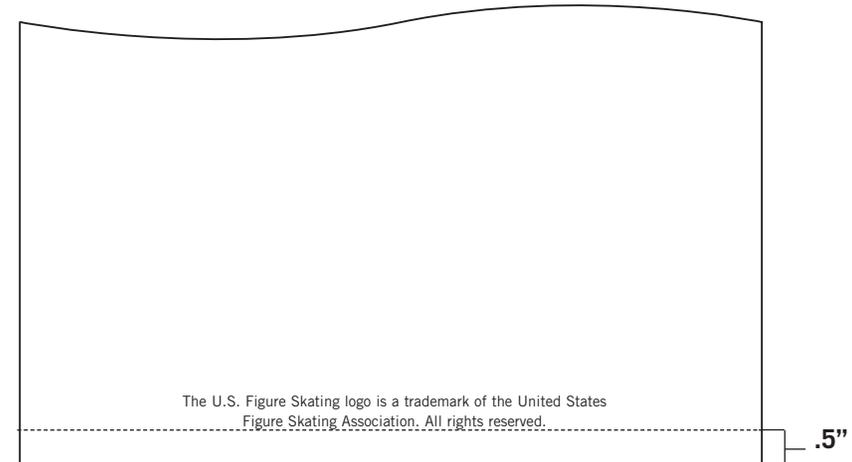
Without proper usage, it is possible to actually lose rights to a logo without meaning to. Using the U.S. Figure Skating logo in accordance with this guide will ensure that we are meeting our trademark requirements.

The logo of U.S. Figure Skating is owned by and the property of U.S. Figure Skating. U.S. Figure Skating has legal service mark, trademark and other intellectual property rights in this logo. U.S. Figure Skating clubs are permitted to use the logo solely in connection with their nonprofit programs and activities, in a manner that is consistent with their membership in U.S. Figure Skating and the U.S. Figure Skating Bylaws. No unauthorized use of the U.S. Figure Skating logo is allowed, nor is any use that is inconsistent with the service mark, trademark or other legal rights of U.S. Figure Skating. Permission by U.S. Figure Skating to use its logo is on a non-exclusive, non-assignable, non-transferable and revocable basis, and does not convey to the user any right, title or ownership interest in the logo or any related service mark or trademark rights of U.S. Figure Skating, nor as permission to register or assert any trademark, service mark, design or copyright therein or thereto.

LEGAL DISCLAIMERS

Legal copy must be included on all U.S. Figure Skating marketing materials, including (but not limited to): advertising, collateral, direct mail, brochures, web sites, PowerPoint and CD-ROM presentations. Clubs should use the disclaimer on any materials that contain the U.S. Figure Skating logo. The disclaimer statement must read: *The U.S. Figure Skating logo is a trademark of the United States Figure Skating Association. All rights reserved.* Recommended character and placement of legal copy is six point, either black or white, located no less than .5 inches from the bottom. See example below.

LEGAL DISCLAIMER EXAMPLE



APPROVAL REQUIREMENTS

This guide shows the proper use of graphic elements associated with U.S. Figure Skating. Samples of all uses (whether on products or to promote services) of our logos must be submitted for approval to the Sponsorship and Communications Department. **Please allow five working days for the staff to review the samples.** Any changes to or rearrangement of any U.S. Figure Skating logo, symbol, mark, signature or graphic element will be considered non-conforming unless first authorized in writing by U.S. Figure Skating. Approval is given on a case-by-case basis. Therefore, written approval to use any U.S. Figure Skating logo in any way other than depicted in this guide applies to that single usage only. It does NOT imply approval for similar or subsequent non-conforming applications.

Contact Laura Fawcett in the Sponsorship and Communications Department at U.S. Figure Skating Headquarters, 719.635.5200, with questions and to gain approval for all applications of the logo. You can also contact Laura by e-mail at lfawcett@usfsa.org.

Contact information for other members of the Sponsorship and Communication department can be found on page 54 of this manual.



SECTION ONE: THE TOP 10

THE TOP 10 THINGS YOU NEED TO KNOW

Here are the top 10 things you need to know about using the new U.S. Figure Skating logo. Each item is followed by a page number on which you'll find more information about the item.

1. The **primary logo** (horizontal version) should be used whenever possible in its two-color version (Pantone 485 and Reflex Blue). One-color and black-and-white versions have been provided for times when the two-color version will not work. This applies to program logos as well. (See pp. 16–17)
2. The **secondary logo** (vertical version) can be used on merchandise or in instances when the horizontal logo does not fit. The two-color version again is preferred, but one-color and black-and-white versions have been provided. This applies to program logos as well. (See pp. 16, 18)
3. Never use the symbol icon of the **boot** alone. (See pp. 26–27)
4. We are **U.S. Figure Skating** and should be referred to as such in all references. Abbreviations USFSA and USFS are not acceptable. (See p. 6)
5. A **legal disclaimer** must be included on all U.S. Figure Skating marketing materials, including advertising, collateral, direct mail, data sheets, brochures, web sites, PowerPoint and CD-ROM presentations. (See p. 9)
6. A minimum amount of **clear space** is required to surround the logo. This border must be $\frac{1}{3}x$, where x equals the width of the logo. (See p. 25)
7. **Clubs and qualifying competitions** are welcome, but not required, to use the U.S. Figure Skating logo as their logo. To receive a customized logo, contact the Sponsorship and Communications Department. (See p. 30)
8. Events sanctioned by U.S. Figure Skating must include the U.S. Figure Skating logo on all **merchandise**. The logo should also be featured on all **club merchandise**. (See p. 32)
9. **All events sanctioned** by U.S. Figure Skating **must** place a full-page ad provided by U.S. Figure Skating in the official event program. A generic ad is provided on the CD for nonqualifying events. Qualifying events will receive a customized ad from U.S. Figure Skating Headquarters. (See p. 34)
10. Logos for use on **web sites** are provided in a JPEG format and at a lower resolution (72 dpi) as required by the Internet. These versions of the logo must not be used for any other purpose. (See pp. 41–45)



SECTION TWO:

The U.S. Figure Skating Logo and Its Variations

PROVIDED LOGOS AND HOW TO USE THEM

This section shows the logos that are provided on the enclosed CD, and explains proper usage requirements for the U.S. Figure Skating logo. The logos are listed by letters and name on the CD. The “Using the CD” section (p. 37) explains more about how to find and place the logos.

Logos appear in two versions: a primary logo that is horizontal and a secondary logo that appears as a vertical, or stacked, graphic. Please use the primary (horizontal) logo whenever possible. The secondary (stacked/vertical) logo can be used on merchandise or in instances when the horizontal logo does not fit. **Never** use the symbol icon of the boot alone. For other inappropriate uses of the logo, see page 26.

Variations of the U.S. Figure Skating logo exist for programs, such as synchronized skating and Basic Skills as shown at right. These variations can be found on the CD.

PRIMARY LOGO



POSITIVE VERSIONS



B — HorizBlue



C — HorizRed



D — HorizBlack

REVERSED VERSIONS



E — HorizRevBlue



F — HorizRevRed



G — HorizRevBlk

SECONDARY LOGO

TWO-COLOR POSITIVE VERSION

H — Sec2Color



ONE-COLOR POSITIVE VERSIONS



I — SecBlue



J — SecRed



K — SecBlack

REVERSED VERSIONS



L — SecRevBlue



M — SecRevRed



N — SecRevBlack

SYNCHRONIZED SKATING VERSION



THE HORIZONTAL VERSION IS THE PRIMARY LOGO AND SHOULD BE USED WHENEVER POSSIBLE.

O — Synchro



P — SySVertical



Q — SynchroBW

BASIC SKILLS VERSION



THE HORIZONTAL VERSION IS THE PRIMARY LOGO AND SHOULD BE USED WHENEVER POSSIBLE.

R — BasicSkills



S — SkillsVert



T — SkillsBW

LOGO WITH ADDRESS VERSION



THIS VERSION IS TO BE USED ON PROMOTIONAL PIECES.

U — Address



V — AddressBW

SANCTIONED BY VERSION

Sanctioned by:



THE SANCTIONED BY LOGO MUST APPEAR ON ALL NEW BANNERS AND RINK SIGNS.

W — Sanctioned

Sanctioned by:



X — SanctBW

MEMBER OF VERSION

THE MEMBER OF LOGO CAN BE USED ANY TIME A CLUB WISHES TO IDENTIFY ITSELF WITH U.S. FIGURE SKATING.

Member:

Y — Member



Member:



Z — MemberBW

WEB VERSIONS

Five of the logos are provided in a JPEG format for use on web sites. These JPEG versions are color mode RGB and are a resolution of 72 dpi and are to be used only on the web. The web versions provided are labeled as follows:

- A- Horiz2ColorWEB.jpg
- O- SynchroWEB.jpg
- R- BasicSkillsWEB.jpg
- W- SanctionedWEB.jpg
- Y- MemberWEB.jpg

COLOR STANDARDS

PANTONE (PMS) COLOR PALETTE

Our logos are designed with two colors and a white boot. Although the U.S. Figure Skating logo can be printed in one color, we recommend using the two-color version with the white boot when possible. All two-color logos use Pantone 485 (red) and Reflex Blue. Pantone® is a registered trademark of Pantone, Inc.

CMYK (FOUR COLOR) PALETTE

You may not always be able to use Pantone® ink. In that case, we request that you use the appropriate corresponding four-color process formulas as shown. "CMYK" identifies the colors used in traditional printing presses and stands for cyan, magenta, yellow and black.

RGB COLOR PALETTE

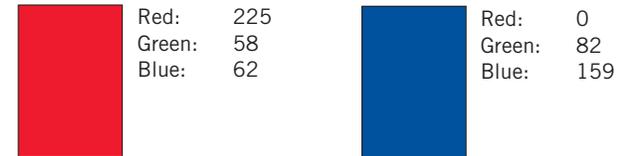
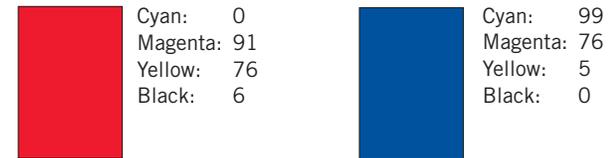
The U.S. Figure Skating logo can only be reproduced for onscreen display using the custom value equivalents to the assigned PMS colors. Multimedia presentations, including PowerPoint or any CD-ROM presentation, will use the RGB color system. "RGB," which stands for red, green and blue, identifies the colors used by TVs and screens.

WEB COLOR PALETTE

We request that when using the U.S. Figure Skating logo on a web site you use the hexadecimal color equivalents. Usage for hexadecimal formulas are shown. Note that the colors will vary slightly from the Pantone print colors because there are only 216 colors that will reproduce well on the web. This color is the best match.



Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page are not intended to match the Pantone color standards. Refer to the current edition of the Pantone Color Formula Guide.



TYPEFACES

Trade Gothic is the font family used in and with the logo. The logo itself uses Trade Gothic Bold Oblique in all caps.

FONTS FOR WEB SITES: U.S. Figure Skating fonts are to be used for web logos only — not content. The U.S. Figure Skating fonts (Trade Gothic family) are not web-safe, therefore, do not select those fonts for the text areas of your web pages.

Trade Gothic Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

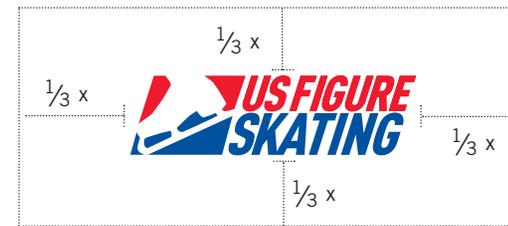
Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CLEAR SPACE

A minimum amount of empty space has been established around the logo to ensure that it appears in a clear visual field. No other object, such as type, photography, borders, edges, etc., may appear in the empty space. The minimum border (margin) of empty space around the logo must be $\frac{1}{3}x$, where x equals the width of the logo. If text needs to be placed within the clear space, please contact the Sponsorship and Communications Department to have the logo variation created.

CLEAR SPACE REQUIREMENTS



INCORRECT LOGO USAGE

It is important to present the logo as clearly and directly as possible. Altering, rearranging, recreating or adding design elements or visually competitive backgrounds will interfere with the quality and consistency of the logo. The following examples of incorrect logo usage do not represent the only potential misuses, so if in doubt please contact the U.S. Figure Skating Sponsorship and Communications Department.

- > **Do not** reconfigure, substitute typefaces, reverse the logo, change the color, or alter the size and position relationships of the logo's elements.



- > **Do not** stretch, shorten or distort the logo in any way. (See "Using the CD" section on page 37 for instructions on how to resize logos correctly to avoid distortion.)



- > **Do not** add type to the logo. Do not link other words or modifiers to the logo.



- > **Do not** apply a logo to a photograph or patterned, uneven or similar-color background. Its legibility will be impaired.



- > The logo should be surrounded by a clear staging area. If objects, type or other logos are too close to our logo they will diminish its visual impact. See page 25 for a clear space example.



- > **Do not** use the logo as part of a sentence or slogan. It should always stand alone, surrounded by a clear staging area. See page 25 for a clear space example.

STATE FARM AND  ARE PROUD TO PRESENT...

STATE FARM AND **US FIGURE SKATING** ARE PROUD TO PRESENT...

- > The parallelogram should not be separated from the words "US Figure Skating" in the logo or used on its own.





SECTION THREE:

**Using the Logo
for Your Club
and Event**

CLUB LOGOS

Clubs are welcome but not required to use the U.S. Figure Skating logo as their own club logo. A club logo can be made by combining the national logo and additional typography identifying the club's name. The club name is centered below the full logo. The name must be presented in upper and lower case Trade Gothic Bold Oblique type. If necessary, the club name can be stacked on two or more lines. The club logos are too numerous to be provided on the CD, so please contact the Sponsorship and Communications Department if you would like to have a logo created for your club.

QUALIFYING COMPETITION LOGOS

Clubs are welcome but not required to use the logo as their qualifying competition logo. A sample of a qualifying competition event logo is shown at right. To obtain a logo that is personalized for your qualifying event, please contact Sheila Collins at U.S. Figure Skating Headquarters at 719.635.5200 or e-mail scollins@usfsa.org.

EXAMPLES OF CLUB LOGOS



EXAMPLE OF A QUALIFYING COMPETITION LOGO



USAGE REQUIREMENTS FOR QUALIFYING AND NONQUALIFYING EVENTS

SPECIFIC USAGE FOR ITEMS THAT PROMOTE QUALIFYING AND NONQUALIFYING EVENTS:

Program Covers: All program covers for events sanctioned by U.S. Figure Skating are required to feature the “Sanctioned by” version of the logo no smaller than 3 inches wide. The logo should be prominent and an integral part of the program cover design.

Merchandise: All merchandise produced for clubs or club events must include the logo. The logo should appear no smaller than 2 inches wide for the horizontal version and no smaller than 2 inches tall for the vertical version.

Clubs are not required to pay any licensing fees or royalties for using the U.S. Figure Skating logo as long as the club is the primary recipient of the profit on the merchandise.

Printed Materials: The logo used on printed materials should follow the general guidelines shown at right. The horizontal logo should not appear smaller than 1¼ inches in width, and the vertical logo should not appear smaller than ¾ inches in width.

LOGO USAGE FOR TELEVISED EVENTS

Logo usage requirements for televised events (U.S. Championships, Skate America, fall/winter/spring open events) differ from non-televised events. Please contact the Events Department at U.S. Figure Skating Headquarters for information.

SIZE REQUIREMENTS



General Use: Logo may not appear smaller than 1¼ inches in width.

On Merchandise: Logo may not appear smaller than 2 inches in width.



General Use: Logo may not appear smaller than ¾ inch in width.

On Merchandise: Logo may not appear smaller than 2 inches tall.

Sanctioned by:

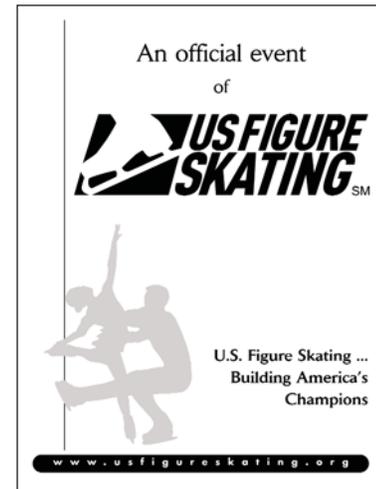


On Program Covers: This logo must appear on all program covers for events sanctioned by U.S. Figure Skating. It must not appear smaller than 3 inches wide and should be prominent.

PROGRAM ADS FOR SANCTIONED EVENTS

In the past many events sanctioned by U.S. Figure Skating have not included any type of U.S. Figure Skating branding. Clearly associating your event with U.S. Figure Skating helps lend legitimacy and prestige to your event and creates a unified image for the organization. As part of the new branding campaign, all events sanctioned by U.S. Figure Skating will be required to place one of the full-page ads shown at right in the official event program. Ads for qualifying events will be customized to the event and will be provided by U.S. Figure Skating Headquarters. Nonqualifying events will be required to use the generic ad.

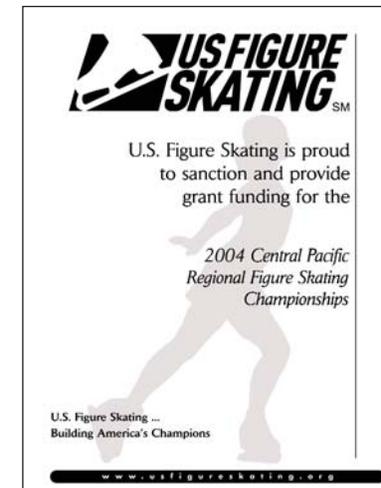
EXAMPLES OF PROGRAM ADS



EXAMPLE OF GENERAL PROGRAM AD

Zz — GenericAd

EXAMPLE OF A REGIONAL AD





SECTION FOUR:

**Using
the CD**

USING THE CD AND PLACING LOGOS

All the logos discussed in the previous pages are provided on the CD at the front of this guide. The CD can be used on IBM and Macintosh computers. It contains all of the logos in EPS and TIFF formats as well as JPEG formats of five logos so you can place them in your applications. Most design agencies, ad agencies or printers will request the EPS files. Most of you will be using the TIFF or JPEG files. All the file names are the same as indicated with the EPS, TIFF or JPEG extension. The reversed versions are provided with three different background colors: red, blue and black.

The primary logo also can be downloaded from our web site at www.usfigureskating.org.

The list on pages 17–21 will help you find the file names of the logos on the CD. The logos are referenced by numbers and names. Viewing the contents of the CD as a list will show the full names of the files.

Recommended uses for logo files are:

EPS – This is a high resolution format that can be altered in size without becoming distorted. It can be used for most applications, but it must be used for merchandise and printing on colored backgrounds. Unless you have Adobe Photoshop or Adobe Illustrator software installed on your computer, you will not be able to view the EPS logos by double clicking them.

TIFF – Logos in this format can be used for printing on white paper and can be enlarged slightly (up to 125 percent) without losing image quality. Reducing a TIFF can be done without distorting the logo.

JPEG – Logos in this format should only be used on web sites. See the Web Style Guide on page 41 for more information on incorporating these images on web pages.



SECTION FIVE:
Web Style

WEB STYLE GUIDE

The goal of this Web Style Guide is to assist you in using U.S. Figure Skating art for your program in keeping with the overall visual identity. Our ultimate goal is for you to present a web site that displays a high level of graphic consistency.

WEB SITE LOGO OPTIONS

The web logo is ready to incorporate in web pages as shown. The logo must be used from the electronic files on the CD. Please do not use web logos for any other purpose, since web images are 72 dpi and therefore unacceptable for print.



WEB COLORS

To obtain the exact colors as seen on the official U.S. Figure Skating web site, please refer to the web color palette on page 4 of this manual, which provides the appropriate hexadecimal color numbers. These six-number/letter combinations are for use in HTML editors (such as Dreamweaver) as well as in Photoshop or other image editing programs.

WEB TECHNICAL NOTES

These technical notes are meant to help your local organization incorporate U.S. Figure Skating art on your existing web site. Your web master will likely be responsible for uploading this new artwork onto the site. Should you have questions, please contact your local marketing representative.

HOW TO SAVE U.S. FIGURE SKATING LOGOS TO WEB SPACE

PC:

1. Connect to web server.
2. Point your mouse to the image you want to save.
3. Right-click with your mouse.
4. Select "Save Image,"
5. Save the image in the appropriate location in your web space.

MAC:

1. Access the webspaces volume.
2. Point your mouse to the image you want to save.
3. Click your mouse and hold.
4. A list of options will appear; select "Save."
5. Save the image in the appropriate location in your web space.

IMAGE SIZE

We recommend that you reduce the logo image to the appropriate width and height for your web page design in an image editing program, such as Photoshop, rather than in your HTML editor. Forcing the size smaller with an HTML editor will result in a distorted image. For web site use, use the JPEG image of the logo.

CHANGING THE IMAGE SIZE

1. Open the image in an editing program, such as Photoshop, Photoshop Elements, Illustrator or ImageReady.
2. Reduce or enlarge the image size to suit your needs (see below).
3. Save and replace the image in your webspaces.

REDUCING AN IMAGE

If you use an HTML editor to make the image smaller it will appear smaller, but the image file size will be the same and may result in a distorted image. We suggest adjusting the image size in an image editing program rather than an HTML editor.

ENLARGING AN IMAGE

Increasing the image size of the logo in an HTML editor or an editing program will distort the image. If only slightly enlargement is needed, the JPEG image can be used. However to significantly enlarge the image, open the EPS file (use downloadable Illustrator logo files from the print section) in an image editing program, enlarge the image, then save to your web space.



SECTION SIX:

Glossary, FAQs and Contacts

GLOSSARY OF TERMS

BMP – Windows Bitmap file, as created by Windows paint and other software. While these are typically 8 bit files, there is support for up to 24 bit deep palettes. BMP files cannot be viewed on the Internet, but they are effective for use in print media.

Brand and Branding – A brand is a unique and identifiable symbol, association, name or trademark that serves to differentiate competing products or services. Branding is the process of establishing the elements of a brand, including its name, identifying symbols and related marketing messages.

Camera-ready Art – High-resolution type, artwork or graphic materials that are ready to be scanned and/or printed.

CMYK – Identifies the four colors used in traditional printing presses, and stands for, respectively, cyan, magenta, yellow and black.

Copyright – Legal ownership that protects literary, music or artistic work.

Collateral – Any material describing a product, service and/or company that is used to support sales and marketing efforts. The material can be electronic (such as on a CD-ROM) or printed.

Density – Density is how dark or light a color appears. Densities are given values ranging from 0 percent (lightest) to 100 percent (darkest).

DPI – Stands for dots per inch. DPI specifies the resolution of an output device, such as a printer or printing press machine. Print resolution usually runs from 300-1200 DPI on a laser printer and 125-225 DPI for photographic images on a print brochure. Computer monitors view images at 72 DPI.

Four-Color Process – A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (cyan, magenta, yellow and black). See also Process Colors.

GIF – Graphics Interchange Format. Common file format, supported on many platforms. Maximum color depth is 8 bit, with a maximum display of 256 colors. There are two variants: GIF '87 and GIF '89,

which added support for color cycling and transparency, among other things. Internet images can be either GIF, JPEG or PNG.

Halftone – A reproduction of a grayscale image which uses dots of varying size or density to give the impression of areas of gray.

Hexadecimal – As it relates to web design, hexadecimal is the alphanumeric system used to specify colors in HTML. For example, the hexadecimal equivalent of white is FFFFFFFF, while black is 000000.

Icon or Symbol – The graphic element portion of a logo.

JPEG – Named after the Joint Photographic Experts Group. The format supports a maximum color palette of 24 bit and variable “lossy” compression. Images on the Internet can be GIF, JPEG or PNG file types.

Logo – A graphic element used to identify a company, product or service. It is typically trademarked to protect it from use by other companies.

Merchandise – A product (such as a T-shirt, baseball cap, pen, paper-weight, etc.) displaying a logo or other promotional image.

Pantone or PMS – The acronym for Pantone Matching System. PMS colors are a set of spot colors commonly used in printing. By specifying a PMS color you ensure that the correct color is printed regardless of what your monitor might display. Most graphics programs come with PMS palettes, and more complete PMS colors can be found in products from Pantone Inc., the company that developed this system. You can also use your graphics program to translate the PMS colors used in this feature to RGB, CMYK, or other equivalents for web display or process printing.

PNG – (pronounced ping) An acronym for Portable Network Graphics. PNG is a bit mapped graphics format. The PNG format can be used to create small, well-compressed images for web display. Like GIF, PNG uses lossless compression. It has been approved as a standard by the World Wide Web Consortium to replace GIF because GIF uses a patented data compression algorithm, while the PNG format is patent-free. Images on the Internet can be either GIF, JPEG or PNG files.

Process Colors – In printing, the subtractive primaries: cyan, magenta and yellow. Includes black in four-color process.

Process Color Separation – Mixing three or four colors (cyan, magenta, yellow and black or CMYK) to produce an infinite variety of colors. This is useful in printing full-color photos with an offset printing press.

Raster Image – A raster image file is generally defined to be a rectangular array of regularly sampled values, known as pixels. Each pixel (picture element) has one or more numbers associated with it, generally specifying a color that the pixel should be displayed in.

Registration – The precise alignment of different films or printing plates (color separations) to produce a final printed image.

Registration Marks – Small crosshairs on film used to align individual color separations or layers of film negatives when printed.

RGB – Refers to the so-called scientific hues — the additive primary colors red, green and blue — that, when mixed together in equal amounts, create white light. Television sets and computer monitors display their pixels based on values of red, green and blue.

Reverse – Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped out of a dark background.

Screen – A version of an image produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

Separation – The separating of a full-color image into the primary printing colors in positive or negative form. By overlaying the separations in the printing process, using the correct primary color for each, the result is a full-color reproduction of the original.

Solid – Any portion of a publication printed at 100 percent of a given color.

Spot Color Separation – Used to separate colors that are not to be mixed. In this case, each spot color is represented by its own ink, which is specially mixed. Spot colors are effective for highlighting text, but they cannot be used to reproduce full-color images.

TIFF – Tagged Image File Format. Used on various platforms for high resolution, non-lossy image storage. There are extensions for file compression that may be platform or application specific.

Two-color printing – A process by which a publication is printed in only two colors, usually a choice of any two Pantone colors and/or black.

Vector Image Files – Also called “geometry” files. Are used for diagrams, illustrations, etc., and created by “draw” programs. Can be scaled to any desired size without any image distortion (pixellation).

Visual Identity – The development of a graphic or series of graphics by an organization that visually communicates all aspects of a brand. A successful visual identity program can consist of one graphic or a series of graphics.

White Space – Blank area on a page. “White” space may be a solid color rather than white.

FREQUENTLY ASKED QUESTIONS

Q: Why is it important to include the new logo in conjunction with my club's activities?

A: Using the U.S. Figure Skating logo lends credibility to your event. It also generates awareness and helps to maintain a consistent look and a unified image for U.S. Figure Skating.

Q: Do I have to send every usage of the U.S. Figure Skating logo to U.S. Figure Skating's Sponsorship and Communications Department for approval?

A: Yes. All usages must be submitted for approval.

Q: Why are there three versions of most logos on the CD?

A: Different file formats need to be used for different applications, so we have provided the three versions you will need to cover a variety of uses. See page 39 for more information. The web logo is provided only in JPEG format because that is the format the web will support.

Q: Can I copy the logo onto colored paper?

A: Yes. Though using colored paper changes the look of our logo, we understand that colored paper is usually the only way to brighten up a design or memo when you are using a black-and-white copier.

Q: Our club would like to sell event merchandise at an upcoming competition. We plan to include the U.S. Figure Skating logo on the merchandise. Will we have to pay royalties?

A: U.S. Figure Skating requires clubs to use the new logo on event merchandise and no royalties will have to be paid as long as the club is the primary recipient of the profits from such merchandise. (See p. 32.)

Q: Can our club sell club T-shirts and other merchandise featuring the U.S. Figure Skating logo if the merchandise is not associated with an event?

A: Yes, as long as you abide by the size guidelines for the logo that are listed on page 32.

Q: Our club came up with a fun new logo by combining the U.S. Figure Skating logo with elements of our club logo. Can we use this as our new club logo?

A: It is important that U.S. Figure Skating be associated with one consistent image. Altering or manipulating the logo is not acceptable. Please contact Headquarters if you would like a customized logo created for your club.

CONTACT INFORMATION

For approvals, information or any other questions regarding the application of the U.S. Figure Skating logo guidelines, please contact:

U.S. Figure Skating
Sponsorship and Communications Department
20 First Street
Colorado Springs, CO 80906
719.635.5200 Phone
719.635.9548 Fax

To gain approval for use of the logo or if you have questions, contact:

Laura Fawcett, director of online services

lfawcett@usfsa.org

Additional contacts in the Sponsorship and Communications

Department who can assist you with your questions:

Kristin Matta, senior director for sponsorship and communications

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