

LAKE PLACID
FAMILY DENTAL
DAVID BALESTRINI, D.M.D.

LONG RUN
Wealth Advisors

1:55.48

DOW
GIANT S
FINISH
MEN-W

MEN'S AND WOMEN'S DOWNHILL
& GIANT SLALOM FINISH BUILDING

LEGACY OF
REFACE



USCSA

2024

Brand Identity Manual



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Vision & Mission

The United States Collegiate Ski & Snowboard Association is THE sports federation for collegiate TEAM ski racing and snowboarding in America. You can be part of a team at any college in the United States. The USCSA has an alpine, Nordic, snowboard or freeski collegiate competition program for you. If your college does not have a team, we can assist you in getting one started!

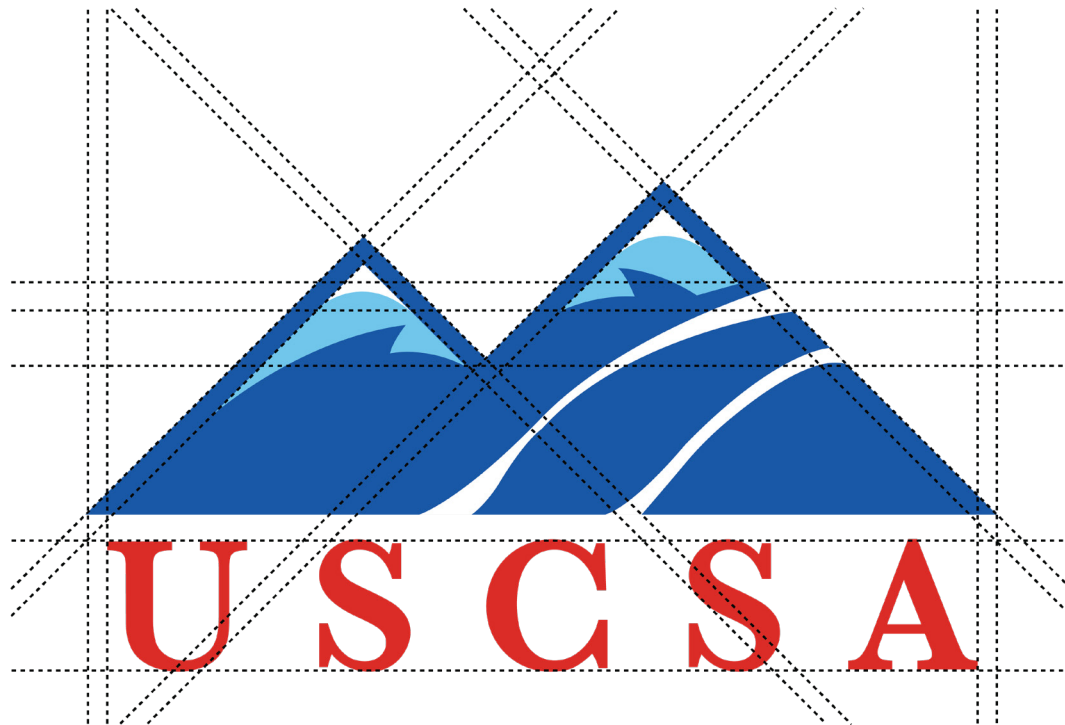
The USCSA believes that student-athletes of ALL levels and abilities should have access to a quality and exciting venue of competition. Our organization also recognizes “student” comes before “athlete,” and for our members to be successful individuals, academics should take priority.

Our mission is to be the national governing body of collegiate team ski and snowboard competition in the United States; to promote and increase awareness of and participation in alpine skiing, Nordic skiing, free skiing and snowboarding; and to provide competition and development opportunities for student athletes in a team atmosphere leading toward U.S. Collegiate Ski & Snowboard National Championships in each discipline.



Brand Protection Begins with our Logo

As with all things worth repeating, logos are created with specific intentions and with certain mathematical elements that are critical to replicate with exactness. The USCSA logo has certain geometric elements that interact with one another for specific reasons, as shown below.



Garamond

USCSA Primary Logos

These are the only acceptable and recognized variations of the primary logo, which should be used as often as possible:



Best use of primary logo



To be used when more definition is required (busy backgrounds, etc.)

USCSA Tagline

“Supporting Your Team. Building a Legacy.”



USCSA Secondary Logos - Full Name

These are the only acceptable and recognized variations of the secondary logo as necessary, in situations requiring the full written name: primarily, to explain what “USCSA” represents. **For items like signage, clothing embroidery, etc., the primary logo is preferred.**



U.S. COLLEGIATE
SKI & SNOWBOARD ASSOCIATION

Garamond
Helvetica

Color Variations



U.S. COLLEGIATE
SKI & SNOWBOARD ASSOCIATION

Black Variation



U.S. COLLEGIATE
SKI & SNOWBOARD ASSOCIATION

White Variation

USCSA Secondary Logos

These are the only acceptable and recognized variations of the secondary logo as necessary:



Black Variations



White Variations



Two Color Variation



USCSA Color Palette, Web Use



USCSA Red
Hex#: DA291C

C 9 R 218
M 97 G 41
Y 100 B 28
K 1

USCSA L. Blue
Hex#: 71C5E8

C 51 R 113
M 5 G 197
Y 3 B 232
K 0

USCSA D. Blue
Hex#: 1C57A5

C 94 R 28
M 73 G 87
Y 2 B 165
K 0

True White
Hex#: ffffff

C 0 R 255
M 0 G 255
Y 0 B 255
K 0



USCSA Color Usage & Ratio

Color usage for all marketing materials should roughly adhere to the following ratios:

USCSA Red
45%

USCSA D. Blue
45%

USCSA L. Blue
10%



National Championship Event Primary Logo

This is the only acceptable and recognized variation of the primary logo, which should be used as often as possible:



National Championship Event Secondary Logos

These are the only acceptable and recognized variations of the secondary logo as necessary:



National Championship Outlined Logo

For instances requiring a simple outline:



National Championship Event Embroidery

Embroidery alternatives to be shared with shops:



Nationals Event Color Palette, Web

This is the only acceptable and recognized variation of the primary logo, which should be used as often as possible:



USCSA Dark Blue

True White

USCSA Light Blue

USCSA Red

USCSA Red
Hex#: DA291C

C 9 R 218
M 97 G 41
Y 100 B 28
K 1

USCSA L. Blue
Hex#: 71C5E8

C 51 R 113
M 5 G 197
Y 3 B 232
K 0

USCSA D. Blue
Hex#: 1C57A5

C 94 R 28
M 73 G 87
Y 2 B 165
K 0

True White
Hex#: ffffff

C 0 R 255
M 0 G 255
Y 0 B 255
K 0



Color Usage & Ratio

Color usage for all marketing materials should roughly adhere to the following ratios:

USCSA Red
45%

USCSA D. Blue
45%

USCSA L. Blue
10%



Annual Conference Primary Logo

This is the only acceptable and recognized variation of the primary logo, which should be used as often as possible:



Annual Conference Secondary Logos

These are the only acceptable and recognized variations of the secondary logo as necessary:



Primary Font

Adobe Garamond

Aa

Garamond is a group of many serif typefaces, named for sixteenth-century Parisian engraver Claude Garamond, generally spelled as Garamont in his lifetime. Garamond-style typefaces are popular and particularly often used for book printing and body text.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&*!?

Secondary Font

Helvetica

Helvetica or Neue Haas Grotesk is a widely used sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger with input from Eduard Hoffmann. Helvetica is a neo-grotesque design, one influenced by the famous 19th century (1890s) typeface Akzidenz-Grotesk and other German and Swiss designs.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&*!?

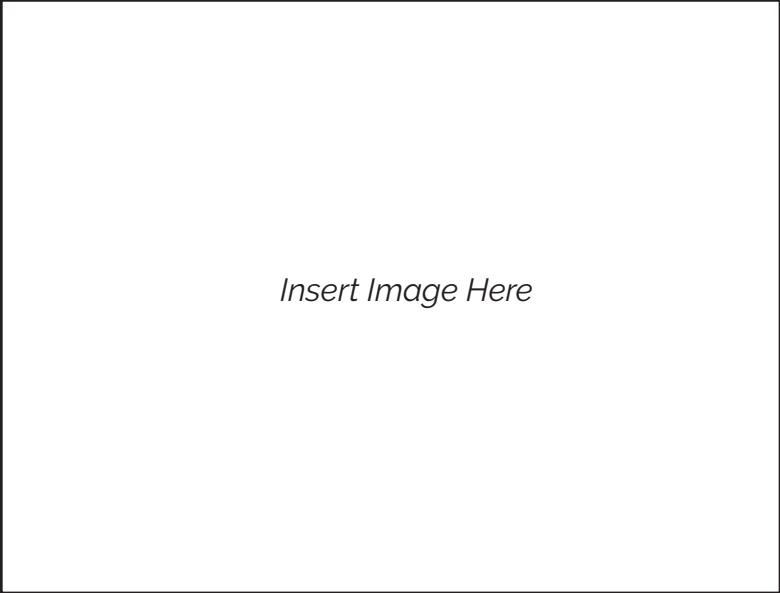
Typeface Example

USCSA

Subtitle, Caption

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Heading:
Garamond
**Subheading:
Helvetica Bold**
Body Text:
Helvetica Regular



Color for Print

These are the colors that should be provided to any print services to ensure color matching:



Improper Usages

Here are instances of unapproved or improper logo uses. Please keep the logo intact, within proportion, and in correct color format. Do not rotate, distort, alter the colors of the final logos. Do not rotate, distort, alter the colors of the final logos. Do not alter the size relationship between the type attachment and the brand mark. Do not increase or decrease the spacing between the mark and the type attachment.



Proper Usage of the Logo, Text, & Color Scheme



Improper Usage of the Logo, Text, & Color Scheme



USCSA

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<https://www.uscsa.org/>