



USCSA BRAND TOOLKIT: USAGE TERMS

Issued: August 2025 Contact: help@uscsa.org Web: www.uscsa.org

Purpose & Scope

These terms govern how the USCSA name, logos, wordmarks, lockups, graphics, event marks, and other brand assets (“USCSA Marks” or “Brand Assets”) may be used by member institutions, teams, athletes, partners, sponsors, media, vendors, and the public. By downloading, copying, or using any Brand Asset, you agree to follow these terms and the detailed rules in the USCSA 2024 Brand Identity Manual. USCSA may update these terms at any time.

Ownership

USCSA owns all rights, title, and interest in the USCSA Marks. No rights are granted by implication or estoppel. Permission is granted when use remains in scope of this document and may be revoked at USCSA’s discretion.

General Principles

- Use only the official logo files provided by USCSA. Do not recreate, retype, trace, or screenshot logos.
- Keep marks intact—do not alter proportions, colors, orientation, effects, or components.
- Maintain legibility and contrast (avoid busy/low-contrast backgrounds).
- Follow any size, spacing, and placement rules in the Manual. Do not change the spacing between the mark and the type attachment or the size relationship between them.
- Be truthful—do not imply USCSA sponsorship, approval, or endorsement without written permission from the USCSA National Office.
- Quality control—USCSA may require changes or removal of any noncompliant use.

Approved Logo Variations (match the Manual)

Primary logos: Use the standard full-color primary logo whenever possible. Use the written-out version where appropriate or necessary to explain what “USCSA” stands for.

Secondary logos: Where the full written name of the organization is necessary or appropriate, use only the approved ‘USCSA Secondary Logos—Full Name’ variations. Black, white, and two-color versions are permitted exactly as shown in the Manual. Do not create new lockups.

Event marks: Use only the supplied National Championship and Annual Conference logos/lockups and embroidery alternatives. Do not create new event marks or modify provided ones.

Color Palette & Usage

Use only the USCSA palette as described in the Manual. Do not introduce unapproved colors for the marks.

Typography

Use only the USCSA fonts as described in the Manual. Do not convert the logotype to alternate fonts.

Tagline

Use as plain text only—do not convert into a logo or lockup unless USCSA provides files.

Prohibited Uses (always require written permission or are not allowed)

- Commercial promotion using USCSA Marks (ads, paid social, sponsor creative, product packaging, giveaways, contests, or fundraising) without written permission.
- Merchandise or apparel of an institution or team not affiliated with USCSA.
- USCSA logo placement near or next to the logo of a company that is not in line with USCSA’s values, e.g. alcohol brands.
- Alterations, including stretching, recoloring, outlines/effects, gradients, or rotation; or placing marks on low-contrast/busy backgrounds that reduce legibility.
- Creating confusingly similar marks, submarks, or event marks.
- Using “official,” “approved,” “partner,” or similar language without a signed agreement by the USCSA President or written permission.
- Any use in illegal, defamatory, obscene, or discriminatory contexts, or that harms USCSA’s reputation.

NIL (Name, Image, and Likeness) and USCSA Marks

USCSA respects athlete NIL rights. The following applies whenever USCSA Marks are involved:

Allowed without additional permission (Manual-compliant, editorial/non-commercial): athletes may reference USCSA participation in bios/resumes and post personal, non-sponsored competition content where USCSA Marks appear incidentally.

Require written permission from the USCSA National Office: any sponsored content, endorsement, or advertisement that features USCSA Marks; any appearance in uniform (or with visible USCSA Marks) used to promote a company, product, or service; co-branded NIL deals where USCSA Marks appear with a sponsor logo or call-to-action; any merchandise combining an athlete's NIL with USCSA Marks.

Not allowed: suggesting USCSA endorses a brand, product, candidate, or cause via an athlete's NIL.

Note: NIL arrangements that do not display USCSA Marks typically do not require USCSA permission but must still comply with applicable laws, organizational rules, and event regulations.

Digital, Social, and Video

Use only approved files. Maintain legibility over photos/video. Do not animate/morph the logo unless using official motion assets. Hashtags/handles are editorial—do not combine with logos to create a new mark.

Licensing & Approvals

mail the National Office at help@uscsa.org whenever written permission is required per these terms. Include mockups, context, channels, timelines, and vendor details.

Enforcement

USCSA may deny, revoke, or condition permission; require correction or removal; and pursue remedies for unauthorized use.

Questions & Reporting Misuse

Questions, approvals, or to report misuse: help@uscsa.org. Latest Toolkit: <https://www.uscsa.org/toolkit.html>.

Legal Notice

This document provides brand-usage guidance and is not legal advice. You are responsible for compliance with applicable laws, contracts, organizational rules, and institutional policies.