



USA *TRACK & FIELD*
ASSOCIATION BRAND IDENTITIES



Primary Logo, Event & Apparel*



Primary Logo, Print & Web



Secondary Vertical Logo, Event & Apparel*



Secondary Vertical Logo, Print & Web

HELVETICA NEUE 96 BLACK ITALIC

For headlines, subheads and titles

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r
s t u v w x y z**

HELVETICA NEUE 56 ITALIC

For body copy

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r
s t u v w x y z**

Typography

Above are the only two fonts that should be used for branding the USATF associations. Do not use any other version of Helvetica, as there are many.

C: 21
M: 99
Y: 93
K: 13

R: 176
G: 35
B: 42

PMS 1805

C: 82
M: 73
Y: 52
K: 57

R: 38
G: 42
B: 57

PMS 532

C: 0
M: 0
Y: 0
K: 0

M: 255
Y: 255
K: 255

White

Colors

*Above are the only colors that should be used
for branding the USATF associations.*

PMS 1805



PMS 532



Black



Color Options

*When printing the two logo colors is not possible,
please use one of the above color options.*



Correct



Incorrect

White Space

Please provide plenty of white space around the logo, as in the top example above.



Examples of how to apply the branding