STANDARDS MANUAL & STYLE GUIDE

LA 28 QUAD • v02.02.25

The Shield Logo is the primary and preferred representation for USA Swimming in all cases.

When presented over a color of any type, the outer white channel allows the Shield Logo to maintain contrast regardless of backgrounds.

The white channel should never be removed.

SINGLE COLOR/CLEAR SPACE

Single color Shield Logos can be produced in USAS Navy, USAS Red, USAS Grey, black or white.

As with the primary Shield logo, a white channel is always present around the outside of the mark, and may not be removed.

USAS NAVY

USAS RED

USAS GREY

BLACK

WHITE

CLEAR SPACE MINIMUM

USA SWIMMING SHIELD LOGO

IMPROPER USES

WHITE CHANNEL REMOVAL

IMPROPER INVERSION

The star must be the lightest part of the logo

REORDERING OF COLORS

UNAPPROVED COLORS

COLOR ADDITIONS

GREYSCALE CONVERSION

TEXT-ONLY PRESENTATION

ROTATION ON BASELINE

DISTORTION

PLACEMENT ON BUSY BACKGROUNDS

OPACITY CHANGES

TEXT OVERLAYS

INSUFFICIENT CLEAR SPACE

OFFICIAL COLORS

PRIMARY COLORS

USAS Navy 282

Hex	#00214D
RGB	0, 33, 77
HSB	214, 100%, 30%
CMYK	100, 90, 30, 16

USAS Red 200

Hex	#D71D24
RGB	215, 29, 36
HSB	358, 87%, 84%
CMYK	5, 100, 100, 5

USAS Grey 427

Hex	#BACAD3
RGB	186, 202, 211
HSB	202, 12%, 83%
CMYK	10, 0, 0, 20

SECONDARY COLORS

USAS Aqua 2985

Hex	#44C8F5
RGB	68, 200, 245
HSB	195, 72%, 96%
CMYK	60, 0, 0, 0

USAS Light Grey 428

Hex	#E3EAEE
RGB	227, 234, 238
HSB	202, 5%, 93%
CMYK	3, 0, 0, 7

TERTIARY COLORS

METALLIC SILVER 877 C

Hex	#959B9D
RGB	149, 155, 157
HSB	195, 5%, 62%
CMYK	45, 34, 34, 0

USAS Gold 4525

Hex	#CFB87C
RGB	207, 184, 124
HSB	42, 39%, 81%
CMYK	20, 24, 60, 0

BLACK

Hex	#000000
RGB	0, 0, 0
HSB	0, 0%, 0%
CMYK	60, 40, 40, 100

WHITE

Hex	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0

SPONSOR LOGO CONFIGURATIONS

OFFICIAL SUPPLIER

PROUD PARTNER

OFFICIAL SPONSOR

OFFICIAL SPONSOR

OFFICIAL SUPPLIER

OFFICIAL SPONSOR

TEAM LOGO CONFIGURATIONS

The Team Logo is intended for use exclusively for athletes representing a national or international team.

This logo may only appear on apparel/accessories created by or supplied by the official USA Swimming National Team sponsor.

PRIMARY TEAM LOGO

PRIMARY

SECONDARY

PRIMARY 2-COLOR

SECONDARY 2-COLOR

USAS NAVY

USAS RED

USAS GREY

BLACK

WHITE

USA QUAD LOGO CONFIGURATIONS

The USA Quad Logo is intended for use exclusively for athletes representing an international team where the Team logo is not permitted.

This logo may also be used on official USA Swimming merchandise/apparel.

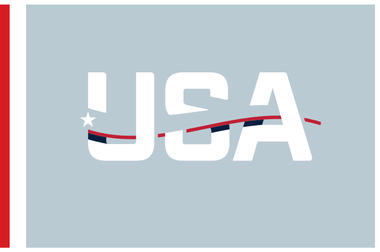
The preferred presentation is set on a USAS Navy background.

PRIMARY REV

PRIMARY REV

SECONDARY REV RED

SECONDARY REV GREY



PRIMARY POSITIVE

SECONDARY POSITIVE NAVY

SECONDARY POSITIVE RED

USAS RED

USAS NAVY

WHITE

BLACK

FONT PACKAGES

PRIMARY DISPLAY FONT PACKAGE

OSWALD EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY DISPLAY FONT PACKAGE

SOURCE SANS PRO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SANS PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SANS PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COMPETITION DISPLAY FONT PACKAGE

INDUSTRY BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INDUSTRY DEMI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INDUSTRY BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY FONT PACKAGES

CALIBRI REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMBRIA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMBRIA ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMBRIA BOLD
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMBRIA BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Departmental treatments are for internal use only.

Height of departmental designator text to be the same height as the “USA” in the Shield Logo, and horizontal treatments need to align text on vertical center along the Shield Logo.

Dry side conferences and events conducted by USA Swimming will utilize this look for horizontal and vertical logo promotions.

The basis font used is Oswald Medium.

National events (wet side) will have their own style guides.

PROGRAM LOGO CONFIGURATIONS

USA Swimming programs standard treatments may be presented in full color or single color, with the height of the Shield logo matching the height of the main text of the program.

Basis fonts are Oswald Bold and Oswald Regular.

USA SWIMMING I.M. READY

USA SWIMMING SAA SCHOLASTIC ALL-AMERICA

USA SWIMMING IMX I.M. EXTREME CHALLENGE

USA SWIMMING LEARN SCHOOL OF TECHNIQUE

USA SWIMMING VCC VIRTUAL CLUB CHAMPIONSHIPS

USA SWIMMING WORLD 100 2025

ZONE LOGOS

USA Swimming's four zones carry a similar-but-not-identical logo, meant to convey visual consistency across all four Zones, while giving each a unique "personality."

The logos can all be displayed in full color, single color or text versions. Single color versions may deploy Navy, Red, Aqua, black or white.

FULL COLOR

FULL COLOR ON DARK BACKGROUND

ZONE LOGOS

SINGLE COLOR

SINGLE COLOR ON DARK BACKGROUND

TEXT LOGOS