



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

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 abcdefghijklmnopqr stuvwxyz

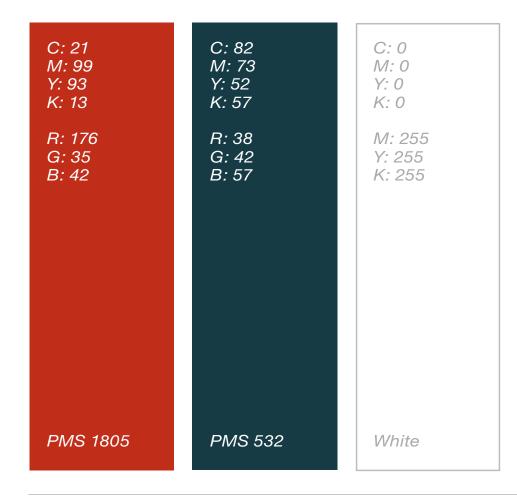
HELVETICA NEUE 56 ITALIC

For body copy

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 abcdefghijklmnopqr stuvwxyz

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.



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