



**USA*****TRACK & FIELD***  
*ASSOCIATION BRAND IDENTITIES*



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*Primary Logo\*, Event & Apparel*



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*Primary Logo, Print & Web*



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*Secondary Vertical Logo\*, Event & Apparel*



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*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**

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**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
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### **Colors**

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

*PMS 1805*



*PMS 532*



*Black*



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***Color Options***

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



**Correct**



**Incorrect**

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**White Space**

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



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***Examples of how to apply the branding***