



## CHAPTER 4 • LOGOS & MARKS

### 4.1 – INTRODUCTION

The USATF logo is one of the organization’s greatest marketing assets, as it represents the federation to the sports industry and the international Athletics community. The organization’s identity on brochures, web pages, advertisements and other materials reflects USATF’s values, purpose and vision. A cohesive identity program conveys an image of distinction and strength, building awareness and pride among those connected to the organization. Proper distribution and use of the USATF name, logo and marks are critical to maintaining the integrity of this organizational asset.

### 4.2 – ASSOCIATION LICENSE AGREEMENT

The Associations which comprise USATF are subject to (a) being fully accredited and (b) having a signed Association Logo Trademark License Agreement on file. The agreement means Associations will adhere to the printed guidelines on the use of any logo and trademark which falls under USATF’s jurisdiction. Use of logos, trademarks, and misleading names is also governed by USATF regulations, including those directly from the Ted Stevens Olympic and Amateur Sports Act of 1998 which protect the use of Olympic-related trademarks, the Rings, and use of the name “Olympic.”

### 4.3 – ASSOCIATION LOGO

The Association-specific logos include the approved USATF marks (USATF wings, and USA Track & Field name) and the Association name (i.e., Adirondack, Alabama, etc.) **Associations are required to use the Association-specific logos** in all instances. Use of the USATF logo is not permitted unless approved by the USATF Marketing Department in advance.

#### National Federation Logo



#### Association-specific Logos



## *Logo & Brand Standards Manual*

A Logo & Brand Standards Manual is available to aid Associations in using the association-specific logo properly. The most up-to-date version of this manual is available online in the Associations Resource Center.

### *Affiliate Logos*

Distinct affiliate logos have been created for Member Organizations/Clubs, Sanctioned Events and Certified Courses. As described below, these logos can be downloaded from the USATF website. Downloading the logos from the website is important as the club or event personnel must agree to the logo use guide- lines/requirements as part of the process in receiving the download.

#### **4.4 – MEMBER ORGANIZATIONS / CLUBS LOGO**

Member organizations/clubs are limited to the use of the “Member Club” and “Member Organization” logos as they appear here. These logos are available to clubs that are current in the USATF database by logging into the Club Management page ([www.usatf.org/mgmt/clubs/index.asp](http://www.usatf.org/mgmt/clubs/index.asp)) of the USATF website. Any club which uses the logo without maintaining its membership must remove the logo from its web site and printed materials.

#### **4.5 – SANCTIONED EVENTS LOGO**

Sanctioned events are limited to the use of the sanctioned event or sanctioned event/certified course logos. These logos are available online via the management area of the USATF calendar system. To download the appropriate logo the event director will need to visit the Calendar Management page (<https://www.usatf.org/calendars/mgmt/index.asp>) of the USATF website.



#### **4.6 – PROPER USE OF USATF NAME & ACRONYM**

Whenever you use or distribute a USATF logo/mark or use our name/acronym, it is imperative that they are used properly:

- The correct presentation of the corporate name:  
USA Track & Field, Inc. or USA Track & Field  
USA TRACK & FIELD

*Note the use and position of the ampersand “&.” The word “and” is not to be used in our name.*

- The incorrect presentation of the corporate name:  
US Track & Field (always use “USA”)  
U.S.A. Track & Field (periods should not be used)  
USA Track and Field (“and” should never be used)  
United States of America Track & Field (do not spell out USA)
- The correct presentation of the acronym: USATF (all caps, no ampersand)  
*If you have access to multiple fonts, the correct font for the display of our name and acronym is Helvetica Neue Bold, and you should try to match the dark red and dark blue shown on our website.*
- Incorrect presentation:  
USAT&F (do not use the ampersand)  
USA T&F (no space or ampersand)  
U.S.A.T.F. (periods should not be used)