



USA  
FENCING

BRAND STANDARDS



# Introduction

Fencing is tradition, style, technique, athleticism and ambition. From the first touch to the fifteenth, from neighborhood clubs to international tournaments, USA Fencing celebrates and empowers the sport that inspires passion, brings people together and rewards true effort.

As a dynamic, broad-reaching brand, USA Fencing helps connect us all to the sport we love. This manual helps guide how we communicate and reach people, ensuring that every expression of our organization is consistent with the brand, safeguarding its integrity and strengthening its impact.

If you have any questions regarding these guidelines, please see the contact page at the end of this book.





USA  
FENCING

**The new USA Fencing logo is designed to unite our entire community**

— honoring both our able-bodied and parafencing athletes in a single, bold mark. The fencer's position was carefully chosen to be inclusive, symbolizing movement, strength, and the shared spirit of our sport. This modernized shield keeps our heritage front and center, while opening the door to the next generation of fencers.

# Brand Voice & Tone

**We love this sport. We're all in.  
And everyone is welcome.**

When we communicate with our diverse audience, we keep things conversational, real and consistent.

## Mission

To grow and promote the sport of fencing in the United States, honor its rich traditions and achieve sustained competitive international excellence.

## Vision

To inspire a lifetime enriched by fencing

## Core Values

Excellence • Respect • Teamwork • Inclusion • Passion



**USA**  
FENCING



**USA**  
FENCING

# PRIMARY LOGOS

USA Fencing & USA Parafencing | Clear Space | Usage

# USA Fencing & USA Parafencing | Vertical



**USA**  
FENCING

TWO-COLOR LOGO



**USA**  
FENCING

TWO-COLOR REVERSED LOGO

The two-color logo & reversed two-color logo are the preferred logos.  
Please use these logos whenever possible.



**USA**  
FENCING

ONE-COLOR



**USA**  
FENCING

ONE-COLOR REVERSED



**USA**  
FENCING

ONE-COLOR



**USA**  
FENCING

BLACK/WHITE

# USA Fencing & USA Parafencing | Horizontal



**USA**  
FENCING

TWO-COLOR LOGO



TWO-COLOR REVERSE LOGO

The two-color logo & reversed two-color logo are the preferred logos. Please use these logos whenever possible.



ONE-COLOR REVERSED



ONE-COLOR



ONE-COLOR



BLACK/WHITE

## CLEAR SPACE

The area around the logos is called the Clear Space. It must be free of logos, text and other graphic elements.

The minimum required clear space around each logo is the size of the "USA" from each individual logo.



TWO-COLOR  
USA FENCING VERTICAL LOGO



TWO-COLOR  
USA FENCING HORIZONTAL LOGO

# Logo Usage | Guidelines

Here are some guidelines on how NOT to use the USA Fencing logos.  
When in doubt please email Bryan Wendell | [B.Wendell@usafencing.org](mailto:B.Wendell@usafencing.org).



**USA  
FENCING**

Make sure logo is not rotated or skewed in anyway.



**USA  
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Make sure logo is not stretched or elongated in any direction.

**USA  
FENCING**



Do not rearrange the logotype.



**USA  
FENCING**

Never flip the shield orientation.

# Logo Usage | Guidelines



**USA  
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Do not change the typeface of the logo type.



**USA  
FENCING**

Do not change the colors on the shield or anywhere else on the logo.

**USA  
FENCING**



Do not put the logotype before the shield.



Only use the "Reverse" version of the logo if you are placing it on a color background. (Example of logo on the right)



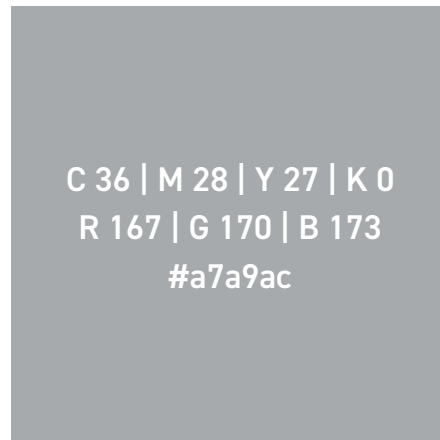
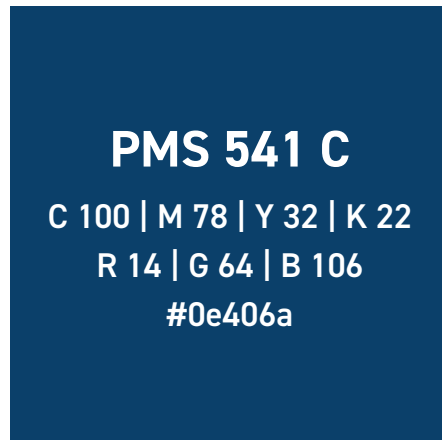
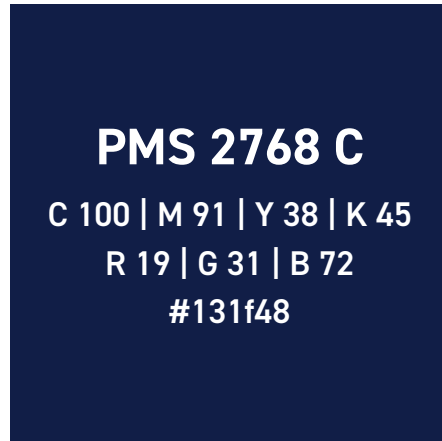
**USA**  
FENCING

# LOGO SPECS

Colors | Typography | Photos

# COLORS

Our brand colors are patriotic. They reflect the heritage of the sport and the pride of our country. The red is to be used as an accent for emphasis.



White  
C 0 | M 0 | Y 0 | K 0  
Black  
C 0 | M 0 | Y 0 | K 100

# TYPOGRAPHY

## DIN 2014 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## DIN 2014 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## DIN 2014 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The DIN font is a clean, legible font that visually supports our values of being authentic, yet refined. It elevates our brand communications by creating a stylized visual elegance that is both proud and inviting.



**USA**  
FENCING

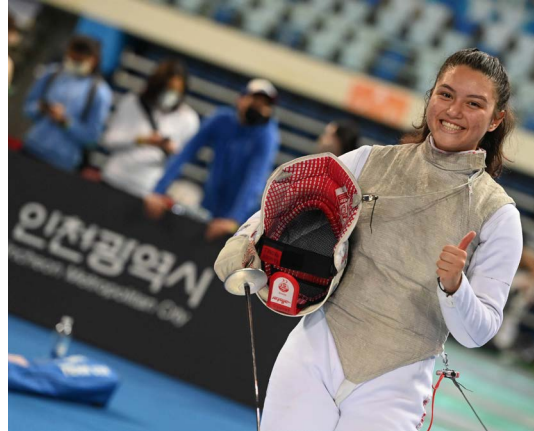


## PHOTOS

Fencers are real people, from all walks of life. We use documentary-style photography to celebrate the person behind the mask, emphasizing the authentic experiences of our athletes. Pictures that capture the spirit and athleticism of our sport help bring energy to our creative work, and make our audience want to engage.



With some of our dynamic photos we use a red or blue tint from our color pallet.  
Photoshop RGB (Adjustments + Curves + Black & White - adjust tint with red or blue)



## Point of contact

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### **Nicole Kirk**

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