



USA TRI BRAND MEDIA TOOLKIT

Triathlon in the United States is entering a new era.

USA TRI is the unified identity for the U.S. high-performance triathlon program, bringing together every tier of the elite pathway under one bold, clear banner. With the LA28 Olympic and Paralympic Games on the horizon, this is the moment triathlon steps into the spotlight.

This toolkit gives you the key information, messaging, story angles, and resources you need to cover USA TRI accurately and compellingly. We're here to help you tell these stories well.

Brand Overview: What Is USA TRI?

USA TRI is the unified brand identity for the U.S. high-performance triathlon pathway. USA TRI is one unified team, one shared mission.

The Mission

Build a clear, inspirational, identifiable, and simple brand to drive LA28 and beyond — that UNIFIES and catalyzes all aspects of high performance.

The USA TRI brand exists to:

- Unify every tier of the high-performance pathway under one identity
- Elevate our elite athletes onto the global stage
- Inspire the next generation of American triathletes
- Ignite belief — in a shared purpose, a shared path, and a shared future
- Grow the sport by making triathlon accessible, exciting, and celebrated

Key Messages for Media

These are the core narratives that define USA TRI:

This Is a Unified Movement

The entire U.S. high-performance triathlon pathway stands together under one identity. USA TRI is a declaration of purpose and a rallying cry for the sport.

LA28 Is Triathlon's Moment

With the Olympic and Paralympic Games coming to Los Angeles in 2028, triathlon in the United States has never had a bigger stage. USA TRI's athletes are ready, and this is the moment the country gets to know them.”

These Athletes Are World-Class

USA TRI National Team athletes compete at the highest levels of the sport globally, from the World Triathlon Championship Series, World Championships, and Olympic and Paralympic Games.

Fandom Is Being Built Right Now

USA TRI is actively building a passionate fan base around its athletes, people who know their names, follow their journeys, and show up on race day. This is a movement in progress, and media coverage is a critical part of it.

Stories

Here are compelling stories:

The Road to LA28

Follow the athletes building toward that moment right now.

Athlete Profiles

USA TRI's roster is full of compelling human stories, including athletes who have overcome injury, adversity, and setbacks to reach the world stage. Request athlete bios and we'll connect you directly.

The Pathway Story

How does a young athlete go from dreaming about triathlon to standing on an Olympic start line?

The Coaches & Staff Behind the Athletes

Who are the coaches, performance directors, and support staff shaping this program?

Visual Identity & Brand Assets

The USA TRI Elite Program logo is built on core design elements, each carrying intentional meaning:

Element	Meaning
Three-Prong Star	The three tiers of triathlon. Also can represent the three tiers of our elite pathway: Junior, Development, National
Colors	Patriotic identity; USAT Blue and USAT Red on white as core.
USA Flag	National pride; representing the USA on the world stage

