



USA
FENCING



USA
PARAFENCING

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.



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.

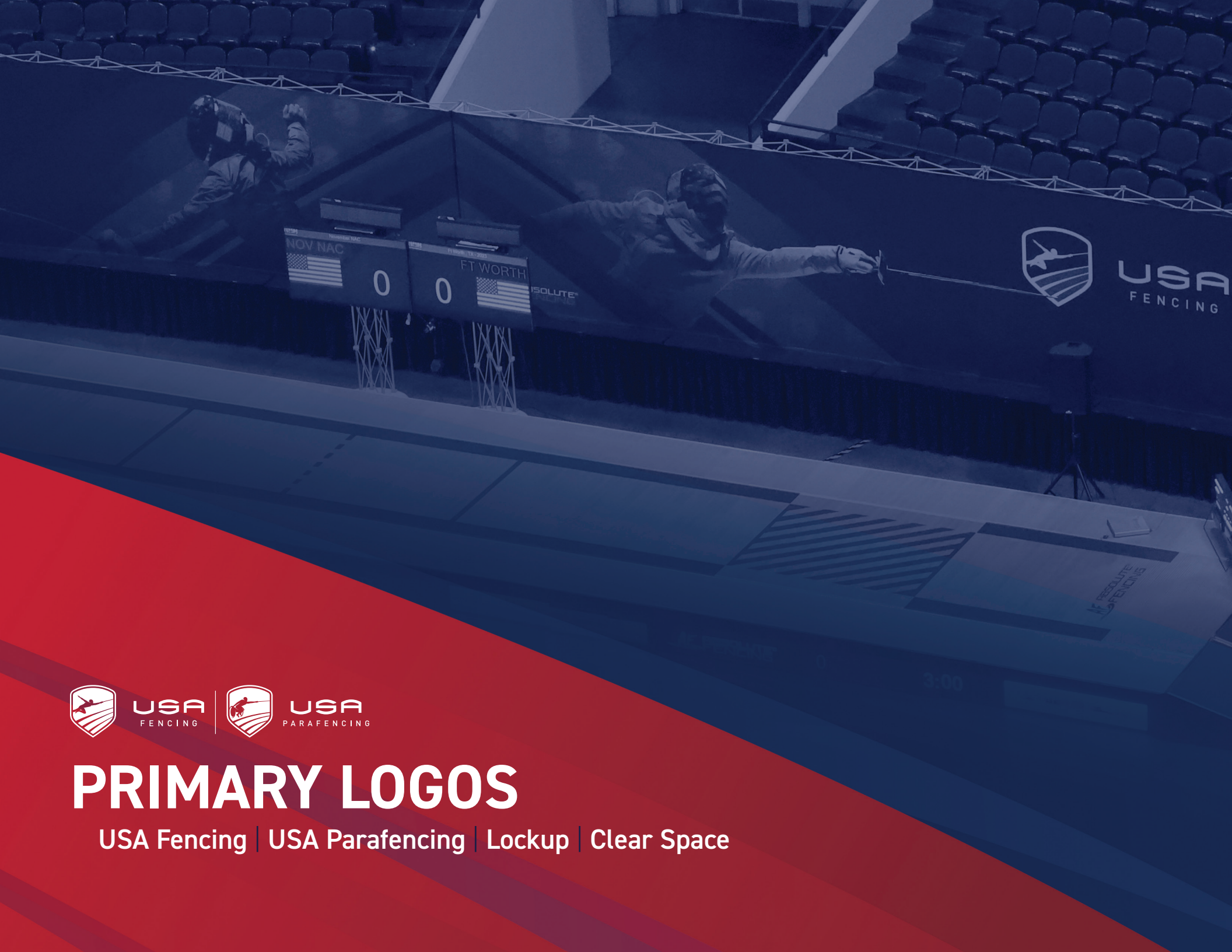
Vision

To inspire a lifetime enriched by fencing

Core Values

Excellence • Respect • Teamwork • Inclusion • Passion





USA
FENCING



USA
PARAFENCING

PRIMARY LOGOS

USA Fencing | USA ParaFencing | Lockup | Clear Space

USA Fencing | Vertical



USA
FENCING

two-color



USA
FENCING

two-color reversed

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



USA
FENCING

metallic



USA
FENCING

one-color



USA
FENCING

one-color reversed



USA
FENCING

one-color



USA
FENCING

black/white

USA Fencing | Horizontal



two-color



two-color reverse

The two-color logo & reversed two-color logo are the preferred logos.

Please use this logo whenever possible.



metallic



black/white



one-color reversed



one-color

USA
FENCING



one-color

USA
FENCING

USA Parafencing | Vertical



USA
PARAFENCING

two-color



USA
PARAFENCING

two-color reversed

The two-color logo & reversed two-color logo are the preferred logos.

Please use this logo whenever possible.



USA
PARAFENCING

metallic



USA
PARAFENCING

one-color



USA
PARAFENCING

one-color reversed



USA
PARAFENCING

one-color



USA
PARAFENCING

black/white

USA Parafencing | Horizontal



USA
PARAFENCING

two-color



USA
PARAFENCING

two-color reverse

The two-color logo & reversed two-color logo are the preferred logos.

Please use this logo whenever possible.



USA
PARAFENCING

metallic



USA
PARAFENCING

black/white



USA
PARAFENCING

one-color reversed



USA
PARAFENCING

one-color



USA
PARAFENCING

one-color

USA Fencing & Parafencing | Vertical lockup



USA
FENCING



USA
PARAFENCING

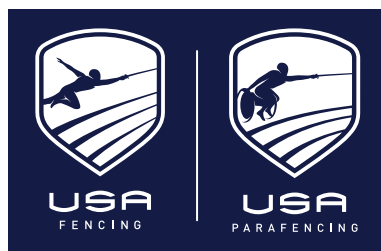
two-color

The two-color logo
& reversed two-color
logo are the
preferred logos.

Please use this logo
whenever possible.



two-color reversed



one-color reversed



one-color



one-color



metallic

USA Fencing & Parafencing | Horizontal lockup



USA
FENCING

two-color



USA
PARAFENCING

The two-color logo & reversed two-color logo are the preferred logos.

Please use this logo whenever possible.



two-color reverse



one-color reversed



USA
FENCING



USA
PARAFENCING

one-color



USA
FENCING



USA
PARAFENCING

one-color



two-color
USA Fencing Vertical



two-color
USA Parafencing Vertical



two-color
USA Fencing Horizontal



two-color
logo lockup Vertical



two-color
USA Parafencing Horizontal



two-color
logo lockup
Horizontal

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.

Logo Usage | Guidelines

Here are some guidelines on how NOT to use the USA Fencing & Parafencing logos.
When in doubt please email Bryan Wendell | B.Wendell@usafencing.org.



USA
FENCING

Make sure logo is not rotated or skewed in anyway.



USA
FENCING

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.

USA
FENCING



Do not put the logotype before the shield.



USA
PARAFENCING

Do not use the USA Fencing shield for USA Parafencing logo and vice versa.

Logo Usage | Guidelines





USA
FENCING



USA
PARAFENCING

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.

PMS 2768 C

C 100 | M 91 | Y 38 | K 45
R 19 | G 31 | B 72
#131f48

PMS 200 C

C 16 | M 100 | Y 87 | K 6
R 195 | G 32 | B 50
#c22032

PMS 541 C

C 100 | M 78 | Y 32 | K 22
R 14 | G 64 | B 106
#0e406a

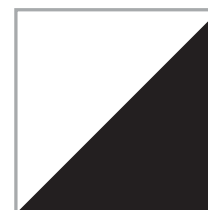
C 36 | M 28 | Y 27 | K 0
R 167 | G 170 | B 173
#a7a9ac



Dark Grey
C 14 | M 0 | Y 0 | K 76

Light Grey
C 9 | M 0 | Y 0 | K 44

White
C 0 | M 0 | Y 0 | K 0



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



USA
PARAFENCING

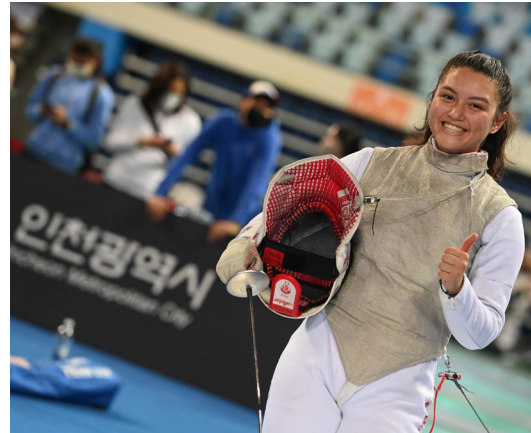


PHOTOS

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

Bryan Wendell

Director of Communications, USA Fencing

B.Wendell@usafencing.org

Nicole Kirk

Communications Coordinator, USA Fencing

N.Kirk@usafencing.org



USA
FENCING



USA
PARAFENCING