



USA  
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## BRANDING GUIDELINES



Logo on light background

file: USAFencing\_FAA\_Logo\_LightBG.eps



Logo on dark background

file: USAFencing\_FAA\_Logo\_DarkBG.eps



**PMS 2768 C**

c 100 m 91 y 38 k 45

r 19 g 31 b 72

#131f48

**PMS 541 C**

c 100 m 78 y 32 k 22

r 0 g 59 b 113

#003b71

**PMS 200 C**

c 16 m 100 y 87 k 0

r 195 g 32 b 50

#c32032

**PMS 431 C**

c 64 m 47 y 40 k 28

r 85 g 99 b 108

#55636c

**PMS 430 C**

c 54 m 37 y 34 k 15

r 114 g 128 b 135

#728087

**PMS 429 C**

c 40 m 27 y 27 k 6

r 150 g 160 b 165

#96a0a5

**PMS 427 C**

c 22 m 14 y 16 k 0

r 196 g 201 b 202

#c4c9ca

# ***FENCING ACROSS AMERICA***

## ***UNIVERS***

### ***67 Condensed Bold Oblique***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***12345678910***



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# TRY FENCING

**OBVIA Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

Please use for all Titles

**Univers 65 Bold**  
Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

Please use for all other text

\*Arial Regular or **Bold** can also be used



## ASSETS | PHOTO COLORS



All photos provided should have blue tint applied. If you are going to use your own photo please follow these directions.

### PHOTOSHOP ADJUSTMENT LAYER

1. Curves - used to achieve the contrast
  2. Black & White - used to achieve blue tint (please note document must be in RGB mode to execute)
- Tint ( c100 m92 y40 k44 | r19 g31 b72 | #131f48



**All other colors should stay within the Fencing Across America brand colors**

- Please use your clubs/ association/etc. brand colors for any logos or specific information





## ASSETS | CONTENT PLACEMENT



**CLUB NAME**  
Club & Event Information



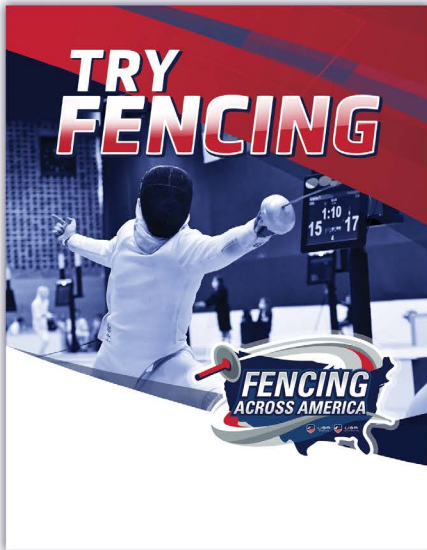
**CLUB NAME**  
Club & Event Information



**CLUB NAME**  
Club & Event Information

**PLACE ALL INFORMATION & LOGOS**  
in the bottom area of the flyers & other assets





**FLYER SIZE - 8.5" X 11"**

Flyers will be provided as Press Ready PDFs with a 1/8" bleed, CMYK

Photoshop files may be provided upon request

Please note: you can not change the layout nor graphics and adhere to the color requirements if you are adding a photo in the PSD file



## ASSETS | RETRACTABLE LARGE



### RETRACTABLE BANNERS - 33" X 80"

Banners will be provided as Press Ready PDFs with a 1/4" bleed, CMYK  
(VistaPrint Standard Banner - ready to upload)





## ASSETS | TABLETOP BANNER/POSTER



### RETRACTABLE BANNERS - 11.5" X 18"

Banners/posters will be provided as Press Ready PDFs with a 1/8" bleed, CMYK  
(VistaPrint Large Tabletop - ready to upload)





## DIGITAL GRAPHIC FRAME



## DIGITAL GRAPHICS - 1080 X 1080 (Square Feed)

All digital graphics will be provided as JPEGs

## DIGITAL GRAPHIC FRAME - 1080 X 1080

All digital graphic frames will be provided as PNGs for your use in Canva or other application

These will give you the ability to upload a photo behind the graphic & add content on top



## DIGITAL GRAPHIC FRAME



## DIGITAL GRAPHICS V1 - 1080 X 1350 (IG Portal Feed)

All digital graphics will be provided as JPEGs

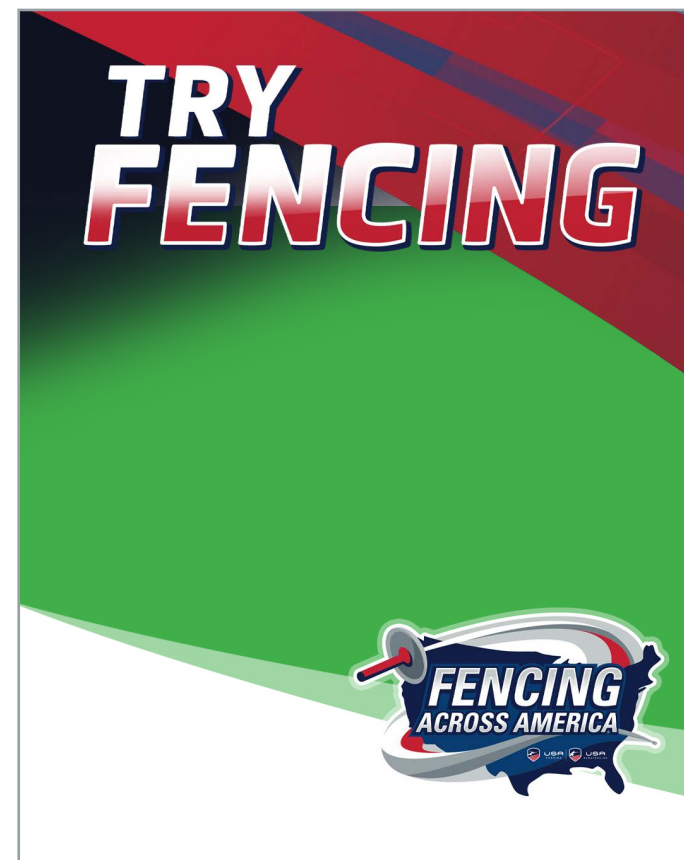
## DIGITAL GRAPHIC FRAME V1 - 1080 X 1350

All digital graphic frames will be provided as PNGs for your use in Canva or other application

These will give you the ability to upload a photo behind the graphic & add content on top



## DIGITAL GRAPHIC FRAME



## DIGITAL GRAPHICS V2 - 1080 X 1350 (IG Portal Feed)

All digital graphics will be provided as JPEGs

## DIGITAL GRAPHIC FRAME V2 - 1080 X 1350

All digital graphic frames will be provided as PNGs for your use in Canva or other application

These will give you the ability to upload a photo behind the graphic & add content on top



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