



**USA TRIATHLON**  
BRAND GUIDELINES



# ABOUT

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USA Triathlon is proud to serve as the National Governing Body for triathlon, as well as duathlon, aquathlon, aquabike, winter triathlon, off-road triathlon and paratriathlon in The United States.

Founded in 1982, USA Triathlon sanctions more than 3,500 events and races and connects with and supports more than 300,000 unique active members each year, making it the largest multisport organization in the world. In addition to its work at the grassroots level with athletes, coaches, and race directors — as well as the USA Triathlon Foundation — USA Triathlon provides leadership and support to elite athletes competing at international events, including World Triathlon World Championships, Pan American Games and the Olympic and Paralympic Games.



# ABOUT

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***Our mission is to grow, inspire and support the triathlon/multisport community.***



## **SERVICE**

We operate in a spirit of service and giving back, enabling the triathlon/multisport community to attain its goals and thrive. We offer best-in-class resources and support to engage and expand our community and are viewed as the expert for all those with a stake or interest in our sport.

## **EXCELLENCE**

We embody the aspirational ideals set by our Olympic and Paralympic athletes, reaching the highest levels of performance in everything we do and setting new standards through creativity and innovation. We foster a best-in-class culture, mindset and environment that inspires our community to achieve personal bests every day both in sport and in life.

## **COLLABORATION**

We maximize reach and available resources through strategic partnerships. We actively seek opportunities to bring together members of our community to build relationships, share information and promote the benefits of cooperative goodwill.

## **DIVERSITY, EQUITY, INCLUSION AND ACCESS**

We aspire to ensure the sport is reflective of the country we represent, and value and embrace diverse backgrounds, experiences and perspectives. We recognize that our differences make us stronger. We strive to break down economic and social barriers to triathlon/ multisport and provide increased access and representation to underserved and underrepresented communities.



# ABOUT

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The qualities of the USA Triathlon brand have been shaped over decades. These characteristics inform every element and expression of our brand and can be dialed up or down to reflect different needs.

- Intentional
- Supportive
- Celebratory
- Warm





# COLOR & TYPOGRAPHY

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## COLOR USAGE

The USA Triathlon logo is our main identity in all internal and external communications. The full-color marks and logotypes are preferred for all applications.

## ALTERNATE COLORS

All USA Triathlon marks may be reproduced in one-color white and black only in approved situations where color is limited or unavailable.

## TYPOGRAPHY

Typography, used consistently, is one of the most important design elements in establishing a recognizable graphic identity. It's also versatile enough for used in a wide variety of applications.



## USA TRIATHLON RED

CMYK	RGB	HSB
<b>C</b> - 24%	<b>R</b> - 168	<b>H</b> - 344
<b>M</b> - 96%	<b>G</b> - 12	<b>S</b> - 92
<b>Y</b> - 55%	<b>B</b> - 52	<b>B</b> - 83
<b>K</b> - 11%		



## USA TRIATHLON BLUE

CMYK	RGB	HSB
<b>C</b> - 100%	<b>R</b> - 0	<b>H</b> - 213
<b>M</b> - 64%	<b>G</b> - 42	<b>S</b> - 100
<b>Y</b> - 0%	<b>B</b> - 92	<b>B</b> - 36
<b>K</b> - 60%		

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## TYPOGRAPHY

**Univers Black - Heading**

***Univers Black Oblique***

Univers Roman - Body

Univers Light





# PRIMARY LOGO - USA TRIATHLON

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The USA Triathlon logo is one of the organization's most valuable assets. To ensure that it remains a strong representation of USA Triathlon, it must be presented in a careful and consistent manner across all channels.

Example of clean space behind the logo.



# PRIMARY LOGO - USA TRIATHLON

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Clear space (the empty space maintained behind and around the logo) must be kept free of background graphics, text and other logos. This also defines the minimum distance that the logo should be kept from the edge of a printed piece. The contrast between the logo and the background must be strong enough to separate the logo from the background. Always maintain this clear space around the logo to maximize the impact of USA Triathlon's identity.



**MINIMUM DISTANCE**  
Edge of logo to edge of graphic -  
approximately a full letter size



**MINIMUM SIZE**  
7/8" or .875" wide



**MINIMUM DISTANCE**  
Edge of logo to edge of graphic -  
approximately a full letter size



**MINIMUM SIZE**  
0.35" tall x 3" wide

# ACCEPTABLE LOGO USES

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Full Color (Light Background)



Full Color (Dark Background)



Black (Light Background)



White (Dark Background)



# PRIMARY LOGO - USA TRIATHLON FOUNDATION

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# PRIMARY LOGO - DISCIPLINES

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## SECONDARY LOGOS - CONSTITUENTS

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# SECONDARY LOGOS - EVENTS

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## **NATIONAL CHAMPIONSHIPS**

This logo, designed for both proprietary and partnered National Championships, incorporates the horizontal USA Triathlon logo. It features a red ribbon indicating the event name and a blue ribbon denoting the year of the event.



## **SERIES**

The logo is designated for various series, including the Women's Series, Off-Road and Gravel Series, Winter Series, Splash and Dash, and Youth State Series.

It must remain unaltered except for updating the year.



## **STATE CHAMPIONSHIPS**

The logo is intended for State Championships, with each state having its own version featuring the state's name.

It should remain unchanged except for updating the year.