US SQUASH

BRAND **STANDARDS**

2013

This is a guide to the basic elements that make up the US SQUASH brand.

LOGO USAGE

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the US SQUASH logo is over a white/light background or on black background with 15% tint. Every attempt must be made to do this.

If the logo must be placed on a dark back-ground or color options are limited then the US SQUASH logo may be knocked out and used in white.

Please observe the clear space around the logo to maximaze visual effectiveness. Nothing should intrude into this specified clear space.
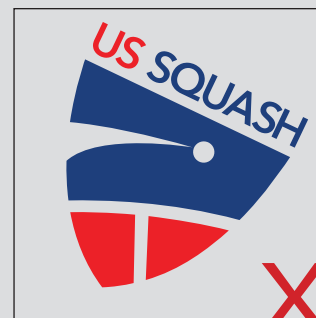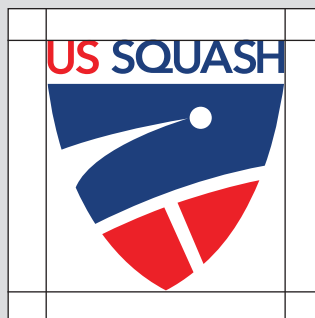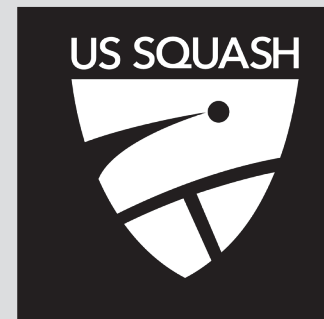
Always leave the logo some space to breathe. Use white or neutral backgrounds.

If it's unavoidable to sit the logo on a solid color or photograph, use the negative logo.

Do not rotate the logo.

Do not add embellishments like drop-shadows, embossings etc. to the logo.

* The streak, ball and court lines inside the logo should always be transparent, letting the background color show through.

* Use the trademark ownership statement on every communication or publi-cation: © US SQUASH is a registered trademark of the United States Squash Racquets Association, Incorporated. All rights reserved.

LOGO ALTERNATIVES

The horizontal logo should only be used in places where the vertical logo does not fit or/and in very small places such as on pens to retain legibility.

Our shield and logo-type are more versatile than the vertical and horizontal logo. They may be used in various marketing materials and they should only be used when the vertical and horizontal logos do not work.

In addition, the Shield-only/with no words may be used most commonly when the logo-type appears nearby, such as on the back of a shirt with the shield only on the front.

Horizontal

Logo-Type

Shield-only/no words

* Example of proper use of Shield-only and logo-type.

TRADEMARK.

Earlier we gave you some rules for displaying our logos. In addition, there are also important rules for how we use our wordmark, and they are discribed here.

HOW TO USE OUR TRADEMARKS:

1. Fit For Life should always be display on Gill Sans typeface with regular weight.

2. Always follow the use of the Fit For Life mark with the SM/TM symbol, as applicable, in superscript (Currently SM).

3. Use the trademark ownership statement on every communication or publication:

© US SQUASH is a registered trademark of the United States Squash Racquets Association, Incorporated. All rights reserved.

Fit For Life ^{SM}

Gill Sans / Regular / Title Case

Fit For Life^{SM} is an integral part of our branding. It often acts as a secondary branding mark.
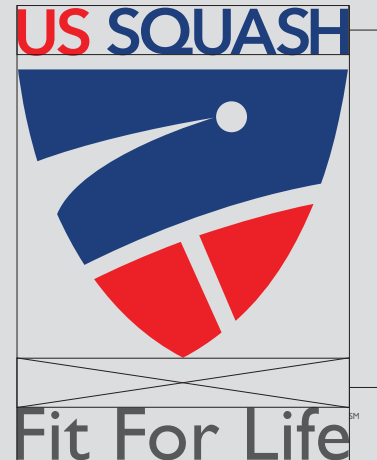
The distance between the lower part of the shield and the Fit For Life mark should be the same high as the US SQUASH logo type at the top of the shield.

COMPANY NAME.

PUNCTUATION and CAPS

The US SQUASH word mark does not have periods, though it does have a space between US and SQUASH. US SQUASH will appear in all capital letters in the first mention of the Association and thereafter as US Squash, again, with no periods after U and S.

If US SQUASH appears in a headline, and again in the body of text, US SQUASH may also be in capital letters in the second mention, depending on its proximity to the first.

US SQUASH

US Squash

U$_x$S$_x$ SQUASH

U$_x$S$_x$ Squash

WORDS & IMAGES

The US SQUASH brand and experience is best described with these words: Sportsmanship, Friendship, Social, Sport, Fitness, Team, Fun, Inclusive, Diverse, Young, Accessible

Images that reflect these words, of people across all constituencies including Kids/Juniors, Urban players, Adults, Women, Doubles players, Teams, Pros, Coaches, and Officials/Referees should be used in program materials.

Pre-approved images are always being sought and sourced and will generally be made available.

Inclusive

Fun

Team

Sportsmanship

Friendship

Fitness

Social

Young

Diverse

Sport

Accessible

COLORS.

The corporate color system reflects a rich, dynamic, multi-dimentional US SQUASH. We will retain blue and red as the primary corporate color, and a secondary color palette will take place for a variety of uses.

LOGO COLORS

CMYK 1 98 95 0
RGB 235 36 41
HEX #eb2429

CMYK 99 87 22 8
RGB 33 63 124
HEX #213f7c

SUPPORTING COLOR PALETTE

CMYK 0 0 0 15
RGB 217 217 217
HEX #dcddde

CMYK 100 93 37 37
RGB 11 34 81
HEX #0b2251

CMYK 0 18 100 0
RGB 255 230 0
HEX #ffe600

CMYK 25 100 100 24
RGB 153 12 15
HEX #990c0f