

## USBC Primary Logo

There are two basic marks for association logos: the vertical stack (1) and the horizontal mark (2). The USBC logos cannot be altered or changed. Because official logos might bleed into one-color ads or merchandise, USBC offers a white or black logo. You may request a high-resolution version of the logo in an EPS or JPEG format by contacting your regional manager.



## USBC Official Colors

The official colors for the USBC are Pantone 200 (Red) and Pantone 287 (Blue)



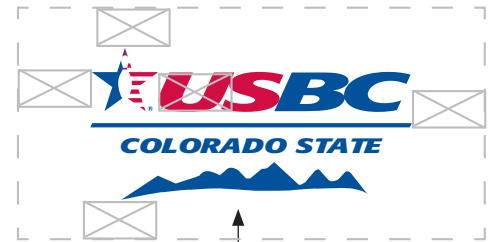
**PMS 200**  
**Process:** 3/100/66/12  
**RGB:** 183/18/52  
**HEX:** B71234



**PMS 287**  
**Process:** 100/72/2/12  
**RGB:** 0/51/141  
**HEX:** 00338D

## Clear Space

These diagrams illustrate the minimum amount of space that surrounds the logo. The safety zone is relative to the height and width of the "U" of the USBC logo. The safety zone can always be bigger than the "X" space, but never smaller. The USBC logo should always be surrounded by at least one "X" space.



No graphic elements can enter the space within this area

## Minimum Sizes



1/2" minimum for all marks that will have the embroidery star



1 1/4" minimum for vertical mark for print. This mark is not for intended use in embroidery. This can go down in size for merchandise such as lapel pins, etc.



1 1/2" minimum for horizontal logo for print. This mark is not for intended use in embroidery. This can go down in size for merchandise such as lapel pins, etc.

## Do Not:

Print in multiple other colors. Skew or distort. Configure vertically. Obstruct. Fill with a pattern. Use drop shadows. Allow logo to fade into background. Use any of the elements separately without special permission from both the Creative Director and Marketing Director. Bleed logo off the edge of the page or product. Add any other element. Show in outline form. Alter the proportions. Use pre-existing versions of the logo.

