



USA Cycling Logos

April 24, 2007



Any promoter sanctioning an event with USA Cycling may use the USA Cycling logo for the following purposes.

1. USA Cycling logos can be used on all promotional materials used to market the event and/or Local Association including but not limited to the following:
 - Event/Race T-shirts
 - Event/Race Posters
 - Event/Race Brochures
 - Event/Race related print ads
 - Event/Race websites
2. USA Cycling guidelines and standards must be adhered to. **NO EXCEPTIONS.**
3. Samples of collateral materials must be submitted to USA Cycling for archival purposes at the conclusion of the event.
4. If in doubt on logo usage, please ask tdelp@usacycling.org
5. Include USA Cycling logos and linkage to www.usacycling.org on all event/race/Local Association websites.

Please find attached the USA Cycling logos and logo guidelines.

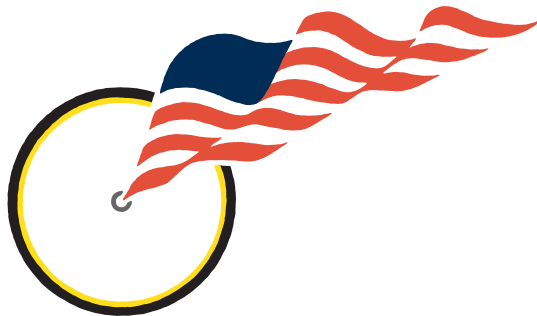
For other considerations of logo usage please don't hesitate to contact me.

Sincerely,

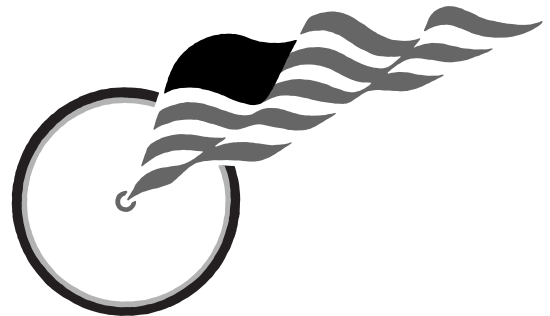
Theresa Delp
VP of Membership Services
USA Cycling
tdelp@usacycling.org
P: 719-866-3360
F: 719-866-4596

USA CYCLING LOGO GUIDELINES

Primary Logo



USA CYCLING



USA CYCLING

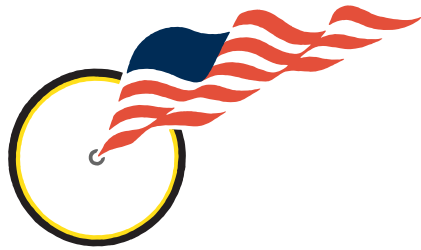
This logo is approved for full usage.

Secondary Logo

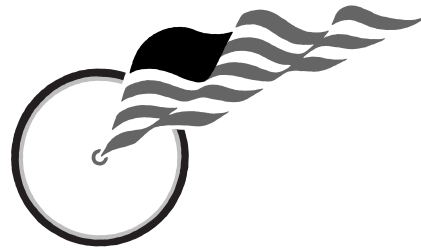


This logo is only to be used only in unique situations with the permission of the Director of Marketing.

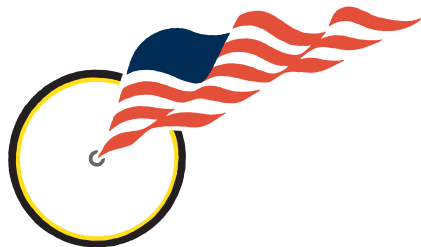
USA Cycling Descriptors



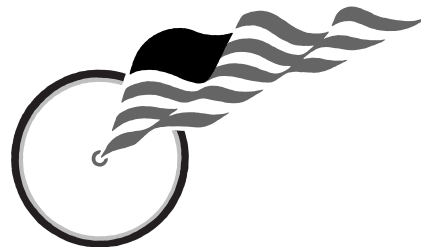
USA CYCLING
ROAD



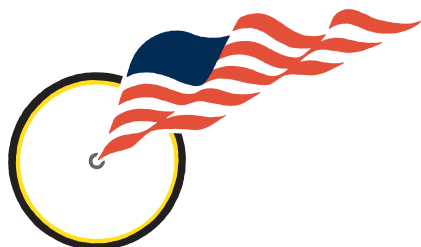
USA CYCLING
ROAD



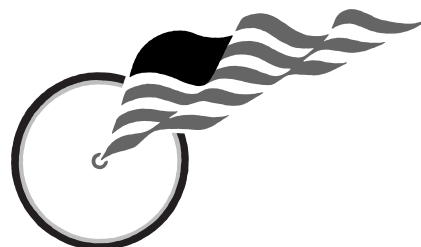
USA CYCLING
TRACK



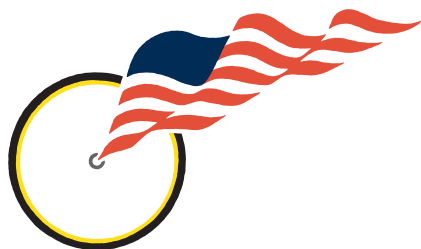
USA CYCLING
TRACK



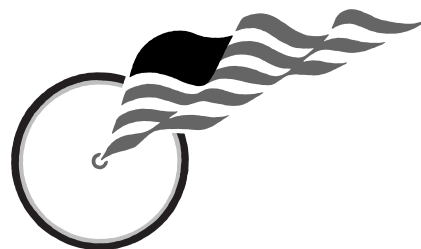
USA CYCLING
MOUNTAIN



USA CYCLING
MOUNTAIN

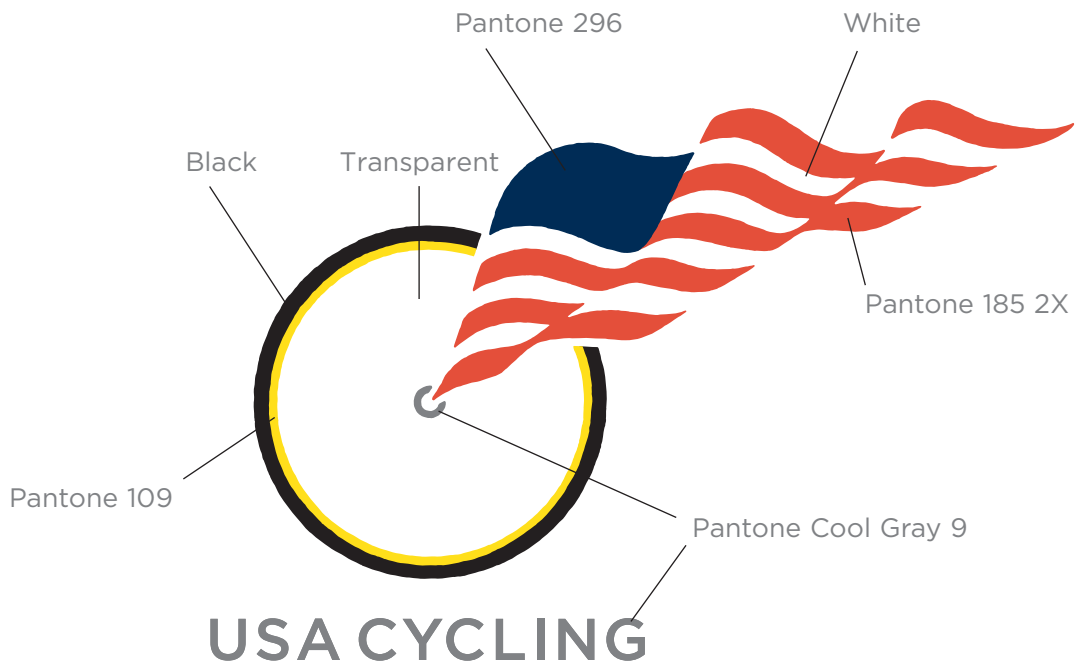


USA CYCLING
CYCLO-CROSS

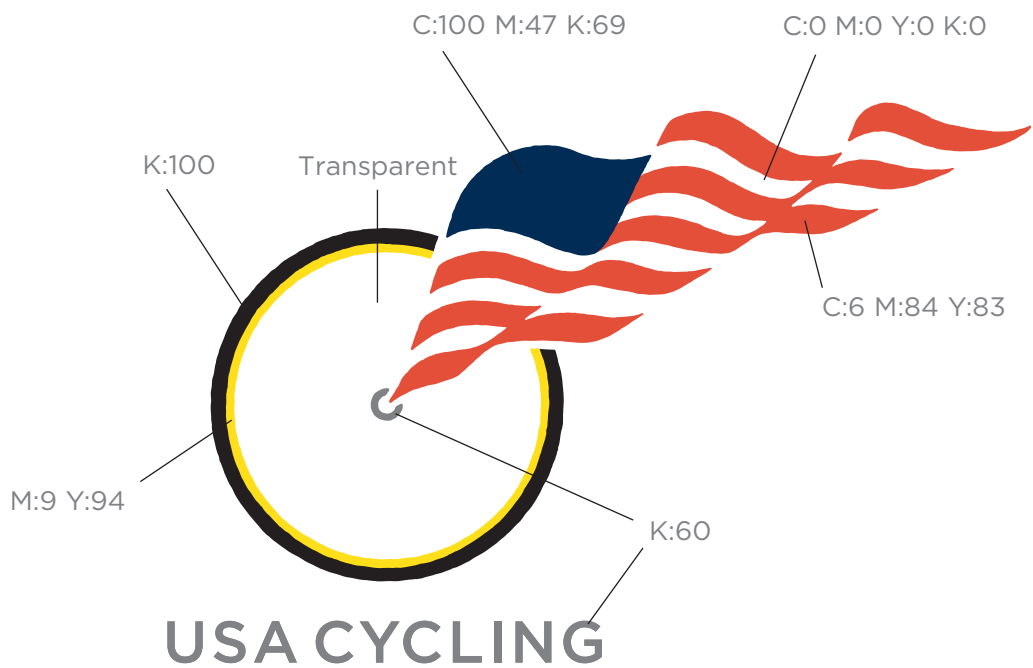


USA CYCLING
CYCLO-CROSS

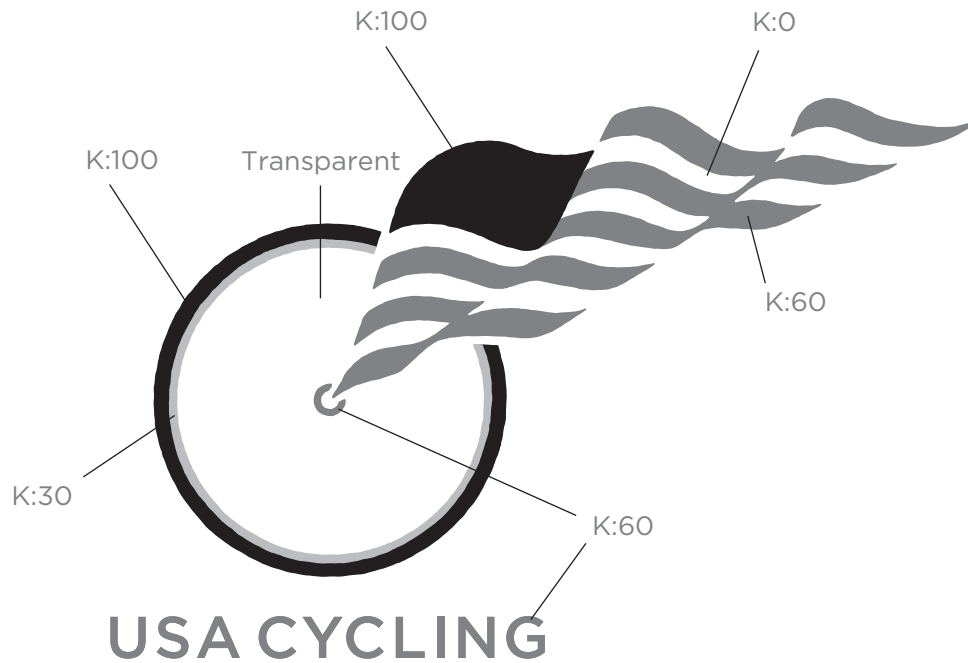
Pantone Breakdown



CMYK Breakdown



B&W Breakdown



Typography

The USA Cycling typeface is Gotham, made by Hoefler Foundry.

Gotham Book: abcdefghijklmnopqrstuvwxyz

Gotham Medium: abcdefghijklmnopqrstuvwxyz

The USA Cycling logo is to be used as specified, and not altered in any way. Use only the colors and typography specified in this guide. No substitutions are permissible.