



USBC

United States Bowling Congress

GRAPHIC STANDARDS MANUAL



Introduction

The United States Bowling Congress is proud to announce the release of its new Brand Identity Graphic Standards Program. This manual serves as a comprehensive guide to ensure the USBC brand is applied and positioned across all communication platforms in a powerful and consistent manner. Careful application of these brand identity guidelines will effectively differentiate, protect and strengthen the USBC brand. The primary goal of this initiative is to establish a broad visual platform that enhances brand awareness and reinforces our connection to consumers. Your commitment and support will contribute to the long-term, overall growth and development of the USBC brand.

If you have any questions concerning the use of the USBC Graphic Standards Manual, please contact [Mr. John Doe \(000\) 000-0000](#).

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The color standards apply to all uses of the USBC primary mark.
The color breaks and color specifications should not be altered or reproduced in any variation.

You must use the approved PANTONE colors listed here:



PMS 193 C



PMS 281 C



The color standards apply to all uses of the USBC primary mark.
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Secondary Mark – Color Version



The color standards apply to all uses of the USBC primary mark.
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PMS 193 C



PMS 281 C



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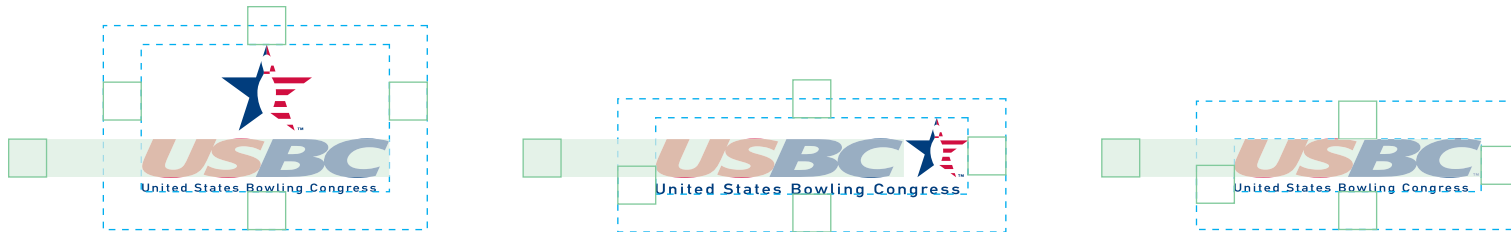
PMS 193 C



PMS 281 C



The color standards apply to all uses of the USBC primary mark.
The color breaks and color specifications should not be altered or reproduced in any variation.

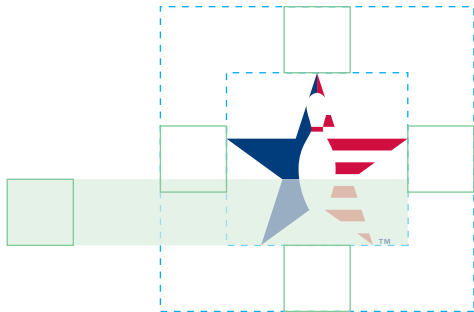


Adherence to the clear space/safety zone standards provides for a consistent look to the USBC marks, protects the proprietary nature of the USBC marks, and is used to defend against unauthorized application.

A minimum distance is required between the USBC primary mark and all other graphic elements. To determine this distance:

1. Draw a square the height of the large “USBC” letters. This square will become your “measurement unit.”
2. Draw a box around the complete USBC mark.
3. Draw a second larger box with sides that are one “measurement unit” from the inner box.
4. Due to the pointed shape of the star, only one half of the “measurement unit” is necessary at the top of the primary and secondary marks.

No graphic elements may fall within this clear space.



Adherence to the clear space/safety zone standards provides for a consistent look to the USBC marks, protects the proprietary nature of the USBC marks, and is used to defend against unauthorized application.

A minimum distance is required between the USBC primary mark and all other graphic elements. To determine this distance:

1. Draw a square with a height equal to the vertical distance from the bottom of the star to the inner angle on both sides, as depicted above. This square will become your "measurement unit."
2. Draw a box around the complete USBC mark.
3. Draw a second larger box with sides that are one "measurement unit" from the inner box.

No graphic elements may fall within this clear space.



Swatch

USBC Red
USBC Blue

Pantone Color

PMS 193 C
PMS 281 C

Process Color

C: 0% M: 100% Y: 66% K: 13%
C: 100% M: 72% Y: 0% K: 32%

RGB color

R: 217 G: 0 B: 38
R: 10 G: 31 B: 98



PMS 193 C



PMS 281 C

These are the only acceptable colors for use with all USBC marks.



Formata Bold Italic (200% horizontally scaled)

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . , ! ? @ # \$ % & ()***

DIN Mittelschrift

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . , ! ? @ # \$ % & ()**

These are acceptable typefaces for use in relevant applications. Typeface consistency, in conjunction with color standards, will help imprint the USBC brand in the minds of all consumers.

The primary fonts for use with all USBC marks are Formata Bold Italic (200% horizontally scaled) and DIN Mittelschrift, by Adobe Systems Incorporated. The Formata and DIN font families are available for sale and immediate download at www.adobe.com/type.



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