

United States Bowling Congress

Coaching Logo Standards

USBC COACHING LOGO

The acceptable use of the USBC Coaching logo is outlined in this document. In order to uphold the consistency and professionalism of USBC Coaching, it is imperative that these standards are followed at all times. Logos appearing in this guide may not be altered in any way. These guidelines must be consulted during the design of any USBC Coaching-related materials. The items shown on this guide are not suitable for reproduction in any form.

To access and download the official versions of the USBC Coaching logo, visit USBCCoaching.com. Click on the "For Coaches" link and find the logo section. To gain access to the logos, use your member ID number and your last name as the password and agree to the usage guidelines. If you do not know your member ID number, contact USBC Coaching at (800) 514-BOWL, ext. 3169 and an alternate password will be provided.

If these formats do not meet your needs or you have other logo questions, please contact USBC Communications at (800) 514-BOWL, ext. 3228.

STANDARD TWO-COLOR LOGO



LOGO COLORS

Single-color representations of the logo can only be in PMS (Pantone Matching System) 193 Red, PMS 281 Blue or Black. Background colors can be any color.



PMS 193

Process: C-0 M-100 66-Y 13-K
RGB: 77.9-R 9.5-G 18.7-B



PMS 281

Process: 100-C 72-M 0-Y 32-K
RGB: 0-R 11.6-G 33.7-B



BLACK

LOGO VARIATIONS

STANDARD TWO-COLOR LOGO

(on dark background, version 1)



STANDARD TWO-COLOR LOGO

(on dark background, version 2)



STANDARD SINGLE-COLOR LOGO



STANDARD SINGLE-COLOR VERSION OF LOGO

(on dark background)



The USBC Coaching logo can be placed on any color background. You need to choose which color format is appropriate based on guidelines above.

SCALING

The USBC Coaching logo must never be scaled in a way that distorts any element of the artwork. All scaling should be uniform across the length and width of the logo.



SIZE SPECIFICATIONS

The minimum size for the USBC Coaching logo 5/8 inch wide.



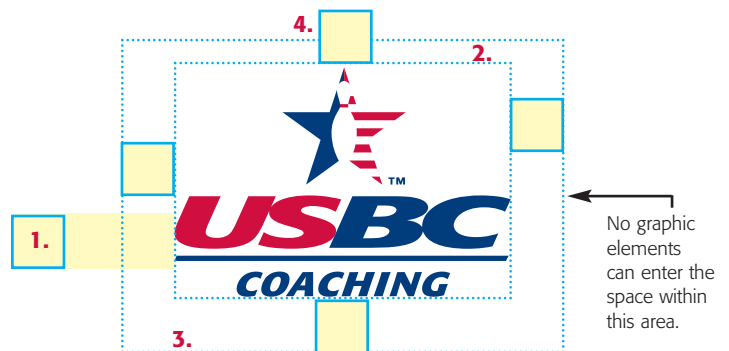
CLEAR SPACE/SAFETY ZONE

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

A minimum distance is required between the USBC Coaching 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 Coaching 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. Please see diagram below.



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Dear USBC certified coach,

As a certified coach of the United States Bowling Congress, you are granted a license to use the USBC Coaching logo within the rules and conditions outlined in this letter and the attached logo sheet.

General use comments regarding the attached sheet:

- You may use either the color or black and white logos
- There must be a sufficient border (white space) around the logo
- No text or other graphics can be inside this border
- The attached defines the size of this border
- You must keep the proportions of the logo as they are

Permitted uses:

- Fliers for your personal coaching services (For example: lessons, camps and clinics at which you will be instructing)
- Posters promoting a specific event where you will be instructing
- Web sites about you and/or your coaching services
- Newspaper or telephone book advertising for your coaching services
- Student newsletters
- Participation certificates for those attending camps and clinics where you personally instructed
- Letterhead, envelopes or labels
- Printed student practice plans

Uses **NOT** permitted:

- Business cards
- Shirts or other apparel
- Emblems
- Banners
- Placement on any item for sale directly or indirectly
- To endorse, or imply endorsement of, any commercial products or services

This license is granted to you as a USBC certified coach. USBC Coaching may revoke this license if you do not use the logo consistent with the letter and spirit of this agreement.

If you have any doubts or questions if a proposed use falls into these guidelines, contact USBC Communications at (800) 514-BOWL ext 3228.