The USA Cheer brand is one of our greatest marketing assets as it represents our organization to the cheerleading community, sports industry, the International Cheer Union and the general public. Our brand represents our three primary objectives: help grow and develop interest and participation in cheer throughout the United States; promote safety and safety education for cheer in the United States; and represent the United States of America in international cheer competitions.
Approval Process

All items that include the USA Cheer brandmark must be sent to Lauri Harris for approval prior to use. Proofs may be sent as .pdf or .jpg files. Every effort will be made to have the approval finalized as soon as possible, and should be no longer than 24 hours of receipt of the proof (Monday- Friday).

Please note that for brochures, any page that incorporates items discussed in these guidelines should be submitted for approval.

Send items needing approval to:

Lauri Harris
lharris@usacheer.org
Overview
USA Cheer
Brandmark

The USA Cheer logo should only be used in applications that are exclusively for USA Cheer, STUNT or the US National Team.

The USA Cheer logo is comprised of three elements: the brandmark, the USA CHEER logotype, and the descriptor. For certain applications and with approval only, these elements (brandmark and logotype) may be de-coupled and used by themselves.
The logo should always be given space to breathe. Do not place other elements (type, logos, shapes, etc.) closer than instructed below. As shown, “X” is 1/2 the height of the letter “C” in the CHEER logotype. The clearance zone is equal to two “X” all around the USA Cheer logo.

The USA Cheer logo should always be reproduced with clarity and legibility. To help guide you, we have specified minimum size requirements for print and screen applications.
The USA Cheer logo should appear in approved colors only. These include the default brand colors of Blue and Red, all Black, or all White. Please see examples below. When matching the Blue or Red in the logo, please use the following values:

**BLUE**
- CMYK: 100 | 71 | 23 | 5
- RGB: 22 | 79 | 138
- PMS: 294C
- HEX: #164f8a

**RED**
- CMYK: 11 | 100 | 83 | 2
- RGB: 191 | 21 | 47
- PMS: 186C
- HEX: #bf152f
Include the USA Cheer brand descriptor “USA Federation for Sport Cheering” underneath the logo when it is not clear in the publication what our organization represents. It should also be used in publications that USA Cheer supports or endorses.
Include the USA Cheer brand descriptor “USA Federation for Sport Cheering” underneath the logo when it is not clear in the publication what our organization represents. It should also be used in publications that USA Cheer supports or endorses.
There are certain circumstances that allow for the word “CHEER” to be dropped from the logotype. This should be used sparingly and will need to be approved by the executive director of USA Cheer, Lauri Harris.
In usage applications representing the US National Team, USA Blue can be replaced with Navy and the descriptor never used. In addition, the Blue/Navy or Red may be swapped out for White. (See page 12 for apparel reference.)

All designs will need to be approved by the executive director of USA Cheer, Lauri Harris.
When the USA Cheer logo appears in printed form it should only appear in an approved color (Black, White, or default Blue and Red), no smaller than the minimum size, and the clear area should be respected. If it appears on a photograph, the image should not interfere with the logo’s legibility.
When the USA Cheer logo appears in digital form it should only appear in an approved color (Black, White, or default Blue and Red), no smaller than the minimum size, and the clear area should be respected. If it appears on a photograph, the image should not interfere with the logo’s legibility.
All branded clothing should use the USA Cheer logo according to the standards found on the previous pages. Exceptions are special usages regarding the US National Team, in which case the USA Blue can change to Navy and additionally the Navy or Red may be swapped out for white.

All designs printed for USA Cheer will need to be approved by the executive director of USA Cheer, Lauri Harris.