USA CHEER

USA Federation for Sport Cheering

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.

Brandmark

USA CHEER
Logotype

Descriptor

USA Federation for Sport Cheering

Clear Area and Size Minimums

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.

TheUSA 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.

0.55"
Minimum print size

45px
Minimum screen size

USA Cheer
Logo Colors

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

Full color (positive)

1 color Black (positive)

1 color White (reverse)

Brand Descriptor

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.

Brandmark

USA CHEER Logotype

Descriptor

USA Federation for Sport Cheering

Brand Descriptor Usage

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.
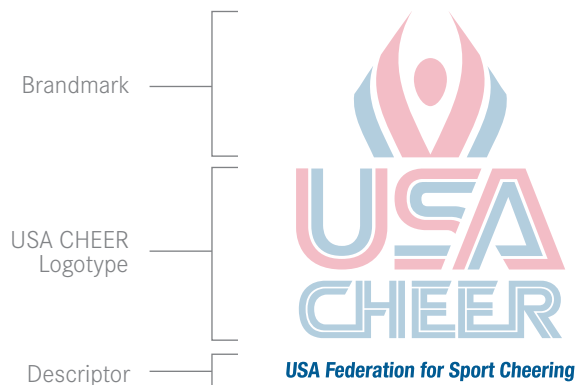
Brandmark

USA CHEER Logotype

Descriptor

USA Federation for Sport Cheering

USA Cheer Power Point Slides

Alternate Use of Logotype

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.

Brandmark

USA CHEER Logotype

Special Use of Logo to represent the US National Team

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.

Print Applications

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.

Default logo use

THANK YOU!

ON BEHALF OF ALL TEAMS REPRESENTING THE US AT THE ICU WORLD CHEERLEADING CHAMPIONSHIPS THIS APRIL, THANK YOU FOR HELPING TO SUPPORT AND GROW CHEERLEADING IN THE US!

Premier All Girl	Pom	Special Abilies Unified
Premier Coed	Junior All Girl	Special Abilities Traditional
Jazz	Junior Coed	ParaCheer
Hip Hop	Junior Hip Hop	ParaCheer Hip Hop

@USAcheer   @USAcheer   @USA_cheer

Default logo use

Default logo use

USA Cheer Shownight
April 22, 2018 LAKEPOINT

Admission: $10
Parking: $5

Doors open at 1 PM

LakePoint Champions Center
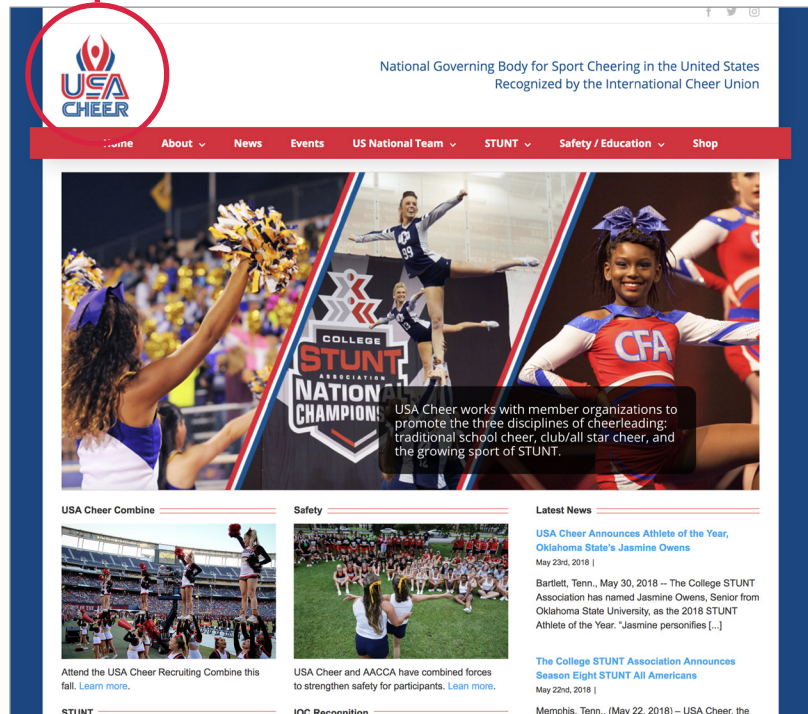261 Stars Way
Cartersville, GA 30121

PERFORMANCE ORDER

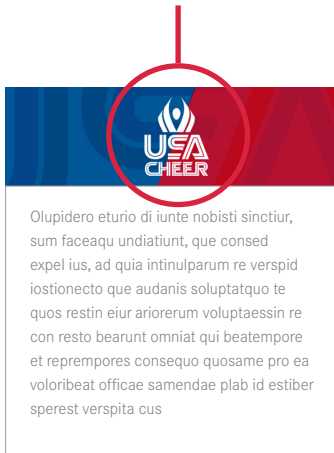| Time	Team	Time	Team
2:00 PM	The Stingray All Stars - Electric	4:48 PM	Rockstar Cheer ATL Fall Out Boy
2:06 PM	The Stingray All Stars - Mango	4:54 PM	The Stingray All Stars - Cartersville - Storm
2:12 PM	ACE of Birmingham Warriors	5:00 PM	Open
2:18 PM	GXA Cheer GTO Judges	5:06 PM	The Stingray All Stars - Storm
2:24 PM	ATA Neon	5:11 PM	ATA Titanium
2:30 PM	TKO Strikers	5:16 PM	The Stingray All Stars - Ice
2:36 PM	The Stingray All Stars - Platinum	5:21 PM	Rockstar Cheer ATL Envogue
2:42 PM	Open	5:26 PM	ACE of Tuscaloosa Renegades
2:48 PM	Champion Athletics CrystalBling	5:31 PM	ATA Oxygen
2:54 PM	TKO Rage	5:36 PM	Open
3:00 PM	The Stingray All Stars - Red	5:41 PM	The Stingray All Stars - UV
3:06 PM	ATA Iron	5:46 PM	The Stingray All Stars - Orange
3:12 PM	GXA Cheer Super Novas	5:51 PM	The Stingray All Stars - Royal
3:18 PM	The Stingray All Stars - Pink	5:56 PM	Rockstar Cheer ATL The Who
3:24 PM	Open	6:01 PM	The Stingray All Stars - Cartersville - Eclipse
3:30 PM	ATA Gold	6:06 PM	ATA Fusion
3:36 PM	Rockstar Cheer ATL Sugarland	6:11 PM	The Stingray All Stars - Eclipse
3:42 PM	Champion Athletics Violet	6:16 PM	Open
3:48 PM	The Stingray All Stars - Scarlet	6:21 PM	Team Universe Cheer G5 Queens
3:54 PM	ATA Steel	6:26 PM	The Stingray All Stars - Spice
4:00 PM	The Stingray All Stars - Black	6:31 PM	Georgia Heat Black ICE
4:06 PM	US National Junior All Girl Team	6:36 PM	The Stingray All Stars - Green
4:12 PM	Open	6:41 PM	The Stingray All Stars - Cobalt
4:18 PM	TKO Bombshells	6:46 PM	Open
4:24 PM	Champion Athletics Crush	6:51 PM	The Stingray All Stars - Steel
4:30 PM	Rockstar Cheer ATL REM	6:56 PM	The Stingray All Stars - Peach
4:36 PM	The Stingray All Stars - Fire	7:01 PM	US National All Girl Team
4:42 PM	ATA Platinum	7:06 PM	US National Coed Team
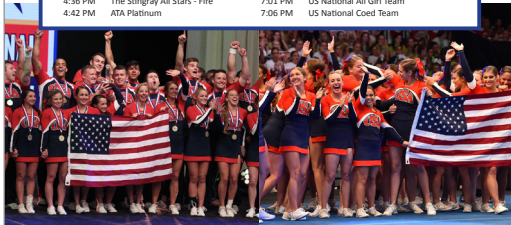
Online
Applications

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.

USA Cheer Website

Email Header

Olupidero eturio di iunte nobisti sinctiur, sum faceaqu undiatiunt, que consed expel ius, ad quia intinulparum re verspid iostionecto que audanis soluptatquo te quos restin eiur ariorerum voluptaessin re con resto bearunt omniat qui beatempore et reprempores consequo quosame pro ea voloribeat officae samendae plab id estiber sperest verspita cus

USA Cheer Apparel & Merchandise

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 additionaly 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.

USA CHEER

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