



# BRAND BOOK

2020-21



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## INTRODUCTION

Conference USA is an athletic conference building the next generation of elite college programs. We are positioning our student-athletes to graduate as champions, providing opportunities on and off the playing field. Our diverse membership is growing stronger together, always pushing one another to work harder, do things differently and act boldly, while showcasing our heart and desire to outwork our opponents. Conference USA is dynamic, diverse, authentic, determined and proud.

The purpose of this guide is to outline the brand usage guidelines as clearly as possible. The guidelines established herein are meant to be followed strictly as stated. Any questions regarding the application of the marks or interpretation of these guidelines should be directed to the conference office. Usage of the marks that is not in compliance with the guidelines stated in this brochure is contrary to conference policy. Consequently, the conference office will issue written notification and request that the institution and/or appropriate party conform to the brand requirements.

The Conference USA branding system visually upholds the integrity that is indicative of its member institutions. The usage guidelines provide a platform for its member institutions to enjoy a meaningful and relevant association with the conference through consistent use. This continuity is vital in establishing awareness and recognition for C-USA, which ultimately strengthens each member institution's association with the league. It is the responsibility of those using the Conference USA brand to adhere to the guidelines established herewithin. In order to establish and maintain the integrity of the brand, it is essential to abide by the usage guidelines. All personnel at conference member institutions, members of the media, affiliate organizations, licensees, retailers and any other persons or organizations having the right to use the Conference USA name or marks are instructed to follow these guidelines. Deviating from the standards stated in this brochure or developing variations of these marks without the written permission of the conference office is strictly prohibited.

The name Conference USA and its graphic representation are valuable assets to the conference, representing the athletic and academic traditions of its member institutions. These elements also distinguish Conference USA from its fellow athletic conferences. Because the Conference USA marks are more than just words, an obligation exists with anyone reproducing them to preserve their distinctiveness. The elements of the branding system should always be reproduced with the "TM" as included in the original artwork until they have been designated registered service marks by the U.S. Patent Office.

Conference USA has mandated requirements for usage of the branding system through its Marketing and Brand Building Program (attached). Please contact the conference office for additional information regarding required applications. For questions regarding the C-USA Brand Identity or additional information, please contact the conference office at 214.774.1300 or via email to [erikaah@c-usa.org](mailto:erikaah@c-usa.org).



PRIMARY FLAT



PRIMARY DIGITAL



PRIMARY ONE COLOR



PRIMARY  
INSTITUTIONAL



## THE MARKS

The primary mark is designated for use in all branding materials or communications from or about Conference USA. Variations are provided for flexibility within the brand.

The mark was enhanced in conjunction with the launch of new membership in the league in July 2013.

Guidelines for how to use this mark have been established to maintain consistency and are detailed in the C-USA Brand Book.



## PRIMARY FLAT



Light gray outline can be changed to white for use on black/dark backgrounds

### USES:

C-USA Championships  
All general marketing and promotional elements  
Merchandise, gifts and promotional items  
Venue/Event Signage  
Print Applications  
Playing Surfaces  
Embroidery/Uniforms

## PRIMARY INSTITUTIONAL



### USES:

Game Day Promotional Elements  
Venue Signage  
Print Applications  
Playing Surfaces  
Embroidery/Uniforms  
Institutional-centric use and promotion  
Multimedia graphics and elements

## PRIMARY DIGITAL



### USES:

Multimedia elements and applications  
Video Boards  
Website

## PRIMARY ONE COLOR



### USES:

All one-color applications  
Silkscreen applications  
Uniforms

## LOGO USAGE

Our logo is the cornerstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the Conference USA mark is the full color version.

If the logo must be placed on a dark background or on a light gray background, it is permissible to change the light gray outline to white for proper contrast and visibility.

When the application does not support full four color, the one color mark should be used in all black, all white or the primary color of a member institution.

To determine the appropriate primary mark color scheme and/or usage, please refer to the guidelines shown here.



## LOGO USAGE

### CLEAR SPACE

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

### MINIMUM MARK SIZE

The minimum size for the primary C-USA mark shall be no less than 1" wide.  
The preferred minimum size is 2.25" in all applications.



Preferred minimum reproduction size is 2.25"



## PRIMARY COLORS



### CONFERENCE USA BLUE

PMS 2955  
CMYK 100, 60, 10, 53  
RGB 0, 56, 101  
HEX # 003865



### CONFERENCE USA RED

PMS 187  
CMYK 7, 100, 82, 26  
RGB 166, 25, 46  
HEX # A6192E



### CONFERENCE USA DARK GRAY

PMS Cool Gray 9  
Process Black 60%  
CMYK 30, 22, 17, 57  
RGB 117, 120, 123  
HEX # 75787B



### CONFERENCE USA LIGHT GRAY

PMS Cool Gray 4  
Process Black 30%  
CMYK 12, 8, 9, 23  
RGB 187, 188, 188  
HEX # BBBCBC

## ACCENT COLORS



### CONFERENCE USA DARK BLUE

PMS 2965  
CMYK 100, 63, 16, 78  
RGB 0, 38, 62  
HEX # 00263E



### CONFERENCE USA BRIGHT BLUE

PMS Cyan  
CMYK 100, 0, 0, 0  
RGB 0, 183, 235  
HEX # 00B7EB

## THE COLORS

Our colors are what represent our brand personality. We are authentic, dynamic and proud.

In order to maintain our brand identity, please take care in utilizing the proper color palette.

For different applications, the logo colors are implemented in the respective color systems. For print, there are Pantone spot colors and CMYK; and for electronic media in RGB (screen) and hex code (Web). For other applications (e.g., silk screening of fabrics), the Pantone colors can be used for comparison.

Accent colors are for use by the conference office only.



## RESTRICTED MARKS

Archival marks for Conference USA as shown here are no longer in service.

The use of archival league marks is STRICTLY PROHIBITED.







1



6



2



7



3



8



4



5



9

## INCORRECT USAGE

### DON'T:

1. Stretch, distort or disproportionately scale the logo.
- 2-3. Recolor the logo or change the color palette outside of the guidelines in the Brand Book.
4. Run text or graphics over the logo.
5. Enclose within a shape.
6. Create additional outlines or paths.
7. Rotate
8. Use on a distracting background.
9. Apply arch, curve or alter the baseline.
10. Display the logo without the ® or ™ symbol.



**STARK OUTLINE**



**STARK SOLID**

## **THE STARK**

The Conference USA stark is an essential part of our branding. It often acts as a secondary icon branding mark and/or design element.

We use two different styles of the stark:

### **OUTLINE STARK**

The outline version is the primary stark used in our multimedia, marketing and promotional materials.

### **SOLID STARK**

The solid stark icon is primarily used as a bullet for text items or a website URL icon.

Starks can be used in any of the conference primary or accent colors.

Starks are **ONLY** used by the conference office.



## SPECIAL MARKS

### BREAST CANCER AWARENESS

For special uniforms or graphic applications supporting breast cancer awareness, the designated initiative mark can be used.

### METALLIC EMBOSSED

For commemorative applications incorporating the use of metallic color or finishes, the designated specialty mark can be used.



## CHAMPIONSHIP RINGS

### CHAMPIONSHIP RINGS

Team championship rings that include the conference logo on the top or side of the ring should adhere to the following two options:

1. Use C-USA in same font as ring text design and be sure to include the hyphen.
2. Use the C-USA mark ring application which is slightly modified for the top or side of the ring. This modification is only allowed for rings and must be approved by the conference office to ensure it is not being skewed or stretched improperly within the ring design.
3. Ring design usage must be approved by the conference office.





## COLLECTIVE MARK

Conference USA uses a collective mark to represent the entire membership of the league.

Additional emphasis will be placed on the creative and promotional use of member school athletic icon marks to promote the league's brand identity.



CHARLOTTE



FIU



FLORIDA ATLANTIC



LA TECH



MARSHALL



MIDDLE TENNESSEE



NORTH TEXAS



OLD DOMINION



RICE



SOUTHERN MISS



UAB



UTEP



UTSA



WKU

## INSTITUTIONAL MARKS

It is permissible to reproduce the C-USA mark in the official color palette of a member institution as shown.



## CROSS BRANDING WORD MARKS

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandising and print publication are the primary uses for this mark.

Each institution has its own version of this mark. Any deviation from the marks as shown is not permitted.





## CROSS BRANDING ICON MARKS

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandising and print publication are the primary uses for this mark.

Each institution has its own version of this mark. Any deviation from the marks as shown below is not permitted.





Additional marks for championships coming soon

## CHAMPIONSHIP MARKS

Official marks for C-USA Championships are developed and distributed by the conference office each season.

All championship marks are available for download on the C-USA share site, box.com. Please contact the conference office for detailed information.

One color marks are available upon request for approved applications only.



## OTHER MARKS

The Conference USA brand includes additional marks used for specific designations.

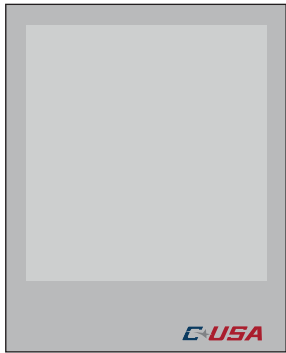
### CUSA TV

CUSA TV is the league's digital online network. The primary mark should be used for all marketing and promotional materials for CUSA TV, as well as incorporated into the graphics package, primarily as a scorebug.

Member schools each have a mark in the official institutional color palette. This mark is also required on each school's athletics website.

### SAAC

The league's Student Athlete Advisory Committee has its own mark for all SAAC related materials.



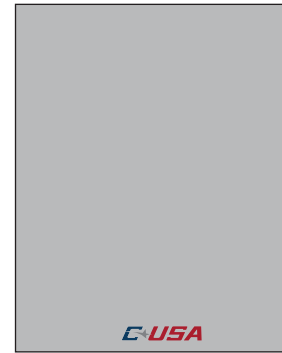
Print Advertisement



Email Marketing/Promo



Schedule Cards



Letterhead

## INSTITUTIONAL ASSETS

### REQUIRED LOGO USAGE

Per the league's Marketing and Brand Building Requirements, the Conference USA primary mark or cross branding mark must appear on all general marketing elements included here.

✦ Team and Individual sport/media guides front cover

✦ All institutional athletic department items including, but not limited to, letterhead, ticket brochures, press releases, schedule cards/posters and additional marketing materials.

✦ C-USA mark must appear in a prominent location on the home page of the official athletic website with a link back to [conferenceusa.com](http://conferenceusa.com).

✦ Conference USA will provide a video animation of the conference logo that can be used in any institutional TV production or scoreboard.

✦ Video Boards/Dorna/Scorers Table/LED

### HIGHLY RECOMMENDED:

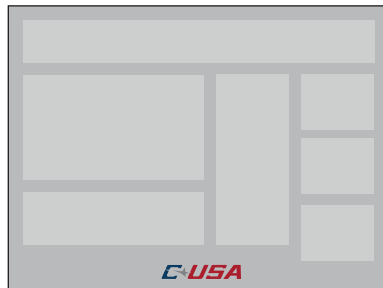
✦ Marketing and promotional billboards and similar materials

✦ Media and Interview Backdrops

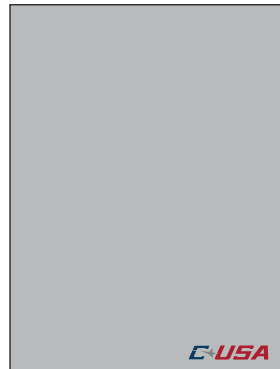
✦ Tickets/Credentials



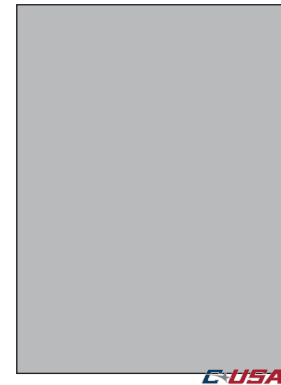
Team Poster



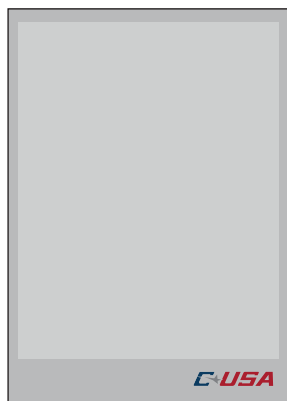
Athletic Website Front Page



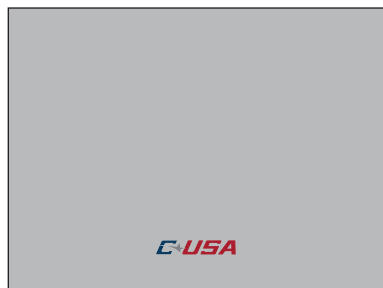
Game Programs



Media/Sport Guide



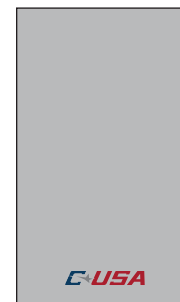
Promo Materials



TV Spots/Video Board/Scorers Table



Media Backdrops



Tickets/Credentials



## RECOMMENDED UNIFORM PLACEMENT/SIZE

SPORT	RECOMMENDED LOCATION	SIZE
Football	Left or Right Front Shoulder	C-USA Patch Program
Volleyball	Left Front Shoulder Left Front Chest Back between shoulder blades	Minimum size 3.5" width
Soccer	Top of Left Sleeve	Minimum size 3.5" width
Cross Country	Left Front Chest Back between shoulder blades Left Front Shorts	Minimum size 3.5" width
Basketball	Top Right/Top Left Front Shoulder (see page 2 for details)	2.25" width per NCAA
Softball	Top of Left Sleeve	Minimum size 3.5" width
Baseball	Top of Left Sleeve	Minimum size 3.5" width
Swim/Dive	Left Front Chest Back between shoulder blades Note: Logo on warmup, not suit	Minimum size 3.5" width
Golf	Bag Only	Minimum size 3.5" width
Tennis	Top of Left Sleeve Left Front Chest/Shoulder Front Left Shorts	Minimum size 3.5" width
Track/Field	Upper Left Front Chest Back between shoulder blades Front Left Shorts	Minimum size 3.5" width

## UNIFORM APPLICATION



One Color Mark in black, white or institutional color. Contrast preferred.

Institutional color palette on light, dark or secondary color background.

Conference USA color palette on white or dark background. C-USA white color palette on institutional dark color background.

## UNIFORMS

### REQUIRED LOGO USAGE

The Conference USA mark must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups and apparel worn by coaching staffs and game management personnel, within the guidelines of NCAA rules.

Uniform logo size and recommended location as specified here to maintain consistency.

The conference office will provide guidelines for additional apparel and equipment applications

The mark should be silkscreened, embroidered or a patch. Sewouts approved by the league office.

Institutions may order patches through the conference office.

The cost of uniform logos is the institution's expense or provided by the apparel supplier.

### COLOR APPLICATION GUIDELINES

The Conference USA mark may be reproduced entirely in ONE color - black, white or an institutional color OR may be reproduced in the official color palette of a member institution.



## GRADUATE PATCH

### GRADUATE PATCH PROGRAM

Conference USA has established a patch program for student athletes who have graduated.

C-USA will be providing graduate patches for all student-athletes who qualify (list provided by the academic coordinator in the athletic department). Each academic coordinator will receive a designated amount of patches (Large and Small) for all sports (except football) and each school will have one color scheme for all uniforms. Graduate patches for football will be coordinated through the Football Equipment Managers and will be in the same colorways as the football regular season patches. Football student-athletes are required to wear these in place of the regular patch or over existing embroidery/silkscreen.

For all sports, the graduate patch will supercede the existing logo requirement.

#### Patch Sizes:

Large is 3.5" w x 1.25" H

Small Patch is 2.25" w x .8" H

#### Recommended Patch Sizes for Sports:

Large: Football, Baseball, Softball, Soccer, Volleyball, Swim/Dive, Golf, Tennis, Track/Field, Cross Country

Small: Basketball, Track/Field, Cross Country



Uniform patch size is 3.5"W x 1"H

## FOOTBALL

### C-USA PATCH PROGRAM

The Conference USA custom football patch must appear on the left front shoulder of the jersey. Patches will be provided by the conference office in partnership with The Emblem Source. The C-USA football patch program will be coordinated with the football equipment managers to determine color and quantity for each team.

If the left front of the jersey has the uniform apparel manufacturer logo, the conference logo can appear on the right front.

Jerseys can have the conference logo directly embroidered onto the jersey, but the sewout **MUST** be approved by the conference office and appear exactly as it would in size and color application if it were a patch.

Logo size is 3.5" wide and proportionate height in a contrasting color to the jersey. Color applications per the uniform guidelines previously referenced.



## VOLLEYBALL

### MARK USAGE

The Conference USA primary mark must appear on one of the following locations on the volleyball jersey:

Left Front Shoulder  
Left Front Chest  
Back Between Shoulder Blades

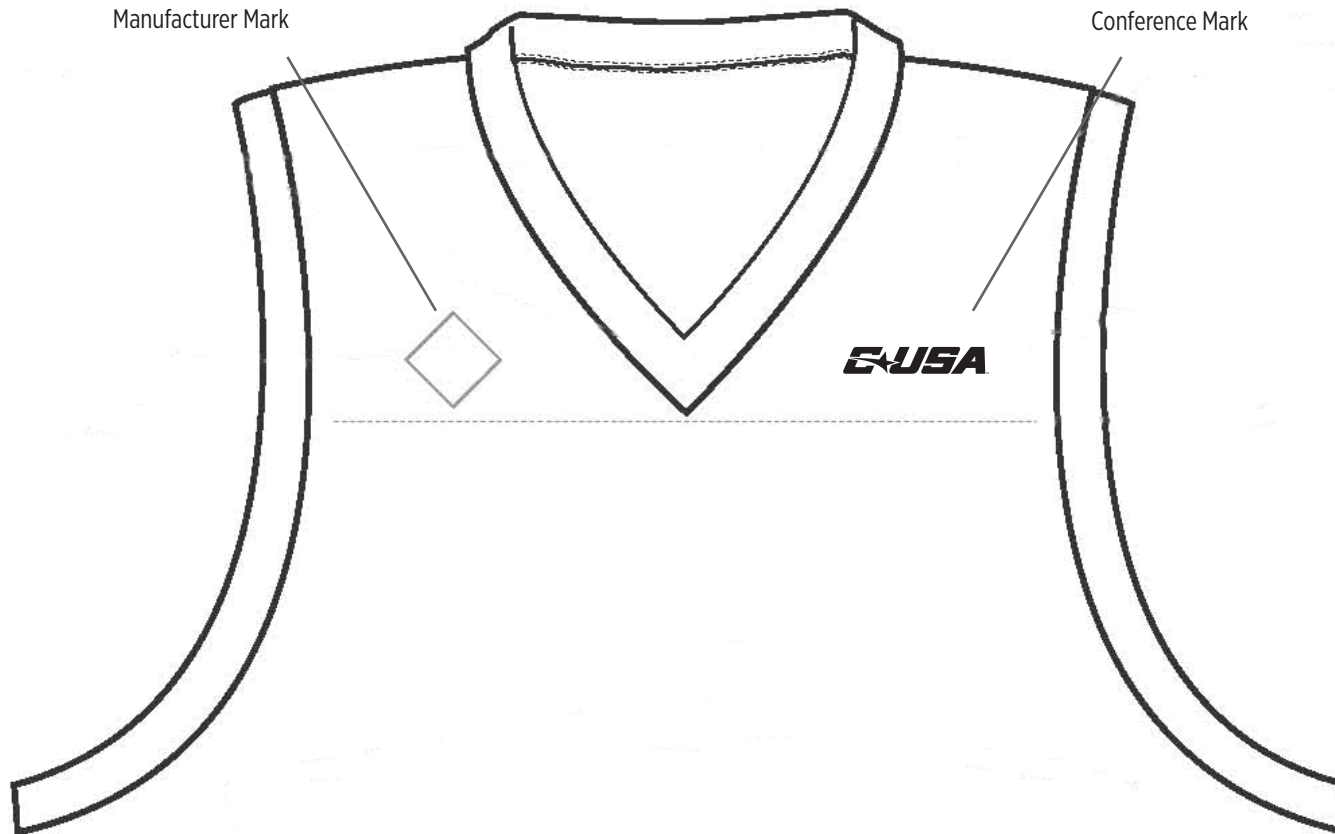
Logo size is 3.5" wide and proportionate height in a contrasting color to the jersey.  
Color applications per the uniform guidelines previously referenced.



Uniform logo size is 3.5"W x .75"H



## FRONT



**C-USA**



Actual reproduction size = 2.25"

## BASKETBALL

### REQUIRED LOGO USAGE

Conference USA logo requirements for the basketball uniform are in accordance with the NCAA Basketball Uniform Authenticating Mark program and specifications as diagramed below. The Conference USA mark should be placed on the front left shoulder of the jersey as indicated below (A). For consistency across the league, C-USA has designated this location **ONLY** for the conference mark. If there is a conflict with that location on your jersey, please contact the league office to discuss placement. The mark can be embroidered by the manufacturer or ordered thru the conference office via the Emblem Source at the institution's expense.

Note: Prior C-USA logo requirements designated a location on the shorts. If existing uniforms have the conference mark on the shorts you can leave it or remove it (if feasible). ALL new and existing jerseys must have the conference mark on the jersey as per C-USA Branding Requirements and detailed here.





## BASEBALL/SOFTBALL

### MARK USAGE

The Conference USA primary mark must appear on the top of the left sleeve of the jersey.

Sleeveless jerseys should have the logo appear on the left front chest.

Logo size is 3.5" wide and proportionate height in a contrasting color to the jersey. Color applications per the uniform guidelines previously referenced.



Uniform logo size is 3.5"W x .75"H



## SOCCER

### MARK USAGE

The Conference USA primary mark must appear on the top of the left sleeve of the jersey.

Logo size is 3.5" wide and proportionate height in a contrasting color to the jersey. Color applications per the uniform guidelines previously referenced.



Uniform logo size is 3.5"W x .75"H



Uniform logo size is 3.5"W x .75"H



## TENNIS

### MARK USAGE

The Conference USA primary mark must appear on one of the following locations on the tennis uniform:

Top of Left Sleeve  
Left Front Chest/Shoulder  
Front Left of Shorts/Skirt

Logo size is 3.5" wide and proportionate height in a contrasting color to the jersey. Color applications per the uniform guidelines previously referenced.



Golf bag logo size is 3.5"W x 1"H

## GOLF

### MARK USAGE

The requirement for golf is the Conference USA primary mark must appear on the golf bag.

It is recommended, not required, for the conference primary mark to appear on the golf uniform top (polo, sleeveless top) in the following location:

Left Front Shoulder  
Left Front Chest  
Back Between Shoulder Blades

Logo size for the GOLF BAG is 3.5" wide and proportionate height in a contrasting color to the bag. Color applications per the uniform guidelines previously referenced.

Logo size for the uniform is 3.5" wide and proportionate height in a contrasting color to the uniform. Color applications per the uniform guidelines previously referenced.



## SWIMMING & DIVING

### REQUIRED MARK USAGE

The Conference USA primary mark must appear on the official uniform warm up in one of the following locations:

Left Front Chest

Back Between Shoulder Blades

Logo size is 3.5" wide and proportionate height in a contrasting color to the jersey. Color applications per the uniform guidelines previously referenced.



Uniform logo size is 3.5"W x .75"H



Uniform logo size is 3.5"W x .75"H

## TRACK & FIELD/CROSS COUNTRY

### REQUIRED MARK USAGE

The Conference USA primary mark must appear on the official uniform in one of the following locations:

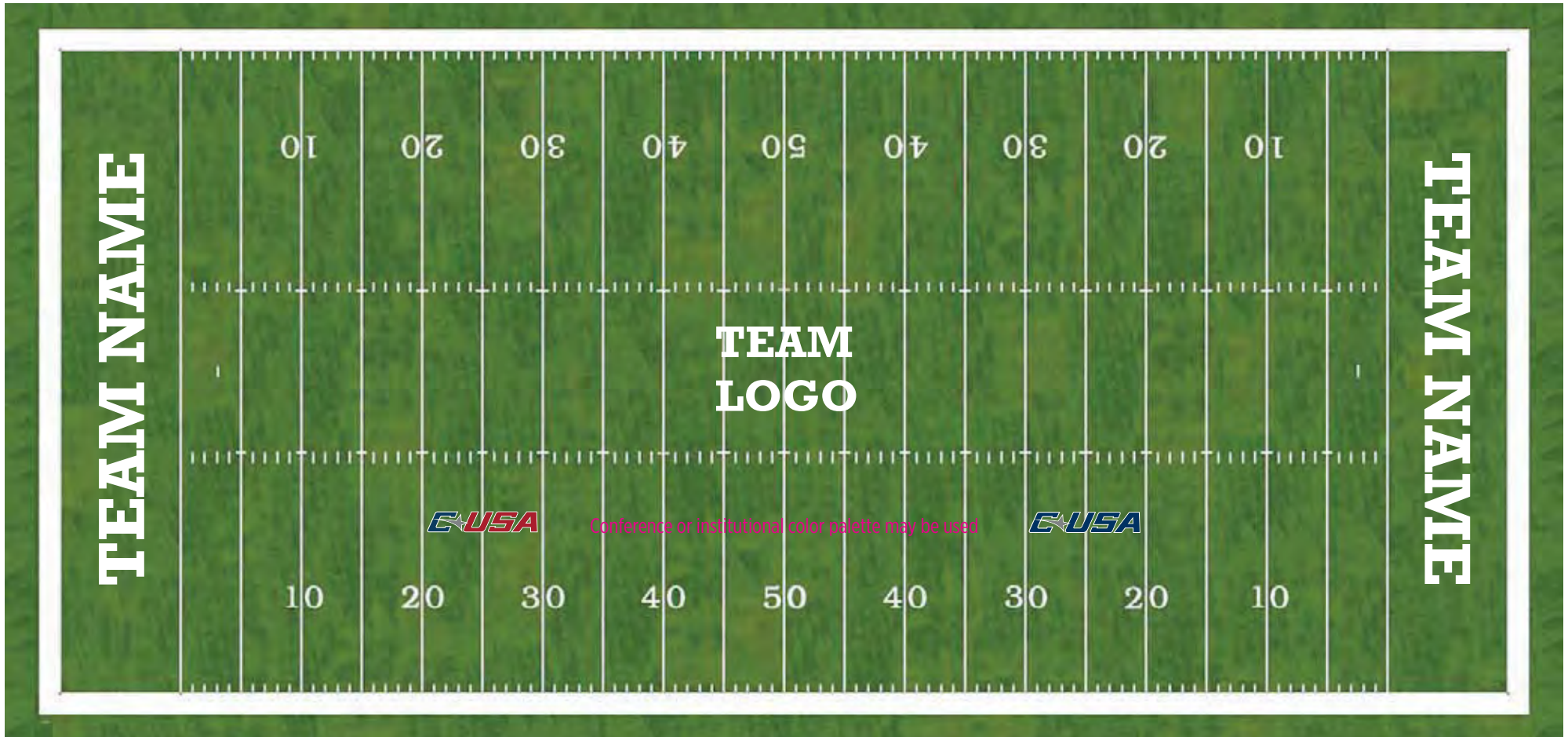
Upper Left Front Chest  
Back Between Shoulder Blades  
Left Front Shorts/Bottoms

Logo size is 3.5" wide and proportionate height in a contrasting color to the jersey. Color applications per the uniform guidelines previously referenced.



# CONFERENCE USA BRAND REQUIREMENT

## Football Field Application



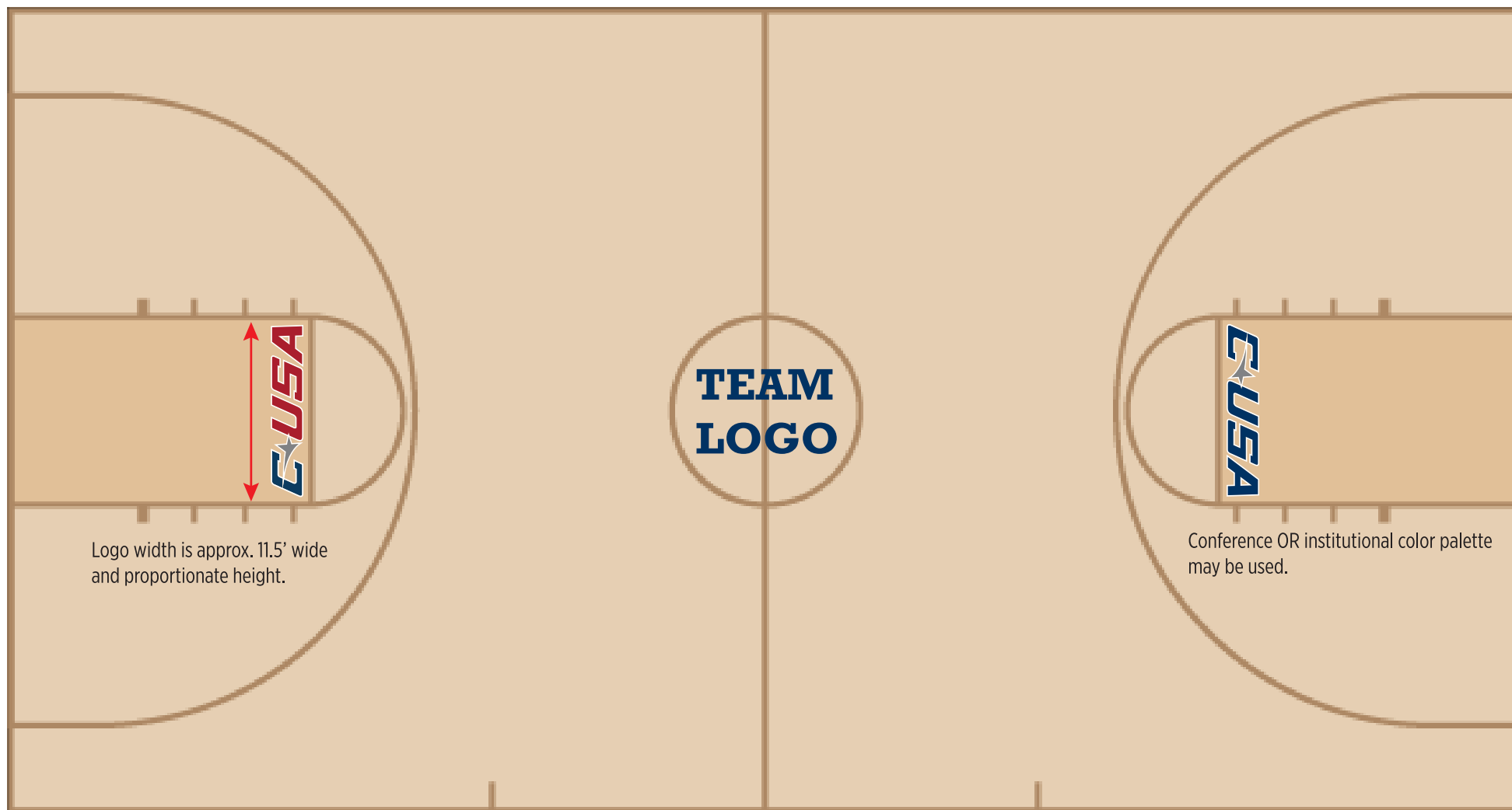
The Conference USA mark must appear on the football field between the 20 and 40-yard lines facing the press box/TV cameras on both sides of the 50-yard line. The mark should appear in a league-approved color palette. The marks should be a minimum of 10 yards wide and be positioned between the hash mark and the yard-line number on the press box side of the field. The logo cannot obliterate any yard lines per NCAA rules. The conference office will provide each institution with field stencils as needed. Note: The marks may appear staggered but must always be facing TV.

The league-approved color palette for football field stencil applications includes using the conference mark in official conference colors OR using the conference mark in the institutional color palette (artwork as provided by the league office). It is permissible only in this application to change the light gray outline to white. The fill of the star remains dark gray in ALL applications.



# CONFERENCE USA BRAND REQUIREMENT

## Basketball Court Application



The Conference USA mark must appear on both sides of the basketball court in the free throw lane (logo reads left to right as you are standing on the free throw line). The logo must fit within the 12' width of the free throw lane, measuring approx. 11.5' wide and proportionate height. The conference office will provide artwork and color guidelines. The logo cannot obliterate any court markings per NCAA rules. For specialty designs such as contrasting hardwood stain, etc. please submit artwork approval for conference logo use to the conference office. The league-approved color palette for basketball court applications includes using the conference mark in official conference colors OR using the conference mark in the institutional color palette (artwork as provided by the league office). It is permissible in this application to change the light gray outline to white. The fill of the star remains dark gray in ALL applications.





### RECOMMENDED LOCATIONS:

Baseball/Softball: Backstop Wall, Scoreboard, Field Stencil, Dugout

Volleyball: Floor, Net Pole Pads, Scorers Table, Venue Walls

Soccer: Portable Sideline, Field Stencil

Tennis: Court Fencing, Net

Track & Field: Portable A-Frame, Track Surface Near Finish Line, Track Fencing, Decals on Hurdles/High Jump Mats

Cross Country: Portable A-Frame, Finish Line Chute

Swim/Dive: Diving Platform, Facility Wall, Lane

Golf: Grass Stencil, Tee Markers or Flags, Portable A Frame

For all events that involve television or live stream coverage, C-USA marks should be located in a camera visible area or oriented towards the camera.



## OTHER REQUIREMENTS

### FACILITY SIGNAGE

The Conference USA mark must appear as signage in each athletic facility at each institution where a conference-sponsored sport is played. The conference mark may appear in C-USA official colors or the official institutional color palette.

It is the institution's responsibility to produce and install C-USA signage. The conference office will provide general guidelines, minimum size specifications and artwork. Guidelines are designed to provide each institution flexibility due to different types of venues/constraints. Temporary signage should be used when permanent signage is not allowed.



## OTHER REQUIREMENTS

### SCOREBOARD/SCORERS TABLE

In all facilities/sports competition where a scoreboard and scorers' table signage (rotating or LED) is utilized, the Conference USA mark must be displayed. This requirement does not apply to permanent scoreboard signage, rather digital or rotating applications. Conference USA will provide digital files/artwork as needed.

### SCORERS TABLE APPAREL

Official C-USA apparel provided by Conference USA must be worn by scorers table personnel at all member institution home games for men's and women's soccer, volleyball and basketball.

### CHAIN CREW/INSTANT REPLAY APPAREL

Conference USA will provide each school with 10 custom vests and hats for the chain crew. These must be worn for all home games. Chain crew vests will be provided in 2014 and only as needed thereafter; chain crew hats will be provided each season. C-USA will also provide two (2) custom vests for the Instant Replay designate. This must be worn for all home games and will be replaced as needed.



## NAME REFERENCES AND PREFERRED MARKS

Please use the following summary as a reference guide for correct name references for Conference USA and its member schools. This includes formal name, team nicknames, stat and scoreboard abbreviations as well as specific incorrect references.

Correct primary and secondary/icon marks are also shown.















OFFICIAL NAME/MASCOT	PREFERRED REFERENCE (Stat Abbreviation) [Scoreboard/TV Abbrv.]	DO NOT USE!	PRIMARY MARK	ICON/ALTERNATE USE
Conference USA C-USA	Conference USA C-USA (C-USA) [C-USA]	CUSA (unless hashtag)		
University of North Carolina at Charlotte 49ers	Charlotte (CLT) [CLT]	UNCC UNC Charlotte (campus only)		
Florida International University FIU Panthers	FIU (FIU) [FIU]	Florida International Fla. International		
Florida Atlantic University FAU Owls	Florida Atlantic (FAU) [FAU]	Fla. Atlantic		
Louisiana Tech University Bulldogs Lady Techsters	LA Tech (TECH) [LA TECH, TECH]	La. Tech LTU		
Marshall University Thundering Herd	Marshall (MAR) [HERD, MU]			
Middle Tennessee State University Blue Raiders	Middle Tennessee (MT) [MT/MTSU]	UMT MTU		
University of North Texas Mean Green	North Texas (UNT) [N TEXAS, UNT]	NT		



## NAME REFERENCES AND PREFERRED MARKS

Please use the following summary as a reference guide for correct name references for Conference USA and its member schools. This includes formal name, team nicknames, stat and scoreboard abbreviations as well as specific incorrect references.

Correct primary and secondary/icon marks are also shown.

OFFICIAL NAME/MASCOT	PREFERRED REFERENCE (Stat Abbreviation) [Scoreboard/TV Abbrev.]	DO NOT USE!	PRIMARY MARK	ICON/ALTERNATE USE
Old Dominion University Monarchs	Old Dominion (ODU) [ODU]			
Rice University Owls	Rice (RICE) [RICE]			
University of Southern Mississippi Golden Eagles	Southern Miss (USM) [USM]	So. Miss So. Mississippi		
University of Alabama at Birmingham Blazers	UAB (UAB) [UAB]	Alabama-Birmingham Ala.-Birmingham		
University of Texas at El Paso Miners	UTEP (UTEP) [UTEP]	Texas-El Paso		
University of Texas at San Antonio Roadrunners	UTSA (UTSA) [UTSA]	Texas-San Antonio UT-San Antonio		
Western Kentucky University Hilltoppers Lady Toppers	WKU (WKU) [WKU]	Western W. Kentucky West. Ky. Western Ky.		





CUSAHOF Primary (Gold Effect)



CUSAHOF Primary (Gold Effect) Black Field



CUSAHOF Primary (Alt Ribbon)



CUSAHOF Primary (1C)

## HALL OF FAME MARK

The league introduces a new mark in 2019 in conjunction with the establishment of the Conference USA Hall of Fame. This mark should be used in all marketing and promotions related to the C-USA Hall of Fame, its induction class and any additional multimedia initiatives and applications. The primary mark should be used for all applications, with variations of this mark created for additional applications for use with C-USA approval only. #CUSAHOF



#CUSAHOF Metallic Gold

PMS 871  
HEX #84754E



#CUSAHOF Dark Gold Flat

CMYK 0, 18, 60, 37  
RGB 160, 131, 64  
HEX # A08340



#CUSAHOF Light Gold Flat

CMYK 13, 24, 73, 0  
RGB 223, 187, 100  
HEX # DFBB64



ConferenceUSA.com  
@ConferenceUSA  
#TheCUSAWay