



BRAND & FUNCTION // CORPORATE DESIGN GUIDELINES

# USA POWERLIFTING (USAPL) BRAND **MANUAL**

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# CORPORATE IDENTITY MANUAL

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## USA POWERLIFTING (USAPL) THIS IS WHO WE ARE

USA Powerlifting (formerly American Drug Free Powerlifting Association, Inc.) is the leading powerlifting organization in the United States. It is the mission of USA Powerlifting to provide powerlifting competitions of uniform high quality which are drug tested and available to all athletes who meet the criteria for membership throughout the world

Athletes are categorized by sex, age and bodyweight. Each competitor is allowed three attempts at each lift, the best lift in each discipline being added to their total. The lifter with the highest total is the winner. In cases where two or more lifters achieve the same total, the person with the lightest bodyweight wins.

Distinct from weightlifting, a sport made up of two lifts: the Snatch and the Clean-and-Jerk, where the weight is lifted above the head, powerlifting comprises three lifts: the Squat, Bench Press and Deadlift. Powerlifting competitions may be comprised of one, two or all three of the lifting disciplines.

CORPORATE  
IDENTITY | 01



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## Without Tagline

This is the logo seen without the tagline. It gives the brand a more modern look and feel but resembles the original logo.



## With Tagline

To the left, you can see the USAPL logo with the iconic tagline added. This is how the logo must be portrayed if the tagline is to be included.

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# THIS IS OUR BRAND STRENGTHENING OUR BRAND

## BRAND & FUNCTION

In 2014, USAPL released a new logo. While maintaining the identifiable overall image: the bar, plates and USA Powerlifting name, USA Powerlifting has a fresh, modern, updated look. The new logo will be our primary branding to be used in all USAPL events, State and event websites, official communications, etc.

USA Powerlifting owns the rights to designs of our original ADFPA logo,

and any previous USA Powerlifting logos, as well as our re-branded logo. This is the Federation's Intellectual Property.

Permission to use the USAPL Logo/USAPL Intellectual Property can be obtained by submitting the USAPL Logo Usage Form. All artwork must receive Federation approval prior to its use in any form.

The USAPL Logo Usage Form can be located at [www.usapowerlifting.com](http://www.usapowerlifting.com). Any intellectual property, which

includes the USAPL logo (the current logo and prior logos) shall not be used by anyone without completing the USAPL Logo Usage form and without receiving written approval in return.

# 02 LOGO DON'TS



✗ Do Not Replace Elements



✗ Do Not Add Elements



✗ Do Not Squish



✗ Do Not Squeeze



✗ Do Not Apply Drop Shadow



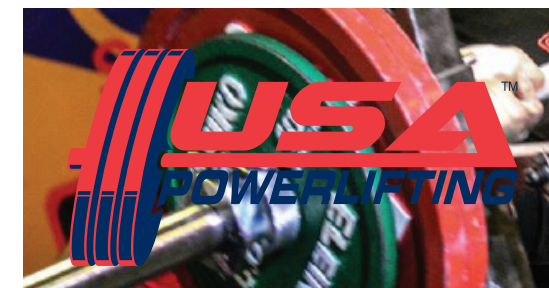
✗ Do Not Place On Dark Colored Backgrounds



✗ Do Not Change Color



✗ Do Not Modify



✗ Do Not Place On Cluttered Or Confusing Backgrounds



✗ Do Not Crop

# 03 ACCEPTABLE USES



■ On White Backer



■ On Black Backer



■ On Red Backer



■ On Blue Backer



■ On Other Colors  
(Black Option)



■ On Other Colors  
(White Option)

# CORPORATE COLOR SYSTEM

## PRIMARY COLOR SCHEME SYSTEM.

### COLOR & DEFINITION

Color selection is a key element in building a strong brand. Pantone 185 and 282 are USAPL's primary colors. Staying true to this color palette allows us to reinforce the brand characteristics and build brand recognition.

#### PRIMARY COLOR PALETTE

These should be the dominant colors used when designing materials. The colors in the primary color palette

should always cover more area than any other color that appears in materials.

#### SUPPORTING COLOR PALETTE

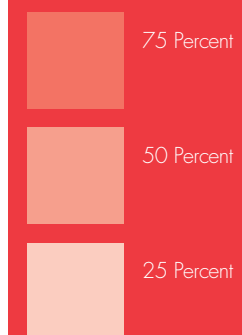
These colors should be used to accent the primary colors and should be used sparingly (no more than 20 percent of the visual weight on the design). In any given design, only one accent color should be used with the primary colors to keep the primary colors dominant. The use of too many accent colors will dilute the power of the primary colors

COLORS ARE ONE OF THE ELEMENTS OF A VISUAL IDENTITY AND PROMOTE A STRONG NON-VERBAL MESSAGE WRITTEN BY YOUR COMPANY.

The two colors used in the identity system are pantone 185 and 282. These colors represent the blue and red in the USAPL logo. These colors must not be changed or altered in any way in any application. The color breakdowns are given for different usage.

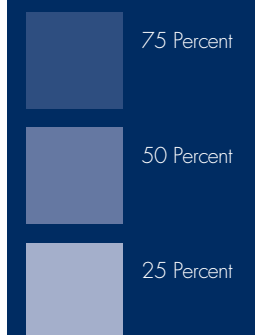
### PRIMARY COLOR ONE

Pantone: 185  
CMYK: 0, 92, 76, 0  
RGB: 224 | 0 | 52  
RGB Hex: #e4002b  
Web: #cc0033



### PRIMARY COLOR TWO

Pantone: 282  
CMYK: 100, 90, 13, 68  
RGB: 4 | 30 | 66  
RGB Hex: #041e42  
Web: #003333



CORPORATE COLORS

04

# DESIGN VISUALS

## LOGO VARIATIONS AND SURROUNDING SPACE.

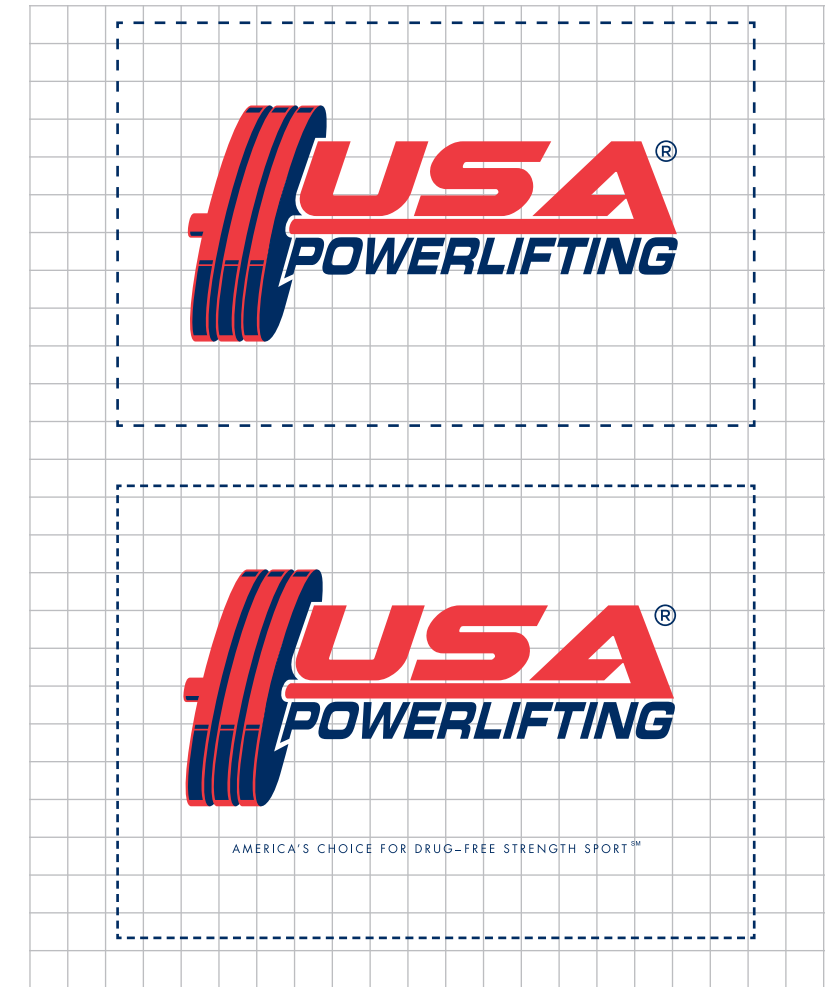
### CLEAR SPACE

Please observe clear space around the USA Powerlifting logo mark to optimize its visual impact and to reinforce USAPL Guidelines. No other elements except corporate tagline can be present in the clear space as specified in these guidelines. Clear space requirements apply to text, graphics, photos or any other elements with the exception of videos generated by the USAPL .

THE BRAND MARK MUST HAVE THE NECESSARY SAFE ZONE SURROUNDING THE LOGO.

The logo must never be changed from the original format in which it was received. The logo should always have a safe zone equal to the length of the three vertical plates that are used within the logo. An example is shown to the right.

----- SAFE ZONE



LOGO CLEARSPACE | 05

IN  
TYPOGRAPHY,  
A TYPEFACE  
IS A SET OF  
CHARACTERS  
THAT SHARE  
COMMON  
DESIGN.

## FUTURA

### FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&©®

### FUTURA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890&©®**

dA dA

06

CORPORATE  
TYPOGRAPHY

## CORPORATE TYPE FACES

### CORPORATE FONTS & TYPOGRAPHIC RULES.

#### FONTS & TYPOGRAPHY

Typography is an important element of the USAPL's visual identity system and helps convey the personality of our brand. When used correctly and consistently, typography unifies the appearance of communications.

##### PRIMARY FONTS

The primary sans serif typeface is Futura, which allows for fluid readability and versatility and was chosen because it gives designs a warm, organic, handmade feeling. It should do the heavy lifting in communicating the general look and feel of the brand. If Futura is not available, or for web and Power Point presentations, you may use Helvetica, which is provided with Microsoft Windows and Mac OS X operating systems.

Futura, the primary sans-serif typeface, is also highly readable and is suitable for a number of different, more formal, applications such as letterhead or business cards, or where a sans-serif font is required.

# SECONDARY TYPEFACE

## CORPORATE FONTS & TYPOGRAPHIC RULES.

### FONTS & TYPE RULES

Helvetica is an acceptable serif typeface for body copy in longform print publications, such as magazines or annual reports. Though it should be used when the primary fonts are unavailable, it is not preferred for display copy.

# HELVETICA

## Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 & © ™

## Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 & © ™

**aA aA**

# CONTACT US



Contact any with any questions regarding the organization or usage rights of this logo.

## USA Powerlifting National Office

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Anchorage, AK 99515

CONTACT  
INFORMATION | 07

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# CORPORATE MANUAL DONE.

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