



# ***BRANDING, LOGOS & APPROVALS***

*CHELSEY SCHMENK*

# USATF BRAND PORTAL

## UPDATES:

*// New brand portal is now LIVE!*

*// All functions remain the same, just a new look and navigation*

*// Only one login per Association – please share within your Association leadership*

*// Email [brandportal@usatf.org](mailto:brandportal@usatf.org) to request login information*

*// National Championship logos being added*

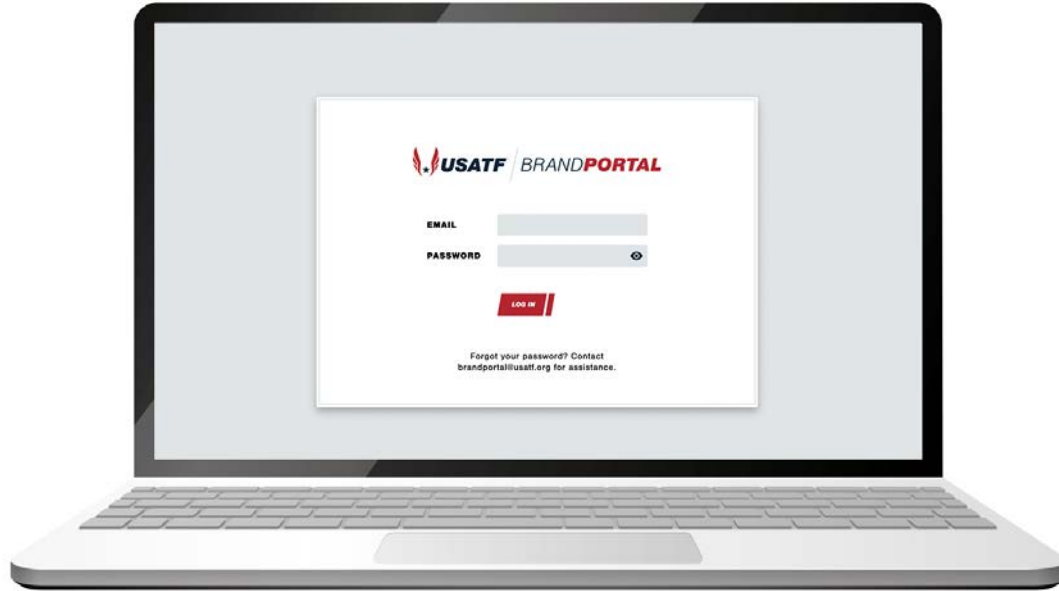
*// Monthly marketing kits available*

*// One stop shop for branded assets*



# USATF BRAND PORTAL

[BRANDPORTAL.USATF.ORG](https://brandportal.usatf.org)



# USATF BRAND PORTAL



## › Get Started

### USATF Brand

#### Association Assets

- Association Logo
- Membership Ad
- Social Graphics
- Stationary Templates
- Event Assets

#### Upload for Approval

#### Request Event Logos

#### Contact USATF

## WELCOME

### TO THE NEW USATF BRAND PORTAL!

This platform is your resource for branding elements and marketing assets to promote your Association. Please use and visit the portal on a regular basis to look for new materials and request event logos. We want this to be a one stop shop for your branding needs!

#### FIRST STEPS:

- Download and review the USATF Brand Guidelines
- Download the USATF fonts to your computer
- Download your Association's logo files to keep them on hand
- Update your Association's social media platforms, event assets and start requesting official event logos for your Championships

#### DO'S AND DON'TS:

- Please DO share the brand portal within your Association chairs.
  - Please DO NOT share the brand portal with any outside vendors or volunteers. Those with access should hold a chair position within the Association.
  - Please DO fill out the logo request forms fully, with all pertinent information
- Please DO always submit branded items for review and approval. Especially items with cost associated like banners, shirts, etc.



# USATF BRAND PORTAL

F / BRANDPORTAL



## MENU

> **Get Started**

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### ASSOCIATION BRAND GUIDELINES

↓ DOWNLOAD

### BIRTHDAY TEMPLATE

📁 VIEW CATEGORY

### EVERGREEN ASSETS

📁 VIEW CATEGORY

### FONTS

↓ DOWNLOAD

### BACKGROUND TEXTURES

📁 VIEW CATEGORY

### ATHLETE OF THE MONTH

📁 VIEW CATEGORY



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**COACHING  
EDUCATION**

 **DOWNLOAD**

**MASTERS**

 **VIEW CATEGORY**

**OFFICIALS**

 **VIEW CATEGORY**

**EVENTS/ SEASONS**

 **VIEW CATEGORY**

**SAFE SPORT**

 **VIEW CATEGORY**

**VOLUNTEER**

 **VIEW CATEGORY**



# USATF BRAND PORTAL

## STEPS TO BECOME A USATF OFFICIAL

- ✓ **USATF MEMBERSHIP**
- ✓ **OFFICIALS APPLICATION**  
(MUST BE 18 AND UP)
- ✓ **BACKGROUND CHECK AND  
SAFESPORT CERTIFICATION**
- ✓ **RULES REVIEW &  
OPEN-BOOK EXAM**
- ✓ **ASSOCIATION-SPECIFIC  
TRAINING**



**USATF**  
CERTIFIED OFFICIAL

## WHAT IS MASTERS?

- Track and Field athletes ages 35 years and older (25 years and older for Championship meets) and Long Distance Running athletes ages 40 years and older
- Offers local, regional, national and international competition opportunities in track & field, long distance running and race walking
- All abilities and interests are welcome and encouraged!



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**ASSOCIATION LOGO**

VIEW CATEGORY

A dark blue card with a circular pattern background. The text "ASSOCIATION LOGO" is in white. At the bottom, there is a white bar with a red folder icon and the text "VIEW CATEGORY".

**MEMBERSHIP AD**

VIEW CATEGORY

A dark blue card with a geometric pattern background. The text "MEMBERSHIP AD" is in white. At the bottom, there is a white bar with a red folder icon and the text "VIEW CATEGORY".

**SOCIAL GRAPHICS**

VIEW CATEGORY

A dark blue card with a geometric pattern background. The text "SOCIAL GRAPHICS" is in white. At the bottom, there is a white bar with a red folder icon and the text "VIEW CATEGORY".

**STATIONARY TEMPLATES**

VIEW CATEGORY

A dark blue card with a geometric pattern background. The text "STATIONARY TEMPLATES" is in white. At the bottom, there is a white bar with a red folder icon and the text "VIEW CATEGORY".

**EVENT ASSETS**

VIEW CATEGORY

A dark blue card with a geometric pattern background. The text "EVENT ASSETS" is in white. At the bottom, there is a white bar with a red folder icon and the text "VIEW CATEGORY".

# USATF BRAND PORTAL

## MEMBERSHIP AD



**USATF**  
INDIANA

### WE ARE USATF

JOIN OUR SPORT.  
OUR TEAM.  
OUR JOURNEY.

BECOME A USATF INDIANA ASSOCIATION MEMBER TODAY

We are your community connection to the sport of track & field, long-distance running, and race walking. With programs for all ages, ranging from youth to masters athletes, and competitors across all disciplines, there is something for everyone no matter your level.

Compete in one of our Association meets, or progress to one of USATF's 50+ National Championships. In addition, get involved with the sport by becoming a coach, official or volunteer - as well as lending support as a fan.

**LEARN MORE**  
INDIANA.USATF.ORG



**JOIN TODAY**  
USATF.ORG/MEMBERSHIP



## SOCIAL MEDIA GRAPHICS



BECOME A  
**MEMBER TODAY**  
JOIN THE #1 TEAM

START YOUR  
COMPETITIVE  
JOURNEY.  
COMPETE  
LOCALLY &  
NATIONALLY.

USATF MASTERS  
ATHLETE // SPRINTER



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# USATF BRAND PORTAL

## REQUEST FOR EVENT LOGOS

The screenshot shows the 'USATF ASSOCIATION EVENT LOGOS' request form. The form is titled 'USATF ASSOCIATION EVENT LOGOS' and includes a sub-heading 'Non-Junior Olympic Logo Requests'. Below this, there is a note: 'This form is only for non-Junior Olympic logos. Please review the standard and custom template options before filling out the form.' The form fields include: NAME\*, EMAIL\*, FULL EVENT NAME\*, EVENT LOCATION\*, DATE NEEDED\* (with a calendar icon), and a large text area for DESCRIPTION. Below the form fields, there are two sections for logo variations. The first section is 'Standard Association Event Logos' with the instruction: 'Once a template style is chosen, USATF will fill in the appropriate title, location and Association logo, and provide ready to use logo files. These are not to be edited in any way.' It shows four examples of standard logos for '5000 MILE TRACK' and '5000 MILE CHAMPIONSHIP'. The second section is 'Custom Association Event Logos' with the instruction: 'Once a custom style is chosen, USATF will format the base of the template and provide back to the Association who is responsible for creating and filling in the custom portion. It is then required to send the logo back for final approval. You can either use the option for approved logos, or email brandportal@usatf.org. The base templates are not to be altered in any way.' It shows two examples of custom logos for '5000 MILE TRACK' and '5000 MILE CHAMPIONSHIP'.

The logo request form on the brand portal is reserved for **non-Junior Olympic** event logos.

*i.e. USATF Indiana Open & Masters Indoor Championships*

You have the choice between **STANDARD** and **CUSTOM** templates:

*Standard logos are formatted and sent back to you, ready to use, with no alterations needed.*

*For custom templates, the base is provided, you add the custom artwork, then resend the full logo back to USATF for final approval. The base template may not be altered in any way.*

*Our standard practice is to keep templates for 2 years and then create new standard artwork.*



# USATF BRAND PORTAL

## 2024 **STANDARD** EVENT LOGO TEMPLATES



# USATF BRAND PORTAL

## 2024 **CUSTOM** EVENT LOGO TEMPLATES



**CUSTOM OPTION 1**



**CUSTOM OPTION 2**



**CUSTOM OPTION 3**

# BRANDING/APPROVALS

*Branded items should be submitted to the national office for approval before production or posting.*

*Particularly items that have a cost associated to produce.*

## *EXAMPLE MATERIALS TO OBTAIN APPROVAL:*

- *Event Signage (pop-up tent, banners, backdrops)*
- *Vehicle branding*
- *Shirts/apparel/bags/hats*

## *THINGS TO AVOID:*

- *Never alter, change or remove anything from your Association logo*
- *Never create a new logo without USATF knowledge or request*



# BRANDING/APPROVALS

*Please use us as resources! We aim to help you brand your association and events in the most professional manner.*

## **CREATIVE DIRECTOR:**

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## **CHIEF REVENUE & MARKETING OFFICER**

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# THANK YOU!



