PRIMARY LOGO
Two Color Version

ON DARK BACKGROUND

The Primary Logo may appear in two-color format, with Pantone 306 (aqua) and Pantone 282 (navy).

On dark backgrounds, a white channel is included around the entirety of the logo, including the USA Swimming Shield.

V 2.11.21

WHITE

PANTONE 282

PRIMARY LOGO
Single Color Variants

The Primary Logo may
appear in single-color
versions as black, white,
Pantone 306 (light blue)
Pantone 428 (grey)
Pantone 282 (navy) or
Pantone 200 (red).

PANTONE 428

PANTONE 306

PANTONE 200

TEXT LOGOS

The text logo may be used as a stand alone,
paired with the USA Swimming Shield.

PRIMARY

NORTH ★ CAROLINA SWIMMING USA SWIMMING

PANTONE 282

NORTH ★ CAROLINA SWIMMING USA SWIMMING

PANTONE 306

NORTH ★ CAROLINA SWIMMING USA SWIMMING

PANTONE 200

NORTH ★ CAROLINA SWIMMING USA SWIMMING

PANTONE 428

NORTH ★ CAROLINA SWIMMING USA SWIMMING

WHITE

NORTH ★ CAROLINA SWIMMING USA SWIMMING

V 2.11.21

OFFICIAL COLORS

PRIMARY COLORS

PANTONE 282
C:100 | M:72 | Y:0 | K:73
R:0 | G:45 | B:98
041E42

PANTONE 200
C:0 | M:100 | Y:76 | K:13
R:186 | G:12 | B: 47
BA0C2F

PANTONE 306
C:81 | M:3 | Y:4 | K:0
R:0 | G:179 | B:228
00b3e4

PANTONE 428
C:2 | M:0 | Y:0 | K:18
R:193 | G:198 | B:200
C1C6C8

SECONDARY COLORS

BLACK
C:0 | M:0 | Y:0 | K:100
R:0 | G:0 | B:0
000000

PANTONE 877 METALLIC
C:45 | M:34 | Y:34 | K:0
R:138 | G:141 | B:143
8A8D8F