



## NORTH CAROLINA SWIMMING IDENTITY STANDARDS

### PRIMARY LOGO Two Color Version



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

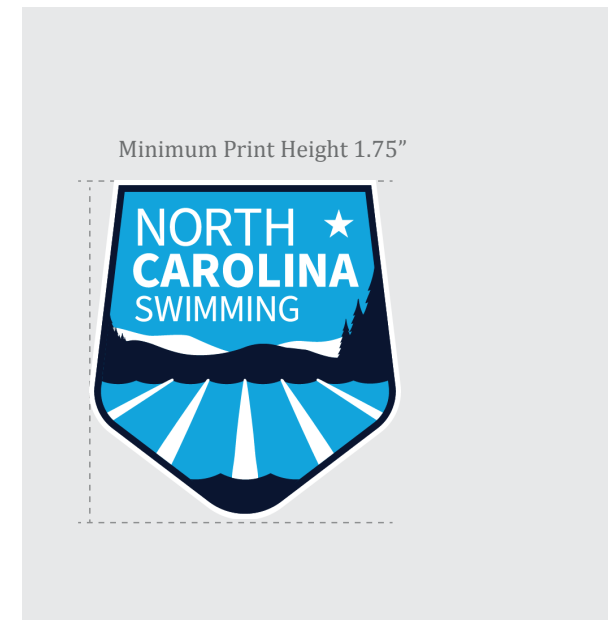
On dark backgrounds, a white channel is included around the entirety of the logo.

### ON DARK BACKGROUND



**PRIMARY LOGO CLEAR SPACE  
AND MINIMUM SIZE**

Clear space should be maintained around the Primary Logo equal to the height of the text in the word "Carolina."



## NORTH CAROLINA SWIMMING IDENTITY STANDARDS

### 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).

WHITE



PANTONE 282



**TEXT LOGOS**

The text logo may be used as a stand alone,

PANTONE 282

**NORTH ★  
CAROLINA  
SWIMMING**

PANTONE 306

**NORTH ★  
CAROLINA  
SWIMMING**

PANTONE 200

**NORTH ★  
CAROLINA  
SWIMMING**

PANTONE 428

**NORTH ★  
CAROLINA  
SWIMMING**

WHITE

**NORTH ★  
CAROLINA  
SWIMMING**

# NORTH CAROLINA SWIMMING IDENTITY STANDARDS

## OFFICIAL COLORS

### PRIMARY COLORS



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



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



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



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

## NORTH CAROLINA SWIMMING IDENTITY STANDARDS

### EMBROIDERY/SMALL IMPRINT AREA USES

# NORTH ★ CAROLINA SWIMMING

The North Carolina Swimming text logo fleet may be used along with the primary logo, for **embroidery or small imprint areas**, as a stand-alone without the USA Swimming Shield.

The USA Swimming Shield may be relocated on apparel away from the North Carolina Swimming Text Logo, or removed entirely.

Single color versions of the Primary logo may also be used but must always include the USA Swimming Shield.



PRIMARY DISPLAY FONT PACKAGE

OSWALD EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

OSWALD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

OSWALD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

OSWALD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

OSWALD SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

OSWALD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Please note all oblique/italic versions of these fonts are also approved for use.



SECONDARY DISPLAY FONT PACKAGE

SOURCE SANS PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SOURCE SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SOURCE SANS PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

SOURCE SANS PRO BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ZILLA SLAB LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ZILLA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ZILLA SLAB SEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ZILLA SLAB BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

BODY COPY FONT PACKAGES

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

CALIBRI ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

CALIBRI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

CALIBRI BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

CAMBRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

CAMBRIA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

CAMBRIA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

CAMBRIA BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

These fonts are to be used in emails, letters, *Splash* magazine and any other instances with large amounts of copy at an 7-10 point size.

APPROVED USAGE



UNAPPROVED USAGES

RECOLORING



ADDING ELEMENTS



GREY CONVERSION OF COLOR LOGO



DISTORTING



PLACEMENT ON BUSY BACKGROUNDS



ROTATION AGAINST VISUAL BASELINE



SELECTIVE ELEMENT USE



LOCKUP LOGO

North Carolina Swimming's logo can be presented in a lockup logo with the USA Swimming Shield in the presented formats.

The one-color lockup may appear in single-color versions as black, white, Pantone 428 (grey) Pantone 282 (navy) or Pantone 200 (red).

***When placed on a dark background, a white channel always appears around the entirety of the one-color logo AND the USA Swimming Shield logo.***

FULL COLOR



ONE COLOR



WHITE



## NORTH CAROLINA SWIMMING IDENTITY STANDARDS

### PROPER USE OF THE USA SWIMMING SHIELD LOGO



When presented over a color of any type, the outer white channel allows the Shield Logo to maintain contrast regardless of backgrounds.

*The outer white channel should never be removed.*



Clear space should be maintained around the Shield Logo equal to the width of the 'U' in all instances.



Single-color Shield logos should never be reversed where the text portion of the mark is the lighter color. *The outer white channel should never be removed.*