

HOCKEY WEEKEND ACROSS AMERICA Logo Specifications

Acceptable Usages



2 Color / PMS 281 & PMS 1805

4 Color Process (PMS 281 break)

Cyan - 100% Magenta - 72% Yellow - 0% Black 38%

4 Color Process (PMS 1805 break)

Cyan - 0% Magenta - 91% Yellow - 100% Black - 23%



1 Color PMS 281



1 Color PMS 1805



1 Color / White Reverse



2 Color Reverse
PMS 281 + White



2 Color Reverse
PMS 1805 + White



1 Color / Black



Smallest Acceptable Usage
.75" Wide



Always maintain clear space around the entire logo. Do not place type or other graphics tangent to logo.

1. The USA Hockey logo (shown at right) must always appear on the page or printed item in conjunction with the Hockey Weekend Across America logo.
2. Sponsorship logos must never be larger than the Hockey Weekend Across America logo.
3. The Hockey Weekend Across America logo must be the dominant logo with the USA Hockey logo secondary and the sponsor, host program, etc. tertiary.
4. Never remove the date from the Hockey Weekend Across America logo.
5. Any commercial use of the Hockey Weekend Across America and/or USA Hockey marks must be pre-approved by USA Hockey.



UNACCEPTABLE Usages



Never Use Any Other Colors
(If printing color is not black or PMS 281 or PMS 1805 use reversed logo in solid box)



Never Change
Color Orientation



Never Change
Proportions in Scale

Any questions concerning logo usages and rights contact USA Hockey, 1775 Bob Johnson Drive, Colorado Springs, CO 80906 (719) 576-8724