

BRAND QUICK GUIDE

ACA PADDLESPORTS' USA NATIONAL TEAM LOGO | VI



LOGO FAMILY

The primary logo crest is a shield-shaped emblem. It has a red top section with "USA" in white, a white silhouette of a person in a canoe/kayak in the middle, and a blue bottom section with three white stars.	The teams logo is a shield-shaped emblem similar to the primary logo, but with "CANOE/KAYAK TEAM" written in white below the "USA" text.	The flexible badge is a circular emblem. It features the primary logo crest in the center, surrounded by a dark blue ring containing the text "CERTIFIED JUDGE" at the top and "USA CANOE/KAYAK TEAM" at the bottom, with two white stars on each side.
PRIMARY LOGO CREST The primary logo crest serves as the heart of the brand's visual identity.	TEAMS LOGO The teams logo creates a flexible identity to support each sport.	FLEXIBLE BADGE The flexible badge logo represents a versatile variation of the team's logo.
The word stacked logo consists of "USA" in large, bold, dark blue letters, with "CANOE/KAYAK TEAM" in smaller, bold, red letters below it.	The word horizontal logo consists of "USA" in dark blue, followed by a red star and "CANOE/KAYAK TEAM" in red.	
WORD STACKED The word stacked logo represents a versatile variation of the team's logo.	WORD HORIZONTAL The word horizontal logo represents a versatile variation of the team's logo.	

COLOR PALETTE

CHAMPION BLUE HEX #122e52 RGB 18, 46, 82 CMYK 78, 44, 0, 68 PMS	VICTORY RED HEX #d6363d RGB 214, 54, 61 CMYK 0, 75, 72, 16 PMS	VALOR GREY HEX #d0d1d3 RGB 208, 209, 211 CMYK 1, 1, 0, 17 PMS
ENDURANCE BLACK HEX #000000 RGB 0, 0, 0 CMYK 0, 0, 0, 100 PMS	HERITAGE WHITE HEX #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0 PMS	PODIUM GOLD HEX #c28f3d RGB 194, 143, 61 CMYK 0, 26, 69, 24 PMS
PRIMARY PALETTE The primary color palette defines the core hues used consistently across the brand for a cohesive and recognizable identity.		SECONDARY PALETTE The secondary color palette offers creative flexibility while complementing the primary colors.

TYPOGRAPHY

BIZMO	Montserrat	Montserrat	BIZMO
HEADING For use in main headings across the visual identity.	SUB HEADING For use to introduce paragraphs and headings.	BODY For use in body text, all paragraphs and lengths of content.	DISPLAY For use to highlight key words, call outs or elements.



WE BUILD INCLUSIVE PADDLING COMMUNITIES, SUPPORT EXCELLENCE, AND FOSTER SAFETY AND STEWARDSHIP THROUGH PADDLESPORTS EDUCATION, COMPETITION, AND RECREATION.