



SOUTH DAKOTA SWIMMING SWIMMING IDENTITY STANDARDS

PRIMARY LOGO



ON DARK BACKGROUND



The Primary Logo identity is the preferred representation for South Dakota Swimming in most cases. On dark backgrounds, a white channel is included around the entirety of the logo.

SOUTH DAKOTA SWIMMING SWIMMING IDENTITY STANDARDS

**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 “DAKOTA.”



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

SECONDARY COLORS



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



PANTONE 4505 FLAT GOLD
C:0 | M:15 | Y:78 | K:36
R:177 | G:149 | B:58
b1953a



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



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

SOUTH DAKOTA SWIMMING 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), Pantone 4505 (gold) or Pantone 200 (red).

A white channel appears around all single-color versions of the Primary logo when placed on a non-white background.

PANTONE 282



PANTONE 200



WHITE



PANTONE 428

PANTONE 306

PANTONE 4505

SECONDARY LOGO

The Secondary Logo may be used after the establishment of the Primary logo in the marketplace, or as a visual break on apparel or other key items. On dark backgrounds, a white channel is included around the entirety of the logo.



ON DARK BACKGROUND



SECONDARY LOGO
Single Color Variants

The Secondary Logo may be used after the establishment of the Primary logo in the marketplace, and may appear in single-color versions as black, white, Pantone 306 (light blue), Pantone 428 (grey), Pantone 282 (navy), Pantone 4505 (gold) or Pantone 200 (red).

A white channel appears around all single-color versions of the Secondary logo when placed on a non-white background.

PANTONE 282

PANTONE 200

WHITE



PANTONE 428

PANTONE 306

PANTONE 4505

SOUTH DAKOTA SWIMMING SWIMMING IDENTITY STANDARDS

TEXT LOGOS

The text logo may be used as a stand alone, and is designed to be used in small spaces, or when the Primary logo reduces to sizes below the minimum specified size.

PRIMARY



REVERSED



PANTONE 282



PANTONE 200



PANTONE 428



PANTONE 4505



PANTONE 306



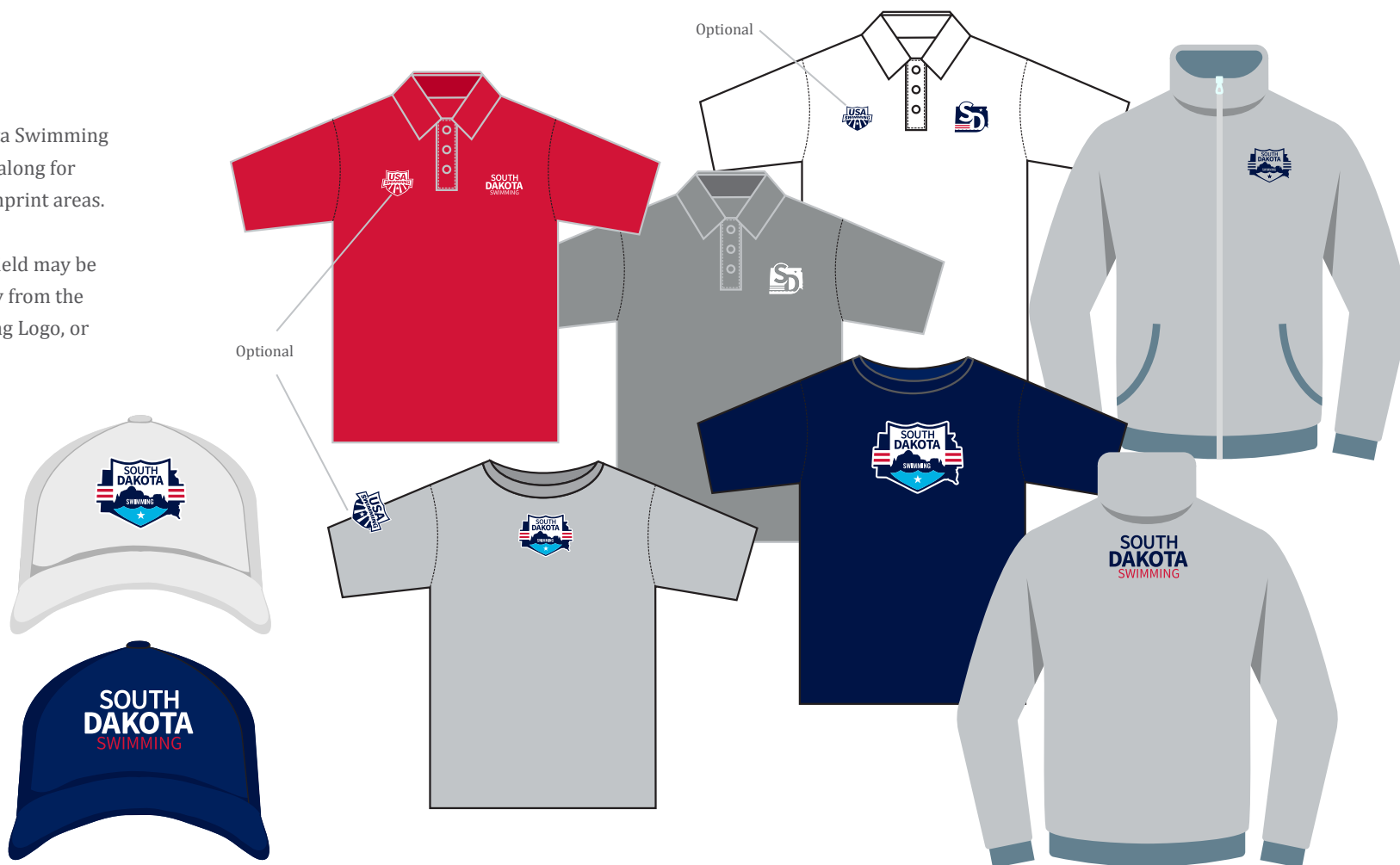
WHITE

SOUTH DAKOTA SWIMMING SWIMMING IDENTITY STANDARDS

EMBROIDERY/SMALL IMPRINT AREA USES

The entire South Dakota Swimming logo fleet may be used along for embroidery or small imprint areas.

The USA Swimming Shield may be placed on apparel away from the South Dakota Swimming Logo, or removed entirely.



PRIMARY DISPLAY FONT PACKAGE

OSWALD EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

OSWALD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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.

SOUTH DAKOTA SWIMMING SWIMMING IDENTITY STANDARDS

UNAPPROVED USAGES

RECOLORING



RE-ORDERING COLORS



SELECTIVE COLOR EDITS



**GREY CONVERSION OF
COLOR LOGO**



DISTORTING



**PLACEMENT ON BUSY
BACKGROUNDS**



**ROTATION AGAINST
VISUAL BASELINE**



**SELECTIVE
ELEMENT USE**



SOUTH DAKOTA SWIMMING SWIMMING IDENTITY STANDARDS

LOCKUP LOGO

South Dakota Swimming's logo can be presented in a lockup 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 South Dakota Swimming logo AND the USA Swimming Shield logo.

FULL COLOR



ONE COLOR



WHITE



SOUTH DAKOTA SWIMMING SWIMMING IDENTITY STANDARDS

DESIGN BREAKDOWN

STANDARD USA SWIMMING FONTS UNIFY THE BRAND WITH SOUTH DAKOTA SWIMMING.

SILHOUETTE OF MT. RUSHMORE TO SYMBOLIZE THE ATTRACTIONS IMPORTANCE AND SIGNIFICANCE TO SOUTH DAKOTA.

SILHOUETTE OF SOUTH DAKOTA TO TIE BACK TO THE STATE.



SINGLE STAR TIES BACK INTO USA SWIMMING LOGO.

WATER FORMS TO PORTRAY MOTION AND TIE BACK TO THE SPORT.

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.