STUNT

STUNT

Brand Book

USA Cheer created STUNT as an opportunity for colleges, universities and high schools to meet the strict Title IX requirements of a sport. With more than 500,000 cheerleaders in high school alone, STUNT is the **fastest growing female sport in the country**. It continues to expand participation opportunities for young women by providing an avenue for female athletes to use their cheerleading background in a new format.

Approval Process

All items that include the brandmarks for **STUNT** and the **College STUNT National Championship** must be sent to Lauri Harris for approval prior to use. Proofs may be sent as .pdf or .jpg files. Every effort will be made to have the approval finalized as soon as possible, and should be no longer than 24 hours of receipt of the proof (Monday- Friday).

Please note that for brochures, any page that incorporates items discussed in these guidelines should be submitted for approval.

Send items needing approval to:
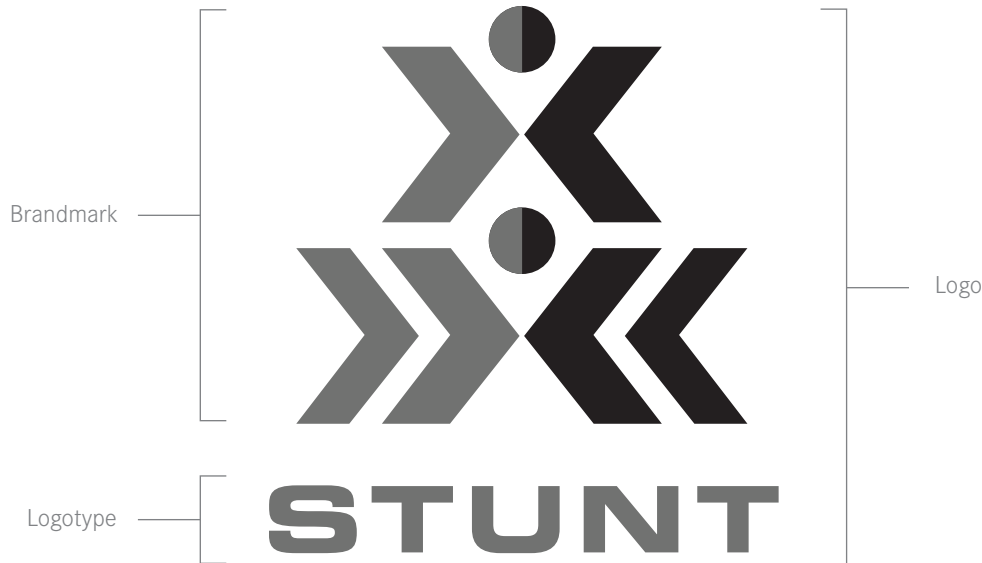
Lauri Harris
lharris@usacheer.org

Overview
STUNT Logo

The **STUNT** logo should only be used in applications for which prior approval has been granted.

The logo is comprised of two elements: the brandmark and the STUNT logotype. For certain applications and with approval only, these elements (brandmark and logotype) may be de-coupled and used independently. In all such cases, the complete logo (brandmark and logotype) must also be included on the piece.

Brandmark

Logo

Logotype

The **College STUNT Association National Championship** logo should only be used in applications for which prior approval has been granted.

The logo is comprised of three elements: the brandmark, the College STUNT National Championship logotype and the shield. These elements (brandmark, logotype and shield) should always be used in context with each other.

Brandmark

Logotype

Shield

Clear Area and Size Minimums

The **STUNT** logo should always be given space to breathe. Do not place other elements (type, logos, shapes, etc.) closer than instructed below. As shown, "X" is 1/2 the height of a chevron in the brandmark. The clearance zone is equal to two "X" all around both of the STUNT Association logos.

The logo should always be reproduced with clarity and legibility. To help guide you, we have specified minimum size requirements for print and screen applications.
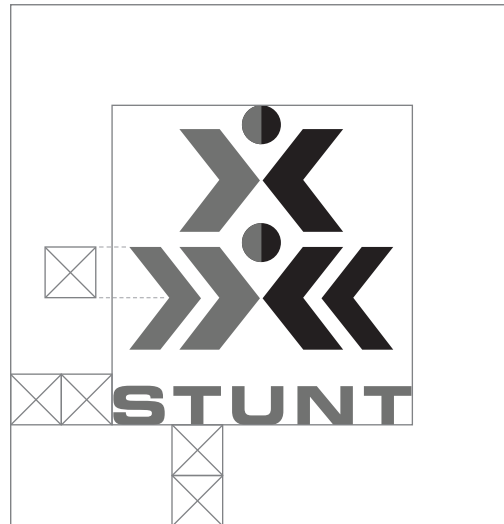
0.623"
Minimum
print size

51px
Minimum
screen size

Clear Area and Size Minimums

The **College STUNT National Championship** logo should always be given space to breathe. Do not place other elements (type, logos, shapes, etc.) closer than instructed below. As shown, "X" is the height of a chevron in the brandmark. The clearance zone is equal to two "X" all around both of the STUNT Association logos.

The logo should always be reproduced with clarity and legibility. To help guide you, we have specified minimum size requirements for print and screen applications.

0.65"
Minimum
print size

54px
Minimum
screen size

STUNT

STUNT
Logo Colors

The **STUNT** logo should appear in approved colors only. These include Dark Grey and Black, Light Grey and Black, all Black, or all White. Please use the following color values:

Light Grey
CMYK: 0 | 0 | 0 | 44
RGB: 161 | 162 | 163
PMS: 423C
HEX: #A1A2A3

Dark Grey
CMYK: 0 | 0 | 0 | 61
RGB: 126 | 127 | 127
PMS: 424C
HEX: #7E7F7F

Full color (positive)

Full color (reverse)

1-color Black (positive)

1-color White (reverse)

College STUNT National Championship Logo Colors

The **College STUNT National Championship** logo should appear in approved colors only. These include Light Grey, Maroon Red and Black or 1-color Black. Please use the following color values:

Light Grey
CMYK: 0 | 0 | 0 | 44
RGB: 161 | 162 | 163
PMS: 423C
HEX: #A1A2A3

Maroon Red
CMYK: 0 | 100 | 65 | 28
RGB: 151 | 25 | 51
PMS: 7427C
HEX: #971933

Full color (positive)
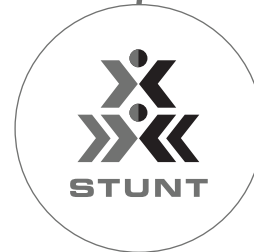

1-color Black (positive)

1-color Black (as reverse)

STUNT
Apparel &
Merchandise

All branded clothing should use the STUNT logo according to the standards found on the previous page.

All designs printed for STUNT will need to be approved by the executive director of USA Cheer, Lauri Harris.

STUNT Logo Customization for Schools

With permission, the STUNT logo may be color-customized in support of a particular school. The logo artwork may not be distorted or modified in any way other than color-customized with approved school colors. All applications of the STUNT logo must maintain the usage standards found on the previous pages.

All color-customizations of the STUNT logo will require prior approval from the executive director of USA Cheer, Lauri Harris.

STUNT