The primary typeface for USA Cycling is Proxima Nova.

Download the Type Kit

Proxima Nova

Bold AzBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz

Semibold AzBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz

Regular AzBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz

H1 INTRODUCTION AND SUBHEAD COPY

Proxima Nova Bold
Size: 10pt
Leading = 20pt
Tracking = 200pt

H2 Headline Copy

Proxima Nova Bold
Size: 28pt
Leading = 40pt
Tracking = 25pt

H3 Title Copy

Proxima Nova Semibold
Size: 20pt
Leading = 24pt
Tracking = 25pt

Large Body Copy

Proxima Nova Regular
Size: 15pt
Leading = 18pt
Tracking = 25pt

Body Copy

Proxima Nova Regular
Size: 10pt
Leading = 16pt
Tracking = 25pt

Combining fonts should be done with an eye for contrast. Do not place two similar sizes or weights next to each other, rather, skip one size / weight to create better hierarchy and legibility.

Title + H1

RACE WITH US

USA Cycling supports cyclists of all levels.

H3 + Large Body Text

When setting repetitive information use netural type sizes like H3 and balance it out with large spacing and body text.

Riley Amos
Colorado

Kristin Armstrong
Colorado

Kate Courtney
California

Body Text

Maintain contrast through consistent line and paragraph spacing. Body text should always be used for copy with multiple sentences no larger than 10 points. Hyphenation should be used sparingly and keep an eye on the rag of the text.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ada minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor.

Dharma M Bold is USA Cycling's display typeface. It should be used sparingly and only in larger display headline sizes and settings. It is only to be set in all caps as shown below.

Display + H3

Dharma M Bold ALL CAPS

Size: 40pt

Leading = 32pt (4px Gap)

Tracking = 0pt

Dharma M Bold is only to be used as it is shown here. It is used to create the most contrast and legibility as possible. The most common useage is on / over a photo for digital or print advertisments. If there is supporting text, provided it is legibile, H3 Title Copy should be used in ALL CAPS with tight leading.

NOTE:

Dharma and Dharma Bold Italic are licensed fonts that have to be installed on the users desktop. Therefore Dharma should only be used and set by the USA Cycling Art Department. If you need graphic(s) with this display face please contact jscriven@usacycling.org. They can be provided as in Canva or standalone vector files.

FROM TRAINING WHEELS TO THE OLYMPIC PODIUM

H3 TITLE COPY

FROM TRAINING WHEELS TO THE OLYMPIC PODIUM

H3 TITLE COPY

Proper text and image spacing creates the underlying foundation of the visual identity. Blocks of text need to be rhythmically spaced for page hierarchy and legibility.

Baseline Grids

When placing objects and typography on a page everything should be aligned to a 4px baseline grid. Regardless of point size the leading for blocks of text should always be a multiple of 4.
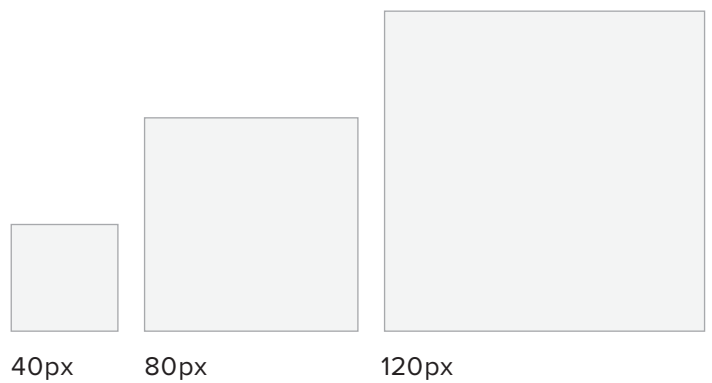
Base
Line

4px

Proxima Nova Bold
Point Size: 64pt
Leading: 64pt

Units

Choose from the sizes below when setting up margins, columns, arranging typography, or building image grids.
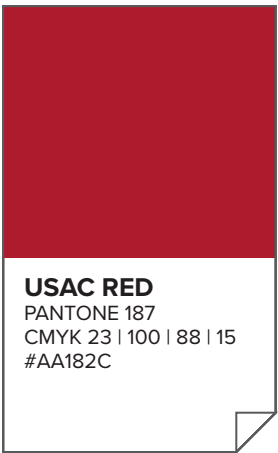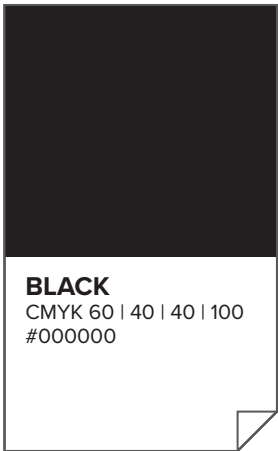
40px   80px   120px

PRIMARY COLOR PALETTE

USA Cyclings' brand colors are simple and bold. The majority of design applications will have a foundation of black and white and we add color into specific applications with photography and red and navy blocking.

Red and matte white serve as accents to black and white, while Navy can be used in place of black as a background color but not combined. Gold can is used sparingly to highlight or draw attention.

BLACK
CMYK 60 | 40 | 40 | 100
#000000

WHITE
CMYK 0 | 0 | 0 | 0
#FFFFFF

USAC RED
PANTONE 187
CMYK 23 | 100 | 88 | 15
#AA182C

USAC NAVY
PANTONE 282
CMYK 100 | 87 | 42 | 52
#011E41

MATTE WHITE
CMYK 4 | 3 | 3 | 0
#F1F1F1

Backgrounds can be one of four colors—White, Navy, Black or Matte White. When placing graphics on top of a background color they should always be set in white or black to achieve legiblity and contrast.
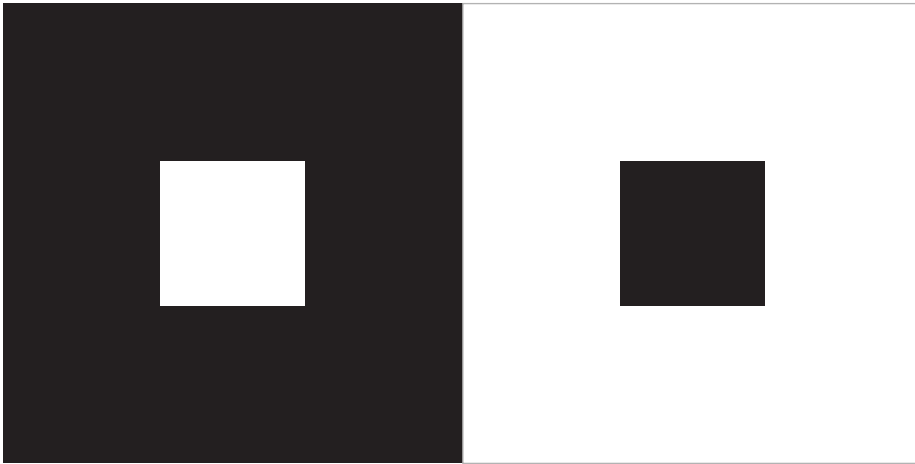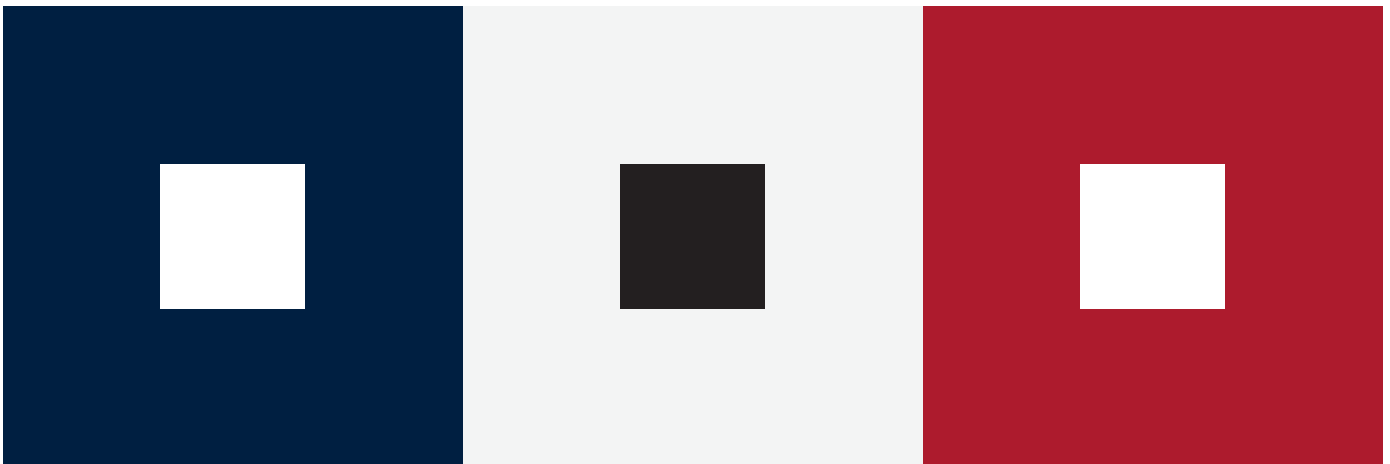
White on Black

When using a black background, graphics and text should always use white.

Black on White

When using a white background, graphics and text should always use black.

White on Navy

When using a black background, graphics and text should always use white.

Black on Matte White

When using a matte white background, graphics and text should always use black.
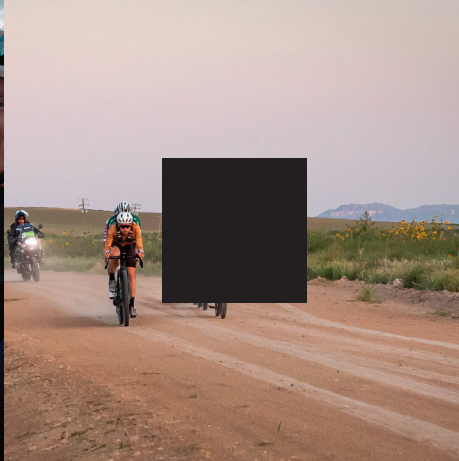
White on Red

When using a red background, graphics and text should always use white.

White on Dark Image

When placing text over a darker toned image always use white.

Dark on Light Image

When placing text over a lighter image always use black.

Display Text Dark or Light Image

Used to speak loudly and command attention while retaining the greatest contrast and legibility.

Red represents energy, passion, and speed. It should be used selectively and with purpose to highlight key visuals and drive calls to action. White text on a red background creates a bold, attention-grabbing effect when used in combination with race photography. Dharma M Bold should be used to call attention whilst Proxima Nova Bold or Regular can be used to reinforce a statement or establish hierarchy. Lengthy amounts of text should not be set on a red background.

Navy conveys a sense of stability, professionalism, and authority. It's often used to distinguish alternate sections of text, quotes, or to subtly highlight header and footer content.

RACE WITH US

USA Cycling supports cyclists of all levels.

SUBTLE HEADLINE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ada minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor.

Full color USA Cycling "Shield" is the preferred application. If printing or design parameters call for a single color logo the black and white version is accepable. Do not add, stroke, or change anything and ensure vendors adhere to the same standards.

Download the Graphic Kit

Care should be taken when creating USA Cycling branded materials vs. the National Championship identity. Please note the differences in white and black between the two sets of shields and backgrounds. Matte white is the only color that crosses over from the National Championship palette to the USA Cycling color palette for use as a subtle background color.

USA Cycling Black & White

National Championships
Matte Black & Matte White