US Chess Affiliate's Logo Guidelines 2019

This is a usage guide for anyone wishing to use any of the US Chess Affiliates logos in the attached collection, whether in print, online, or for merchandise.

The logo is comprised of a mark and a logotype, and it the following guidelines must be adhered to when it is used

LEAVE CLEARSPACE AROUND LOGO
In order to be clearly visible, the Affiliates logo should include space around it free of other graphics and type. Please keep 100% or 50% of clearspace around the logo.

DONT MAKE IT TOO SMALL
Logos should never appear smaller than one inch wide

In order to maintain the consistency, readability, and integrity of the logo, it is important to avoid the following:

✗ do not rearrage logo elements

✗ do not change proportions between the mark and logotype

✗ do not stretch or distort the logo

✗ do not add drop shadows or other graphic effects

✗ do not change typefaces within logo

✗ do not use other color combinations

✗ do not place a logo on a background without enough contrast

✗ do not place logo over a busy image or background

Any further questions about usage? Please contact Dan Lucas at *dlucas@uschess.org*.