

## Logos – How to Use Them

### Logos associated with Junior Olympic Sailing:

- **Junior Olympic logo** – A new design is introduced each year for use on the JO poster, Tshirt, event websites, NOR and SIs.
- **US Sailing logo** - Include this logo on your website, NOR, SIs and all promotional materials.
- **Sponsor logos** - Please use the national JO sponsor logos on your event website and promotional materials.

**Sponsor logos** will be made available as sponsors come on board. We encourage the approved use of sponsor logos on all promotional materials related to the event the NOR/event flyer, SIs, press releases, etc.

The rules on how you can use the logos are strict, and for good reason. If we misuse them, we jeopardize our Junior Olympic status with the U.S. Olympic Committee (USOC). It is also crucial that we honor the wishes of our sponsors regarding use of their logos. If in doubt about their use, contact [Catherine Shanahan](#) and provide a sample of the proposed logo use prior to its use.

**Logos & Merchandise** - **Only** licensed JO merchandise suppliers are allowed to use the JO logo on merchandise. See the JO Merchandise section for particulars.

Questions? Email a sample of how you plan to incorporate the logo(s) to [Catherine Shanahan](#).

[Click here](#) to get these logos off the web.

