

Brand Evolution

USA
Gymnastics

Why Rebrand?

USAG has transformed as an organization.

We are in the midst of a new movement, promoting a culture that prioritizes athlete safety, support and collaboration.

With most businesses rebranding in some capacity every 7-10 years – and with the current USAG mark in use since 2003 – the time is right to retire the existing logo and embrace a new mark that symbolizes our organizational transformation.

It is a transformation that will continue for years to come. Every day, we carry the learnings from our past toward a positive present and future.

USAG Mission Statement

Our mission is to build a community and culture
of health, safety and excellence,
where athletes can thrive in sport and in life.

In service to our community, we embody all of these values to create change:

Safety

Integrity

Accountability

Transparency

Listening

BRAND OBJECTIVES

Unite the sport.

Move us forward.

BRAND PERSONALITY



WELCOMING
PROGRESSIVE
CONFIDENT
RESILIENT
HONEST
EMPATHETIC
SUPPORTIVE
FUN

Our Manifesto

USA Gymnastics is a diverse **community** that
strives for **excellence** at every level

From the **gym**

To our **communities**

To the **boardroom**

Our Manifesto

We are 200,000 **strong**, serving the **athletes** of yesterday, today and tomorrow.

We do it while building a model of **safety, integrity, accountability, transparency, empathy** and **inclusiveness** for others to follow.

Our Manifesto

TOGETHER, we will move the sport forward to a future where **excellence** and **compassion** align.

Our Manifesto

Athletes are the masters of motion

We are the pushers of progress

The **movement** starts here.

Flame representative of
rebirth, knowledge and
the Olympic movement

Forward motion



Abstract
athlete
rendering
leads the way

Many facets of the
sport working and
flowing together

Modern colors & fonts





The
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USA 
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