Brand Evolution
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.
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
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.
Abstract athlete rendering leads the way

Flame representative of rebirth, knowledge and the Olympic movement

Forward motion

Modern colors & fonts

Many facets of the sport working and flowing together
The movement starts here.