



Brand Usage Guidelines



LOGO TREATMENT ON WHITE BACKGROUND



Drop the registration mark when the logo is any smaller than 1.5"(w) x 0.5104"(h)



minimum scale 1. "(w) x 0.3403"(h)

PANTONE:

Star & Swoosh: PMS 1665
Text: 100% Black

CMYK:

Star & Swoosh: 68m 100y
Text: 100% Black

RGB:

Star & Swoosh: 243r 115g 33b
Text: 35r 31g 32b



Use 25% of the logo width as a buffer for the proper spacing around all 4 sides of the logo



LOGO TREATMENT ON BLACK/DARK GRAY BACKGROUND
Dark Gray = No less than 80%
(ORANGE STAR/SWOOSH W/ WHITE TEXT)



LOGO TREATMENT ON ORANGE BACKGROUND
(ALL WHITE)



LOGO TREATMENT ON IMAGE
(ALL WHITE)