










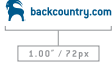













BACKCOUNTRY.COM / logo spec sheet

Corporate logo (preferred)	PMS 647 horizontal	PMS 647 vertical
 <p>PMS 647 — CMYK 100% 56% 0% 23%</p>		
Positive logo	Black horizontal	Black vertical
 <p>Black — CMYK 0% 0% 0% 100%</p>		
Negative logo	White horizontal	White vertical
 <p>White — CMYK 0% 0% 0% 0%</p>		

<p>SPACING The consistent spacing around the horizontal and vertical logos should be the width of the "b" in the logo type. Nothing should invade this area.</p>		
<p>MINIMUM SIZE The horizontal logo can be no smaller than 1 inch or 72 px wide, the vertical logo 0.8 inch or 56 pixels.</p>		
<p>TWO COLOR The logo should always be the designated blue or all white. Never make any part of the logo a separate color from the rest.</p>		
<p>NO GOAT Though there are exceptions, the Goat and our name should be paired together.</p>		
<p>PLACEMENT Never put the Goat anywhere other than left or the top of the logo type at the recommended spacing.</p>		
<p>GOAT DIRECTION The Goat should always be facing left.</p>		
<p>TYPE BASELINE Never shift the baseline of the logo type to anywhere outside the preapproved specifications.</p>		

PROBLEMS / LOGO USAGE QUESTIONS?

Please contact Scott Richardson directly for any questions regarding logo usage: 801-746-7580 ext. 5366 / srichardson@backcountry.com