
















BERGFREUNDE.DE / logo spec sheet

Corporate logo (preferred)	Color on white	Color on black
 PMS 187 CMYK: 12% 100% 92% 3%  PMS Black CMYK: 0% 0% 0% 100%		
Positive logo	Black	
 Black — CMYK 0% 0% 0% 100%		
Negative logo	White	
 White — CMYK 0% 0% 0% 0%		

SPACING The consistent spacing around the logo should be the cap height of the logo type. Nothing should invade this area.	
MINIMUM SIZE The horizontal logo can be no smaller than 1 inch or 72 pixels wide.	
COLOR The color logo should always be the designated red and black color, or red and white color. Never change those colors, unless you are using them as all black or all white.	
NO LOGO MARK Though there are exceptions, the logo mark and our name should be paired together.	
LOGO MARK PLACEMENT Never put the logo mark anywhere other than left of the logo type at the recommended spacing.	
LOGO MARK ROTATION The logo mark should never be rotated or moved.	
TYPE BASELINE Never shift the baseline of the logo type to anywhere outside the preapproved specifications.	

PROBLEMS / LOGO USAGE QUESTIONS?

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