









DOGFUNK.COM / logo spec sheet

| | |
|---|--|
| Corporate logo (preferred) | Black |
|  <p>Black — CMYK 0% 0% 0% 100%</p> |  |
| Negative logo | White |
|  <p>White — CMYK 0% 0% 0% 0%</p> |  |

| | |
|---|--|
| <p>SPACING The consistent spacing around the logo should be the counter height of the “n” within the logo type. Nothing should invade this area.</p> |  |
| <p>MINIMUM SIZE The horizontal logo can be no smaller than 1 inch or 72 pixels wide.</p> |  |
| <p>COLOR The color logo should always be the designated black color, or white color. Never change them to any other color or color combination.</p> |  |
| <p>WEB SUFFIX The logo type and the web suffix (.com) should always be paired together. Do not remove.</p> |  |

PROBLEMS / LOGO USAGE QUESTIONS?

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