### Corporate logo (preferred)

<table>
<thead>
<tr>
<th>Color on white</th>
<th>Color on black</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 187 CMYK: 12% 100% 92% 3%</td>
<td>![Bergfreunde.de logo in black and white]</td>
</tr>
<tr>
<td>PMS Black CMYK: 0% 0% 0% 100%</td>
<td></td>
</tr>
</tbody>
</table>

#### Positive logo: Black

- Black CMYK: 0% 0% 0% 100%

#### Negative logo: White

- White CMYK: 0% 0% 0% 0%

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### 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.

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**PROBLEMS / LOGO USAGE QUESTIONS?**

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