

MOTOSPORT.COM / logo spec sheet

Corporate logo (preferred)	Color
 PMS ?? CMYK: 0% 100% 100% 0%  PMS Black CMYK: 0% 0% 0% 100%	
Positive logo	Black
 Black CMYK: 0% 0% 0% 100%  White CMYK: 0% 0% 0% 0%	
Negative logo	White
 White CMYK: 0% 0% 0% 0%  Black CMYK: 0% 0% 0% 100%	

<p>SPACING</p> <p>The consistent spacing around the logo should be the cap height of the "o" in "moto" in the logo type. Nothing should invade this area.</p>	
<p>MINIMUM SIZE</p> <p>The logo can be no smaller than 1 inch or 72 pixels wide.</p>	
<p>COLOR</p> <p>The color logo should always be the designated red and black color. Never change those colors, unless you are using them as the approved black or white versions.</p>	 
<p>WEB SUFFIX</p> <p>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