

PROTOform
RACE BODIES

2010 GRAPHIC STANDARDS

THE CORPORATE LOGO

The PROTOform logo and corporate colors are key elements for establishing and maintaining its corporate image. It needs to be used appropriately and consistently across all printed and on-screen applications. It is vital the logo retains its intended shape, form and colors. Therefore, it is imperative that no one attempts to modify or recreate the logo under any circumstances. The following guidelines should be followed whenever creating original printed or on-screen pieces.

Acceptable Variations

PROTOform
RACE BODIES

Wordmark



PF Icon

RACEPF.com

URL



CLEAR SPACE & SIZING

A clear space is defined to maintain the logo's integrity. If the minimum clear space is not applied, the logo's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns to clutter up the clear space. Maintaining a clean and uncluttered area around the logo maximizes the visual impact of the artwork. This also applies to the minimum distance from the logo to the edge of a printed piece.



Wordmark

The minimum amount of clear space ("x") is determined by the height of the lowercase letters of the wordmark. Do not let other graphics or text violate this space.



PF Icon

The minimum amount of clear space ("x") is determined by the height of the top stem from the "F." Do not let other graphics or text violate this space.

To ensure legibility, the logo may not be reproduced below 1" in width for printed materials.



Minimum print size



COLOR

Color is essential to PROTOform's brand. It helps to establish and maintain its look and character. Outlined to the right is the Pantone Matching System (PMS) color palette. It should be used as a reference when choosing colours for printed and on-screen media.

Do not convert Pantone colors to CMYK, RGB or HEX. Use Pantone colors when producing a 1- or 2-color job, otherwise use CMYK colors. To ensure quality color reproduction, refer to the current edition of the Pantone Color Guide. When producing Web art, use RGB or HEX colors so that the logos appear properly on-screen.

The logo should only be used as shown, in either full colour version, grayscale or reversed out against black. The preferred background for the colour and grayscale logo is white.



Full colour Wordmark
light background



Full colour PF Icon
light background



Greyscale Wordmark
light background



Greyscale PF Icon
light background

		
Pantone	485 C	Process Black C
CMYK	0-95-100-0	100-0-0-0
RGB	238-49-36	0-0-0
HEX	EE3124	000000



Full colour Wordmark
dark background

Full colour PF Icon
dark background



Greyscale Wordmark
dark background

Greyscale PF Icon
dark background



INCORRECT USAGE



Do not change the colors of the logo.



Do not change the alignment of the logo



Do not stretch, condense or distort the logo in any way.

Mustiadas aut incipiet erita
dit rectatur acererf erferum
voloribusant magnam sit



explit
autes et
pa sunture,
con remam

Do not violate the clear space around the logo.



Always use the correct color variation according to the background

