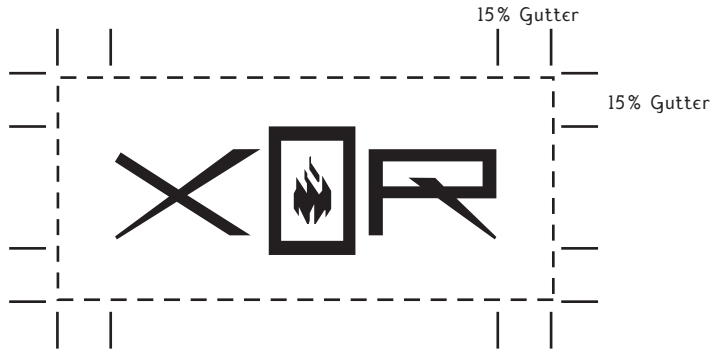




LOGO USAGE GUIDE



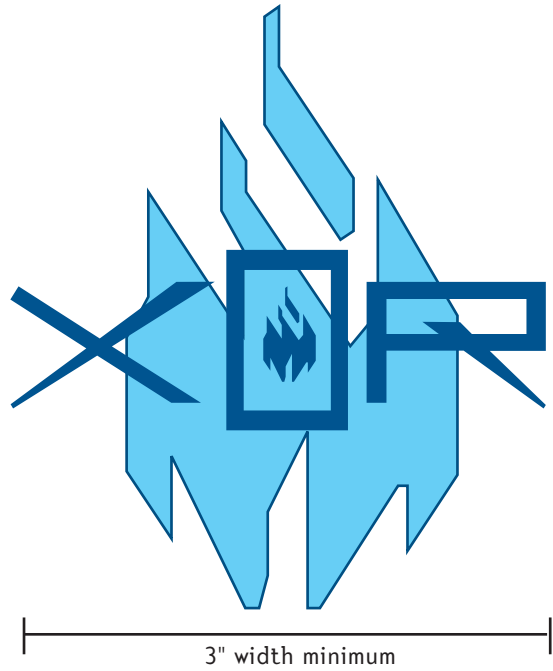
Logo should have a 15% of total width gutter to prevent crowding and legibility.



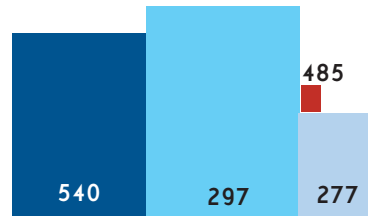
Logo scaling should always be proportionally constrained



If logo width is less than 1" thick, The flame inside the "o" should be omitted.



If Logo is to appear 3" or larger, then alternate "Big Flame" Version of the logo is permitted.



These are the preferred PMS colors to be used in these size ratios: 540 35%, 297 40%, 277 20%, 485 5%

POSITIVE



B&W PRINT
100% Black



COLOR PRINT
PMS 540
CMYK: C97 M47 Y0 K40



COLOR PRINT
PMS 485C
CMYK: C19 M95 Y100 K5

REVERSE

B&W PRINT
100% White



COLOR PRINT
PMS 277
CMYK: C27 M9 Y0 K9



COLOR PRINT
PMS 485C
CMYK: C19 M95 Y100 K5

