



## TABLE OF CONTENTS

pg2	PRINT LOGOS - AMA PRO RACING
pg3	PRINT LOGOS - AMA PRO ROAD RACING
pg4	EMBROIDERY LOGOS
pg5	EMBROIDERY LOGO - PATCH APPLICATION
pg6	COLORS & SPECIFICATIONS

FINALIZED 2.09

## AMA PRO RACING STYLE GUIDE



PRINT LOGO - FOUR COLOR



PRINT LOGO - FOUR COLOR ON DARK BACKGROUND



PRINT LOGO - FOUR COLOR ON BLUE BACKGROUND



PRINT LOGO - FOUR COLOR ON RED BACKGROUND



PRINT LOGO - BLACK & WHITE



PRINT LOGO - BLACK & WHITE ON DARK BACKGROUND



PRINT LOGO - FOUR COLOR



PRINT LOGO - FOUR COLOR ON DARK BACKGROUND



PRINT LOGO - FOUR COLOR ON BLUE BACKGROUND



PRINT LOGO - FOUR COLOR ON RED BACKGROUND



PRINT LOGO - BLACK & WHITE



PRINT LOGO - BLACK & WHITE ON DARK BACKGROUND



EMBROIDERY LOGO - FOUR COLOR



EMBROIDERY LOGO - FOUR COLOR ON DARK BACKGROUND



EMBROIDERY LOGO - BLACK & WHITE



EMBROIDERY LOGO - BLACK & WHITE ON DARK BACKGROUND



EMBROIDERY LOGO - PATCH APPLICATION  
Required dimensions of patch are 2.875" x 1.25"  
Required size of logo within patch is 2.625" x 1"

Patch fill must be plain white and must extend exactly .125" beyond each side of logo in a square-edged box.



MINIMUM PRINT SIZE: 1.5" wide  
 MINIMUM SCREEN PRINT SIZE: 2" wide  
 MINIMUM EMBROIDERY SIZE: 2.875" wide

CLEAR SPACE: A .25" minimum amount of clear space must be utilized around the logo in relation to surrounding elements.



AMA PRO RACING - BLUE  
 PRINT: pms-661c / c.100 m.88 y.8 k.0



AMA PRO RACING - RED  
 PRINT: pms-185c / c.5 m.100 y.82 k.0



AMA PRO RACING - WHITE  
 PRINT: n/a

#### Competition Logo Placement Guidelines:

AMA Pro Racing logo should be used on leathers, crew shirts, and jerseys for all AMA Pro Racing divisions.

AMA Pro Road Racing logo should be used on AMA Pro American Superbike, AMA Pro Daytona SportBike, AMA Pro SuperSport, and AMA Pro SunTrust Moto-GT lower fairing decals.

Front Number Plate Class logos will be available at Tech prior to each event and are required for all on-track sessions.

For more information on placement, please refer to the Logo Placement Regulations document found in the competitor information section of <http://www.amaproracing.com>.

The AMA Pro Racing logo and word mark are trademarks of AMA Pro Racing.

The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. PANTONE® is a registered trademark of Pantone, Inc.

The colors shown in this guide are not intended to match the Madeira® thread or Madeira® Polyneon thread colors. For the Madeira® threadcolor standards, refer to the Madeira Color Card 428. For Madeira® Polyneon thread color standards, refer to Madeira Color Card 77.