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**AMA PRO RACING
LOGO 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



SHIELD DESIGN - FOR LIGHT BACKGROUND USE



SHIELD DESIGN - FOR DARK BACKGROUND USE

Shield design is the primary logo and should be used for rider suit and crew shirts.



BAR DESIGN - FOR LIGHT BACKGROUND USE



BAR DESIGN - FOR DARK BACKGROUND USE

Bar design is to be used as logo for lower fairing on motorcycle only.



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



AMA PRO RACING LOGO SIZE SPECIFICATIONS:

MINIMUM PRINT SIZE: 1.5" wide

MINIMUM SCREEN PRINT SIZE: 2.5" wide

MINIMUM EMBROIDERY SIZE: 3.5" wide

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



GEICO MOTORCYCLE AMA PRO ROAD RACING LOGO FOR EMBROIDERY: ON LIGHT BACKGROUNDS



ON DARK BACKGROUNDS

GEICO MOTORCYCLE AMA PRO ROAD RACING LOGO SIZE SPECIFICATIONS:

SHIELD:

MINIMUM PRINT SIZE: 1.5" wide

MINIMUM SCREEN PRINT SIZE: 2.5" wide

MINIMUM EMBROIDERY SIZE: 3" wide

BAR:

MINIMUM PRINT SIZE: 5.5" Wide


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


 PRINT: c.100 m.88 y.0 k.5
PMS: Pantone 072

 PRINT: c.0 m.100 y.81 k.4
PMS: Pantone 186

 PRINT: c.0 m.0 y.0 y.50
PMS: Pantone Cool Gray 7

 PRINT: n/a

 PRINT: c.0 m.10 y.100 k.0
PMS: Pantone 109

 PRINT: c.0 m.0 y.0 k.100
PMS: Pantone DS Process Black U1



AMA PRO RACING LOGO FOR EMBROIDERY ON LIGHT BACKGROUNDS



AMA PRO RACING LOGO FOR EMBROIDERY ON DARK BACKGROUNDS

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 thread color standards, refer to the Madeira® Color Card 428. For Madeira® Polyneon thread color standards, refer to Madeira® Color Card 77.