

Logo Guidelines



Standard logo configurations



Color Breakout: The SpearX logo features slight color variations when used on white or dark backgrounds.

Please adhere closely to the following colors:



- BLUE LOGO - CMYK: C89 M43 Y0 K0
RGB: R0 G90 B187
PANTONE: 285
- BLACK LOGO TYPE - 100% BLACK
BLACK LOGO TAG - 100% BLACK



- BLUE LOGO - CMYK: C89 M43 Y0 K0
RGB: R0 G90 B187
PANTONE: 285
- WHITE LOGO TYPE - 100% WHITE
WHITE LOGO TAG - 100% WHITE

Acceptable logo variations: The standard logo configurations should be used whenever possible.

However, the following variations are acceptable when necessary.



(100% Black)



(Cool Gray 8 or 50% Black)



(PANTONE 285)



(100% White)

If necessary, the pattern and font can be used separately.

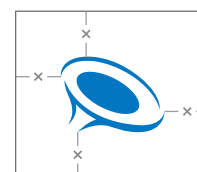
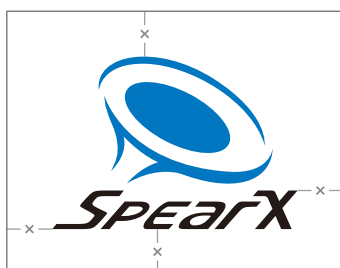
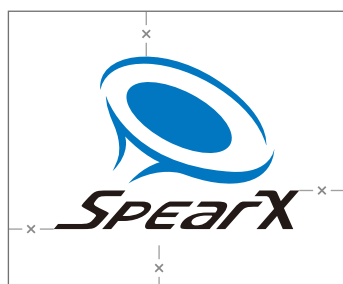
Logo Pattern:



Logo Font:

SpearX

White Space Requirements: The SpearX logo should be given adequate surrounding space. No elements should impose within its perimeter as outlined at right.



Minimum acceptable size

Scale 3:1



Scale 1:1

3.5

