

Be Car Care Aware | Logo Usage Guidelines

FORMAT OPTIONS & COLOR VARIATIONS

The “Be Car Care Aware” logo may be reproduced in the following formats below. The logo must be produced using the colors illustrated below in the spot color version or the 4-color process (CMYK) version. No variations from these are permitted. Do not, for any reason, deviate from the approved color choices.

PRIMARY LOGO

The approved logo formats may be used in all advertisements, signage, print, web, etc. Use best judgment when positioning the logo. Leave at least .5" of space around all sides of the logo. Never distort, condense or expand the logo beyond its original proportions. The “Be Car Care Aware” logo must always be used on a background that will not compromise its readability. It is recommended that the logo be used on its traditional white background whenever possible.

COLORS: PMS 199 (C:0 M:100 Y:62 K:0), **PMS 295** (C:100 M:57 Y:0 K:40), **Black**



FILE: BCCA_Color



FILE: BCCA_URL



FILE: NCCM_Color



FILE: BCCA_Black



FILE: BCCA_Color_Slogan



FILE: NCCM_Black



FILE: BCCA_Red_REV



FILE: BCCA_Support



FILE: NCCM_Red_REV



FILE: BCCA_Blue_REV



FILE: BCCA_Support_URL



FILE: NCCM_Blue_REV



FILE: BCCA_Black_REV



FILE: NCCM_Black_REV