

# 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