

CMYK - Positive Version



CMYK - Reversed Version



PMS - Positive Version



PMS - Reversed Version



Please note there is no green gradient colour in PMS version.

Mono - Positive Version

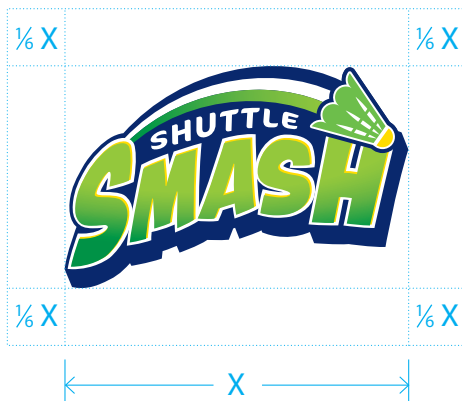


Mono - Reversed Version



Please note Mono logos are suitable for specific 1 colour treatments such as engraving, metal cutting and laser etching.

Logo Clearspace



Sponsorship Area



Size: sponsorship logo to be less than 20% size of Shuttle Smash logo.
 Position: sponsorship logo to be centered off top and LHS of Shuttle Smash logo.
 Please note: please comply to the brand guidelines of the sponsorship logo.



The corporate palette for Shuttle Smash

COLOUR

Blue

PMS	280 C
RGB	1 33 105
CMYK	100 85 0 39
HEX	#012169

Green

PMS	360 C
RGB	108 192 74
CMYK	61 0 96 0
HEX	#6CC04A

Yellow

PMS	Yellow 012 C
RGB	255 222 0
CMYK	0 10 100 0
HEX	#FFDE00

Gradient Green A

PMS	N/A
RGB	0 132 61
CMYK	93 0 98 17
HEX	#00843D

Gradient Green B

PMS	N/A
RGB	149 201 61
CMYK	47 0 100 0
HEX	#95C93D

Gradient green A & B colours only used for CMYK and digital versions of logo

NOTE:

With your guide be sure to specify either the PMS, CMYK, RGB, and HEX for each of your brand colors to avoid color inconsistencies that occur between printing methods.

For example if you choose a bright vibrant orange Pantone color and then print it in CMYK, you may find that your orange is not near as vibrant as the ink color you had chosen.

Or if you create a digital ad in RGB and then want to place it in a brochure that is being offset printed, the bright vibrant color you see onscreen will appear muted once it's printed in CMYK.

night & day

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