

The following is a guide for using the visual identity mark, or logo, of the California Automobile Museum. Proper and consistent usage of the logo mark ensures the museum of continued brand equity and value in the community. These guidelines have been created to maintain proper implementation of the museum’s logo usage in all manners.



LOGO USAGE

In most cases, other than paragraph form, the FULL SIGNATURE as noted below. Where the use of color (other than black) is not an option, the 1 COLOR SIGNATURE should be used.

COLORS

The colors for the California Automobile Museum are noted with the examples. At no time should alternate colors be used. A grayscale version of the logo is available for usage on internal forms and materials printed using a copier.



Color	SPOT	CMYK	RGB	Web Safe Hex
 CAM Red	PANTONE 187 C	5.100.71.2	224.58.6	CC0000
 Black	PANTONE Black C	60.40.40.100	0.0.0	000000

LOGO FONT

Engravers Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC Franklin Gothic

ABCDEFGHIJKLMnopqrstuvwxyz

LEGIBILITY

Minimum size refers to the smallest size at which the CAM logo may be reproduced and still maintain legibility. The logo should not be used any smaller than 5/8-inch wide.

DON'TS

To maintain the equity and value, the CAM logo must never be altered or adjusted.



DON'T
Reverse the colors.



DON'T
Use a different color inside the badge or manipulate the color of the rules around the badge.



DON'T
Remove any logo elements including oval badge.



DON'T
Alter or stretch logo proportions.



DON'T
Remove white background from badge when placed on colored background.