



**B***k***R***e***A***y***N***s***D**<sup>®</sup>

## **BRAND KEYS LOGO GUIDELINES**

### **Specified colors for the logo:**

**BLUE:** PMS 072

**RED:** PMS 032

**GREEN:** PMS 347

**GOLD:** PMS 872 (metallic) or PMS 117 (non-metallic)

**Color printing:** the Brand Keys logo can only be reproduced in color using all 4 colors indicated, matching the PMS colors given.

**Single color printing:** There are three color options for the Brand Keys logo if it is printed in a single color. It can be printed in either BLACK, BLUE (PMS 072), or GOLD (only if using PMS 872). The logo should be reproduced at 100% of the color.