

Logo Specifications Sheet

4-color



4-color reversed



1-color



unacceptable usages



Logo type must be in black or white.



Do not reverse 1-color grayscale logo.



Do not alter logo.

logo spacing and minimum size



minimum size one inch



logo colors

Black

Spot Color
Pantone Black

Process Color
30% Cyan
30% Magenta
30% Yellow
100% Black

Web Value
#000000



BV Dark

Spot Color
Pantone 491 C

Process Color
0% Cyan
79% Magenta
100% Yellow
52% Black

Web Value
#77340D




BV Med

Spot Color
Pantone 1675 C

Process Color
0% Cyan
67% Magenta
100% Yellow
28% Black

Web Value
#A35A21



BV Light

Spot Color
Pantone 722 C

Process Color
0% Cyan
36% Magenta
76% Yellow
9% Black

Web Value
#D39F54

