

Wisconsin Motorcycle Safety Program Logo Summary

Use positive version most of the time



Black/yellow

PMS colors



100% black



PMS 124: yellow orange

- » Use positive version on light background
- » Use negative version on dark background
- » Use for professional printing: AI, EPS, PDF
- » Use for embroidery: AI, EPS, PDF

CMYK colors



100% black



C0 M30 Y100 K0: yellow orange

- » Use positive version on light background
- » Use negative version on dark background
- » Use for professional printing: AI, EPS, PDF

RGB colors



100% black



R234 G171 B33 (E98B21): yellow orange

- » Use on-screen and in Microsoft products
- » Web media: Use 200px PNG, 400px PNG
- » Microsoft products and video production: high resolution 1920 JPG and PNG
- » PNG has transparent background
- » JPG does not have transparent background

Use negative version on dark backgrounds as needed



Black only



100% black

- » Use on-screen and in Microsoft products
- » Use for professional printing: AI, EPS, PDF
- » Web media: use black and yellow logo online
- » Microsoft products: high resolution 1920 JPG and PNG
- » PNG has transparent background
- » JPG does not have transparent background
- » Use black and yellow logo in video



Notes

- » When re-sizing the logo in any software, hold down the shift key as you do it—this will keep the logo in its correct proportions.
- » When in Microsoft products (like Word and PowerPoint) use png when a transparent background is needed. The jpg format does not have transparency.
- » Use the black and yellow logo on the web, in video and in higher end office or CMYK professionally printed documents.
- » The 2 color PMS logo is recommended for 2 color PMS professionally printed documents.
- » Most embroidery shops will use the 2 color PMS logo in either the AI or EPS format
- » The 1 color black logo is recommended for lower end office printed or faxed documents; it may also be used for one color offset printing.
- » The preferred format for Adobe InDesign is ai.
- » Adobe color swatch files (.ase) are provided for the CMYK and PMS colors.