

# CIRCLE K PREFERRED HORIZONTAL LOGO USAGE SHEET

USE THE HORIZONTAL LOGO AS THE PREFERRED LOGO.

## PRIMARY LOGO

—



Pantone 485

CMYK 0 96 100 0

RGB 218 41 28

RAL 3028

NCS S 1085-Y90R



Pantone 144

CMYK 0 46 94 0

RGB 237 139 0

RAL 1037

NCS S 455-Y30R

## SECONDARY LOGO

—



Black 100%



Black 40%

## TERTIARY LOGO

—



Black 100%

## CLEAR SPACE

—



## HORIZONTAL LOGO

—

The minimum **print** size for the horizontal logo 30mm in length.

The minimum **web** size for the horizontal logo 85px in length.

# CIRCLE K PREFERRED HORIZONTAL LOGO USAGE SHEET

CIRCLE K PREFERRED HORIZONTAL LOGO WITH TAGLINE.

## PRIMARY LOGO

—



Pantone 485

CMYK 0 96 100 0

RGB 218 41 28

RAL 3028

NCS S 1085-Y90R



Pantone 144

CMYK 0 46 94 0

RGB 237 139 0

RAL 1037

NCS S 455-Y30R

## SECONDARY LOGO

—



Black 100%



Black 40%

## TERTIARY LOGO

—



Black 100%

## CLEAR SPACE

—



## HORIZONTAL LOGO

—

The minimum **print** size for the horizontal logo 30mm in length.

The minimum **web** size for the horizontal logo 85px in length.