

## **Menlo Athletics – Usage Guidelines**

### **1. Athletics 2 c v1.jpg**

- Can only be used with a secondary color background, such as white or light/medium gray, or the correct Pantone blue background.
- When used with a light/medium gray background, the area inside the circle changes to light/medium gray also.
- When used with a blue background, the area inside the circle changes to blue also. The rectangular box around the word “Menlo” is also outlined in white. The word “Athletics” also changes to white.
- Pantone Colors must match the following: 143C or 129U for Yellow, 295C or 295U for Blue, and Pantone Cool Gray 2 or 6.
- To see an example of the logo with various backgrounds, refer to the Menlo Athletics Full Color Style Guide.

### **2. Athletics 2 c v2.jpg**

- Can only be used with a secondary color background, such as white or light/medium gray, or the correct Pantone blue background.
- When used with a light/medium gray background, the color inside of the circle changes to light/medium gray also.
- When used with a blue background, the color inside of the circle changes to blue also. The navy blue color of the “M” also changes to white. The words “Menlo Athletics” also changes to white.
- Pantone Colors must match the following: 143C or 129U for Yellow, 295C or 295U for Blue, and Pantone Cool Gray 2 or 6.
- To see an example of the logo with various backgrounds, refer to the Menlo Athletics Full Color Style Guide.

### **3. Athletics 2 c v3.jpg**

- Can only be used with a white, light/medium gray or the correct Pantone blue background.
- When used with a light/medium gray background, the logo does not change.
- When used with a blue background, the box around the word “Menlo” is outlined in white. The word “Athletics” is also changed to white.
- Pantone Colors must match the following: 143C or 129U for Yellow, 295C or 295U for Blue, and Pantone Cool Gray 2 or 6.
- To see an example of the logo with various backgrounds, refer to the Menlo Athletics Full Color Style Guide.

#### **4. Athletics 2 c v4.jpg**

- Can only be used with a white, light/medium gray or the correct Pantone blue background.
- When used with a light/medium gray background, the logo does not change.
- When used with a blue background, the box around the word “Menlo” is outlined in white. The word “Athletics” is also changed to white.
- Pantone Colors must match the following: 143C or 129U for Yellow, 295C or 295U for Blue, and Pantone Cool Gray 2 or 6.
- To see an example of the logo with various backgrounds, refer to the Menlo Athletics Full Color Style Guide.

#### **5. Athletics 2 c v5.jpg**

- Can only be used with a white, light/medium gray or the correct Pantone blue background.
- When used with a light/medium gray background, the color inside the circle changes to light/medium gray also.
- When used with a blue background, the color inside the circle changes to blue also. The “M” inside the circle changes to white. The word “Athletics” also changes to white.
- Pantone Colors must match the following: 143C or 129U for Yellow, 295C or 295U for Blue, and Pantone Cool Gray 2 or 6.
- To see an example of the logo with various backgrounds, refer to the Athletics Full Color Style Guide.

#### **6. Athletics 2 c v6.jpg**

- Can only be used with a white, light/medium gray or the correct Pantone blue background.
- When used with a light/medium gray background, the color inside the circle changes to light/medium gray also.
- When used with a blue background, the color inside the circle changes to blue also. The “M” inside the circle changes to white. The word “Athletics” also changes to white. The rectangular box around the word “Athletics” is outlined in white.
- Pantone Colors must match the following: 143C or 129U for Yellow, 295C or 295U for Blue, and Pantone Cool Gray 2 or 6.
- To see an example of the logo with various backgrounds, refer to the Athletics Full Color Style Guide.

### **7. Athletics 2 c v7.jpg**

- Can only be used with a white, light/medium gray or the correct Pantone blue background.
- When used with a light/medium gray background, the logo does not change.
- When used with a blue background, the rectangular box around the word “Athletics” is outlined in white.
- Pantone Colors must match the following: 143C or 129U for Yellow, 295C or 295U for Blue, and Pantone Cool Gray 2 or 6.
- To see an example of the logo with various backgrounds, refer to the Athletics Full Color Style Guide.

### **8. Athletics 2 c v8.jpg**

- Can only be used with a white, light/medium gray or the correct Pantone blue background.
- When used with a light/medium gray background, the logo does not change.
- When used with a blue background, the rectangular box around the word “Athletics” is outlined in white.
- Pantone Colors must match the following: 143C or 129U for Yellow, 295C or 295U for Blue, and Pantone Cool Gray 2 or 6.
- To see an example of the logo with various backgrounds, refer to the Athletics Full Color Style Guide.