

## **Swimming – Usage Guidelines**

### **1. Swimming 2 c v1.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 area inside of the circle changes to light/medium gray also.
- When used with a blue background, the inside of the circle changes to blue also. The “M” has been changed to white, but keeps the yellow outline. The rectangular box around the word “Menlo” is now outlined in white. The word “Swimming” is now 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 examples of the logo in various backgrounds, refer to the Swimming Style Guide.

### **2. Swimming 2 c v2.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 inside of the circle changes to light/medium gray also.
- When used with a blue background, the inside of the circle changes to blue also. The “M” has been changed to white but keeps a yellow outline. The word “Swimming” is now 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 examples of the logo in various backgrounds, refer to the Swimming Style Guide.

### **3. Swimming 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 inside of the circle changes to light/medium gray also.
- When used with a blue background, the inside of the circle changes to blue also. The “M” is also changed to white, but keeps the yellow outline. The rectangular box around the word “Swimming” is now 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 examples of the logo in various backgrounds, refer to the Swimming Style Guide.

#### 4. **Swimming 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 rectangular box around the word “Swimming” is now 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 examples of the logo in various backgrounds, refer to the Swimming Style Guide.

#### 5. **Swimming 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 logo does not change.
- When used with a blue background, the rectangular box around the word “Swimming” is now 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 examples of the logo in various backgrounds, refer to the Swimming Style Guide.