



1.25 INCHES/90 PIXELS WIDE MINIMUM



**CLEAR SPACE RULE:** USE THE HEIGHT OF THE WORD "PRESERVE" TO SET THE SPACE AROUND THE LOGO THAT SHOULD BE KEPT FREE OF TEXT, IMAGES, ETC.

# Route 66

## Logo Usage Guidelines

As a partner or vendor, you have the right to use the Route 66 campaign logo. The logo must always be treated as one entity—do not separate, delete or change any part of it, type or icon.

**Size:** These logos may be enlarged (EPS file format only) or reduced, but not reconfigured. The logo should not be used smaller than 1.25 inches (print) or 90 pixels (digital).

**Colors:** The logo may be used in full color, black, or reverse (white). The color values are listed below.



PMS 485 U/C  
CMYK: 5/97/100/0  
RGB: 226/41/37  
HEX: e22925



PMS 7694 U/C  
CMYK: 100/70/30/30  
RGB: 0/66/104  
HEX: 202f49

**Clear space requirements.** The logo requires a minimum area of isolation from other images, logos, text or the edge of a page, electronic space or object. Please allow for sufficient spacing around the logo so it does not feel confined or restricted.

**Electronic files.** Logos are organized by file-use in three separate folders:

- 1. Interactive:** Use these files for electronic preview such as on a website or in social media. These files should not be enlarged or printed. They are saved as RGB files (red, green and blue) for screen preview.
- 2. Microsoft Office:** These are saved for use in Microsoft applications. The extension PNG provides transparency and allows you to place them over color or graphic elements.
- 3. Print:** Use these for high quality production at a commercial print vendor or quick copy place. This type of file uses the extension EPS and prints at high resolution in a vector format. It can be scaled without losing any clarity. Most vendors and designers will require these file formats.

