

**Summit Racing Equipment
CORPORATE SIGNATURE**

The Summit Racing Equipment name is our most valuable communication asset. It must be correctly displayed, consistently used, and legally protected on all communications materials.

The Summit Racing Equipment name and all associated marks are reserved exclusively for the use by Summit Racing Equipment advertising personnel and various vendors which have permission to use the marks from Summit Racing Equipment. Summit Racing Equipment maintains the right to withdraw this license to use the mark for any reason, including violation of these guidelines and actions by licensees that, in the sole opinion of Summit Racing Equipment, could damage its image or reputation.



The Summit Racing Equipment signature is an arrangement of the 'Summit' logotype and Racing Equipment text. It is considered as one design element in any layout or application. A complete corporate signature must be used whenever identification is necessary.

This authorized arrangement has an established relationship between the logotype and text. This relationship is not to be altered or changed in any way.

Note: The colors 'PMS 199 and Reflex Blue' are defined in the Summit Racing Equipment color spectrum on the Logo Usage page of this manual.



SUM-PMS-NoSwell.eps

The Summit Racing Equipment logo is a Native Adobe Illustrator CS2 eps file. It can be placed over any field of color. Please consider readability when placing over a color used in the logo itself (PMS 199 or Reflex Blue).

Any descriptive text running close to the logo (address, telephone number, etc.) should be placed at 0° on the same baseline plain of the overall page.

Summit Racing Equipment
Colors



PANTONE 199 CV

Process Build: 0c 100m 62y 0k

PMS: Pantone 199 CV

Web Use: #FF0000

Vinyl: Cast Hi Performance Red or
Translucent Vinyl 73 Imperial Red



PANTONE Reflex Blue CV

Process Build: 100c 73m 0y 2k

PMS: Pantone Reflex Blue CV

Web Use: #000099

Vinyl: Cast Hi Performance Sapphire or
Translucent Vinyl 557 Imperial Blue



Black

Process Build: 0c 0m 0y 100k

PMS: Black

Web Use: #000000

Vinyl: Cast Hi Performance Black

Use the Pantone color matching system
for accurate color match.



Knock out over field

Summit Racing Equipment APPROVED LOGO OPTIONS

Color Option

Use a minimum area of isolation equal to 1/4" surrounding the logo to keep it clear from other graphic elements and typography (except where specified).



Black Option

The logo must appear in black when printed in black and white, or when using black with a second color.



Do not use these colors

For any print or apparel use:
NEVER use PMS 100, 101, 102, 106, 107, 108, or Pantone yellow.

Summit Racing Equipment Color Spectrum



PANTONE 199 CV

Process Build: 0c 100m 62y 0k

PMS: Pantone 199 CV

Web Use: #FF0000

Vinyl: Cast Hi Performance Red or
Translucent Vinyl 73 Imperial Red



PANTONE Reflex Blue CV

Process Build: 100c 73m 0y 2k

PMS: Pantone Reflex Blue CV

Web Use: #000099

Vinyl: Cast Hi Performance Sapphire or
Translucent Vinyl 557 Imperial Blue



Black

Process Build: 0c 0m 0y 100k

PMS: Black

Web Use: #000000

Vinyl: Cast Hi Performance Black

Use the Pantone color matching system for accurate color match.

Approved Logo Option Rules

1. Use the Summit Racing Equipment logo in Red and Blue as shown and specified.
2. Without prior written consent and approval any other color combination is unacceptable!
3. The Summit Racing Equipment logo may be used in black.



Red

Pantone 199 CV
at 100% opacity

Blue

Pantone Reflex CV
at 100% opacity

White

**Summit Racing Equipment
Colors**



PANTONE 199 CV

Process Build: 0c 100m 62y 0k

PMS: Pantone 199 CV

Web Use: #FF0000

Vinyl: Cast Hi Performance Red or
Translucent Vinyl 73 Imperial Red



PANTONE Reflex Blue CV

Process Build: 100c 73m 0y 2k

PMS: Pantone Reflex Blue CV

Web Use: #000099

Vinyl: Cast Hi Performance Sapphire or
Translucent Vinyl 557 Imperial Blue



Black

Process Build: 0c 0m 0y 100k

PMS: Black

Web Use: #000000

Vinyl: Cast Hi Performance Black

Use the Pantone color matching system
for accurate color match.

Color Guidelines

1. Job specs—number of colors, printing process (flexo, litho, etc.) must be defined before work starts. *Contact the Advertising Supervisor if there is a question concerning the number of colors or whether the colors should be created as process color or spot color.*
2. All colors must be built as a process screen (CMYK) except for any elements which are printed spot color (PMS).
3. Please remove any colors not being used from the color palette prior to saving the document. This includes the generic red, green, and blue that show in the Quark Xpress color palette.

Important: For uncoated stock, have printer match as closely as possible to the coated colors. The use of the logo in a screened form is only acceptable as a design element, and **must** be approved by the Advertising Manager or Art Director of Summit Racing Equipment.