Style Guide for SDMC logo

Font for logo text is Lithos Pro Bold

ALL UPPER CASE FOR: SAN DIEGO MIATA CLUB

all lower case for: www.sandiegomiataclub.org



Color values for the logo are as follows:

TEAL COLOR ("SAN DIEGO" & "CLUB", under bridge, sunset, etc.)

RGB = R:0 G:181 B:200

CMYK = C:73 M:4 Y:21 K:0

Hex Color = 00b5c8

GREEN COLOR (Bushes)

RGB = R:0 G:144 B:127

CMYK = C:84 M:22 Y:58 K:4

Hex Color = 00907f

BLACK COLOR ("MIATA", Tower, Seats, etc,)

RGB = R:26 G:25 B:28

CMYK = C:74 M:69 Y:63 K:77

Hex Color = 1a191c

RED COLOR (Car)

RGB = R:237 G:27 B:46

CMYK = C:1 M:99 Y:89 K:0

Hex Color = ed1b2e