



KO Racing Identity Guideline

Sept '06

This document contains the reproduction guidelines for the KO Racing logo and how it should appear in various print and digital formats.

The Full Color Logo: Blue



The Full Color Logos are ideal for circumstances when the logo can be printed in four color process.

The Full Color Logos are best displayed on white or black backgrounds.

The Full Color Logo: Blue



Available File Formats: EPS and JPEG

The 1-Color Logo



The 1 Color Logo is ideal for circumstances when the logo needs to be printed in black and white with a half-tone screen. The example of this is for newspapers.

Available File Format: EPS only

The Line Art Logo



The Line Art Logo is ideal for circumstances where the logo can only be printed in one color without tints or grayscale.

Examples are etching, vinyl cut, molding, pad printing or reversing out of a photograph.

Available File Format: EPS only

FILE Formats

EPS

- The EPS file format is infinitely scalable. and will maintain a clean appearance in a print applications. This format should be used for anything printed or manufactured in physical form.

JPEG

- The JPEG file format is NOT scalable and will only maintain a clean appearance at 100% of actual size or smaller. It is only appropriate for digital, on-screen use (Web or PowerPoint). Never use this logo where high quality printing is needed.