



Freeway Logo Guidelines

Color Specifications

	RGB	CMYK	Pantone
	R=250, G=89, B=1	C=0, M=179, Y=100, K=0	PMS 165
	R=69, G=69, B=69	C=67, M=60, Y=58, K=43	PMS 446

Primary Logo

Use the **gray with orange swoosh logo** on white or light backgrounds.



Use the **white with orange swoosh logo** on medium to dark backgrounds.



Alternate Versions

Use the **one color in black or white with swoosh** when color options are limited



Use the **one color in black or white without swoosh** when space (height) is limited.

