

Freeway Overpass 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** when color options are limited