

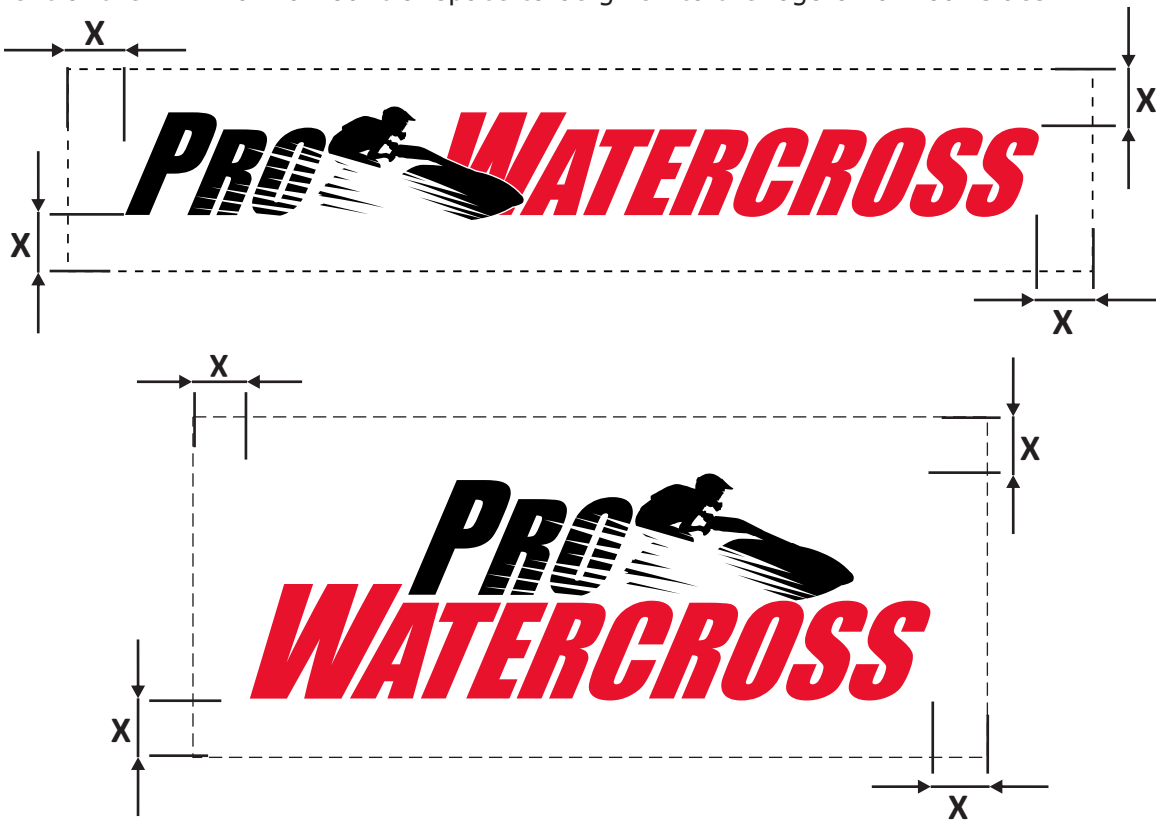
# Pro Watercross Graphic Standards & Logo Use Guide

(January 2017)



## Clear Space Around Logo

The complexity of the Pro Watercross logo requires that it be given ample breathing room when used in layouts. The measurement of half the height of the logo shown here as "x" is to be used as a consistent measurement of the minimum amount of space to be given to the logo on all four sides.



## Logo Colors

The logo is made up of 2 colors – Red & Black – or 2 shades of Gray. The following chart provides accurate specifications for PMS and Grayscale uses of the logo.



**Black PMS Process Black**  
**Red PMS 185 or 032**



**Grayscale 100% Black**  
**Grayscale 50% Black**

### Alternative Colors



**Black PMS Process Black**  
**Neon Green PMS 802**



**Black PMS Process Black**  
**Cyan PMS Process Cyan**

## DO NOT ...

There are certain things that should not be done to the PDGA logo. A limited number of examples are shown here. As a general rule, try to use the PDGA logo as simply as possible.



Do Not ROTATE logo



Do Not STRETCH the logo



Do Not CHANGE the  
COLORS of the logo



DO NOT USE PIXILATED LOGO

## Typography

**Impact** is the typeface used in the lettering of the Pro Watercross logo. This is a stable, professional & approachable typeface that can also be used throughout other communication materials for the Pro Watercross to retain brand strength. The Impact family offers a wide variety of styles and weights which can be used for display, header, bodycopy and just about any other needs.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz123456789011**

Alternative typeface to be used is Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz123456789011**