



LOGO USAGE GUIDELINES

Version 1.0 / October 2011



LOGO USAGE GUIDELINES



MASTER LOGO – WHITE BACKGROUND



COLOUR BREAKDOWNS



C0 M100 Y80 K15 / PANTONE 200



C100 / PANTONE PROCESS CYAN



K100

ADDITIONAL NOTES

This version should be used at all times where possible, on a white background only.

FILE NAMES & TYPES

CAM Auto logo_cmyk.ai
CAM Auto logo_spot.ai

CAM Auto logo_cmyk.eps
CAM Auto logo_spot.eps

LOGO USAGE GUIDELINES



MASTER LOGO – BLACK BACKGROUND



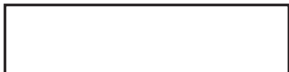
COLOUR BREAKDOWNS



C0 M100 Y80 K15 / PANTONE 200



C100 / PANTONE PROCESS CYAN



WHITE

ADDITIONAL NOTES

This version should be used at all times where possible, on a black background only.

FILE NAMES & TYPES

CAM Auto logo_cmyk_reversed.ai
CAM Auto logo_spot_reversed.ai

CAM Auto logo_cmyk_reversed.eps
CAM Auto logo_spot_reversed.eps

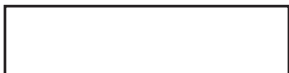


LOGO USAGE GUIDELINES

MASTER LOGO – BLACK OR DARK BACKGROUND



COLOUR BREAKDOWNS



WHITE

ADDITIONAL NOTES

Mono version to be used on any dark background.

FILE NAMES & TYPES

CAM Auto logo_white out.ai
CAM Auto logo_white out.eps



LOGO USAGE GUIDELINES

TEXT ONLY LOGO – WHITE BACKGROUND



COLOUR BREAKDOWNS



C0 M100 Y80 K15 / PANTONE 200



K100

ADDITIONAL NOTES

This version should be used when the graphic cannot be reproduced. On a white background only.

FILE NAMES & TYPES

CAM Auto logo_text only_cmyk.ai
CAM Auto logo_text only_spot.ai

CAM Auto logo_text only_cmyk.eps
CAM Auto logo_text only_spot.eps



LOGO USAGE GUIDELINES

TEXT ONLY LOGO – BLACK BACKGROUND

CAM
AUTO DEVELOPMENTS

COLOUR BREAKDOWNS



C0 M100 Y80 K15 / PANTONE 200



WHITE

ADDITIONAL NOTES

This version should be used when the graphic cannot be reproduced. On a black background only.

FILE NAMES & TYPES

CAM Auto logo_text only_cmyk_reversed.ai
CAM Auto logo_text only_cmyk_reversed.eps



LOGO USAGE GUIDELINES

TEXT ONLY LOGO – BLACK OR DARK BACKGROUND

CAM
AUTO DEVELOPMENTS

COLOUR BREAKDOWNS



WHITE

ADDITIONAL NOTES

This version should be used when the graphic cannot be reproduced. Mono version to be used on any dark background.

FILE NAMES & TYPES

CAM Auto logo_text only_white out.ai
CAM Auto logo_text only_white out.eps



LOGO USAGE GUIDELINES

TEXT ONLY LOGO – WHITE OR LIGHT BACKGROUND

CAM
AUTO DEVELOPMENTS

COLOUR BREAKDOWNS



K100

ADDITIONAL NOTES

This version should be used when the graphic cannot be reproduced. Mono version to be used on any light background.

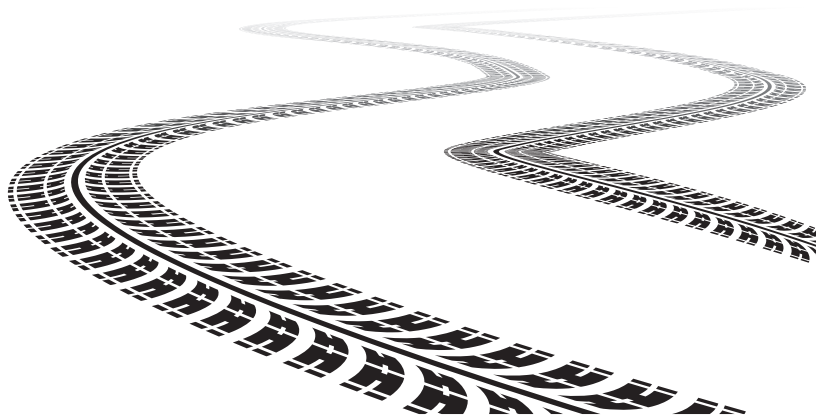
FILE NAMES & TYPES

CAM Auto logo_text only_black.ai
CAM Auto logo_text only_black.eps



LOGO USAGE GUIDELINES

SUPPORTING GRAPHICS



COLOUR BREAKDOWNS



K100

ADDITIONAL NOTES

Tyre graphic that can be used in addition to the logo. Mono version to be used on a white background only.

FILE NAMES & TYPES

CAM Auto tyre tracks.ai
CAM Auto tyre tracks.eps