



Signature Performance Logo Guidelines

- 02 Approved Applications
- 03 Logo Placement
- 04 Color Variations
- 05 Misuse

Questions: Please contact
mmeister@signatureperformance.com

Approved Applications

Approved Logo Usage

- Sponsorship Programs
- Conference Sponsorships

Must Request Approval

- Social Media Announcements
- Web and Digital
- Branded Swag or Apparel
- Out-of-home Advertisements
- Business Cards
- Official Reports or Whitepapers
- Press Releases

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Logo Placement



Clear Space

Always keep a ½ inch clear space boarder around logo.

Primary Logo: Use exclusively on white backgrounds.

Black Logo: Use only for black-and-white print materials.

White Logo: Use on black or colored backgrounds.

Color Variations



Primary Color Option

- Hex: #E00838
RGB: 224 / 8 / 56
CMYK: 6 / 100 / 81 / 1
- Hex: #53585f
RGB: 83 / 88 / 95
CMYK: 63 / 52 / 44 / 33



One Color Black

Hex: #000000
RGB: 00 / 00 / 00
CMYK: 00 / 00 / 00 / 100



One Color White

Hex: #FFFFFF
RGB: 255 / 255 / 255

Misuse



No Replacements

**The logo mark is not a substitute for official logo.*



No Content Alterations



No Shape Alterations



No Color Alterations



No Effects



No Distortions