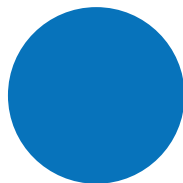


# SURFRIDER CHAPTER LOGO STYLE GUIDE

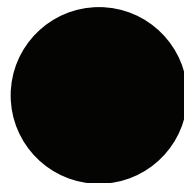


# LOGO VERSIONS AND COLORS



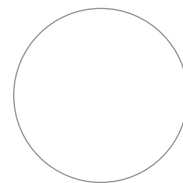
## BLUE

PANTONE 2144C  
CMYK: 100,50,0,0  
RGB: 0,115,190  
HEX: #0073BE



## RICH BLACK

PANTONE BLACK  
CMYK: 20,20,20,100  
RGB: 0,0,0  
HEX: #000000

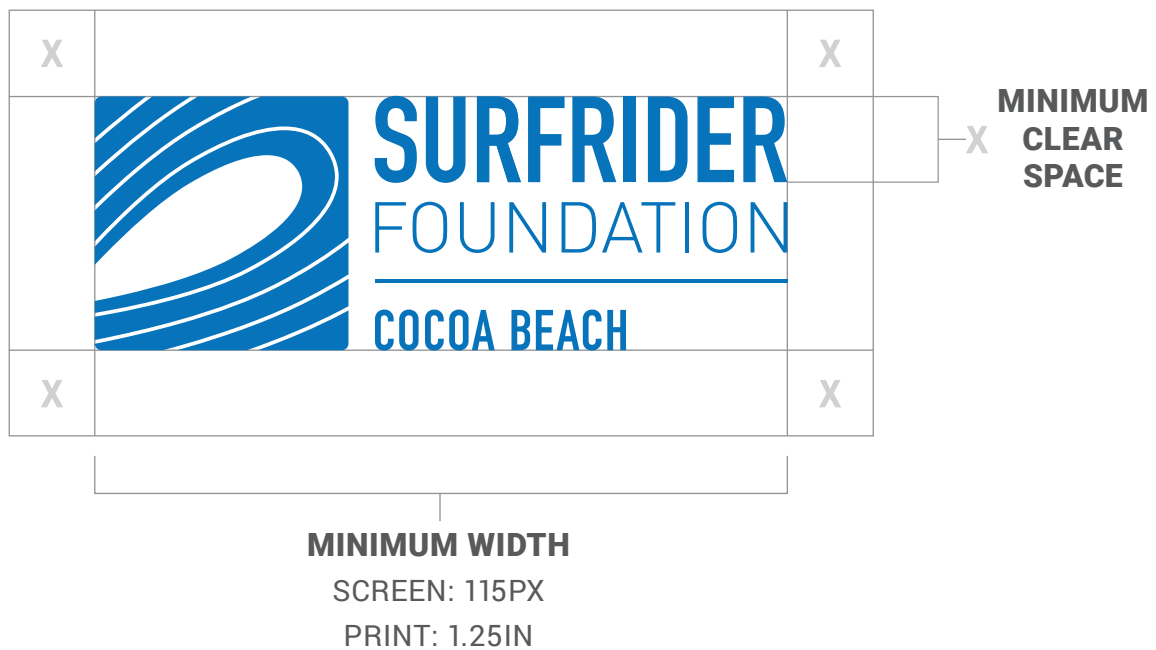


## WHITE

PANTONE WHITE  
CMYK: 0,0,0,0  
RGB: 255,255,255  
HEX: #FFFFFF

# SIZE AND CLEAR SPACE

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It is important to keep our logos clear of any other graphic elements. To regulate this, a clear space has been established around each logo. This clear space indicates the closest that any other graphic element or message can be positioned in relation to each logo or symbol. The clear space has a fixed relationship that should never be changed in any way.

Maintaining clear space promotes good spatial relationships with other objects in a composition and helps to ensure visibility and impact.

# IMPROPER USAGE

## DON'T: ADD EFFECTS

Drop shadows, bevels, gradients, and strokes don't mix with the Surfrider logo.



## DON'T: MODIFY THE LOGO

The Surfrider logo should never be redrawn, distorted, rotated, or added to.



## DON'T: CHANGE THE COLOR

The Surfrider logo must remain the specified blue, black, or white. Don't fill it with other colors, patterns, or photos.

