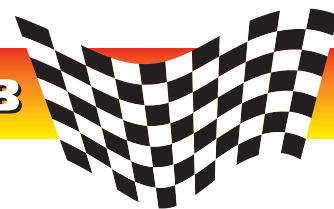




**SURINAAMSE AUTO RALLY KLUB**



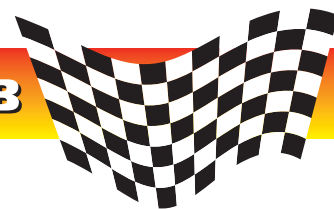
## ***sark logo requirements***



**general** This overview is for anyone producing visual materials that represent the SARK logo. These guidelines introduce basic graphic principles and elements that comprise the SARK identity standards.

The SARK logo is one of our club's most important assets. Consistent application of our Identity Standards keep it that way.

The logo was originally designed by Jos Fontaine in 1970 and later modernized by Piem Reiziger.



## *sark logo requirements*



**SARK RED**  
PANTONE 485  
4-color process  
100M; 90Y  
RGB  
254R, 0G, 12B



**SARK YELLOW**  
PANTONE yellow  
4-color process  
100Y  
RGB  
255R, 255G, 0B



**SARK BLACK**  
PANTONE black  
4-color process  
100K  
RGB  
0R, 0G, 0B

### *use of color*

The logo should be displayed in official colors to the maximum extend possible.

Please note that different papers and materials absorb and reflect colors differently. While the formula or specification may serve as an important guide to the printer, it is essential that swatches of the SARK logo colors accompany all orders where color is used.

The printer should use the color swatches to obtain an exact match.

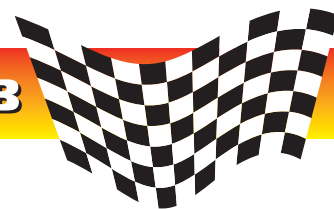
In some cases when the logo's red outline has little or no contrast with the background, a white border should be used to let the logo stand out more clearly. (see example below)

A drop shadow is permitted. (see example below)





**SURINAAMSE AUTO RALLY KLUB**



## *sark logo requirements*



***misuse*** The logo has not been stretched out proportionally. Width and height should be exactly the same.

No words or graphics may appear on the logo.



Avoid reproducing from a computer scan or from the internet as the resulting logo will be out of focus and discolored. Always use files provided by SARK.

Avoid busy, complex backgrounds that interfere with legibility.