

4-7-09 PARK TOOL USA IDENTITY SYSTEM

2 COLOR

PREFERRED VERSION: FOR USE IN ALL 4 COLOR PROCESS APPLICATIONS

BLACK



PANTONE 2935

PROCESS TINT OF BLUE:

CYAN = 100%
MAGENTA = 50%
YELLOW = 0%
BLACK = 0%

Any use of the Park Tool logo should also carry our disclaimer:

"The color BLUE is a registered trademark and trade dress of Park Tool Co."

1 COLOR

PREFERRED VERSION
FOR 1 COLOR USES



PANTONE = 2935
PROCESS TINT OF BLUE:
CYAN = 100%
MAGENTA = 50%
YELLOW = 0%
BLACK = 0%

FOR BLACK & WHITE APPLICATIONS



FOR REVERSING OUT OF A COLOR
DARKER THAN 40% GRAY OR A
PHOTOGRAPH.



1 COLOR, 1 LINE

ALWAYS ALWAYS USE THE
STACKED VERSION OF THE
PARK TOOL LOGO WHEN
POSSIBLE.

