

# Logo Specifications Sheet

4-color



4-color reversed



1-color



unacceptable usages



Logo type must be in black or white.



Do not reverse 1-color grayscale logo.



Do not alter logo.

logo spacing and minimum size



minimum size one inch



logo colors

**Black**

**Spot Color**  
Pantone Black

**Process Color**  
30% Cyan  
30% Magenta  
30% Yellow  
100% Black

**Web Value**  
#000000



**BV Dark**

**Spot Color**  
Pantone 491 C

**Process Color**  
0% Cyan  
79% Magenta  
100% Yellow  
52% Black

**Web Value**  
#77340D



**BV Med**

**Spot Color**  
Pantone 1675 C

**Process Color**  
0% Cyan  
67% Magenta  
100% Yellow  
28% Black

**Web Value**  
#A35A21



**BV Light**

**Spot Color**  
Pantone 722 C

**Process Color**  
0% Cyan  
36% Magenta  
76% Yellow  
9% Black

**Web Value**  
#D39F54

