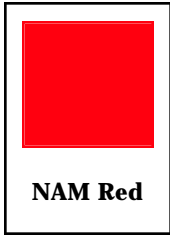


Ink Colors



NAM Red



NAM Blue

RED = 12 parts Warm Red
+ 4 parts Rubine Red

BLUE = 12 parts Reflex Blue
+ 4 parts Process Blue
+ 4 parts Black

NAM Logo Colors and Sizes

The colors for the logo are red and blue. When the logo appears in colors, it must be color broken as shown, and appear in only those colors. If the approved colors are unavailable, the logo should appear in all black, black with a 60 percent screen of black, or reversed to all white. It is vital that the minimum space surrounding the logo be maintained.

Process Color

If process color is used to reproduce the logo, the following color builds are to be used to create the approved colors:

BLUE = 100% Cyan + 60% Magenta + 50% Black

RED = 100% Magenta + 100% Yellow

In lieu of the NAM colors specified above, you may use the following PANTONE®* Colors, the standards for which are shown in the current edition of the PANTONE Color Formula Guide 1000.

NAM Colors

NAM Red

NAM Blue

PANTONE Colors

Use PANTONE 185 C

Use PANTONE 289 C

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.

* PANTONE® is a registered trademark of PANTONE, Inc.



In reverse on a 60% black background

When the logo is in reverse form, the background color must be no lighter than 60 percent black or equivalent color value. This means that the logo cannot appear in reverse on a light color such as yellow or orange unless it is the equivalent of 60 percent black in value.



Stacked Version Limitations

The stacked version of the logo should not be used smaller than it appears here (3/4" high). It is reserved for signage, banners and other displays requiring a compact treatment, and a large size.

Minimum Space Surrounding Logo



X = Minimum space around logo.
Nothing should encroach this area.



The logo should have as much space as possible surrounding it. Shown are the *minimum* space requirements.



The logo is an identification element, not a design element, and should never be incorporated as part of another logo or graphic element or used as a pattern.