

# PRINX TIRES

Logotype Overview  
January 2024

# This document provides an overview of available Prinx Tires logotype artwork, its approved coloration, and basic guidelines for distribution and use.

## File organization

There are two approved configurations for the Prinx Tires logotype. The primary, stacked version should be used whenever possible. The linear version is reserved for extremely horizontal applications. A complete set of artwork is included for both.

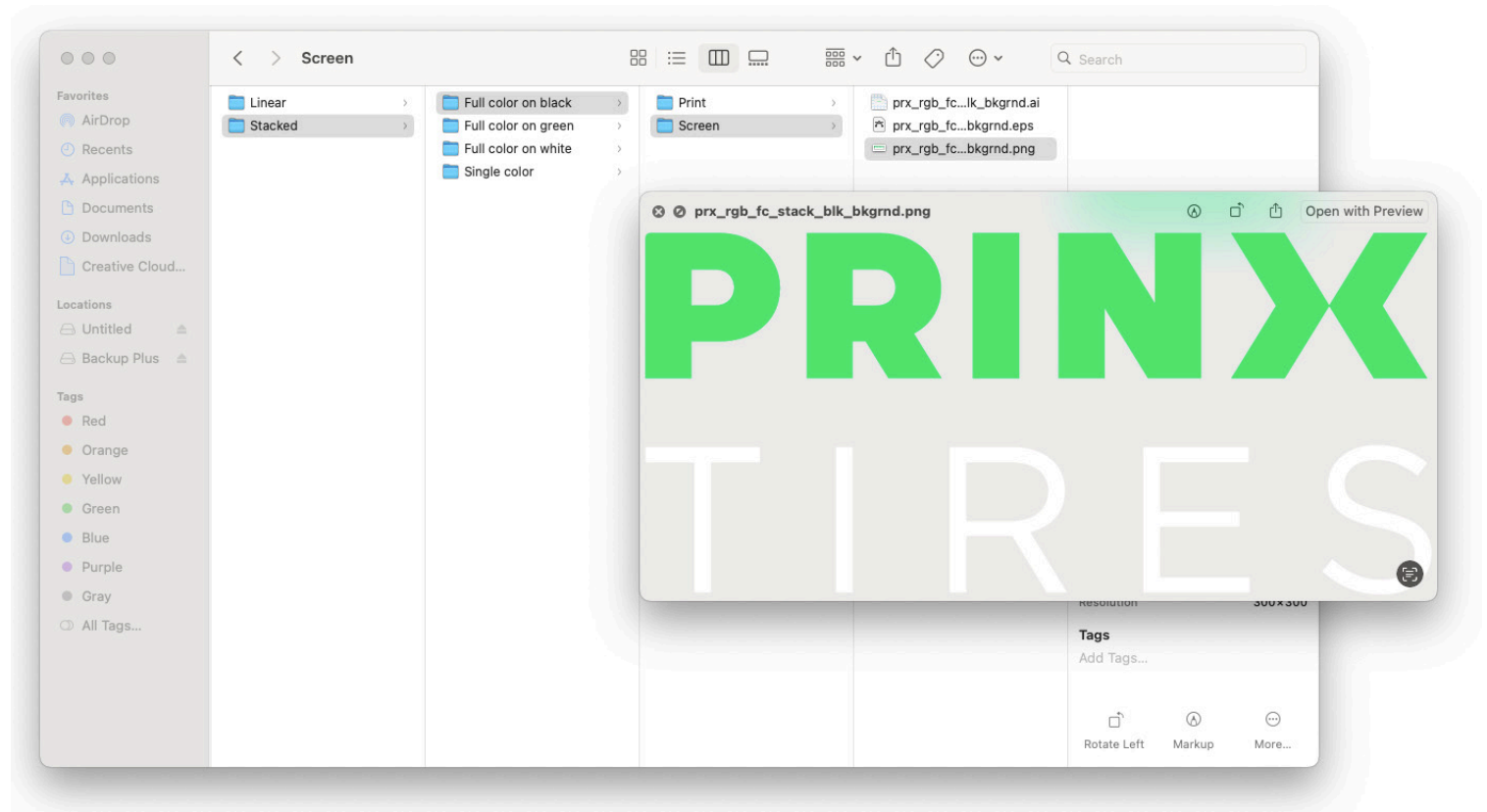
## Sharing the right file

There are three questions that should be answered to determine the correct logotype to provide to a vendor or marketing partner:

- Which logo configuration is appropriate for the application—stacked or linear?
- Will the logo be printed—and if so, how—or will it appear on a screen?
- Which colorway is needed for the background you're placing the logo on?

For screen use, it is usually acceptable to provide the .png file of the appropriate color way.

For print use, either the .ai or .eps vector files will work as long as you know if it will print using spot colors or four color process.



If you have questions or need additional help, please contact Nicole Moore via email at [nicole.moore@prinx.us.com](mailto:nicole.moore@prinx.us.com)



**PRINX**  
TIRES

1. Full color on black



**PRINX**  
TIRES

2. Full color on green



**PRINX**  
TIRES

3. Full color on white



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TIRES

4. Single color black



**PRINX**  
TIRES

5. Single color green



**PRINX**  
TIRES

6. Single color white



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7. Linear



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8. Four color process

### 1. Preferred Colorway

The full color logo on a black background is the preferred colorway for the Prinx Tires logotype.

### 2-3 Alternate full color options

In addition to the preferred colorway noted above, there are two alternate full color options that are approved for use. One uses a green background, the other a white one.

### 4-6 Single color options

Limit single color usage to black, green, or white.

### 7. Linear configuration

The Linear configuration of the logotype is shown here. It should only be used for extremely horizontal applications where the stacked version becomes impractical.

### 8. Four color process

Keep in mind that when printing in CMYK, Prinx Green is considerably muted. Whenever possible, print Prinx Green as a spot color.

#### Prinx Green

Screen:  
R38 G228 B110  
Hex 26E46E

Print:  
PMS 7479  
C64 M0 Y71 K0

