

COLORS The 811 logo was designed as a four-color logo, and should be used that way whenever the application and costs permit. However, it can be used effectively as a two-color logo, or in black and white if only one color is available. PMS colors, CMYK mixes and RGB mixes are provided below and should always be used for an accurate and consistent representation of the logo.



Four-Color PMS* (Preferred usage)

Background - PMS Black
(Grays in shovel are screens of PMS Black)
811 Type - PMS 390
Dark Green - PMS 370
Dark Brown - PMS 7505

CMYK

Background - 0C 0M 0Y 100K
(Grays in shovel are screens of black)
811 Type - 24C 0M 98Y 8K
Dark Green - 64C 5M 100Y 24K
Dark Brown - 17C 44M 59Y 49K

RGB

Background - 0R 0G 0B
(Grays in shovel are screens of black)
811 Type - 182R 191G 0B HTML B6BF00
Dark Green - 91R 143G 34B HTML 5B8F22
Dark Brown - 131R 99G 68B HTML 836344

*For rare cases when screen printing on a colored background, additional PMS colors for the gray in the shovel may be needed. The dark gray is PMS Cool Gray 7 while the light gray is PMS Cool Gray 3.



Two-Color PMS

811 Type - PMS 390
All Other - Black and screens of black



Black and White