

Logo Guidelines



Black

Process Colour:
Cyan 0%
Magenta 0%
Yellow 0%
Black 100%

RGB Colour:
R 0, G 0, B 0
#000000

WEB Colour:
#000000 (256 Colour)

PANTONE
BLACK C

YOKOHAMA Red

Process Colour:
Cyan 5%
Magenta 100%
Yellow 100%
Black 0%

RGB Colour:
R 226, G 30, B 49
#E21E31

WEB Colour:
#CC3333 (256 Colour)

PANTONE
186C

White

Process Colour:
Cyan 0%
Magenta 0%
Yellow 0%
Black 0%

RGB Colour:
R 255, G 255, B 255
#FFFFFF

WEB Colour:
#FFFFFF (256 Colour)

White

(no PANTONE specification in general use)