

PCA Monterey Bay Region Logo: Usage Guide

Official logo, approved unanimously by the Board of Directors on October 26, 2026 | Version 1.0



The logo

A red Porsche 356 drives toward a California live oak, with the Carmel Valley and Big Sur ridgeline and Monterey Bay beyond. MONTEREY BAY REGION runs across the top and PORSCHE CLUB OF AMERICA across the bottom, inside a gold ring and ivory band.

Always use the supplied files. Never redraw, retype or trace the logo from a screenshot.

Which file to use

- **Vendors, printers, signs, enamel badges:** SVG, PDF or EPS (vector, scales to any size).
- **Embroidery:** the *embroidery* version, sent to the digitizer as PDF or SVG.
- **Website, email, slides:** PNG with transparent background (JPG if transparency is not supported).
- **Window decals applied inside the glass:** send the normal file and say it goes inside the glass. Use the MIRRORED file only if the printer asks for pre-mirrored art.

Versions



Full color

Primary logo. Metallic gold rings.



Flat color

Solid spot colors. Enamel, screen print, vinyl.



Embroidery

Fewer colors, no fine lines. Patches, apparel.



Mirrored

Inside-glass decals, only if the printer asks.

Official colors

Color	HEX	RGB	CMYK (starting values)
Gold rings	#DBB04E	219, 176, 78	0 / 20 / 64 / 14
Ivory band	#EEECC6	238, 236, 198	0 / 1 / 17 / 7
Lettering	#684622	104, 70, 34	0 / 33 / 67 / 59
Sky	#AEDDE3	174, 221, 227	23 / 3 / 0 / 11
Monterey Bay	#2274B5	34, 116, 181	81 / 36 / 0 / 29
Ridge, back	#652D90	101, 45, 144	30 / 69 / 0 / 44
Ridge, middle	#77438F	119, 67, 143	17 / 53 / 0 / 44
Ridge, front	#A14C8F	161, 76, 143	0 / 53 / 11 / 37
Grass	#198E47	25, 142, 71	82 / 0 / 50 / 44
Live oak	#0E663E	14, 102, 62	86 / 0 / 39 / 60
Oak trunk	#603918	96, 57, 24	0 / 41 / 75 / 62
Road	#EFE3C6	239, 227, 198	0 / 5 / 17 / 6
356, Guards Red	#E82124	232, 33, 36	0 / 86 / 84 / 9

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CMYK values are starting points; match to a printed proof. For paint and enamel, match the 356 to Porsche Guards Red (paint code 80K). Detail colors are in the SVG files.

Size and spacing

Use	Minimum size
Full or flat color, print	1 inch (25 mm) across
Screen and web	120 pixels across (lettering becomes hard to read below this)
Embroidered patch	3 inches (76 mm) across; 3.5 inches recommended
Grille badge (enamel)	2.75 inches (70 mm) across

Clear space: keep other text and graphics at least one tenth of the logo's diameter away on all sides.

Do not

- Stretch, squash, rotate or crop the logo.
- Change the colors or convert the logo to black and white.
- Add effects such as drop shadows, glows, outlines or bevels.
- Retype the lettering or swap the font.
- Place the logo on busy photos; use a plain background.
- Add Porsche AG marks such as the Porsche crest, the Porsche script or model badges.
- Use the earlier versions (the old window sticker, the “P C A” version, or images marked EXAMPLE). This file set replaces them.

Decals

The board supports exploring reverse (static cling) decals and stick-on decals at about the current size, to be given away or sold for a small charge depending on cost. Notes for the vendor:

- Inside-glass (reverse) decals: the printer usually mirrors the art. A pre-mirrored file is included if they ask for it.
- Print on clear film needs a white underlayer behind the colors so the logo is not see-through.
- Ask for a printed proof before the full run.

Permissions

This is the Monterey Bay Region's own logo. As noted at the October 26, 2026 board meeting, the region may use its authorized PCA and Monterey Bay Region logos but must not use artwork outside the permissions already granted. Vendors may use these files only to produce approved region items.

About these files

Rebuilt as true vector artwork from the board-approved design, with geometric rings and lettering converted to outlines, so no fonts are needed to open them. The lettering is set in Jost Bold (SIL Open Font License). The build scripts are in the repository so files can be regenerated.