Costco Wholesale
Logo Standards

Our Logo

Our logo is the most iconic way
people identify with us. It symbolizes
both who we are and what we do.

COSTCO WHOLESALE

Other Logos, Brands and Graphics
The following rules also apply to other logos, brands and graphics
that Costco owns.

North Carolina Usage:
North Caroline law restricts the use of the word "Wholesale." When the
Costco logo is used in North Carolina, a special logo must be used. Let us know
if you are using our logo in this state so we can send you the correct logo.

Font
The logo is an altered version of Futura Extra Bold Oblique. Do not use
this font when using the name Costco, Costco Wholesale or Costco.com in text
(to avoid confusion with an incorrect version of the logo).

Special Circumstances:
If you feel you have special circumstances regarding the use of our logo,
please contact us.

To request a logo, graphic or contact information, see the back page of this brochure.

Color

The logo colors are Red PMS 186 ("Costco") and
Blue PMS 286 ("Wholesale"). Four-color process
equivalents are acceptable.

PMS 186	PMS 286

C: 2   R: 200
M: 100   G: 16
Y: 85   B: 46
K: 6

HEX: #C8102E

C: 100   R: 0
M: 75   G: 51
Y: 0   B: 160
K: 0

HEX: #0033A0

Logo Margins

A minimum margin of space equivalent to the height of three blue bars and the white outline (see X) must remain around the logo.

Minimum Size

To ensure quality reproduction, our logo must be a minimum width. In print, the logo must be a minimum of 1.25 inches. For use on the Web, the logo must be a minimum of 100 pixels wide.

1.25" or 100px

To request a logo, graphic or contact information, see the back page of this brochure.

Backgrounds

When placing a logo on any background that isn't white,
use the version of the logo that has a white outline around it.

Single Color

When only one color is available for printing, the logo must
be in black (never in shades of gray). If the background is
black, use the version of the black logo that has a white
outline around it. In certain situations, use of a reverse logo
is appropriate. If your project would benefit from the use of a
reverse logo, please submit a detailed request and exceptions
will be made on a case by case basis.

Incorrect Uses of the Costco Logo

Do NOT recreate

Do NOT change the words

Do NOT crop

Do NOT skew

Do NOT squish

Do NOT stretch

Do NOT recolor

Do NOT create a new logo using the
Costco Wholesale logo

Do NOT tilt
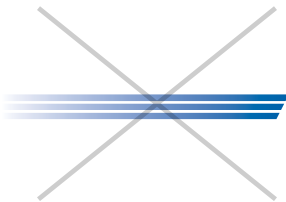

Do NOT screen

Do NOT rotate

Do NOT place the logo
in containing shapes

Do NOT use the logo in place of the
words "Costco Wholesale" in a sentence.
The logo is a graphic; it is not a phrase.

Do NOT change the spacing between
Costco and Wholesale

Do NOT make graphic elements
out of parts of the logo

Do NOT use a grayscale
version of the logo

Costco Cash Card

The Costco Cash Card graphic may only be used with permission. Use of the graphic requires use of Costco's disclaimer language. To request, see below. Do not tilt or rotate the Costco Cash Card. To ensure quality reproduction, the Costco Cash Card must be a minimum width. In print, it must be a minimum of 0.5 inches. For use on the Web, it must be a minimum of 150 pixels wide.

Costco Logo and Graphic Requests:

To request permission to use one of Costco's logos or graphics, send a BLANK email to **LogoRequest@costco.com**. You will receive an immediate bounce-back form that you will need to complete. Permission is granted on a case-by-case basis. **Logo or graphics approvals are for one-time use only.**

Please allow ample time for approval of usage in layouts. **Usage of the Costco Wholesale logo must be approved in its final layout prior to production.** All uses of the Costco Wholesale logo and/or the Costco Wholesale brand are subject to the control of Costco Wholesale Corporation.

Costco.com Logo Requests:

To receive our online style guide or request permission to use our logo for Costco-partnered websites, email **ecommmarketing@costco.com**.