



# Logo Guidelines







# Color



COLOR

# Primary Colors

Our colors creat drama and excitement in all appli-  
cations and should be used smartly to achive the  
desired effect.

These colors should be used when promoting our  
product or brand in all applications.

**DARK BLUE**

C: 100  
M: 90  
Y: 41  
K: 47

R: 15  
G: 31  
B: 67

PMS: 282 XGC  
HEX: 0F1F43

**PODIUM BLUE**

C: 100  
M: 86  
Y: 15  
K:3

R: 37  
G: 65  
B: 133

PMS: 7687 C  
HEX: 254185

**RACE RED**

R: 206  
G: 58  
B: 43

PMS: 485 C  
HEX: CE3A2B

**BLACK**

C: 75  
M: 68  
Y: 67  
K: 90

R: 0  
G: 0  
B: 0

HEX: 000000

**WHITE**

C: 0  
M: 0  
Y: 0  
K: 0

R: 255  
G: 255  
B: 255

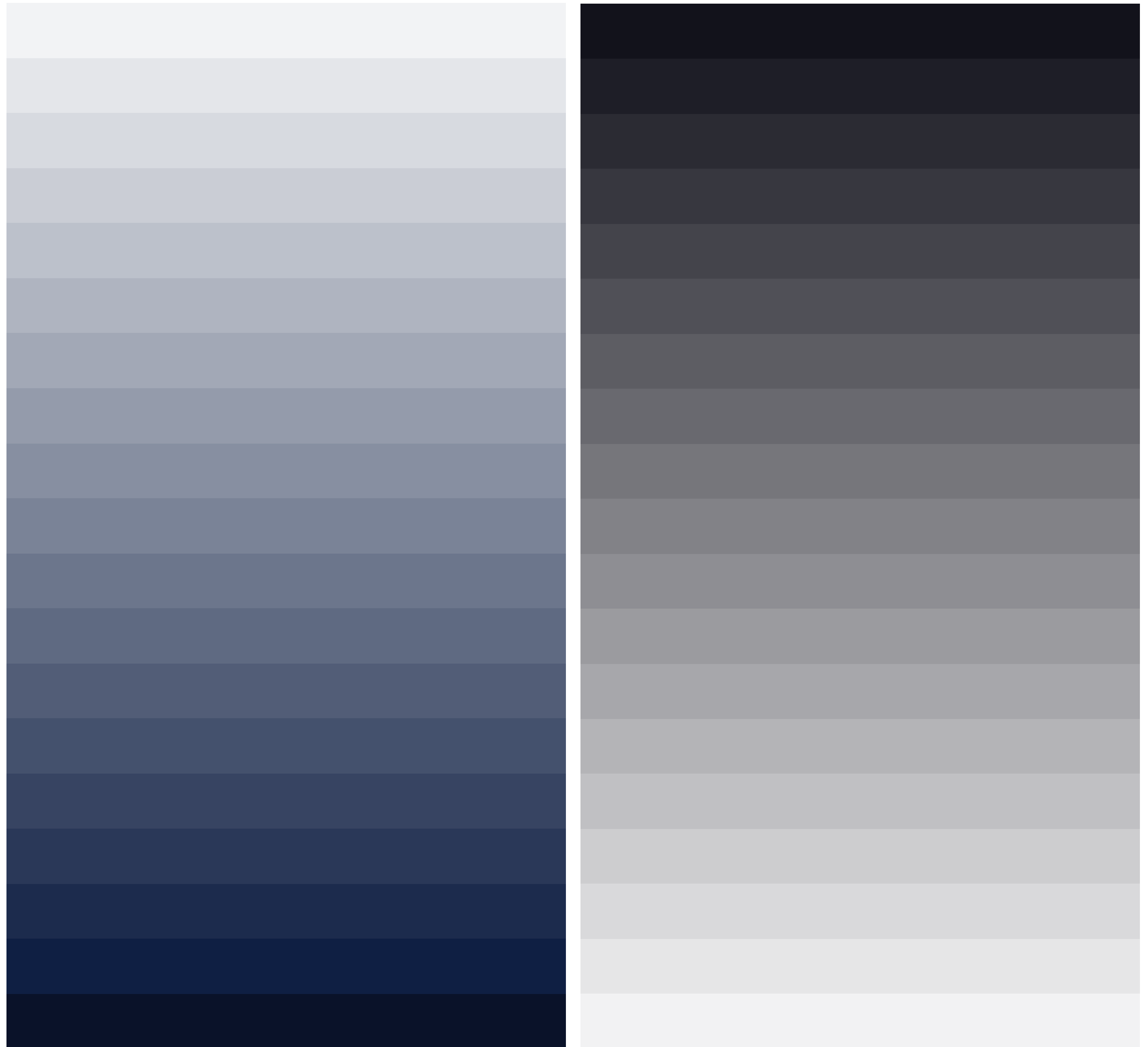
HEX: FFFFFFFF



## COLOR

# Neutrals

Our neutral palette provides a wide range of shades that can be used for backgrounds or other graphic elements in all applications.

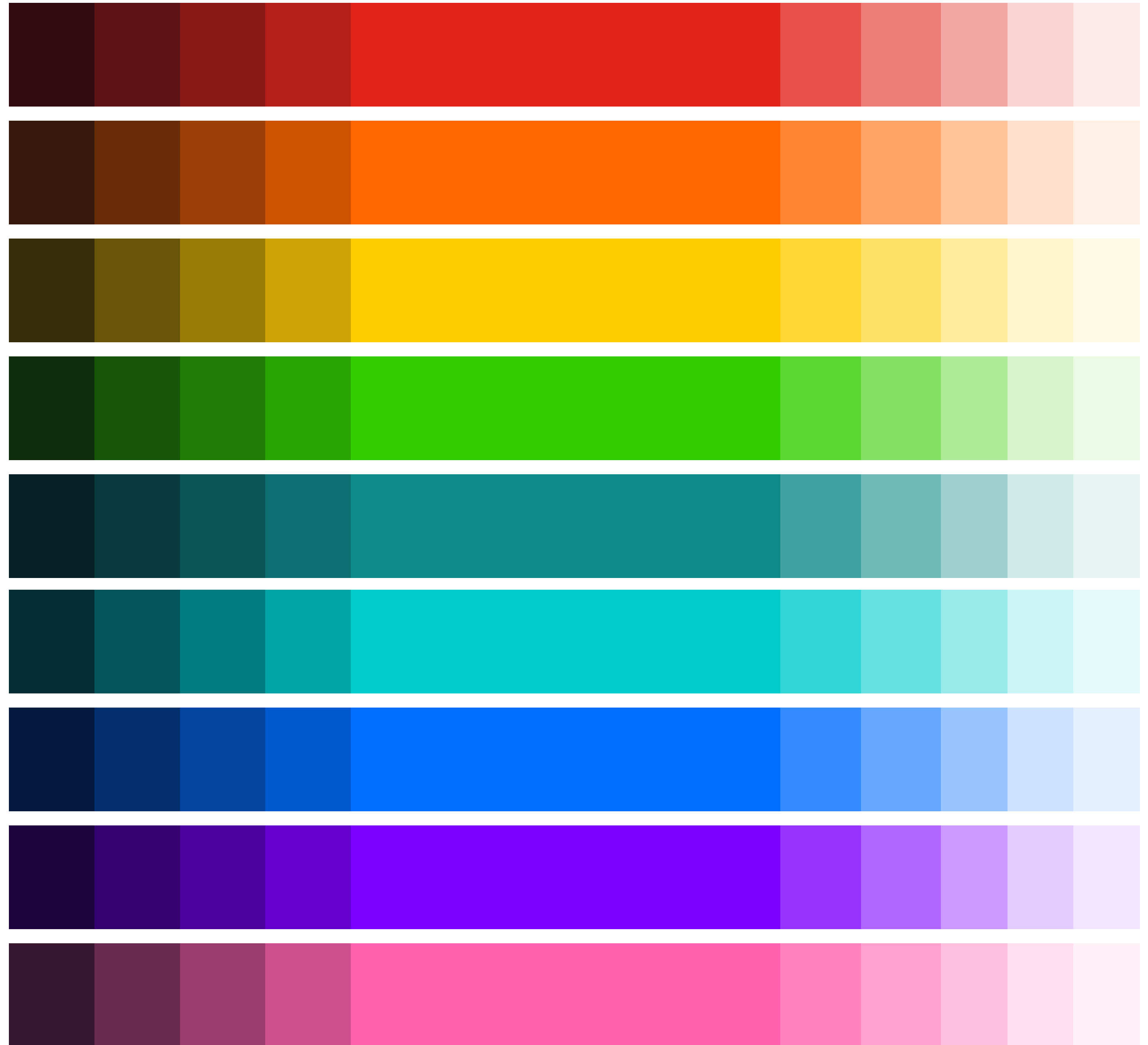




## COLOR

# Secondary Colors

Our secondary colors introduce variety and flexibility to our brand. This range of colors can be used for supporting assets such as series logos or call outs and CTAs in the sim itself







# Logo

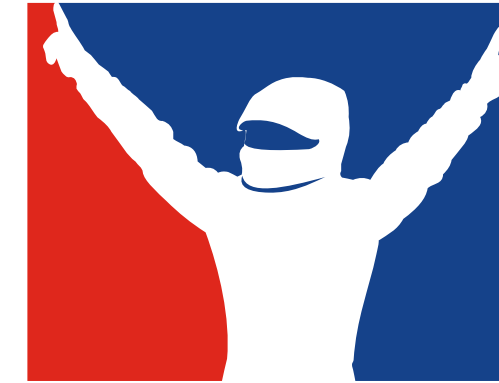


## LOGO

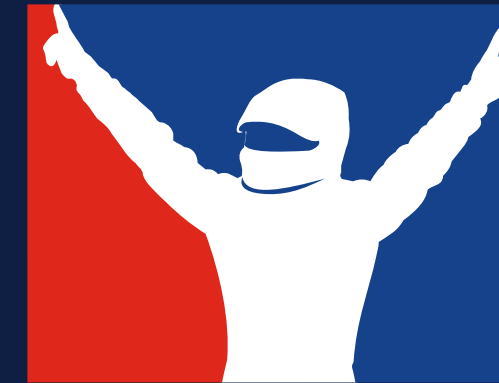
# Primary Logo Horizontal

Our Primary logo should be used in full color versions whenever possible. Single color versions can be used when contrast may be an issue.

High contrast between background color and logo color is an absolute must. Always ensure that every letter of the logo is legible and comes forward against the background.



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## LOGO

# Primary Logo Horizontal

### Safe Zone

Don't allow design elements within the defined safe zone. Always keep other elements at least one half of the letter-height away.

### Minimum Size

To prevent distortion and ensure clarity across logo use cases, shrink to a min height of 15px.







LOGO

## Dont's



Do not stretch the logo in any way



Do not apply drop shadows or effects to the logo



Do not flip the logo



Do not rescale any parts of the logo



Do not change colors of the logo



Do not rotate any parts of the logo



## LOGO

# Primary Logo Vertical

Our Primary logo should be used in full color versions whenever possible. Single color versions can be used when contrast may be an issue.

High contrast between background color and logo color is an absolute must. Always ensure that every letter of the logo is legible and comes forward against the background.







## LOGO

# Primary Logo Vertical

### Safe Zone

Don't allow design elements within the defined safe zone. Always keep other elements at least one letter-height away.

### Minimum Size

To prevent distortion and ensure clarity across logo use cases, shrink to a min height of 15px.





## LOGO

# Dont's



Do not stretch the logo in any way



Do not change colors of the logo



Do not rescale any parts of the logo



Do not flip the logo



Do not apply drop shadows or effects to the logo



Do not rotate any parts of the logo





## LOGO

# Wordmark

Our wordmark should be used in full color versions whenever possible. Single color versions can be used when contrast may be an issue.

High contrast between background color and logo color is an absolute must. Always ensure that every letter of the logo is legible and comes forward against the background.

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LOGO

# Wordmark

## Safe Zone

Don't allow design elements within the defined safe zone. Always keep other elements at least one half of the letter-height away.

## Minimum Size

To prevent distortion and ensure clarity across logo use cases, shrink to a min height of 15px.







LOGO

## Dont's



Do not stretch the logo in any way



Do not apply drop shadows or effects to the logo



Do not flip the logo



Do not add additional text to the logo



Do not change colors of the logo



Do not apply gradients or 3d effects to the logo



## LOGO

# Icon

Our icon should be used sparingly on its own, and only on owned channels such as brand assets, sales collateral and in-app user interfaces.

The 1 color version of the icon should only be used when contrast or legibility concerns make the full color version unusable.







LOGO

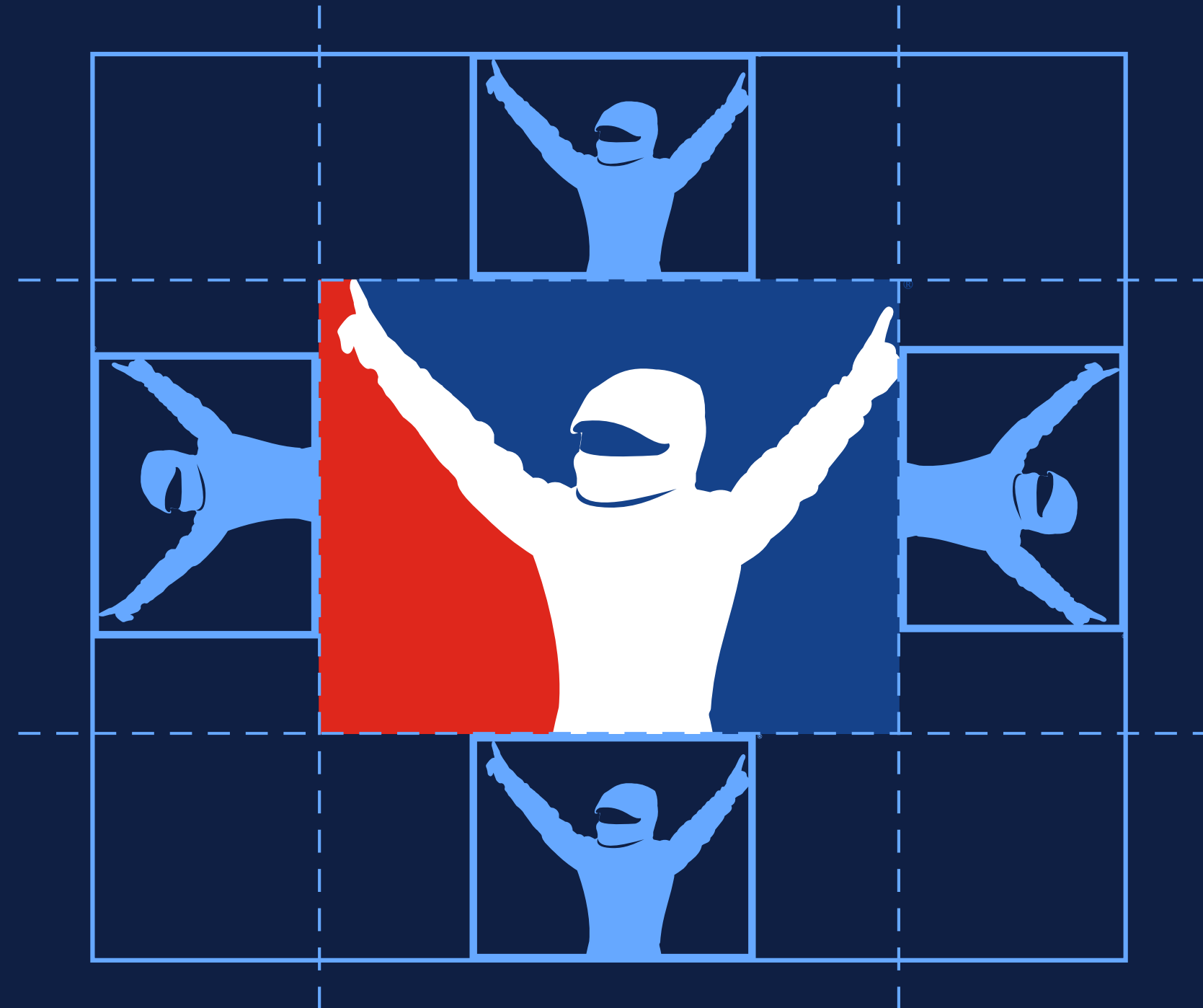
# Icon

## Safe Zone

Don't allow design elements within the defined safe zone. Always keep other elements at least one half of the height away.

## Minimum Size

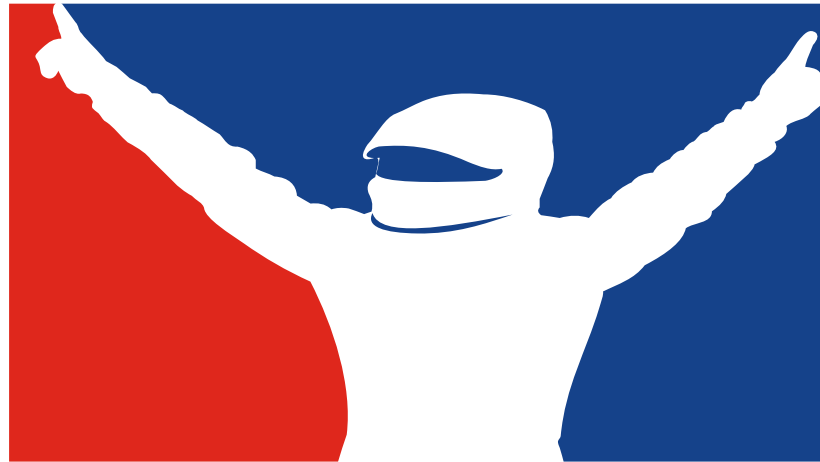
To prevent distortion and ensure clarity across logo use cases, shrink to a min height of 10px.



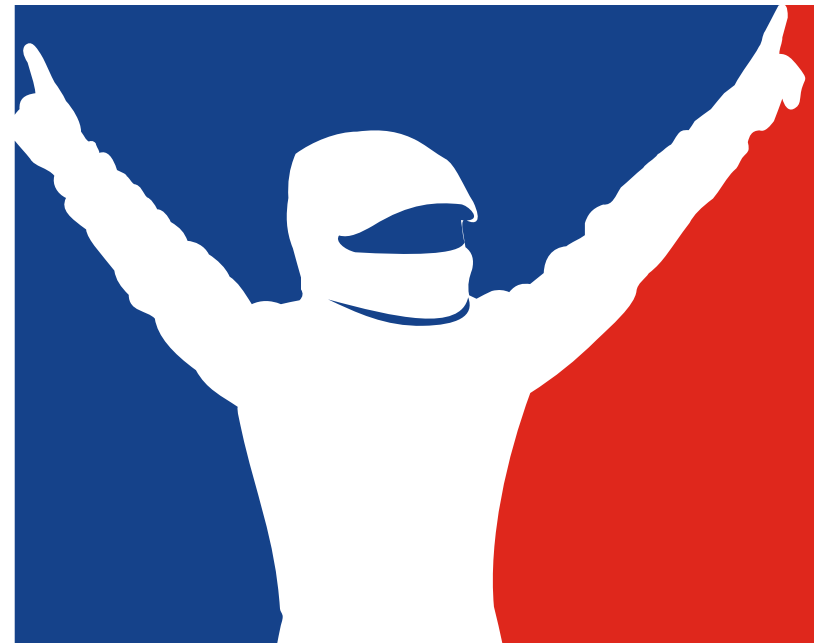


LOGO

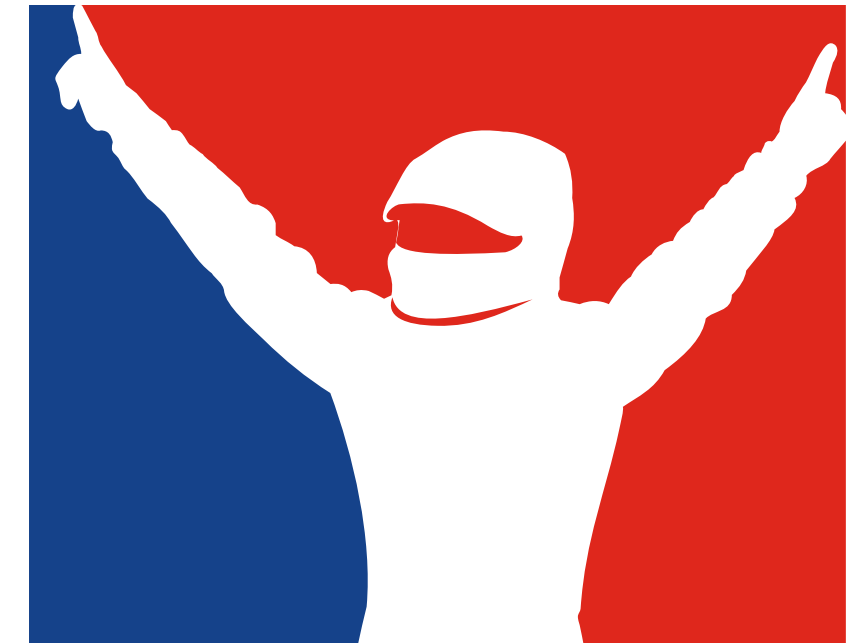
# Dont's



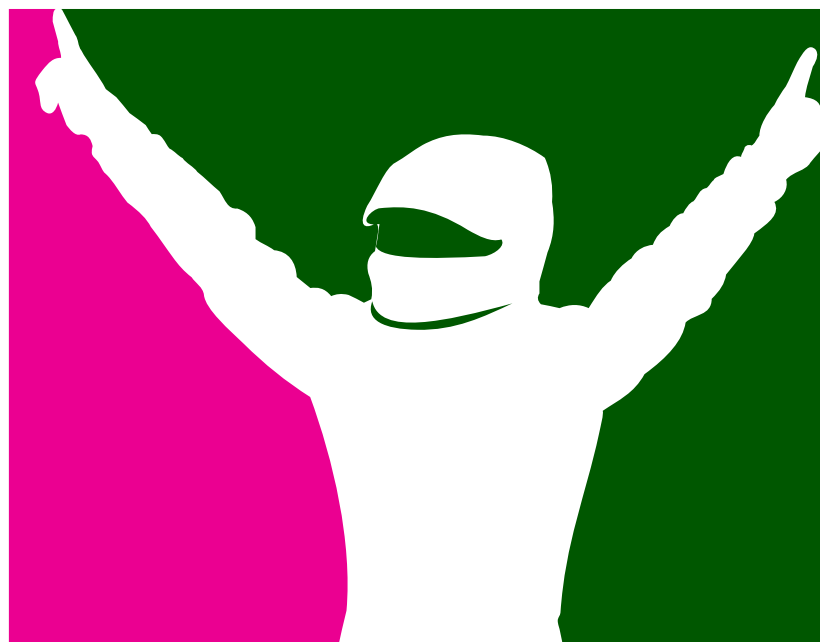
Do not stretch the icon in any way



Do not flip the icon



Do not flip the colors of the icon



Do not change colors of the icon



Do not apply drop shadows or effects to the icon



Do not use single color versions of the icon.





LOGO

# Use Examples

**iRacing**

**THE LEADER  
IN SIM RACING**

Whether you want to experience a NASCAR Cup car, a World of Outlaws Sprint car, an Australian Supercar, an IMSA Prototype or Touring Car, or the ultimate: an FIA Grand Prix car, iRacing's online racing simulations offer them all.

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**SPECIAL EVENT**  
**iRacing**

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NASCAR NEXT GEN CARS

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# Thanks!