



2020 EVENT LOGOS

OFFICIAL STYLE GUIDE

TERMS OF USE

ALL LICENSEES ARE EXPECTED TO FOLLOW THE GUIDELINES FOR BRAND CONSISTENCY.

DO NOT SUBMIT ARTWORK FOR APPROVAL WHICH DOES NOT MEET THE GUIDELINES

- 1. DO NOT ALTER THE LOGOS OR SEPARATE ELEMENTS OF THE LOGOS**
- 2. DO NOT ALTER THE COLORS OF THE LOGOS**
- 3. DO NOT DISTORT THE LOGOS - LOGOS MAY CONTINUE TO BE PLACED ON A CAR (HOOD, WING, QUARTER-PANEL, ETC.)**
- 4. DO NOT COVER ANY PORTION OF THE LOGOS**

SEASON OPENER



HEX = 000000
CMYK = 75/68/67/90
RGB = 0/0/0

HEX = ffffff
CMYK = 0/0/0/0
RGB = 255/255/255

HEX = c72128
CMYK = 15/100/97/5
RGB = 199/33/40

HEX = bcbcbc
CMYK = 27/21/22/0
RGB = 188/188/188

#LETSRACETWO



HEX = 000000
CMYK = 75/68/67/90
RGB = 0/0/0

HEX = ffffff
CMYK = 0/0/0/0
RGB = 255/255/255

HEX = c72128
CMYK = 15/100/97/5
RGB = 199/33/40

HEX = bcbcbc
CMYK = 27/21/22/0
RGB = 188/188/188

FAMILY FIREWORKS NIGHT



HEX = 000000

CMYK = 75/68/67/90

RGB = 0/0/0

HEX = ffffff

CMYK = 0/0/0/0

RGB = 255/255/255

HEX = c72128

CMYK = 15/100/97/5

RGB = 199/33/40

HEX = bcbcbc

CMYK = 27/21/22/0

RGB = 188/188/188

JOHNNY APPLESEED CLASSIC



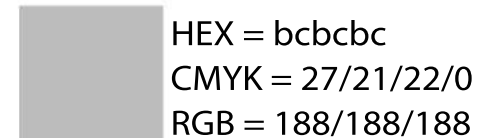
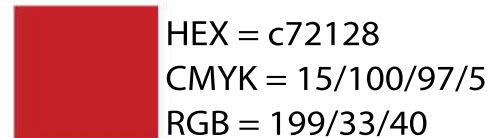
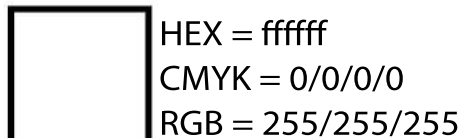
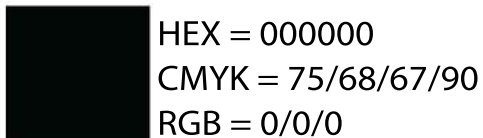
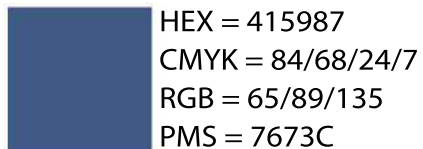
HEX = 000000
CMYK = 75/68/67/90
RGB = 0/0/0

HEX = ffffff
CMYK = 0/0/0/0
RGB = 255/255/255

HEX = c72128
CMYK = 15/100/97/5
RGB = 199/33/40

HEX = bcbcbc
CMYK = 27/21/22/0
RGB = 188/188/188

DIRT LATE MODEL DREAM



KINGS ROYAL



HEX = 4d274d
CMYK = 69/90/41/37
RGB = 77/39/77
PMS = 262C

HEX = cfb976
CMYK = 20/23/64/0
RGB = 207/185/118
PMS = 7502C

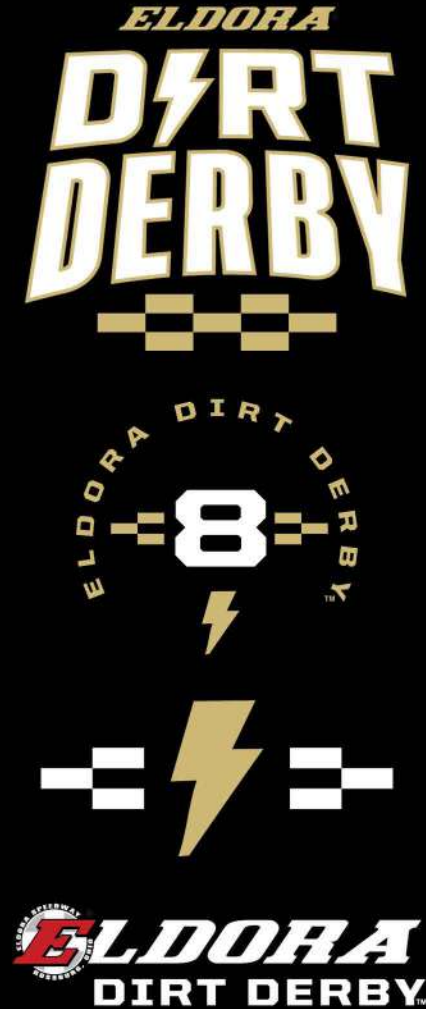
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RGB = 0/0/0

HEX = ffffff
CMYK = 0/0/0/0
RGB = 255/255/255

HEX = c72128
CMYK = 15/100/97/5
RGB = 199/33/40

HEX = bcbcbc
CMYK = 27/21/22/0
RGB = 188/188/188

ELDORA DIRT DERBY



HEX = e03047
CMYK = 6/95/71/1
RGB = 224/48/71
PMS = 1797C

HEX = cfb976
CMYK = 20/23/64/0
RGB = 207/185/118
PMS = 7502C

HEX = 000000
CMYK = 75/68/67/90
RGB = 0/0/0

HEX = ffffff
CMYK = 0/0/0/0
RGB = 255/255/255

HEX = c72128
CMYK = 15/100/97/5
RGB = 199/33/40

HEX = bcbcbc
CMYK = 27/21/22/0
RGB = 188/188/188

BALTES CLASSIC



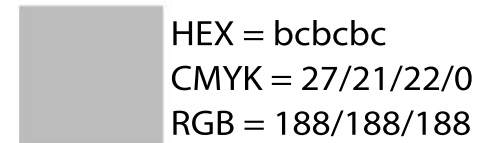
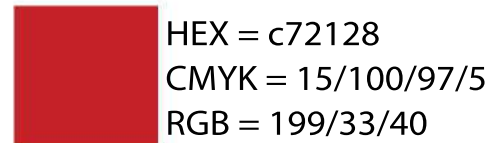
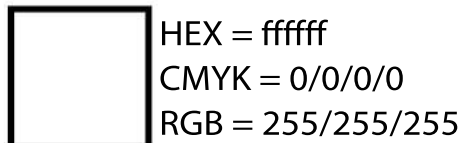
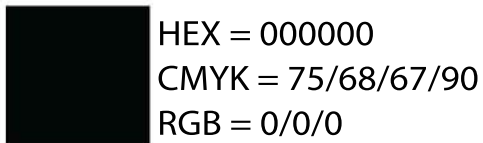
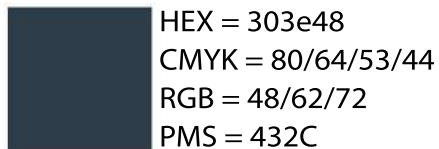
HEX = 000000
CMYK = 75/68/67/90
RGB = 0/0/0

HEX = ffffff
CMYK = 0/0/0/0
RGB = 255/255/255

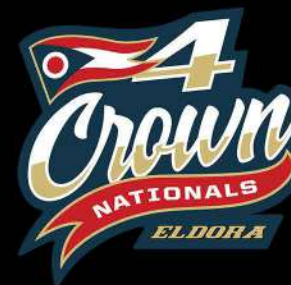
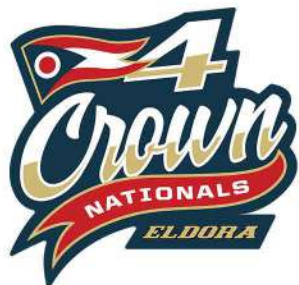
HEX = c72128
CMYK = 15/100/97/5
RGB = 199/33/40

HEX = bcbcbc
CMYK = 27/21/22/0
RGB = 188/188/188

WORLD 100



4-CROWN NATIONALS



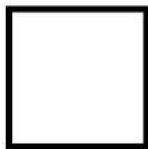
HEX = 133649
 CMYK = 94/71/49/44
 RGB = 19/54/73
 PMS = 7546C



HEX = cfb976
 CMYK = 20/23/64/0
 RGB = 207/185/118
 PMS = 7502C



HEX = 000000
 CMYK = 75/68/67/90
 RGB = 0/0/0



HEX = ffffff
 CMYK = 0/0/0/0
 RGB = 255/255/255



HEX = c72128
 CMYK = 15/100/97/5
 RGB = 199/33/40



HEX = bcbcbc
 CMYK = 27/21/22/0
 RGB = 188/188/188