2021 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**

#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

FAMILY FIREWORKS NIGHT

CASEY'S GENERAL STORE

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CASEY'S GENERAL STORE

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

27TH DIRT LATE MODEL DREAM $127,000

27TH DIRT LATE MODEL DREAM

DLM DREAM

27TH DIRT LATE MODEL DREAM $127,000

27TH DIRT LATE MODEL DREAM

DLM DREAM

HEX = ffda00
CMYK = 2/11/100/0
RGB = 255/218/0
PMS = 108C

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

26TH DIRT LATE MODEL DREAM $126,000

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DLM DREAM

26TH DIRT LATE MODEL DREAM $126,000

DIRT LATE MODEL DREAM

DLM DREAM

HEX = ffda00
CMYK = 2/11/100/0
RGB = 255/218/0
PMS = 108C

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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

KINGS ROYAL

38TH KINGS ROYAL $175,000

38TH KINGS ROYAL $175,000

KINGS ROYAL

38TH KINGS ROYAL $175,000

38TH KINGS ROYAL $175,000

KINGS ROYAL

HEX = 5c215c
CMYK = 69/99/33/23
RGB = 92/33/92
PMS = 2623C

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

HEX = f2f2f2
CMYK = 4/2/2/0
RGB = 255/255/255

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 = 242/242/242

KINGS ROYAL

37TH KINGS ROYAL $175K

KINGS ROYAL

37TH KINGS ROYAL $175K

KINGS ROYAL

HEX = 5c215c
CMYK = 69/99/33/23
RGB = 92/33/92
PMS = 2623C

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

HEX = f2f2f2
CMYK = 4/2/2/0
RGB = 255/255/255

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 = 242/242/242

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

51ST World 100 ELDORA

WORLD 100

51ST World 100 ELDORA

WORLD 100

HEX = de013f
CMYK = 7/100/75/0
RGB = 222/1/63
PMS = 199C

HEX = 0f4c81
CMYK = 99/76/24/8
RGB = 15/76/129
PMS = 301C

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

HEX = f2f2f2
CMYK = 4/2/2/0
RGB = 242/242/242
PMS = 663C

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

50TH WORLD 100

50TH WORLD 100

50TH WORLD 100

50TH WORLD 100

50TH WORLD 100

HEX = de013f CMYK = 7/100/75/0 RGB = 222/1/63 PMS = 199C	HEX = 0f4c81 CMYK = 99/76/24/8 RGB = 15/76/129 PMS = 301C	HEX = cfb976 CMYK = 20/23/64/0 RGB = 207/185/118 PMS = 7502C	HEX = f2f2f2 CMYK = 4/2/2/0 RGB = 242/242/242 PMS = 663C
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

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