

motorsport

NETWORK

BRAND GUIDELINES 2022

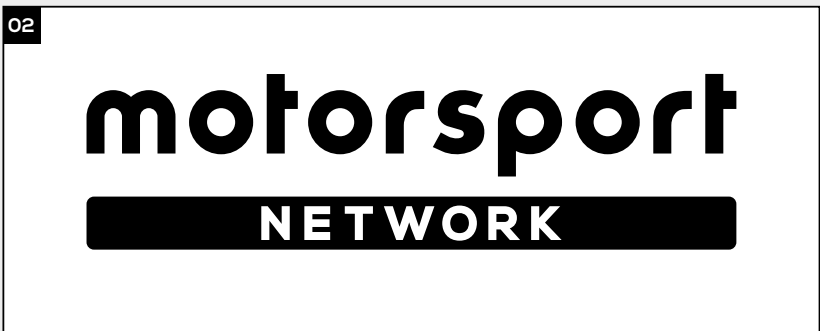
Visual Identity

- 3. Our logo
- 8. Do's and don'ts
- 11. Colour palette
- 13. Typeface
- 15. Stationary
- 17. Icons





Full colour version to be reproduced in CMYK or RGB on high integrity reproduction ie, Lithographic or digital print applications.



Mono version for low integrity repro ie, Screen printing and branding on poor materials ie; certain fabrics and substrates.

Visual Identity

Our Logo on White

Our logo must appear on every communication we create. Top tier applications consist of covers, website masthead, posters, banners, emailers, presentations, sponsorships and partnerships.

All logos can be downloaded [here](#).

Minimal possible size:



Height: 15 mm Width: 40 mm



Height: 15 mm Width: 40 mm



Full colour version to be reproduced in CMYK or RGB on high integrity reproduction ie, Lithographic or digital print applications.



Mono version for low integrity repro ie, Screen printing and branding on poor materials ie; certain fabrics and substrates.

Visual Identity

Our Logo on Black

Our logo must appear on every communication we create. Top tier applications consist of covers, website masthead, posters, banners, emailers, presentations, sponsorships and partnerships.

All logos can be downloaded [here](#).

Minimal possible size:



Height: 15 mm Width: 40 mm



Height: 15 mm Width: 40 mm



Full colour version to be reproduced in CMYK or RGB on high integrity reproduction ie, Lithographic or digital print applications.



LOGO CLEAR SPACE
This area is a virtual exclusion zone which should remain clear of other logos, type, line work or tones etc. The logos should also remain clear of page edges, borders or cutter areas.

Visual Identity

Our Logo on Red

Our logo must appear on every communication we create. Top tier applications consist of covers, website masthead, posters, banners, emailers, presentations, sponsorships and partnerships.

All logos can be downloaded [here](#).

Minimal possible size:



Height: 15 mm Width: 40 mm

Visual Identity

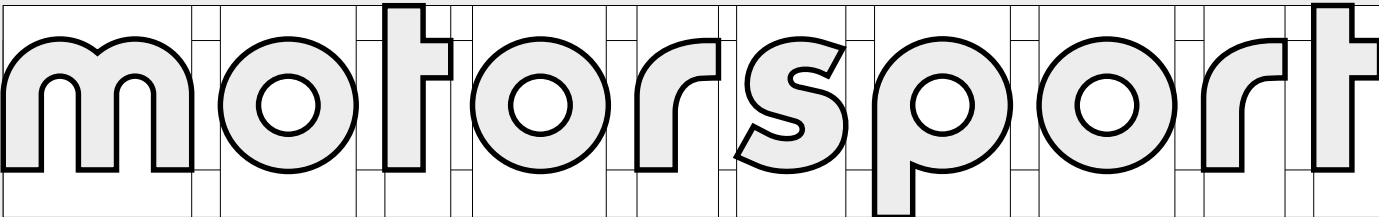
How to build our logo

Our logo must appear on every communication we create. Top tier applications consist of covers, website masthead, posters, banners, emailers, presentations, sponsorships and partnerships.

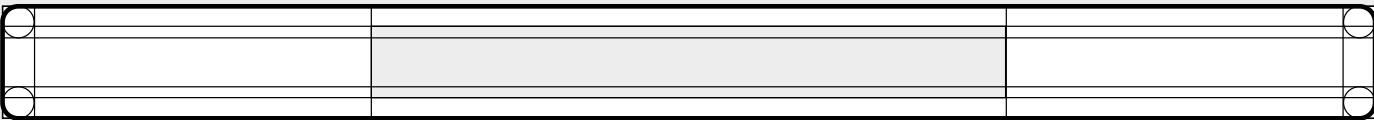
All logos can be downloaded [here](#).



01 TEXT ELEMENT. Motorsport text based on font futura bold with custom modification



02 GRAPHIC ELEMENT. Based on geometry figure as rectangle with round corners



03 TEXT ELEMENT. Motorsport text based on font Nexa bold with custom modification



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Possible ways of logo usage (without outline)



Visual Identity

Do's

Here are examples of correct logo usage. It is important that the logo is not modified in order for Motorsport Network to present a consistent brand.

Do not attempt to place the logo on coloured, textured or image backgrounds



Visual Identity

Do not's

Here are examples of incorrect logo usage. It is important that the logo is not modified in order for Motorsport Network to present a consistent brand.

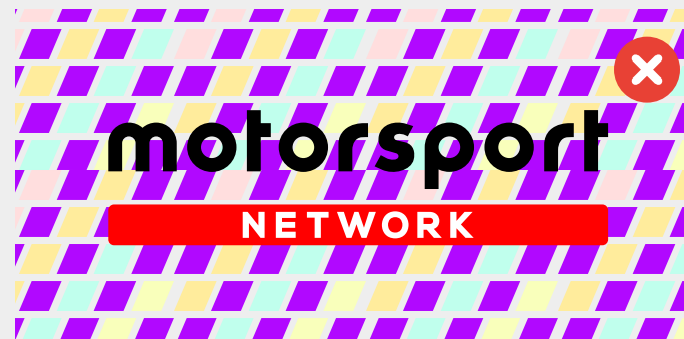
Do not stretch or compress the logo in any way



Do not recompose or break any logo elements



Do not attempt to place the logo on coloured, textured or image backgrounds



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Visual Identity

Colour Palette

The Motorsport Network palette draws inspiration from race tracks and racing. This range considers the compatibility of the colours and how they interface with our collateral and media platforms.

Motorsport
Network Red

HEX	RGB	CMYK
#FF000D	255, 0, 13	0, 100, 95, 0

Black

HEX	RGB	CMYK
#000000	0, 0, 0	0, 0, 0, 1

White

HEX	RGB	CMYK
#FFFFFF	255, 255, 255	0, 0, 0, 0

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Typeface

Nexa

Using our chosen typeface, ensures that our typography is consistent and legible across all our communication channels.

Our primary font is the 'Nexa' font family. If you don't have a copy of this font you can download it [here](#).

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&@*) 0123456789

Nexa Regular

Website
Sub Title
Print

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&@*) 0123456789

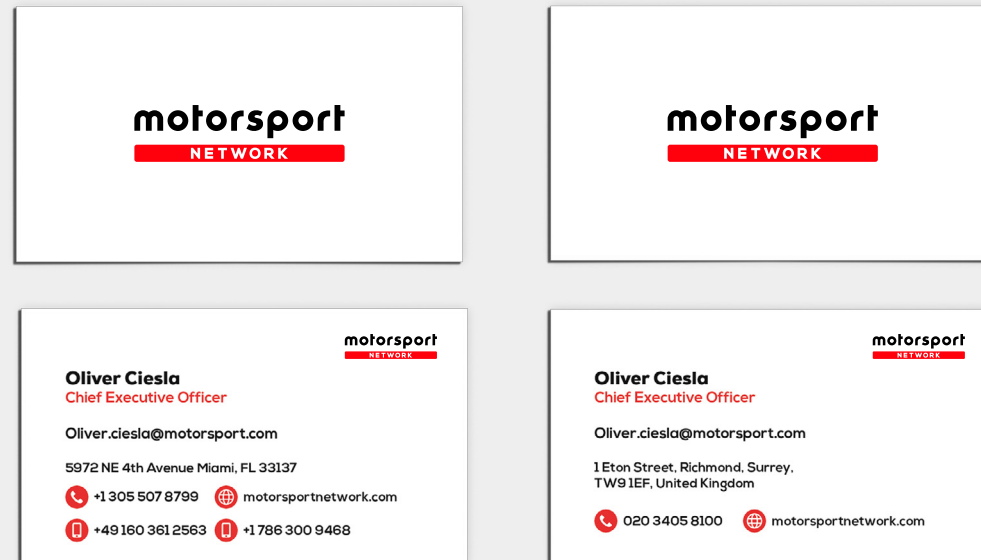
Nexa Bold

Logo
Title
Website
Web banners
Print

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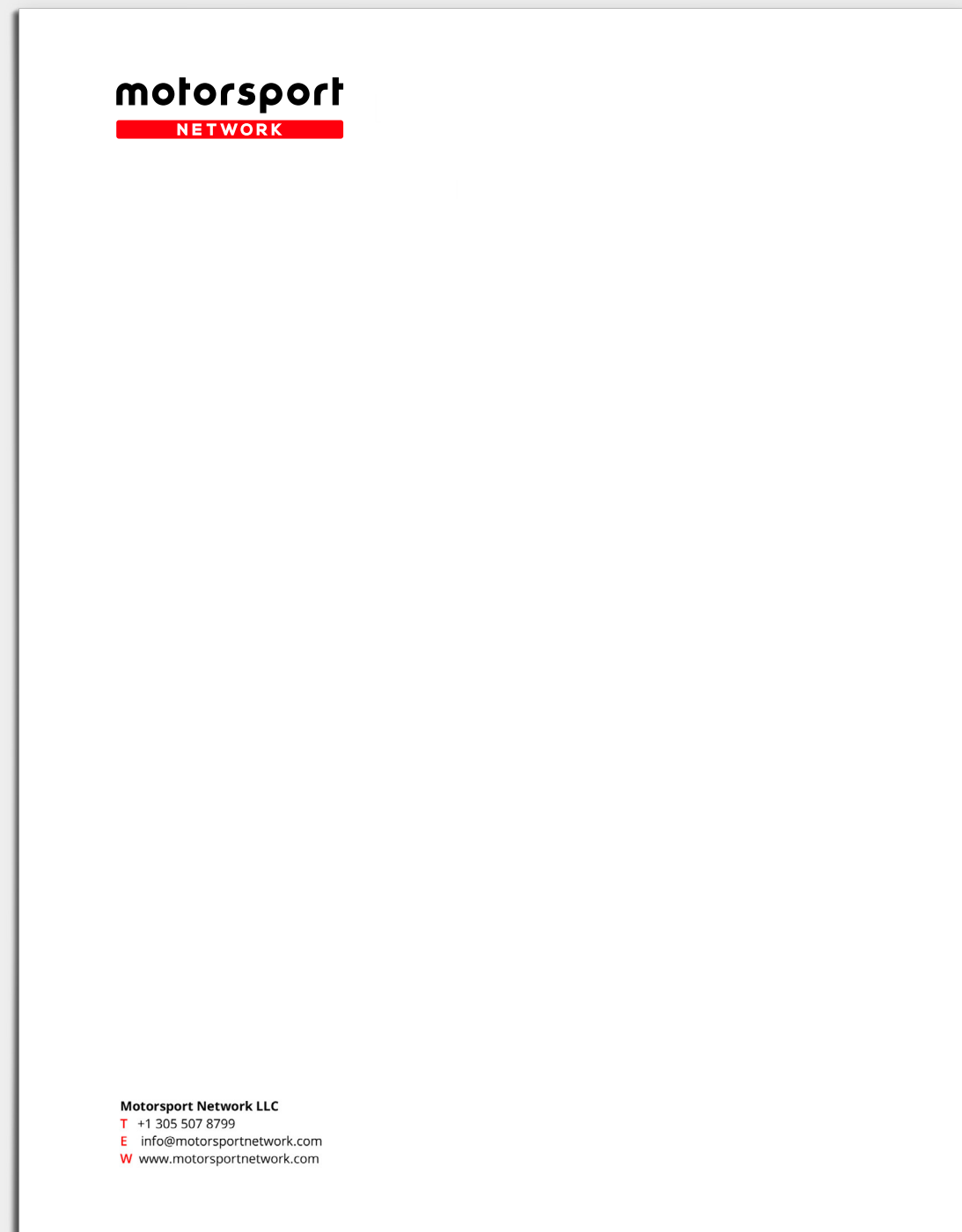




Stationary

Business Cards and Letterheads

Our aim is to provide a strong presence in the Automotive and Motorsport industry. This implies to use documents with complete information, consistent layouts and constant quality. The Motorsport Network stationary templates are available to download [here](#).



Visual Identity

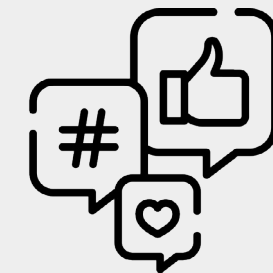
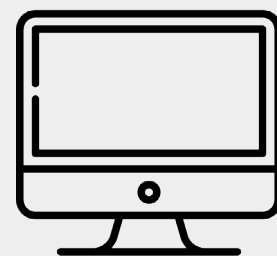
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Icons

Special Lineal Style

Motorsport Network icons provide symbolism, conceptual clarity and visually interesting simplistic shapes and forms. Icons can be accessed [here](#) and licenced under Flaticon.com





FOR BRAND ENQUIRIES CONTACT: FABIO.DIMARE@MOTORSPORT.COM