

motorsport

NETWORK

BRAND
GUIDELINES

2021

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logo

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03 OUR
LOGO

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OUR LOGO ON WHITE



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.

Minimal possible size:



Hight: **15** mm Width: **40** mm



Hight: **15** mm Width: **40** mm



OUR LOGO ON BLACK



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.

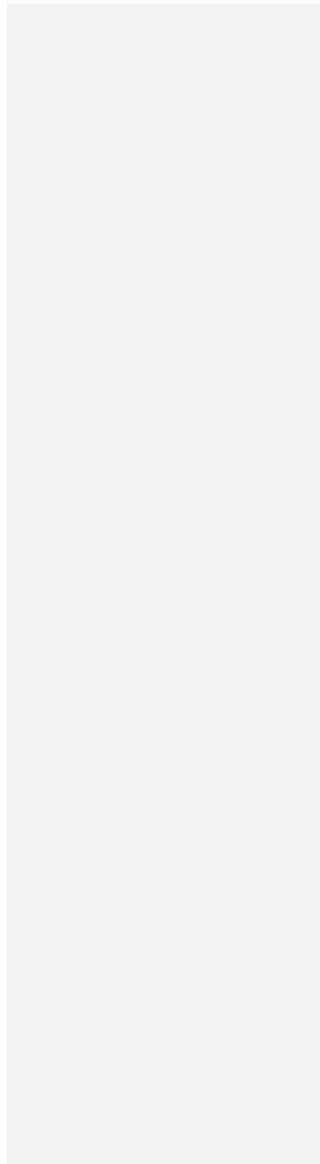
Minimal possible size:



Hight: 15 mm Width: 40 mm



Hight: 15 mm Width: 40 mm



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OUR LOGO ON RED



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

Minimal possible size:



Hight: **15** mm Width: **40** mm

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.

1/2 x		1/2 x
x	motorsport	x
	NETWORK	
1/2 x		1/2 x

OUR COLORS

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MOTORSPORT NETWORK BLACK COLOR

Pantone Black
Hex color **#000000**
HSB **0/0/0**
RGB **255/255/255**
CMYK **100/100/100/100**

MOTORSPORT NETWORK WHITE COLOR

Pantone White
Hex color **#FFFFFF**
HSB **0/0/100**
RGB **255/255/255**
CMYK **0/0/0/0**

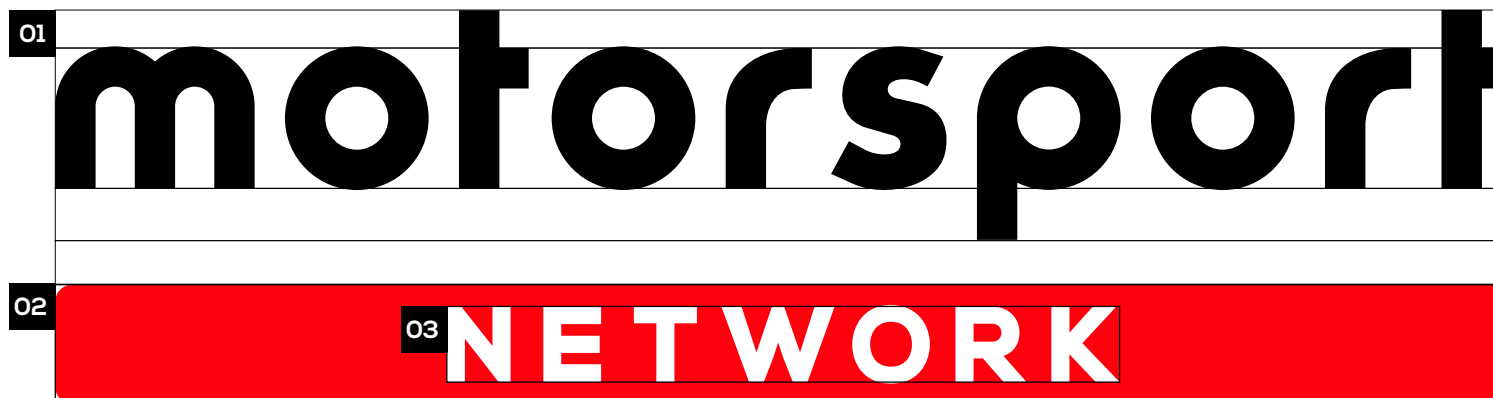
MOTORSPORT NETWORK RED COLOR

Pantone Red
Hex color **#FF0000**
HSB **0/100/100**
RGB **255/0/0**
CMYK **0/99/100/0**

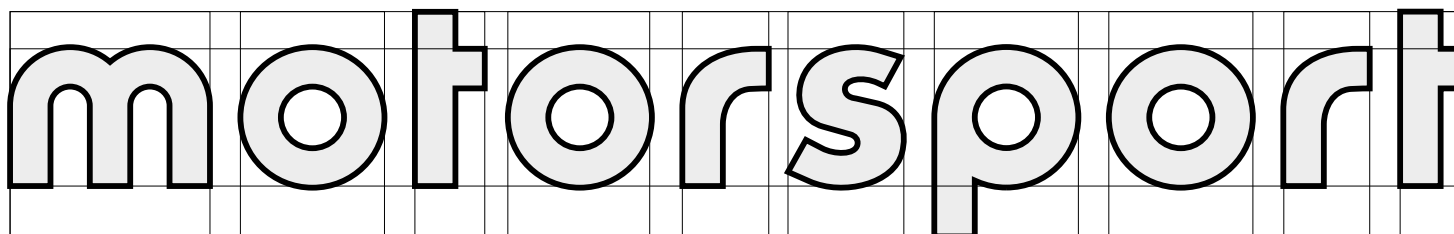
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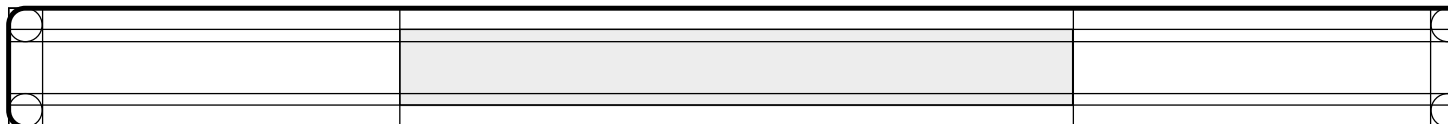
HOW TO BUILD UP OUR LOGO



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



- 02 GRAPHIC ELEMENT.** Based on geometry figure as rectangle with round conners



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

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09 DON'TS AND DO'S

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DON'TS

01 Do not stretch or compress either logo in any way.

~~motorsport~~

~~NETWORK~~

~~motorsport~~

~~NETWORK~~

~~motorsport~~

~~NETWORK~~

~~motorsport~~

~~NETWORK~~

02 Do not recompose or broke logo elements.

~~motorsport~~

~~NETWORK~~

~~NETWORK~~

~~motorsport~~

~~NETWORK~~

~~motorsport~~

~~motorsport~~

~~NETWORK~~

03 Do not attempt to place either logo on coloured, textured or image backgrounds.

~~motorsport~~

~~NETWORK~~

~~motorsport~~

~~NETWORK~~

~~motorsport~~

~~NETWORK~~

~~motorsport~~

~~NETWORK~~

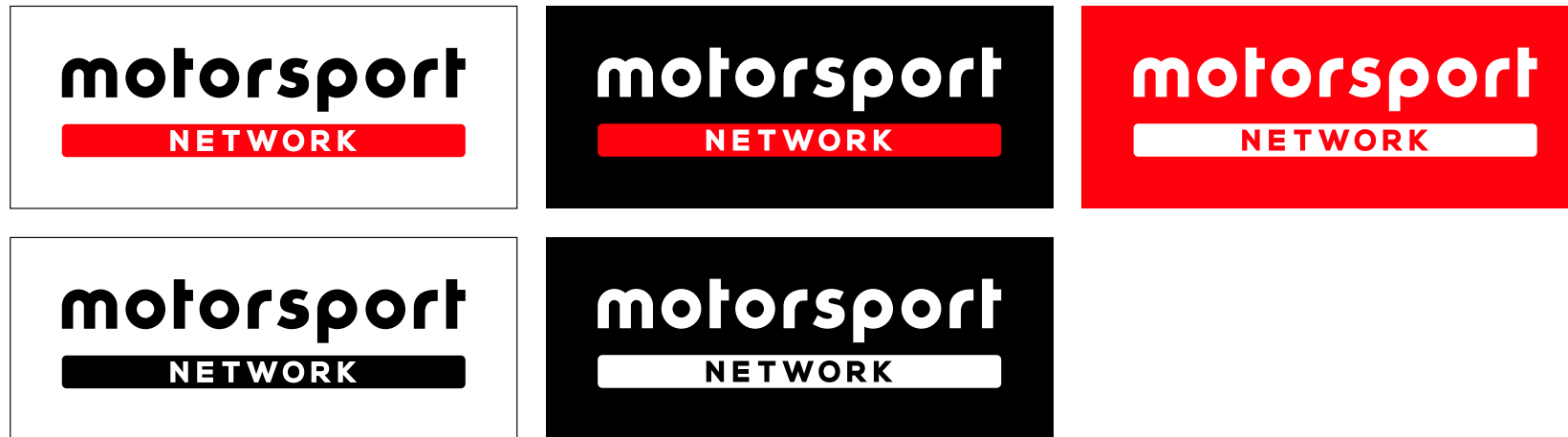
~~motorsport~~

~~NETWORK~~

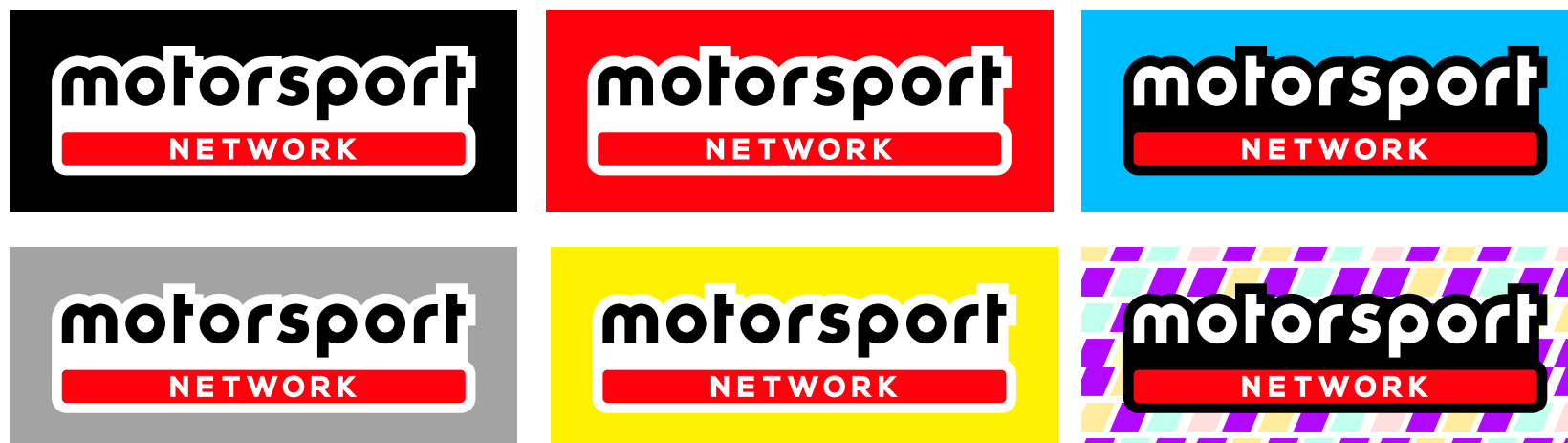
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DO'S

All possible ways of logo usage (without outline)



With white and black outline you can use logo on any colorful background



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12 OUR
TYPEFACE

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OUR TYPEFACE

NEXA

All possible ways of logo usage (without outline)

Aa

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

Nexa Light

Web site
Sub Title
Print

Aa

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

Nexa Bold

Logo
Title
Web site
Web banners
Print

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THANK
YOU