iRACING LOGO GUIDELINES

V.2021.12.16
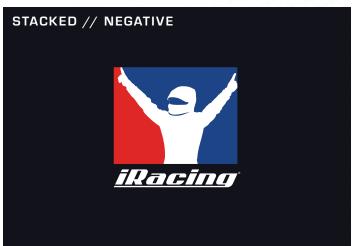
iRacing Brand Marks

LOGOS

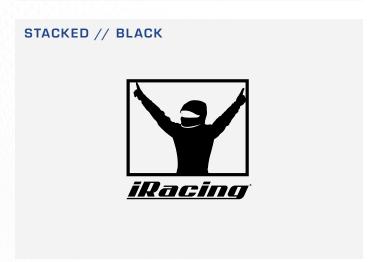**INLINE // POSITIVE**

INLINE // NEGATIVE

STACKED // POSITIVE

STACKED // NEGATIVE

WORDMARK

ICON

iRacing Brand Marks One Color Variants

LOGOS

INLINE // BLACK

INLINE // WHITE

STACKED // BLACK

STACKED // WHITE

ICON

iRacing Brandmark Usage

PROPER LOGO USAGE

Under no circumstance should the iRacing logo, wordmark, or icon be stretched, angled, reflected or have any additional effects placed on them. Each brandmark must be used in full, and may not be broken into separate design elements. Careful attention must be paid to ensure contrast and legibility between the brandmark and the background.

EXAMPLES OF IMPROPER USAGE

EFFECTS APPLIED TO LOGO

LOGO USED AT AN ANGLE

POOR CONTRAST

EXAMPLES OF PROPER USAGE

NO EFFECTS

CORRECT ORIENTATION

CORRECT CONTRAST

iRacing Colors

CORE BRAND COLORS

iRACING RED

Pantone 485 C

Hex: #DF2826

RGB: 223, 40, 38

CMYK: 6, 98, 100, 1

iRACING BLUE

Pantone 7687 C

Hex: #1E4488

RGB: 30, 68, 136

CMYK: 100, 86, 16, 3

iRACING BLACK [WEB ONLY]

Hex: #05050F

RGB: 5, 5, 15