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OUR LOGOS

*An expression of the relationship between
NASCAR and the world we touch.*

LOGO USAGE - SIZING AND SPACING

When we use the logo, think of it as a signature - keep it small.



For the NASCAR Identity Mark and any other product logos, fifty percent (50%) of the X -height of the logo provides a basic measurement to maintain a minimum clearance between the logo and other elements.

For overall visual space, logo should be no larger than 5% of overall space.

/// LOGO USAGE - COLOR GUIDELINES

Follow these guidelines when using the NASCAR logo (or any other product logos)

PRIMARY FULL COLOR





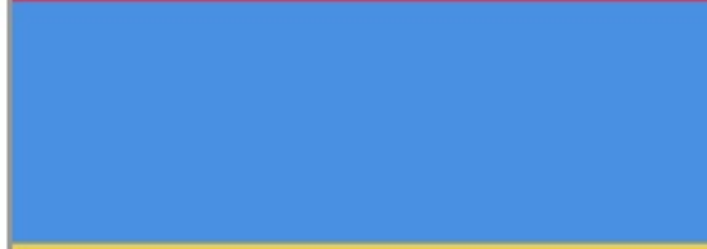


PRIMARY ONE COLOR



PRIMARY EMBROIDERY VERSION



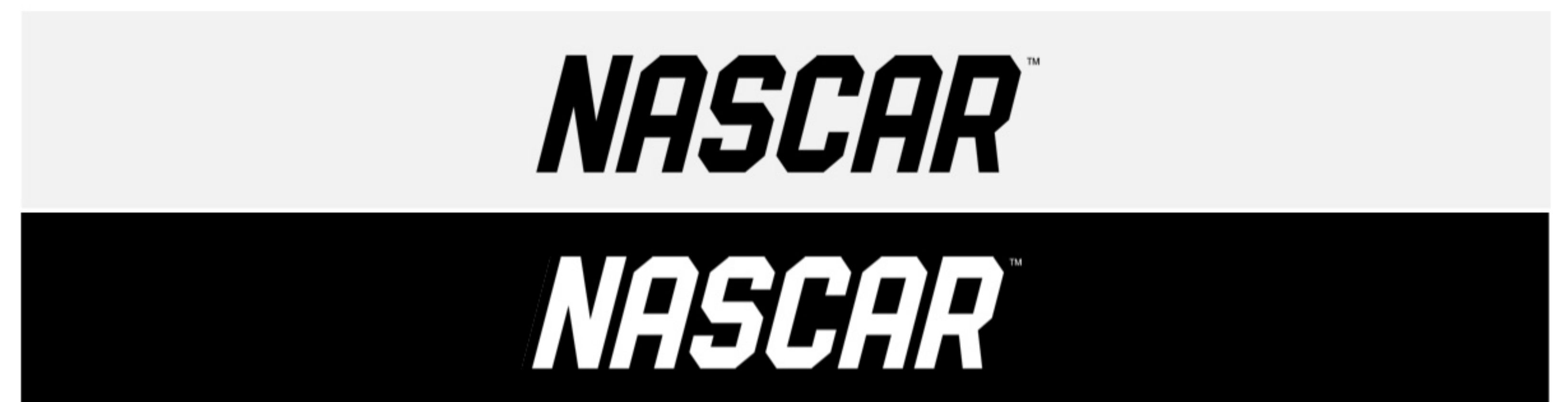
COLORS

	70c/20m/30y/100k	0r/0g/0b	00000d
	0c/91m/76y/0k	228r/0g/43b	ea002a
	100c/43m/0y/0k	0r/122g/194b	0063a7
	0c/15m/76y/0k	255r/214g/89b	f6cf3f
	0c/0m/0y/0k	250r/250g/250b	ffffff

LOGO OVER COLORED BACKGROUNDS



WORDMARK





TYPOGRAPHY

The foundation for our identity system

/// **TYPOGRAPHY - STAINLESS**

An industrial-grade sans-serif face, stainless brings surprising power and an energetic excitement to our primary typeface. Extremely legible in a variety of weights and sizes.

Stainless Regular

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Stainless Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Stainless Regular Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



IMAGERY

A picture is worth 1,000 words.

IMAGERY GUIDELINES

Ours is a sport of power, passion, and pageantry, and our imagery should boldly convey these attributes.

FANS

Show high-energy fans to convey the communal aspect of the sport. Show a variety of scale, from small to epic. And show them in a positive light.



- Don't show fans engaged in less-than-respectable activity.
- Don't show empty stands.
- Don't show low-energy fans.

COMPETITION

Show the action and drama involved with heated competition and the determination of intense, high-energy racing.



- Don't show crashes where people get hurt.
- Don't use blurry action shots.
- Don't show empty tracks or stands.

DRIVERS

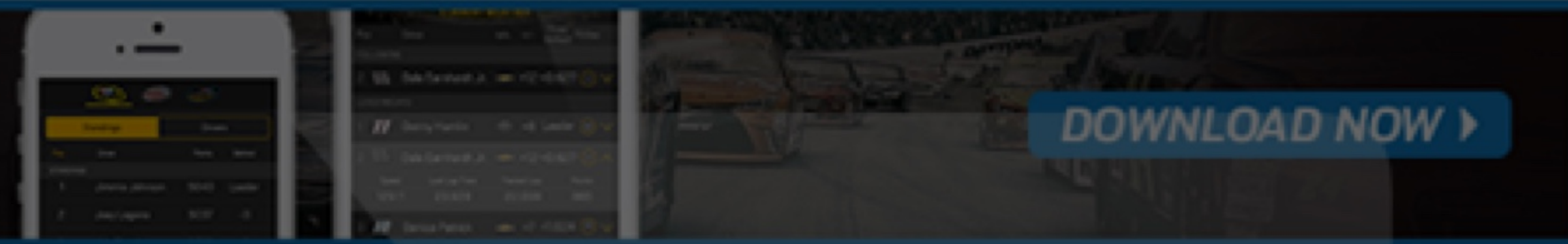
Show images that highlight those fun, candid, authentic moments that reveal their passion for competition & winning.



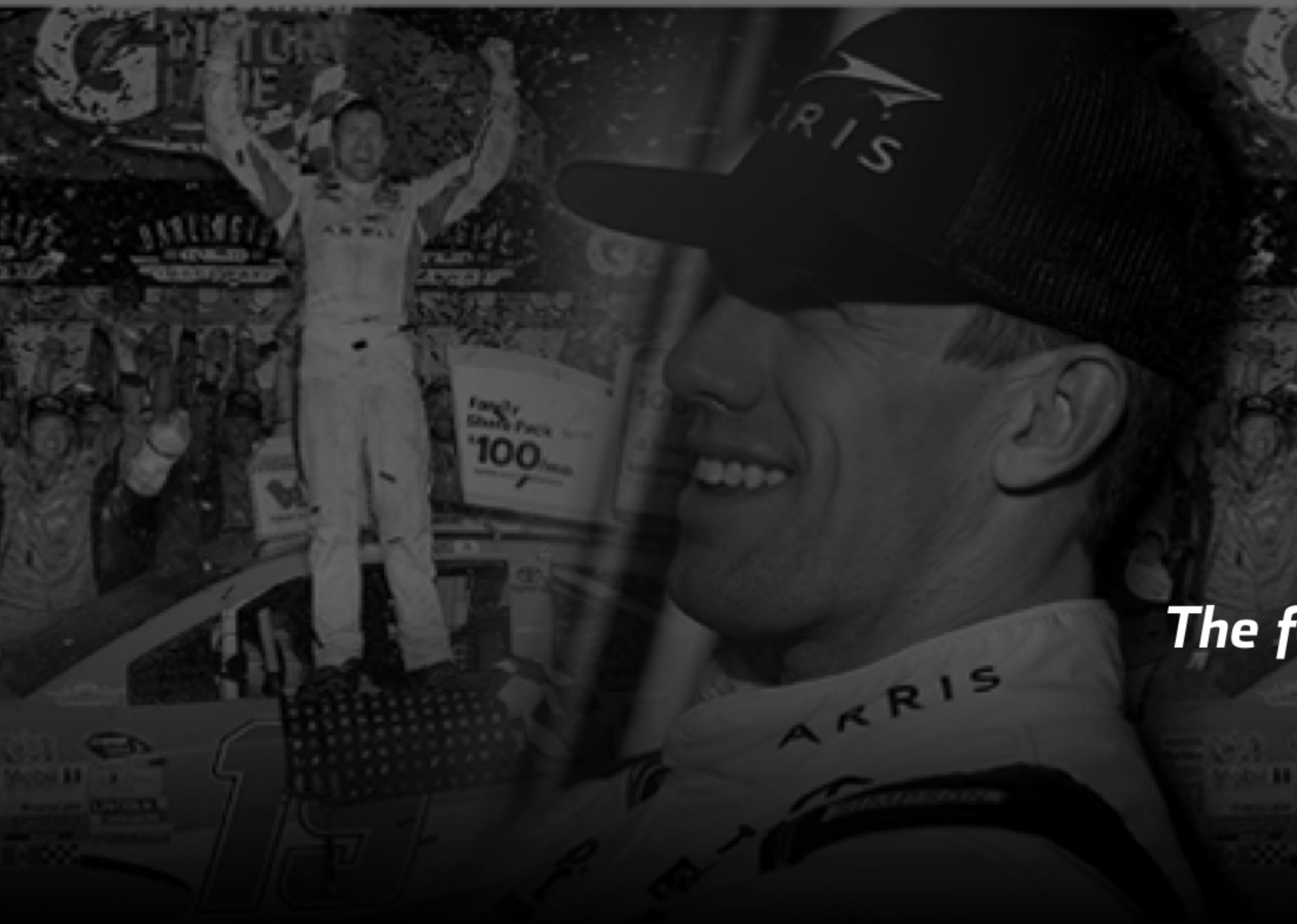
- Don't use images that make them look foolish.
- Don't over-glamorize shots of drivers.
- Don't show current drivers with outdated sponsorship.



NASCAR
MOBILE



DOWNLOAD NOW



CHANGING TIDES

Edwards steps away, Suarez to drive in Monster Energy NASCAR Cup Series

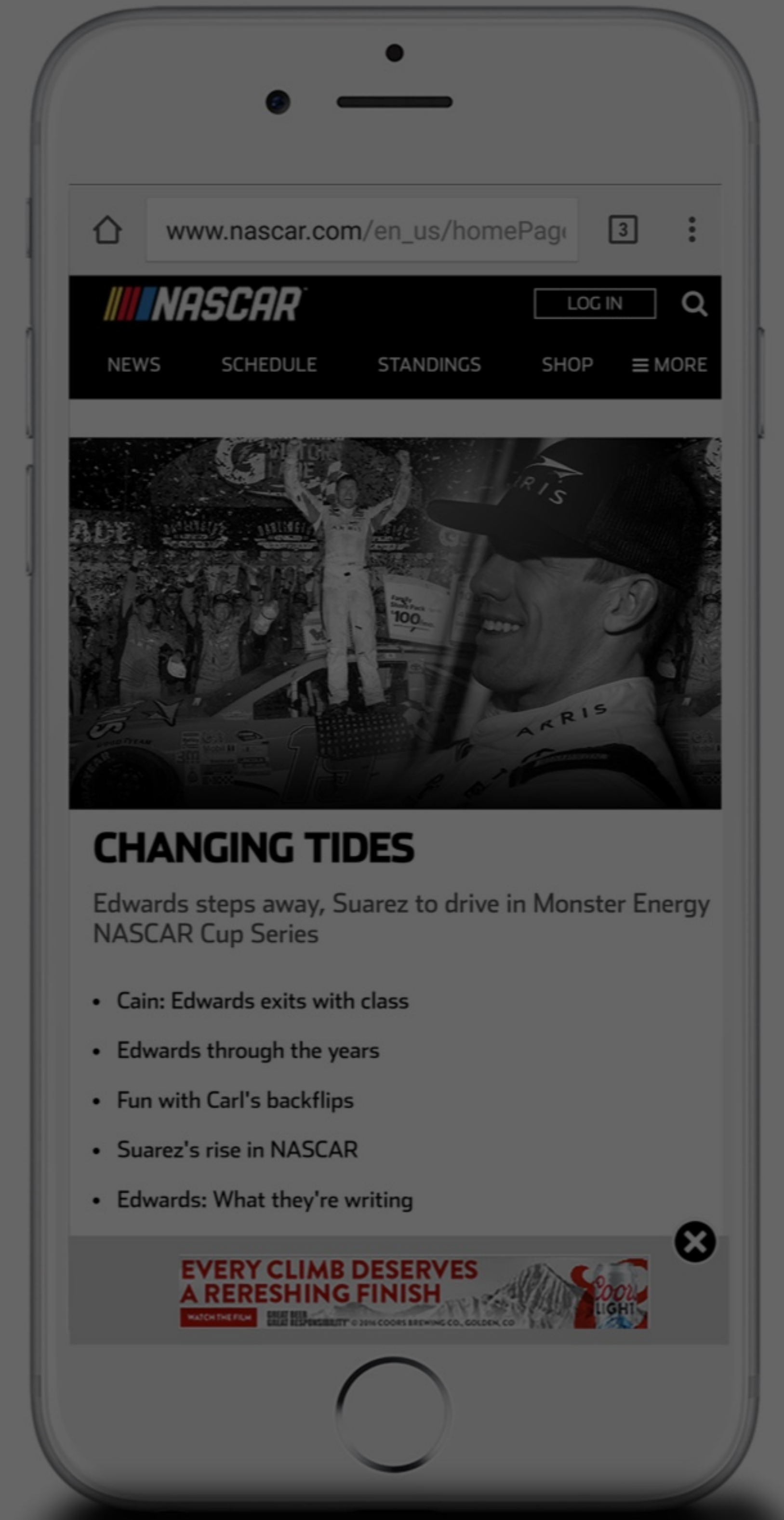


DAYTONA INTERNATIONAL
SPEEDWAY

44 6 22 46
DA HOU ME SE

UX / UI

The foundation of our web experiences



CHANGING TIDES

Edwards steps away, Suarez to drive in Monster Energy NASCAR Cup Series

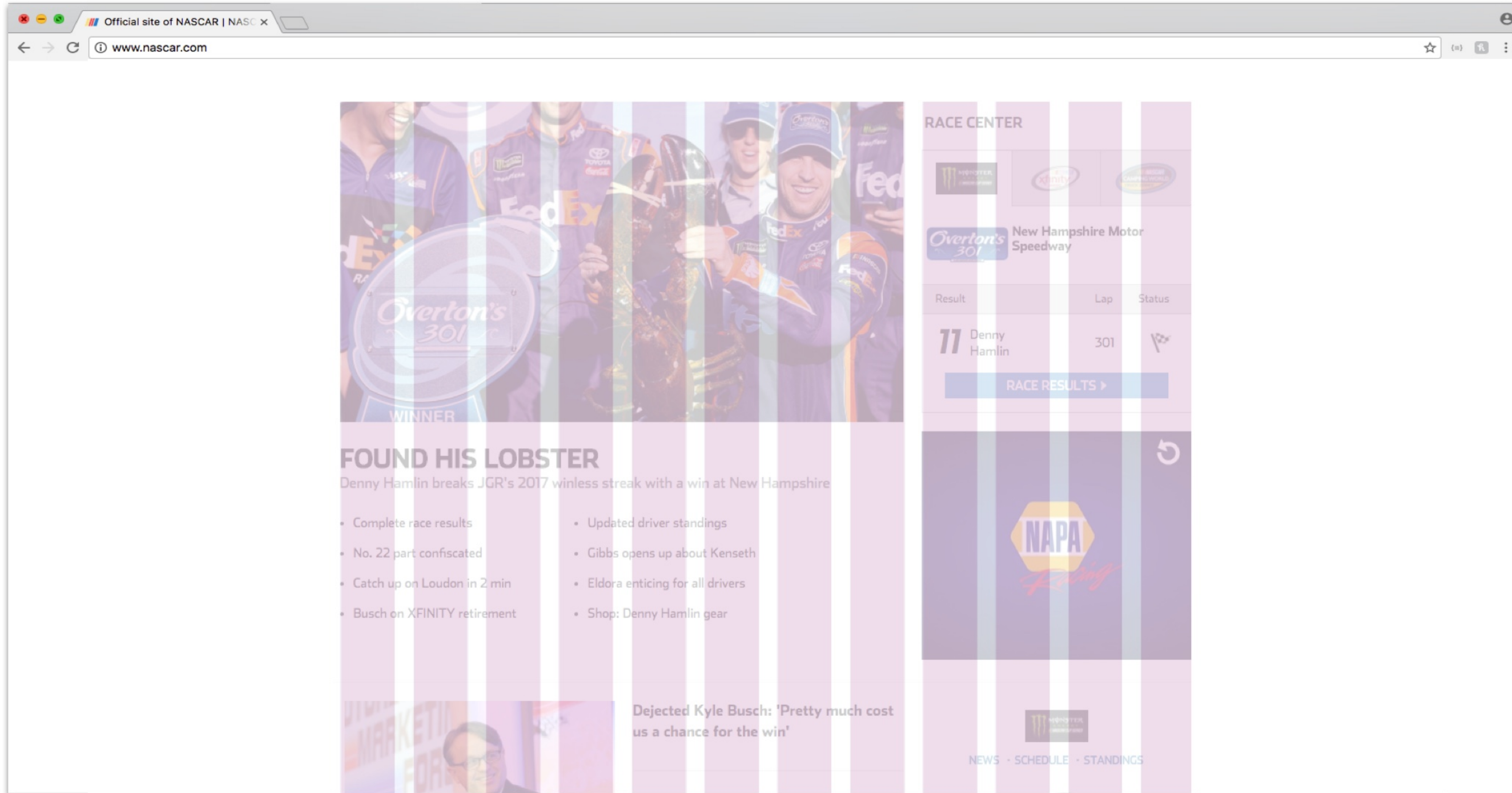
- Cain: Edwards exits with class
- Edwards through the years
- Fun with Carl's backflips
- Suarez's rise in NASCAR
- Edwards: What they're writing



Grid based design makes designs more clear and orderly, increases development speed and makes it easier to build responsive experiences.

DESKTOP

12 Columns / 30 pixel gutters / 980 width



WINGS AVAILABLE FOR ADVERTISING CREATIVE

WINGS AVAILABLE FOR ADVERTISING CREATIVE

We develop unique responsive designs for the mobile environment. Tablet landscape reflects our desktop layout, tablet portrait takes the mobile layout.

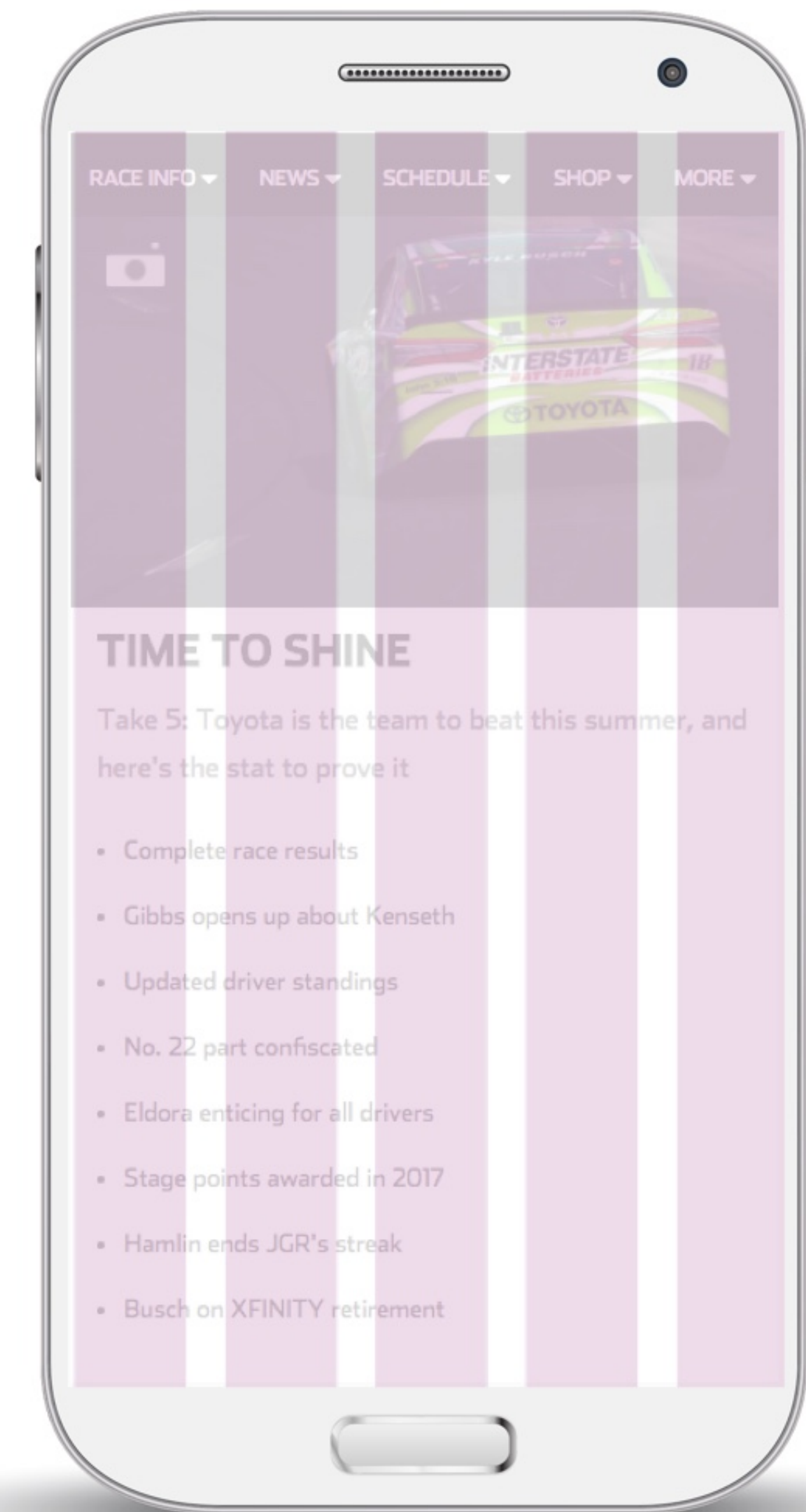
TABLET LANDSCAPE

1024 width



MOBILE PHONE

320width



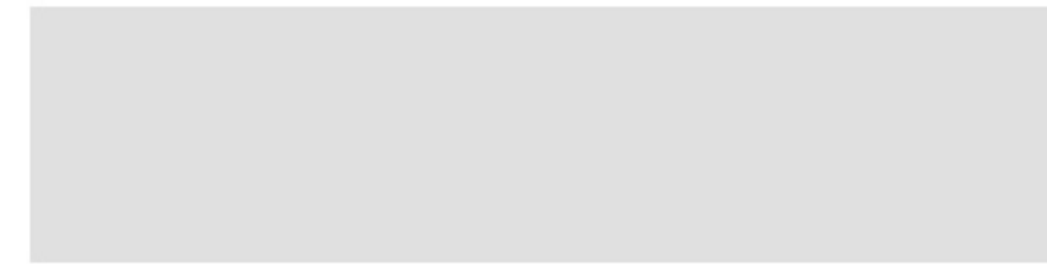
/// COLOR

These are the default colors for NASCAR.com or any site connected to it. The light palette increases readability and showcases photos, partner logos, sponsored branding and news copy.

BACKGROUND



CONTENT AREA
WHITE
#FFFFFF



BACKGROUND
LIGHT GRAY
#E0E0E0



BORDER AREA
LIGHT GRAY BORDER
#B7B7B7



NAVIGATION
BLACK
#000000

BUTTON



DEFAULT BUTTON
BLUE
#2689c2



DEFAULT BUTTON
BLACK
#000000



BUTTON ROLLOVER
MONSTER GREEN
#79b90f

LINKS



NEWS STORY
BLUE
#2689c2



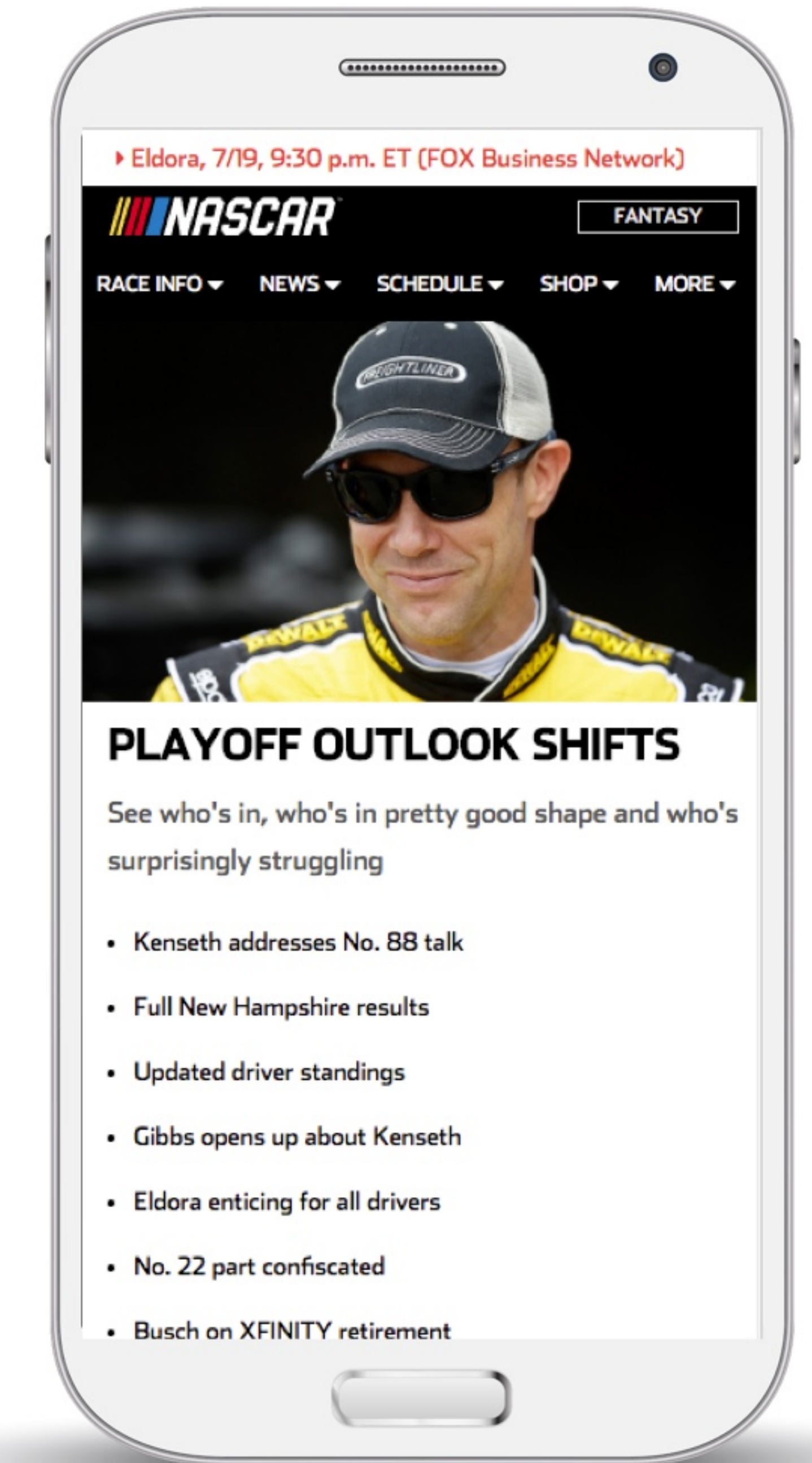
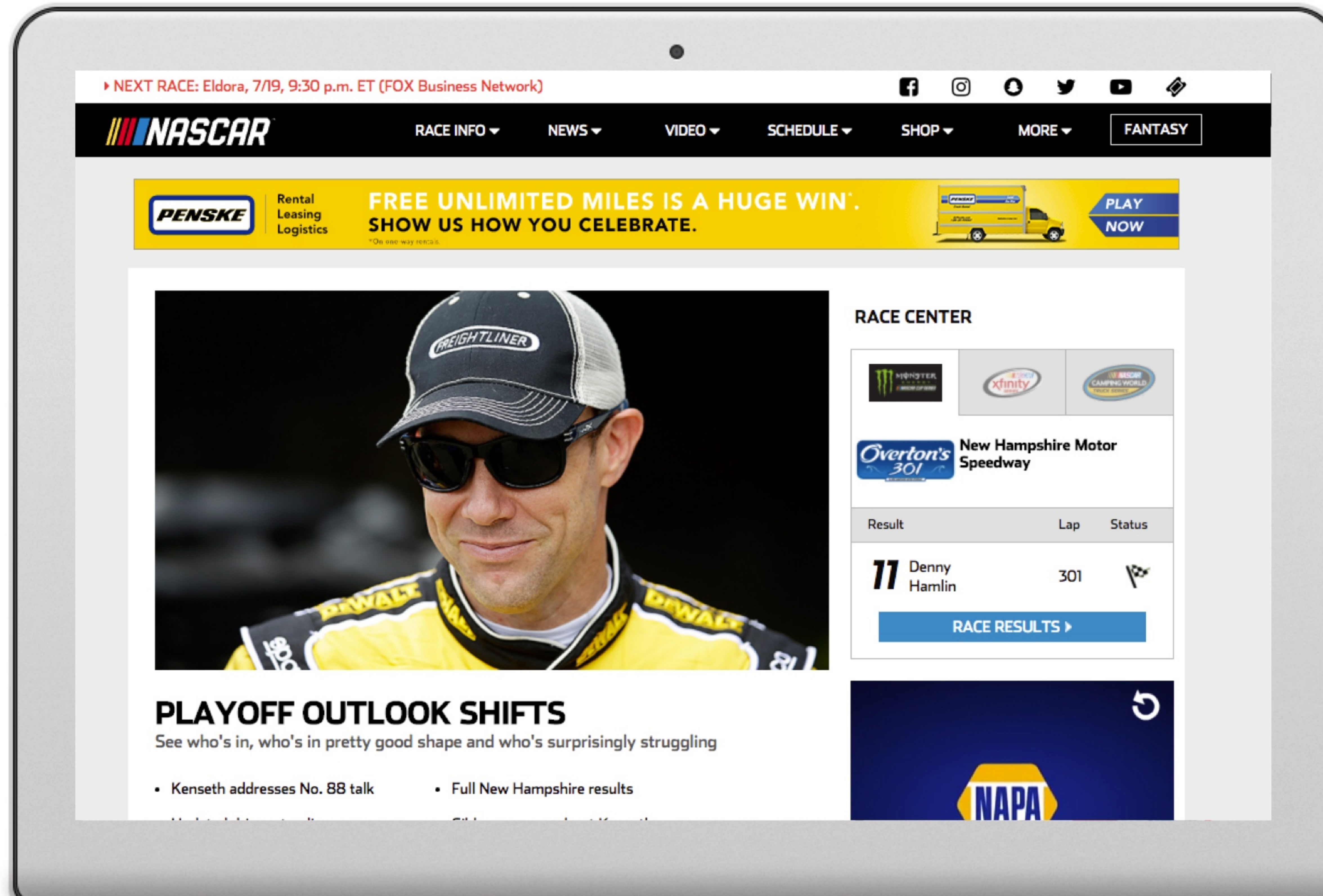
NAVIGATION TEXT (INACTIVE)
GRAY
#FFD655



NAVIGATION TEXT (ACTIVE)
YELLOW
#FFD655

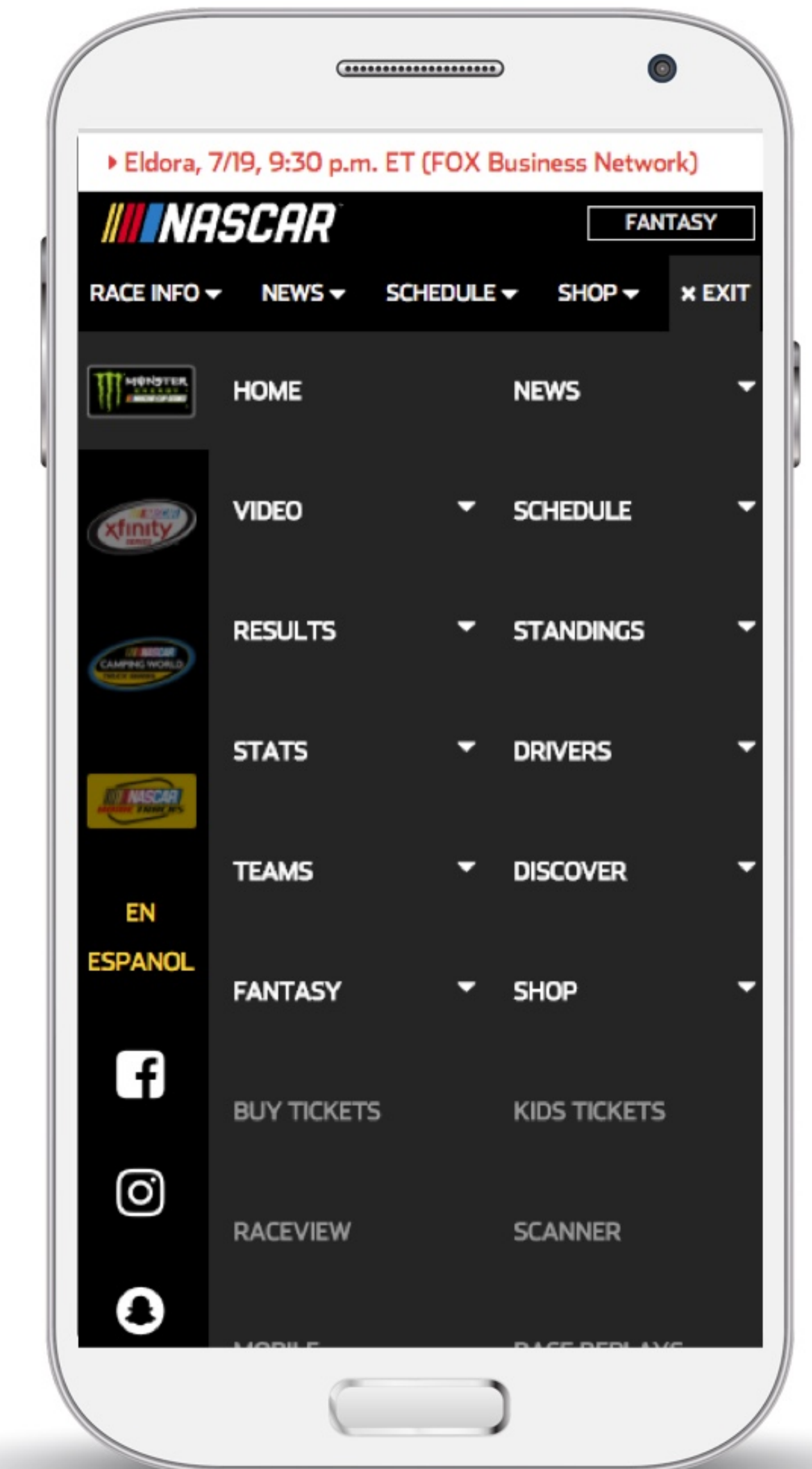
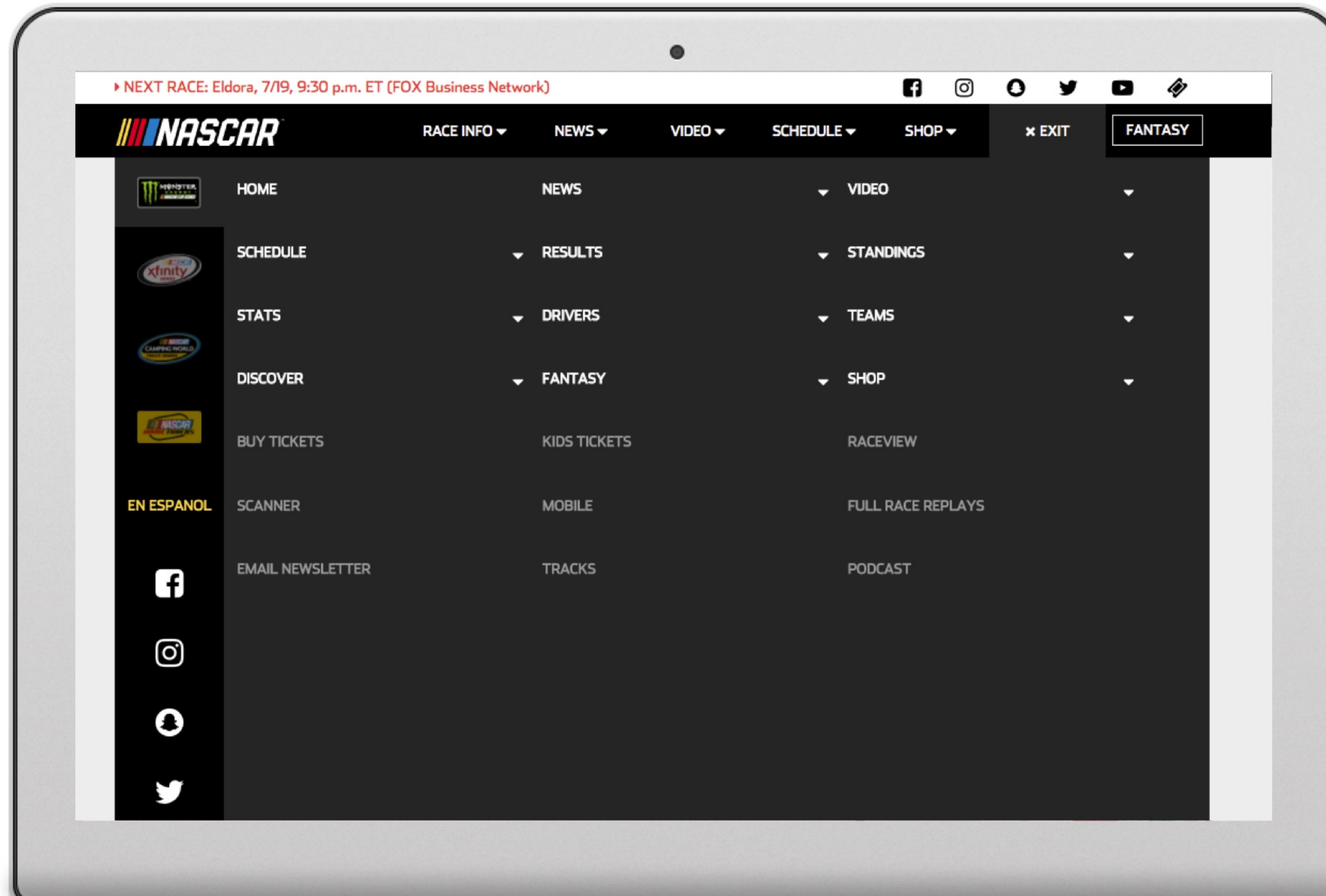
GLOBAL NAVIGATION - DEFAULT

Global navigation with unique design for mobile



GLOBAL NAVIGATION - OPEN

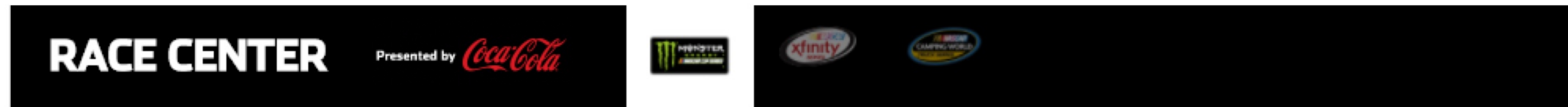
Global navigation with unique design for mobile



Filtering series with tabs is a consistent theme.

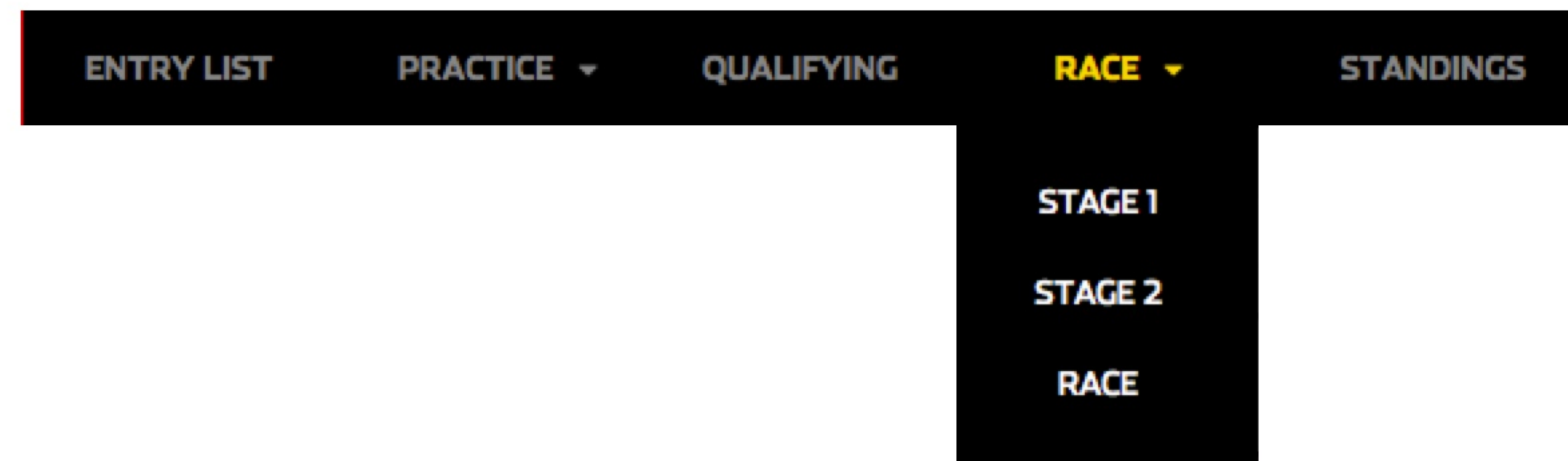
PAGE TITLE SUBNAV

Page title / sponsored content / sort by series



CATEGORY SUBNAV

Multiple categories / built in dropdowns



RACE CENTER SUBNAV

Tabbed filtering for series

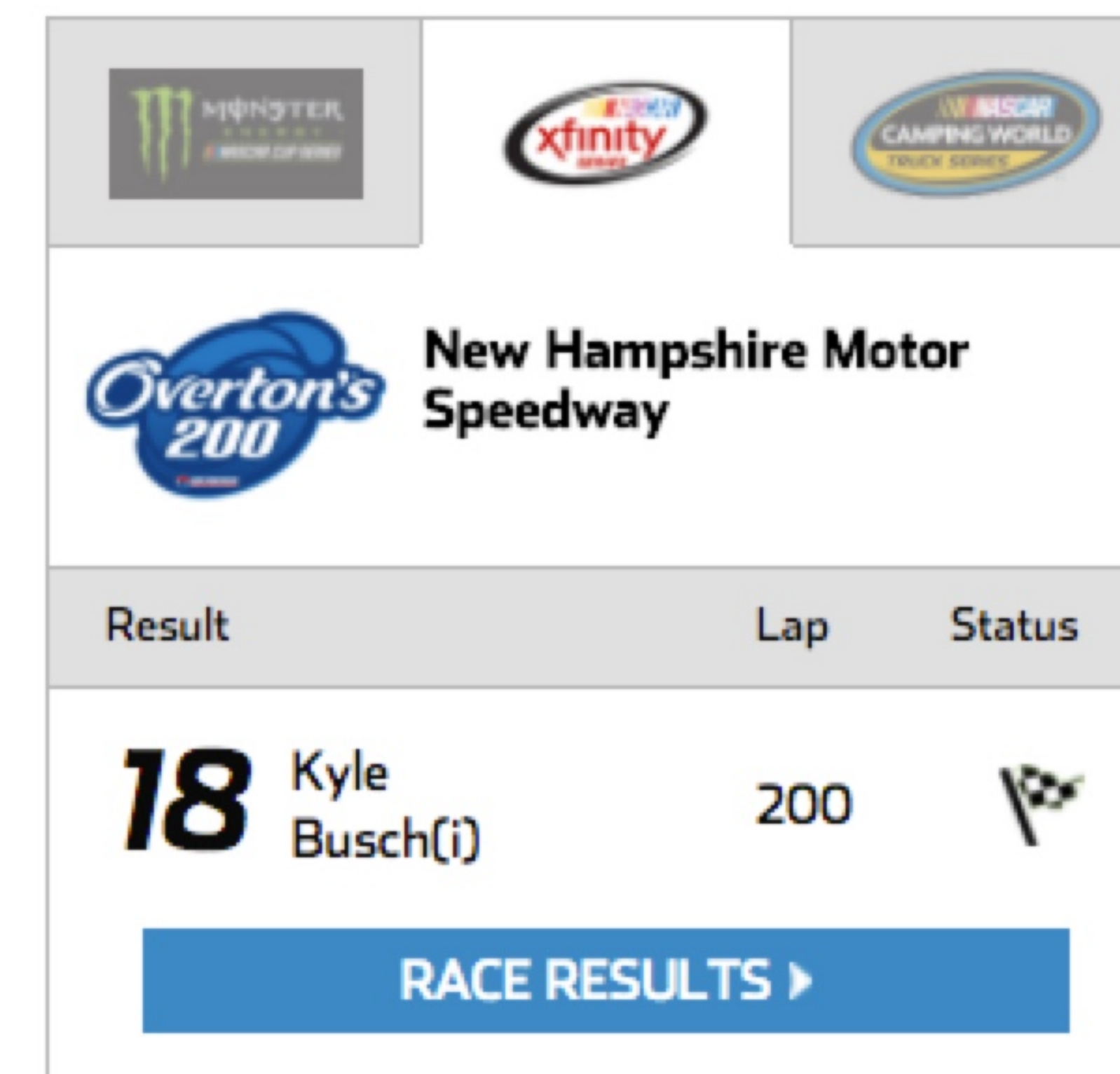


IMAGE ROLLOVER

Use this technique to display more information over images (example: Article carousel or Galleries)

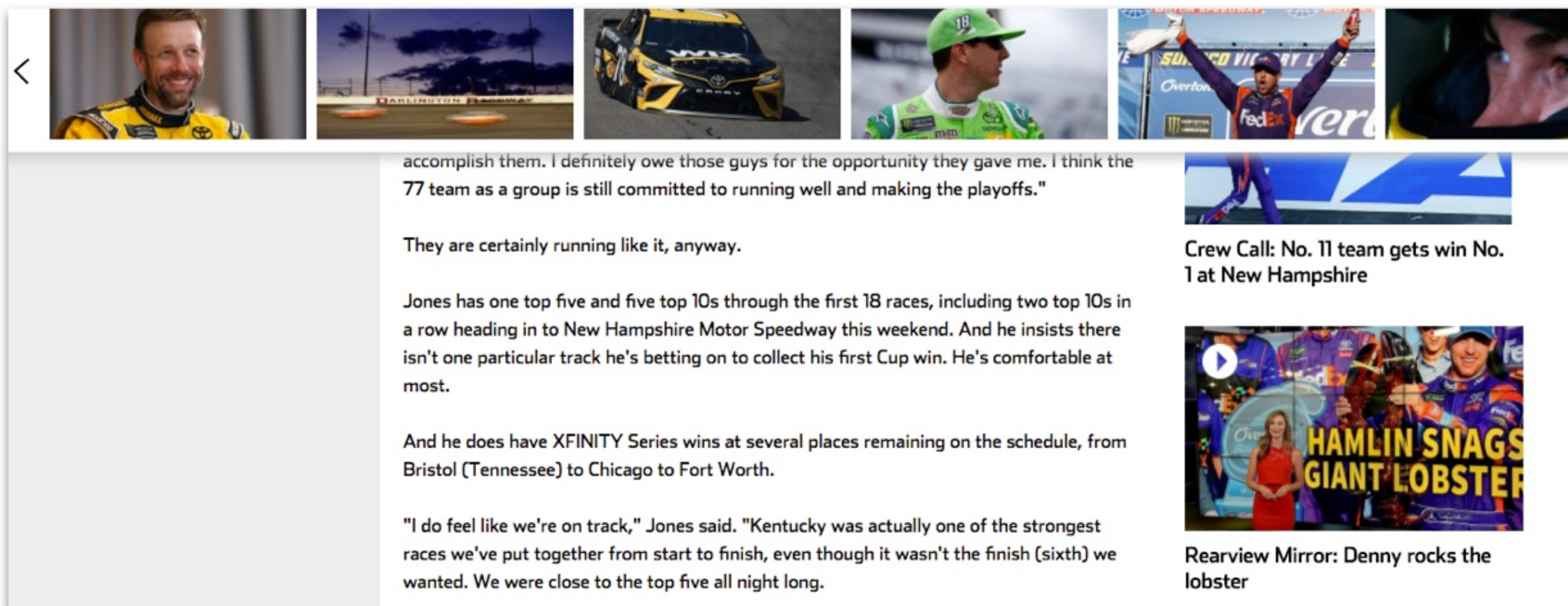
GALLERY DEFAULT



GALLERY ROLLOVER



ARTICLE CAROUSEL DEFAULT



ARTICLE CAROUSEL ROLLOVER

