

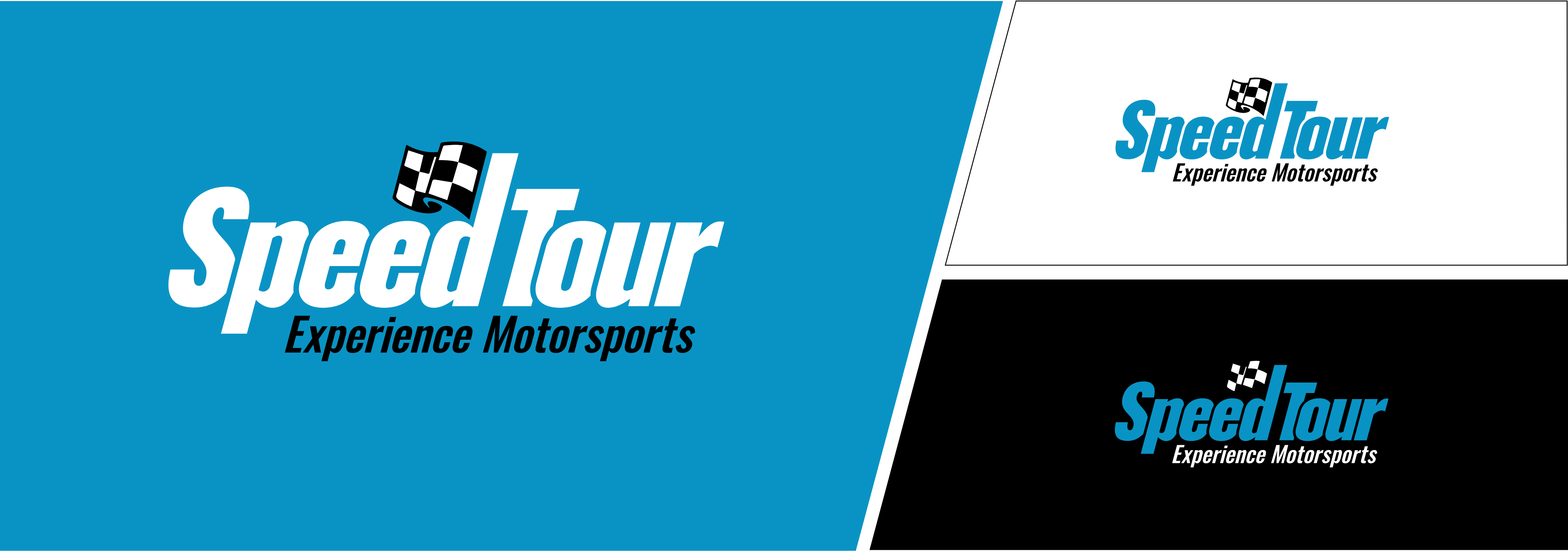



Speed Tour
Experience Motorsports



Logo Guidelines

*The **SpeedTour** logo is a core asset in our visual system and should always remain consistent across all applications to reinforce our brand identity.*



Primary Logo: White Logo

The White Logo is to be used as a knock-out over a flood of SpeedTour Blue

Secondary Logo: SpeedTour Blue Logo

The SpeedTour Blue Logo is to be used for white or black background applications



Our tagline is
the only exclusion
zone exception

Exclusion Zones

The exclusion area around our logo is half the cap height of “S” (marked as X). By maintaining the proper space our logo appears prominent and legible across all applications.

Do Not



Minimum Size

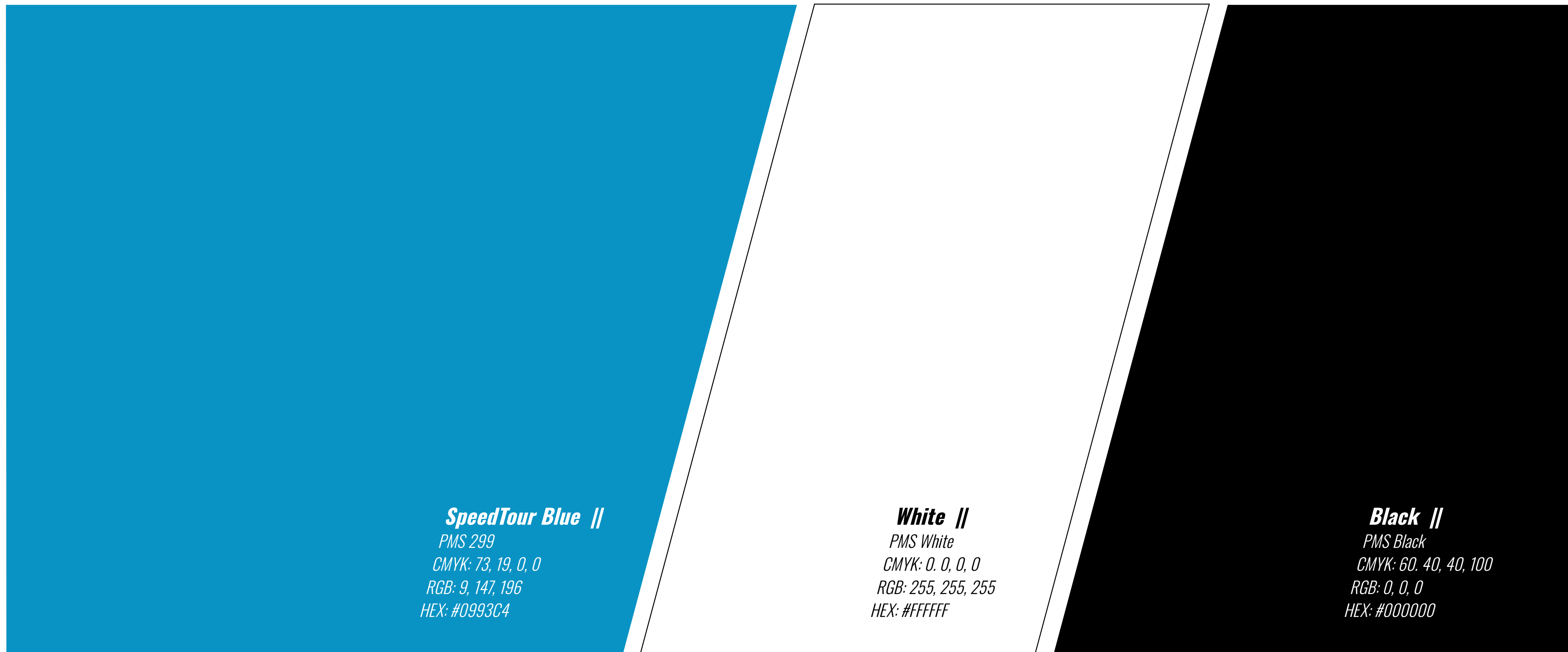
Digital



Print



*The color palette is inspired by the legendary SpeedTour Blue motorsports racing heritage, **SpeedTour's** color palette features SpeedTour Blue, white, and black. This combination is both bold and distinctive, designed to capture the essence of racing and resonate strongly with fans.*



For Headlines

Oswald Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + =

Headlines for applications such as sales, marketing materials, internal communications, digital applications should use **Oswald Bold** (15° sheer angle) in sentence case.

For Subheads

Oswald Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + =

Subheads for applications such as sales, marketing materials, internal communications, digital applications should use **Oswald Bold** (15° sheer angle) in sentence case.

For Body Copy

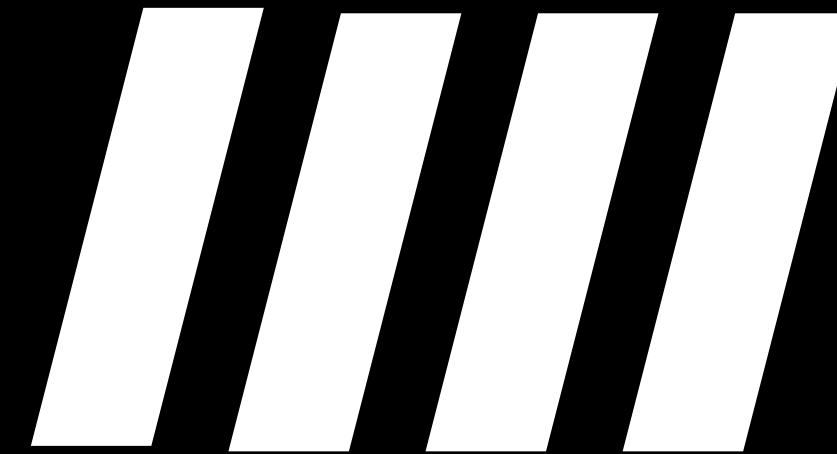
Oswald Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + =*

Body Copy for applications such as sales, marketing materials, internal communications, digital applications should use **Oswald Light** (15° sheer angle) in sentence case.




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***Thank
You***