

SpeedTour

Logo Guidelines

The SpeedTour logo is the single most recognizable symbol of the SpeedTour events. It is critical for the logo to be used appropriately to help maintain the integrity of our brand.

Full Color Logo

Always present the SpeedTour logos in full color.

1-color logo or black and white logo options with permission.

SpeedTour Fonts

Montserrat Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITC Legacy Sans Ultra

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Minimum Size

All SpeedTour logos should be presented at a minimum height of .25"

SpeedTour — .25"

SpeedTour Colors



SpeedTour Blue
CMYK 88-4-0-0

SpeedTour Logo Variations

Improper Usage

To maintain brand integrity, the logo must always be presented clearly and accurately in all applications.

The SpeedTour logo graphic should never be distorted, manipulated or altered in any way, including, but not limited to:

- elongate the logo
- change the fonts
- distort the logo
- reconfigure the logo
- use the logo in partial form
- break up or slice the logo
- change letter spacing or condense type

SpeedTour

Event
SpeedTour

2021
SpeedTour

SpeedTour TV

SpeedTour Plus+



Speed
Tour