



RACER X MASTHEAD LOGO STYLE GUIDE





- When using the masthead logo on a light image, the diamond in the “A” should be 100% black with layer opacity set to multiply-20%, so you can see the image through the diamond.

- When using the masthead logo on a white background, the diamond in the “A” should be 20% black

- Always make sure there is enough space around the logo. Use the examples below as a guideline.





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- When using the masthead logo on a black background, the diamond should be 80% black.
 - When using the masthead logo on a dark image, make the diamond in the “A” white and play with the opacity until it looks right. Usually white with 30-40% opacity works, but it will depend on the image.
 - Whenever possible, the background should show through the diamond in the “A.”





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- Two color options for the masthead logo on a dark or light background (e.g. two-color T-shirts or stickers).
 - Red is Pantone 485 C





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- Grayscale option for the masthead logo. Diamond in the "A" and the "X" are 35% black.

The word "RACER" in a bold, sans-serif font, followed by a large "X". The "X" is composed of two overlapping shapes, each with a diamond-shaped cutout. The diamond in the "A" and the "X" are 35% black. The word "ILLUSTRATED" is written in small capital letters below the "X".

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