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NASCAR XFINITY SERIES LOGO GUIDELINES

LOGOS CREATED 09/2014



PRINT LOGO - FOUR COLOR
EPS file name "NXS_4C_PRT.eps"
JPG file name "NXS_4C_PRT.jpg"



PRINT LOGO - FOUR COLOR ON DARK BACKGROUND
EPS file name "NXS_4C BLK_PRT.eps"
JPG file name "NXS_4C BLK_PRT.jpg"



PRINT LOGO - BLACK & WHITE
EPS file name "NXS_BW_PRT.eps"
JPG file name "NXS_BW_PRT.jpg"



PRINT LOGO - BLACK & WHITE ON DARK BACKGROUND
EPS file name "NXS_BW BLK_PRT.eps"
JPG file name "NXS_BW BLK_PRT.jpg"



EMBROIDERY LOGO - FOUR COLOR
EPS file name "NXS_4C_EMB.eps"
JPG file name "NXS_4C_EMB.jpg"



EMBROIDERY LOGO - FOUR COLOR ON DARK BACKGROUND
EPS file name "NXS_4C BLK_EMB.eps"
JPG file name "NXS_4C BLK_EMB.jpg"



EMBROIDERY LOGO - BLACK & WHITE
EPS file name "NXS_BW_EMB.eps"
JPG file name "NXS_BW_EMB.jpg"



EMBROIDERY LOGO - BLACK & WHITE ON DARK BACKGROUND
EPS file name "NXS_BW BLK_EMB.eps"
JPG file name "NXS_BW BLK_EMB.jpg"

4. COLORS & SPECIFICATIONS



PRINT SPECIFICATIONS

Minimum Size: 1.5 inches or 38.10 mm from left to right.

SCREEN PRINT SPECIFICATIONS (use embroidery logos)

Minimum Size: 2.5 inches or 63.50 mm from left to right.

EMBROIDERY SPECIFICATIONS

Minimum Size: 2.5 inches or 63.50 mm from left to right.

Note: NASCAR trademark symbol has been removed for embroidery application only. Trademark symbols should never be removed from other logo files.

FONTS USED

SERIES: Based on Gotham Bold Italic.

ALIGNMENT

When producing materials with the NASCAR Xfinity Series mark, the NASCAR Bar, the Xfinity word mark and "Series" type should align on a straight, horizontal baseline. The overall mark should not be rotated in any direction for any application.



NASCAR YELLOW PRINT

Pantone 129
c.0 m.15 y.76 k.0

EMBROIDERY

Madeira Classic 1125
Madeira Polyneon 1683



NASCAR RED PRINT

Pantone 185
c.0 m.91 y.76 k.0

EMBROIDERY

Madeira Classic 1037
Madeira Polyneon 1838



NASCAR MAGENTA PRINT

Pantone 240
c.27.5 m.94 y.0 k.0

EMBROIDERY

Madeira Classic 1310
Madeira Polyneon 1710



NASCAR BLUE PRINT

Pantone 300
c.100 m.43 y.0 k.0

EMBROIDERY

Madeira Classic 1177
Madeira Polyneon 1934



XFINITY RED PRINT

Pantone 186
c.0 m.100 y.100 k.10

EMBROIDERY

Madeira Classic 1147



BLACK PRINT

Pantone Process Black
c.0 m.0 y.0 k.100

EMBROIDERY

Madeira Classic 1000
Madeira Polyneon 1800



WHITE

EMBROIDERY

Madeira Classic 1001
Madeira Polyneon 1801

The NASCAR Xfinity Series™ logo and word mark are used under license by the National Association for Stock Car Auto Racing, Inc., and Comcast Corporation.

The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. PANTONE® is a registered trademark of Pantone, Inc.

The colors shown in this guide are not intended to match the Madeira® thread or Madeira® Polyneon thread colors. For the Madeira® thread color standards, refer to the Madeira Color Card 428. For Madeira® Polyneon thread color standards, refer to Madeira Color Card 77.

USING ALL THREE SERIES LOGOS TOGETHER

Clear Space

The three series logos should each have clear space around them to ensure the logos are not crowded. Clear space on each side of the logo must equal 10% of the logo width. For example, if the logo is 1.5” wide then there must be .15” of clear space on each side of the logo. No written information or other logos should appear within this space unless otherwise approved by NASCAR.

Hierarchy

The three series logos should be placed visually to indicate their hierarchy in the national series of NASCAR (NASCAR Sprint Cup Series, NASCAR Xfinity Series, NASCAR Camping World Truck Series). In horizontal and vertical applications, the logos should be placed from left to right or top to bottom as shown in the grids below.

Alignment

In order to ensure proper alignment, the size of the three series logos should align vertically and horizontally as shown below. None of the logos should be rotated in any direction for any application.

Vertical Alignment

All three logos should be of equal horizontal size in comparison to one another.



Horizontal Alignment

All three logos should be of equal vertical size in comparison to one another.

