



LOGO



PRIMARY



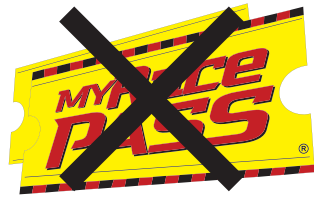
USAGE

1 COLOR

INCORRECT LOGO USAGE



DO NOT use unapproved colors.



DO NOT swap the color.



DO NOT remove parts of the logo.



DO NOT remove the ticket shape.



DO NOT remove the ® mark.



DO NOT rotate the logo.



DO NOT skew the logo.

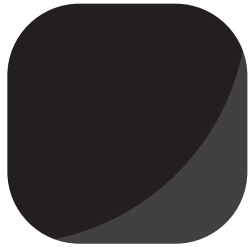


DO NOT stretch the logo horizontally or vertically.

COLORS



SOLID COLORS



CMYK
0 0 0 100

RGB
0 0 0

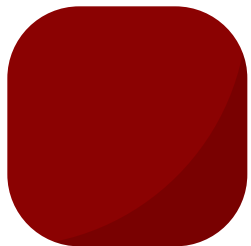
HEX
#000000



CMYK
0 100 100 0

RGB
237 28 36

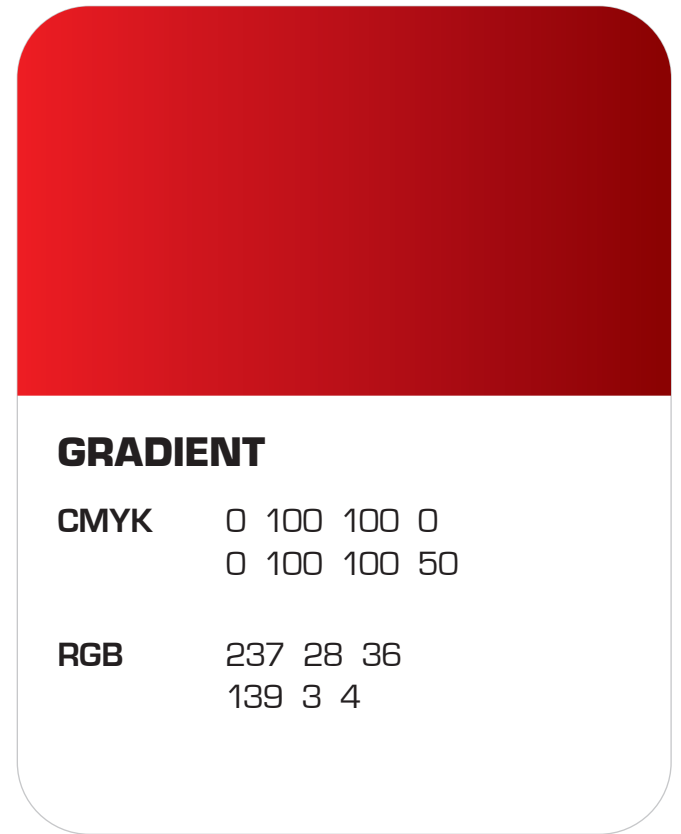
HEX
#ED1C24



CMYK
0 100 100 50

RGB
139 3 4

HEX
#8B0304



GRADIENT

CMYK 0 100 100 0
 0 100 100 50

RGB 237 28 36
 139 3 4

FONTS



PRINT FONTS

HEADLINE

EUROSTILE - BLACK

EUROSTILE - BOLD

BODY

Myriad Pro - Regular

Myriad Pro - Semibold

WEB FONTS

HEADLINE

AUDIOWIDE - REGULAR

Arial, Helvetica, sans-serif

BODY

Arial, Helvetica, sans-serif

IN COPY



BRAND & PRODUCT NAMES

CORRECT

MyRacePass

MyRacePass App

MyRacePass app

MyRacePass iOS & Android App

INCORRECT

~~My Race Pass~~

~~Myracepass~~

~~myRacePass~~

~~MRP app~~

MRP is OK when there is an association to the word MyRacePass in a sentence/paragraph

SOCIAL HASHTAGS

#TeamMRP, #MyRacePass, #GetTheApp, #MRPFantasy, #MRPLive