CRIMSON MOTORSPORTS

Powered by [Sponsor Name]. Engineered by VanCougs.

Visual Guidelines

Table of Contents

Logos 3

Logo Usage 4

Logo Safezone 5

Brandmark Safezone 6

Typography 7

Alternative Typefaces 8

Color Palette 9

Icons 10

Icon Usage 11

Logos

Primary Logo

The primary Crimson Motorsports logo is the main identifier for the brand and should be used whenever possible to ensure consistency and recognition. It includes the full emblem, wordmark, and tagline. The logo should appear in full color on a transparent or white background for best accessibility. When placed on colored backgrounds, make sure there is strong contrast within the approved color palette. If contrast is low, use the white or black logo versions instead. The black logo is reserved for black-and-white print. The primary logo appears on marketing materials, website headers, promotional banners, the racecar, email signatures, letterhead, and business cards.

CRIMSON
MOTORSPORTS
Powered by [Sponsor Name]. Engineered by VanCougs.

Secondary Logo

The secondary Crimson Motorsports logo is a simplified version designed for flexibility in smaller or alternate layouts. It keeps the emblem and wordmark but removes the tagline for better legibility. Like the primary logo, it should appear in full color on transparent or white backgrounds, with high contrast on colored backgrounds, and can use white or black versions as needed. The secondary logo is used for merchandise, apparel, social media icons, and materials where the tagline would be too small to read. It supports the primary logo and should not replace it in major brand communications.

CRIMSON
MOTORSPORTS
Powered by [Sponsor Name]. Engineered by VanCougs.

Logo Usage

The Crimson Motorsports logo should always be used in a way that ensures clear visibility and strong contrast. The white logo is intended for use on the main crimson red from the color palette or on black backgrounds, and this applies to both the primary and secondary logos. The colored versions of the logo should appear only on white or transparent backgrounds for best legibility. Avoid placing the colored logo on any other background colors to maintain consistency and visual clarity across all applications.

CRIMSON
MOTORSPORTS
Powered by [Sponsor Name]. Engineered by VanCougs.

CRIMSON
MOTORSPORTS
Powered by [Sponsor Name]. Engineered by VanCougs

CRIMSON
MOTORSPORTS
Powered by [Sponsor Name]. Engineered by VanCougs.

CRIMSON
MOTORSPORTS
Powered by [Sponsor Name]. Engineered by VanCougs

Logo Safezone

The safe zone around the Crimson Motorsports logo ensures that it remains clear, legible, and visually distinct. No other text, images, or graphic elements should enter this area. The minimum clear space is determined by the height of the letter "C" in "Crimson" and must be maintained on all sides of both the primary and secondary logos. This spacing helps preserve the logo's integrity and prevents visual clutter in all applications.

Brandmark Safezone

The brandmark requires a similar clear space to maintain balance and visibility when used on its own. The minimum safe zone is equal to the height of the letter "C" from the logo, applied evenly around all sides of the mark. Keeping this space free of other design elements ensures that the brandmark remains recognizable and impactful, especially when used at smaller sizes or on varied backgrounds.

Typography

Urbanist is the primary typeface for the brand, chosen for its clean, modern, and geometric design that reflects innovation and clarity. It is used across all brand materials, including digital and print, to maintain a cohesive and professional tone. The typeface's versatility ensures readability in both headlines and body text.

Urbanist

Aa 123

Urbanist Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Aa 123

Urbanist Medium

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Aa 123

Urbanist SemiBold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Aa 123

Urbanist Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Alternative Typefaces

When Urbanist is unavailable, Open Sans or Proxima Nova may be used as alternatives. Open Sans provides excellent readability and accessibility across digital platforms and office documents, while Proxima Nova offers a geometric style similar to Urbanist for visual consistency. Both options complement the primary typeface and preserve the brand's modern aesthetic.

Open Sans

Aa 123

Open Sans Light

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Aa 123

Open Sans Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Proxima Nova

Aa 123

Proxima Nova SemiBold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Aa 123

Proxima Nova Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Color Palette

The Crimson Motorsports color palette draws directly from Washington State University's official branding to maintain a strong connection with the school's identity. Using Crimson, Gray, White, and Black, the palette reflects WSU's spirit and tradition while presenting a bold, modern look for the club. These colors ensure visual consistency and recognition across all digital and print applications.

Crimson

PMS — 201 C
RGB — 166 15 45
CMYK — 0 100 63 31
HEX — #A60F2D

Gray

PMS — 7540 C
RGB — 77 77 77
CMYK — 34 24 24 64
Black — 77%
HEX — #4D4D4D

White

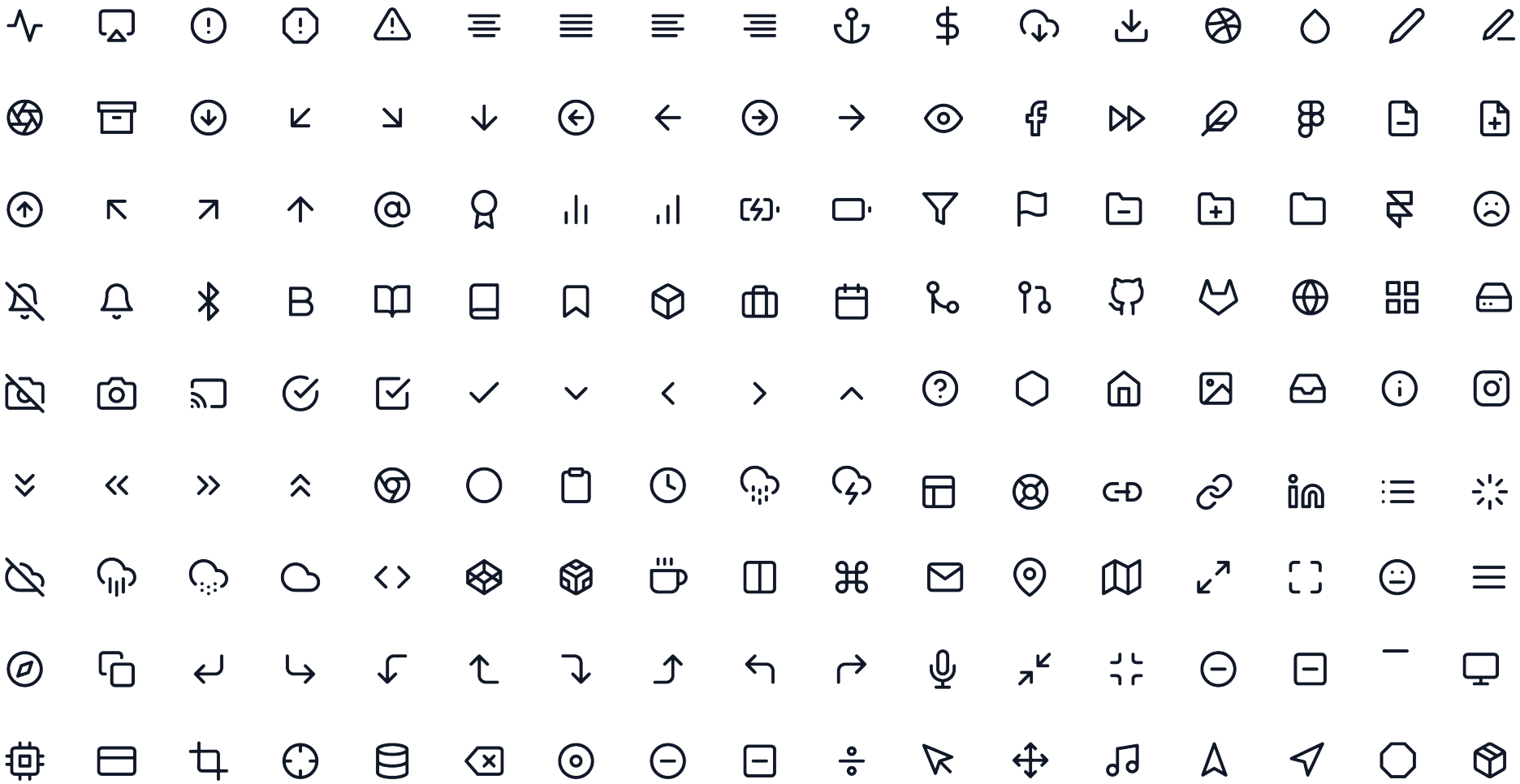
RGB — 255 255 255
CMYK — 0 0 0 0
HEX — #FFFFFF

Black

PMS — Neutral Black
RGB — 0 0 0
CMYK — 0 0 0 100
HEX — #000000

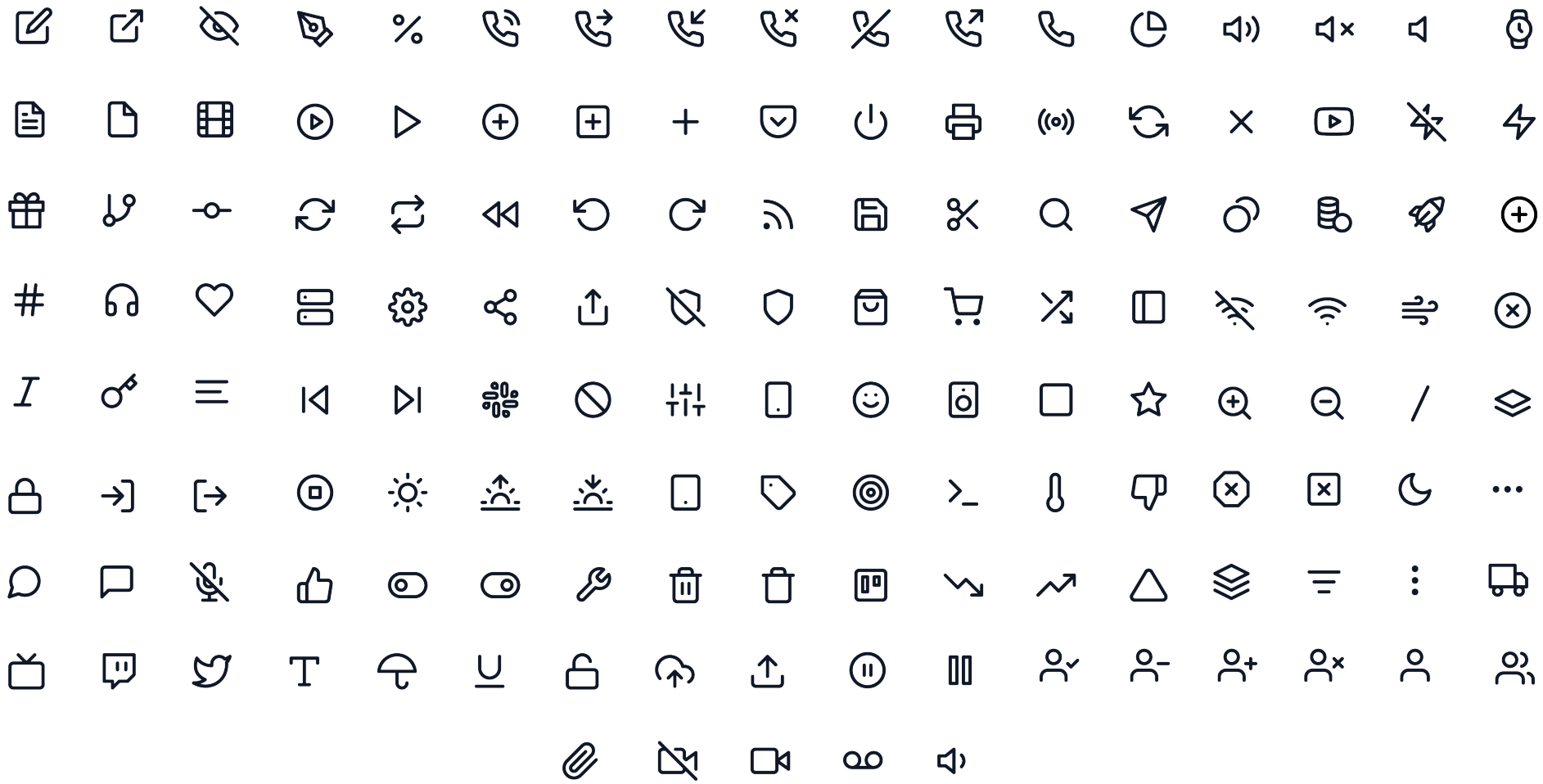
Icons

The Crimson Motorsports icon set is designed to maintain a clean, modern, and consistent visual language across digital and print materials. Icons are used to enhance readability and provide quick visual cues without overwhelming the design. They should align with the brand's color palette and typography, ensuring a cohesive look across the website, presentations, and printed materials.



Icon Usage

Icons should remain consistent in style, proportion, and color. Avoid stretching, rotating, or adding effects such as shadows or gradients. Only use brand-approved colors to maintain visual harmony across all applications, whether in print or digital formats.



CRIMSON
MOTORSPORTS
Powered by [Sponsor Name]. Engineered by VanCougs.

Visual Guidelines