



# SPEEDWAY MOTORSPORTS, LLC

## BRAND GUIDELINES

Last Updated 11/8/19

# SPEEDWAY MOTORSPORTS



# SPEEDWAY MOTORSPORTS

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**STANDARD USAGE**  
speedwaymotorsports.eps



**REVERSE**  
speedwaymotorsports-rev.eps



**1 COLOR**  
speedwaymotorsports-1c.eps

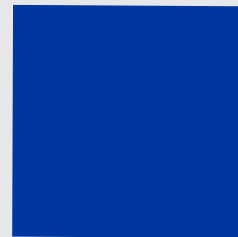
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# SPEEDWAY MOTORSPORTS, LLC



# SPEEDWAY MOTORSPORTS, LLC

STANDARD USAGE  
speedwaymotorsports-llc.eps



REVERSE  
speedwaymotorsports-llc-rev.eps



1 COLOR  
speedwaymotorsports-llc-1c.eps

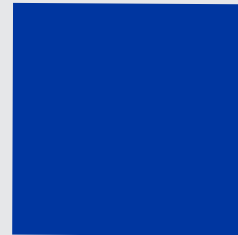
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# SPEEDWAY MOTORSPORTS GLOBE



**STANDARD USAGE**  
speedwaymotorsports-globe.eps



**REVERSE**  
speedwaymotorsports-globe-rev.eps



**1 COLOR**  
speedwaymotorsports-globe-1c.eps

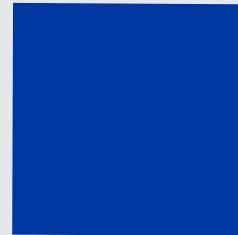
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# ATLANTA MOTOR SPEEDWAY



# ATLANTA MOTOR SPEEDWAY®

## STANDARD USAGE

ams.eps



## REVERSE

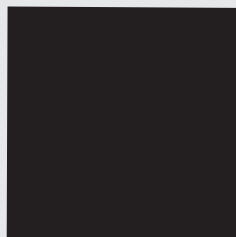
ams-rev.eps



## 1 COLOR

ams-1c.eps

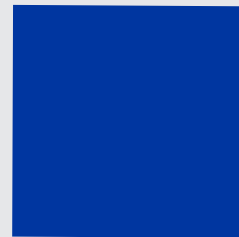
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# BRISTOL MOTOR SPEEDWAY



# **Bristol** **Motor Speedway®**

## STANDARD USAGE

bms.eps

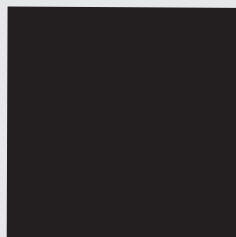


**REVERSE**  
bms-rev.eps



**1 COLOR**  
bms-1c.eps

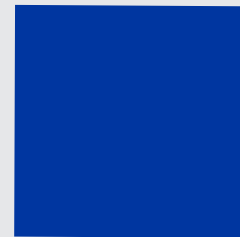
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# CHARLOTTE MOTOR SPEEDWAY



## STANDARD USAGE

cms.eps



## 1 COLOR

cms-1c.eps

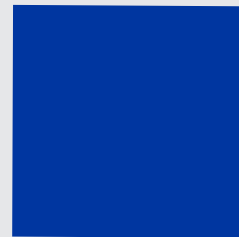
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# KENTUCKY SPEEDWAY



# **KENTUCKY SPEEDWAY®**

## STANDARD USAGE

kys.eps



## REVERSE

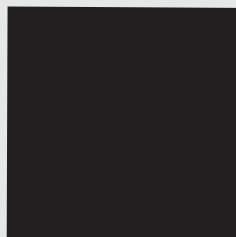
kys-rev.eps



## 1 COLOR

kys-1c.eps

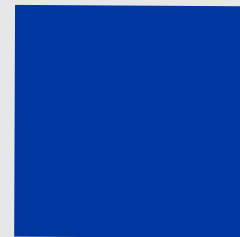
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891



# LAS VEGAS MOTOR SPEEDWAY



# **LAS VEGAS**

## **MOTOR SPEEDWAY®**

### STANDARD USAGE

lvms.eps

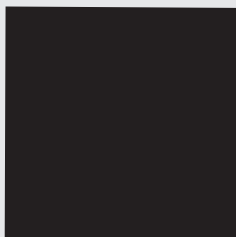


**REVERSE**  
lvms-rev.eps



**1 COLOR**  
lvms-1c.eps

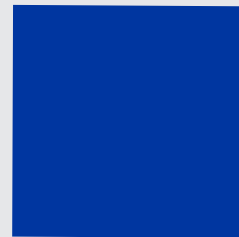
### COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# NEW HAMPSHIRE MOTOR SPEEDWAY



STANDARD USAGE  
nhms.eps



REVERSE  
nhms-rev.eps



1 COLOR  
nhms-1c.eps

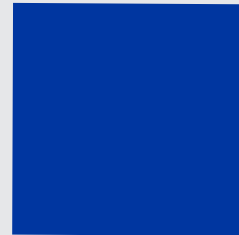
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# SONOMA RACEWAY



# SONOMA RACEWAY®

STANDARD USAGE  
sonoma.eps

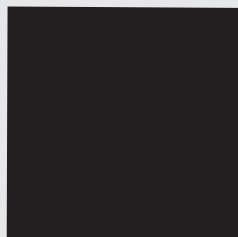


REVERSE  
sonoma-rev.eps



1 COLOR  
sonoma-1c.eps

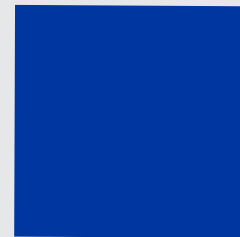
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891

# TEXAS MOTOR SPEEDWAY



# TEXAS

**MOTOR SPEEDWAY®**

## STANDARD USAGE

tms.eps



## REVERSE

tms-rev.eps



## 1 COLOR

tms-1c.eps

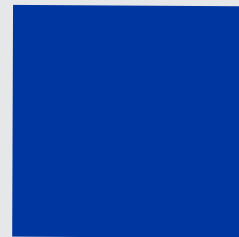
## COLORS



PMS: Black C  
CMYK: 60 / 60 / 60 / 30  
RGB: 0 / 0 / 0  
HEX: #000000



PMS: 186 C  
CMYK: 10 / 100 / 92 / 0  
RGB: 200 / 16 / 46  
HEX: #C8102E



PMS 286 C  
CMYK: 100 / 82 / 0 / 10  
RGB: 0 / 50 / 160  
HEX: #084891