# ICRX Motorsport Suite

Quick guide and final artwork for producing panels with the ICRX MS logo. The whole document is vector and the logo lettering is converted to outlines, so it scales to any size without losing quality.







## Colors

### Lime

HEX #A3E635
RGB 163 230 53
CMYK 40 0 100 0

### Cyan

HEX #06B6D4
RGB 6 182 212
CMYK 75 5 14 0

### ICRX Black

HEX #09090B
RGB 9 9 11
CMYK 75 68 65 89

Text and one-color: K 100.

### White

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

### Monogram gradient

Linear, 135°: Lime (top-left, 0%) to Cyan (bottom-right, 100%). Used only on the IX monogram.

HEX/RGB are the master values. CMYK is approximate (perceptual ICC conversion); request a color proof before production. No official Pantone: match to HEX.

## Typeface

### Geist

Bold for the logo, Medium for the web address. Free license (SIL OFL).

### In this document


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# Logo versions

Use the full-color version whenever possible. The one-color versions are for cut vinyl, engraving, screen printing, or wherever the gradient cannot be reproduced.



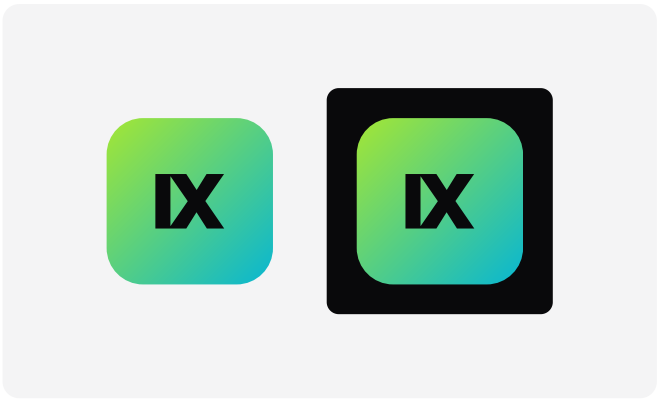

**Primary · color · light background**

The reference version. Lettering in ICRX Black.




**Primary · color · dark background**

Lettering in white. The IX stays black on the gradient.



**Monogram · color**

For square or small spaces: favicon, social media, stickers.



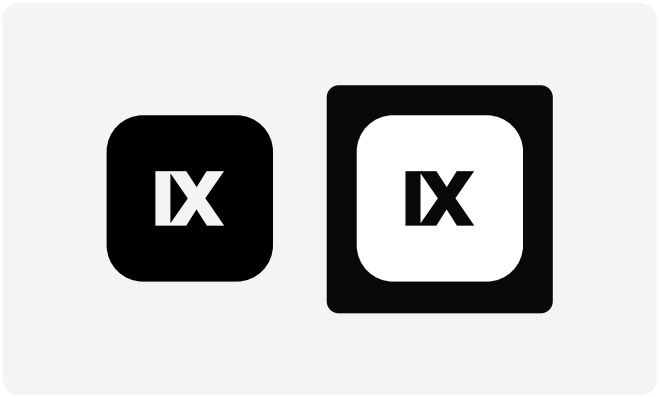

**One-color · black**

The IX is knocked out: it is a cut-out that shows the background.




**One-color · white**

For white vinyl on dark backgrounds or photos.



**Monogram · one-color**

Black or white, with the IX knocked out.

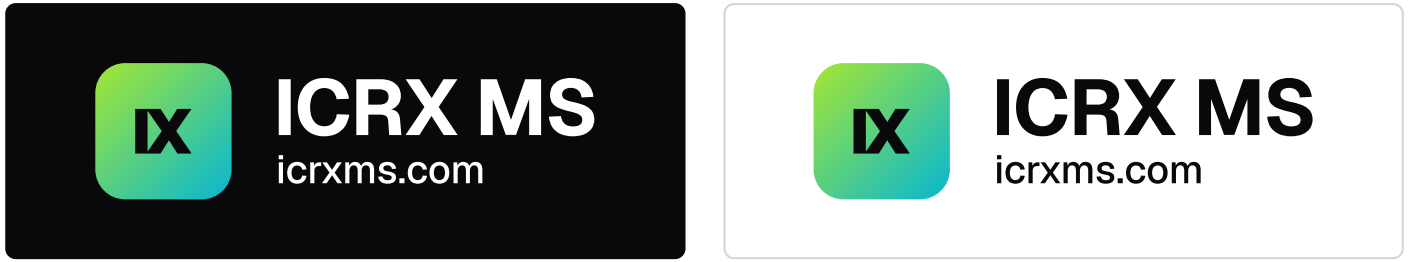
# Panels with icrxms.com

On panels, always use a version that includes the web address **icrxms.com**. Choose the version by the panel's proportions and center it. On dark backgrounds, lettering in white; on light backgrounds, in ICRX Black.

LANDSCAPE PANEL · 2:1 TO 4:1

## Logo with web address

Monogram + ICRX MS with the web address below. The default version. Artwork: pp. 5–7.




VERY WIDE PANEL · OVER 4:1

## Wide logo with web address

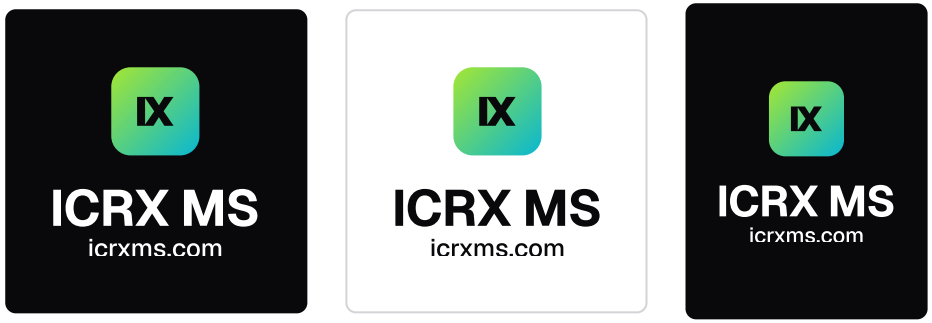
Hoardings, banners, skirts and side panels. The web address sits on the right, after a divider. Artwork: p. 8.




SQUARE OR PORTRAIT PANEL

## Stacked logo with web address

Monogram on top, ICRX MS and the web address centered below. Artwork: p. 9.




Panel margins: at least the clear space (x, p. 4). Large panels look better with 2x or more.

### Reading distance

As a guide, the ICRX MS capitals should be at least 2.5 cm (1 in) tall for every 3 m (10 ft) of reading distance. The web address is half that size, so if it must be read from far away, use a larger logo or the wide version.

### For production

Print from the artwork pages (5–10), not from the mock-ups on this page. For cut vinyl, use the one-color versions: the gradient cannot be cut.

## Clear space

**x = cap height of "ICRX MS"** (about 0.41 times the side of the monogram). Keep at least x clear around the logo, free of text, edges and other elements. On panels it looks better with 2x.




### Minimum sizes

| VERSION | MIN. PRINT WIDTH | SCREEN |
|---|---|---|
| Primary | 25 mm | 120 px |
| With web address (panels) | 45 mm | 200 px |
| Wide with web address | 80 mm | 360 px |
| Monogram | 6 mm | 16 px |

## Incorrect use

These changes break the brand. If a panel seems to need one, ask first at hello@icrxms.com.




Don't distort or stretch




Don't change the color of the IX




Don't apply the gradient to the lettering




Don't change the colors




Don't rotate or tilt




Don't place on backgrounds similar to the gradient

### Always

- Always use the final artwork; never re-set the logo in another typeface.
- The IX is always black on the gradient, or knocked out in the one-color versions.
- No shadows, outlines, glows or other effects.

FINAL ARTWORK

## Logo with web address · color · light background

Vector · lettering outlined · RGB
Approximate CMYK on p. 1



FINAL ARTWORK

## Logo with web address · color · dark background

Vector · lettering outlined · RGB
Approximate CMYK on p. 1



FINAL ARTWORK

## Logo with web address · one-color

For cut vinyl, engraving or screen printing.
Black: K 100 · White: white vinyl. IX knocked out.



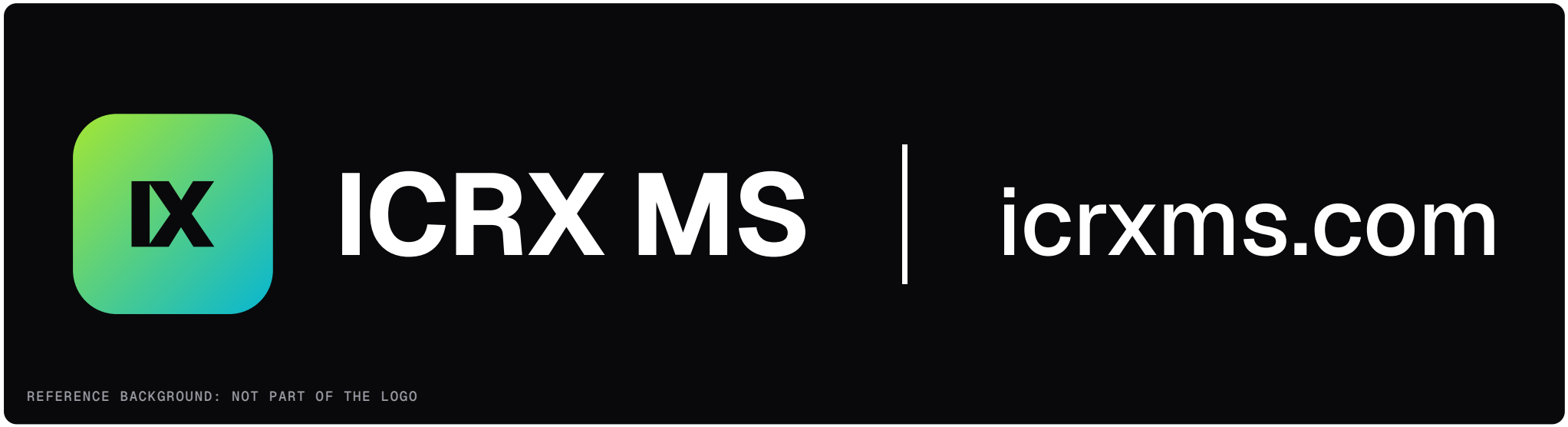



FINAL ARTWORK

## Wide logo with web address · color

Vector · lettering outlined · RGB
Approximate CMYK on p. 1



FINAL ARTWORK

## Stacked logo with web address · color

Vector · lettering outlined · RGB
Approximate CMYK on p. 1






FINAL ARTWORK

# Primary logo and monogram · no web address

Vector · lettering outlined · RGB
Approximate CMYK on p. 1

