

OUTLAW OFFROAD & OUTLAW MOTORSPORTS LOGO GUIDELINES



This document is intended to outline guidelines for the Outlaw Offroad brand(s)/logo(s). The names OUTLAW OFFROAD and OUTLAW MOTORSPORTS are owned and trademarked entities of Offroad Management LLC and holder reserves all rights of refusal for its use, under any circumstance. These colors have been carefully selected for their bold impact and significance to the Outlaw brand. Only these approved colors may be used in Outlaw materials, please do not deviate. For any questions regarding logo placement please reach out to Doug@theoutlawoffroad.com

Primary Logos



Alternative Single Colors



Secondary Logo (only for use if primary is not possible)



LOGO COLOR SPECIFICATIONS

OUTLAW RED

HSB: 358° 100% 98%
HEX code: #fa0001
R:250 G:0 B:1
CMYK values: 0%, 100%, 100%, 0%

MEDIUM SILVER

HSB: 18° 0% 40%
HEX code: #dedede
R: 222 G: 222 B: 222
CMYK values: 12%, 9%, 9%, 0%

MUTED BLACK

HSB: 18° 0% 11%
HEX code: #1e1e1e
RGB values: 30, 30, 30
CMYK values: 72%, 66%, 65%, 75%

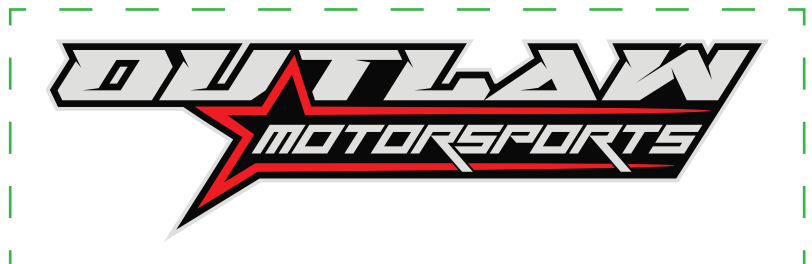
BRIGHT WHITE

HSB: 149° 0% 100%
HEX code: #FFFFFF
RGB values: 255, 255, 255
CMYK values: 0%, 0%, 0%, 0%

LOGO USAGE GUIDELINES:

1. The OUTLAW OFFROAD or OUTLAW MOTORSPORTS logo should have a void space around it at all times of no less than 10% of the scaled size of the logo, relative to height/width. (See Below)
2. Logos should not be used on any media where they appear smaller than the logo of any business that would be considered a competitor.
3. Logos should always appear clear and in high resolution, with no background color. Please use the approved transparent PNG files provided.
4. Always use the latest approved version of the applicable logo.
5. Primary versions of the logos should be used whenever possible. If use of a primary logo is not possible, a secondary logo may be used with prior approval.
6. Logo colors should default to those listed in the LOGO COLOR SPECIFICATIONS. Any usage outside of these specifications must have prior approval from OFFROAD MANAGEMENT LLC.
7. Logos are not permitted for use on any media co-branded with non-approved brands and/or logos. Contact OFFROAD MANAGEMENT LLC with any questions regarding co-branding or approval.
8. OUTLAW OFFROAD and OUTLAW MOTORSPORTS logos may not be generated, recreated, modified, stylized, or otherwise altered using artificial intelligence (AI). Logos may not be incorporated directly into AI-generated graphics, posters, event flyers, advertisements, or other creative materials. When AI-generated imagery is used, an approved original logo file must be added separately and remain unaltered.

Spacing Examples:



Non Permitted Examples:



Clashing color background



Pixelated / not sized correctly



Not enough spacing



Direct competitor logo larger



Non-approved brand



Non-approved colors



Previous (outdated) logo

AI Generated Examples:

