

The background of the cover is a dark, high-contrast photograph of a dirt track at night. Two off-road vehicles, possibly ATVs or small trucks, are visible on the track. The vehicle in the foreground is closer to the viewer, showing its headlights and front end. The second vehicle is further away, also with headlights on. The track curves through the scene, and the overall atmosphere is dark and moody.

VELOCITY INVITATIONAL

VELOCITY INVITATIONAL STYLE BOOK 2022

www.velocityinvitational.com

THE STYLE BOOK

This document defines the style guidelines used for all event graphics, marketing materials and peripherals.

- 3 Logos
- 4 Logos | Do
- 5 Logos | Don't
- 6 Fonts
- 7 Colors
- 8 Photography
- 9 Partner Logos
- 10 Contact Us

LOGOS



Shield
Used in print and digital materials

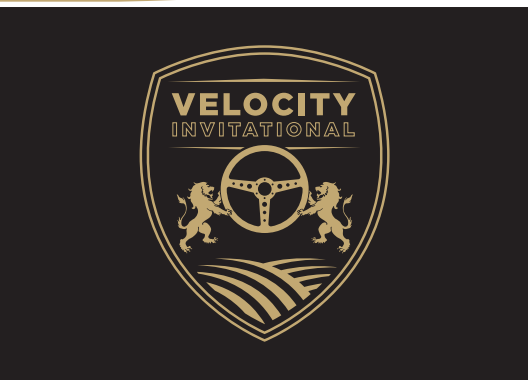


Shield / Highlight
Used in digital materials, primarily
video and web platforms



Banner / Wordmark
Used in print and digital materials, ideal for
landscape formatted materials

LOGOS | DO

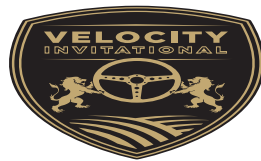


LOGOS | DON'T

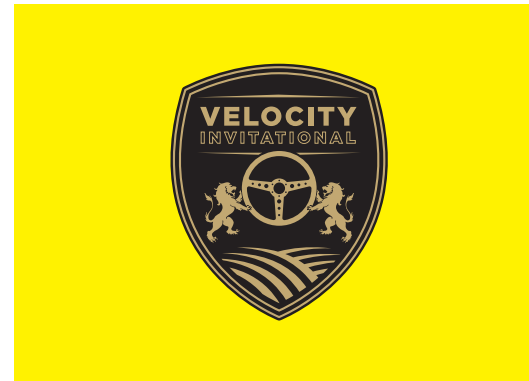
We understand that working with logos is sometimes difficult. If you need a specific size, or color, let us know and we will provide you with a file to use. Please don't alter, add or subtract anything to our logos to make them work for your layout.



Never place the logos in a dark background without removing any bounding boxes typically found in jpegs



Please don't squish, stretch, or make the logos so small that they are unreadable.



Our logo looks best on black, white or neutral background colors...unless you're putting it on a Ferrari.

**VELOCITY
INVITATIONAL**
IS AWESOME

Logos should not be used in place of the spelled out title of the event. We would prefer: "Velocity Invitational is awesome."



We rarely use our logos at the same time, but when we do the shield goes on the left.



FONTS

Headline Fonts: Gotham Bold, Book or Light
Headline Tracking: 90

Body Font: GilSans-Light (Montserrat equivalent web font)
Body Copy Tracking: 0

2022 VELOCITY INVITATIONAL OCT. 14 TO OCT. 16, 2022

From October 14th through October 16th, the Velocity Invitational will gather an extraordinary group of vintage racing vehicles, owners, drivers and spectators for a celebration of flat-out wheel-to-wheel competition at the Illustrious WeatherTech Raceway Laguna Seca—one of the world's most notable and challenging race tracks located in the heart of the Monterey Peninsula.

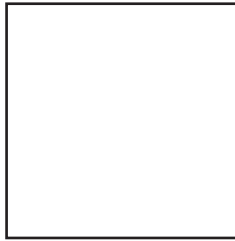
COLORS



VI Gold
c: 25 m 30 y 64 k l
#c2a972
Headlines and background
graphic elements



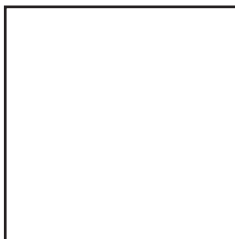
Black
#000000
Text, decorative
elements, partner
logos, backgrounds



White
#ffffff
Text, decorative
elements, partner
logos, backgrounds



We use VI Gold at 50%
opacity in some instances as a
background element



We use White at 85% opacity
to create backgrounds for text
blocks in which the background
should be visible through



PHOTOGRAPHY



EXPERIENCE SPEED

@VELOCITYINVITATIONAL



LEGENDS RACE

@VELOCITYINVITATIONAL

Historic photos are presented in gray scale with increased contrast.

For images with text overlays, images are set at 50% opacity.

PARTNER LOGOS



Mercedes-Benz



the
**Henry
Ford**



Partner logos are presented in black and white
unless specifically discussed with partner.

The logo for Velocity Invitational features the word "VELOCITY" in a bold, solid gold sans-serif font, positioned above the word "INVITATIONAL" which is in a thinner, gold-outlined sans-serif font. The text is centered and flanked by two thin, curved gold lines that sweep upwards and outwards from the center.

VELOCITY INVITATIONAL

If you have any questions please let us know!

Ryan Turri
General Manager
Velocity Invitational
415-935-1190
ryan@velocityinvitational.com