



MEYER SHANK RACING BRAND GUIDELINES



TEAM NAME:

First Reference: Meyer Shank Racing

Abbreviated Reference: MSR

The primary reference for the team is **Meyer Shank Racing** and should be utilized for main references in any media, press releases, new articles and social media posts.

Sub-sequential reference for the team name is **MSR**, but the preferred reference is **Meyer Shank Racing**.



MEYER SHANK RACING LOGO: Usage

The Meyer Shank Racing logo should be used on all team branding, marketing and social media outputs.

The full color logo should be used on primary assets unless otherwise approved. The Meyer Shank Racing logo contains a white holding line which should not be removed. The white holding line allows for the logo to be placed on both light and dark backgrounds.





MEYER SHANK RACING LOGO: Design

The Meyer Shank Racing logo design allows for one version to be applied to both light and dark backgrounds.

The white holding line should never be removed.





MEYER SHANK RACING LOGO: Color Guide



Black



White



PMS 285 Blue



PMS 193 Red



Black



White



70% Black



50% Black





MEYER SHANK RACING LOGO: How not to use

The Meyer Shank Racing logo should not be altered, stretched or changed in any way. Below are examples of how the logo should NOT be used.



Do not remove any part of the logo.



Do not stretch, manipulate or change the proportions of the logo.



Do not change the color of the logo.



MEYER SHANK RACING LOGO: Contacts

Team Contacts:

Mike Shank
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