



**MUSIC CITY GRAND PRIX**

**PRELIMINARY BRAND GUIDELINES • v1 • 10/16/20**

**TYPOGRAPHY**

The Music City Grand Prix is bold, energetic, loud and in your face. The type selections are as loud and bold as the race itself. From the intensity of Sharp Grotesk to the attitude of Media Sans, these text selections are sure to make you stand out in a crowd.

**HEADLINE**

**Aa Bb Cc Dd Ee 01234**

Font: Sharp Grotesk Bold Italic  
Weight: 11

Sharp Grotesk should be used for headlines and should be the largest text to establish hierarchy. Be sure never to track out the text.

**SUBHEAD**

**Aa Bb Cc Dd Ee 01234**

Font: Media Sans Extended  
Weight: Ultra

Media Sans should be used as secondary text (subhead and CTA) and never as body copy or headlines. Media Sans should always have spaced out tracking.

**BODY COPY**

**Aa Bb Cc Dd Ee 01234**

Font: Montserrat  
Weight: Regular / Bold

Montserrat should be used as body copy and never for headlines or primary text.

**COLOR PALETTE**

The Music City Grand Prix colors are electric, strong, balanced and intentional. Inspiration for each color has been taken from the crest of Nashville, the state colors of Tennessee and the intensity of IndyCar.

**PRIMARY**



**TN RED**  
PANTONE: 186c  
RGB: #FF0000  
CMYK: c0 m100 y100 k0



**MUSIC CITY BLUE**  
PANTONE: 2748c  
RGB: #000066  
CMYK: c100 m98 y21 k31

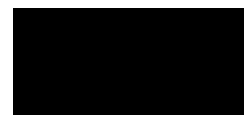


**ELECTRIC YELLOW**  
PANTONE: 109c  
RGB: #FDD202  
CMYK: c2 m15 y100 k0

**SECONDARY**



**GREY**  
PANTONE: 428c  
RGB: #C5C3C3  
CMYK: c23 m19 y19 k0



**BLACK**  
RGB: #000000  
CMYK: c0 m0 y0 k100

**LOGO REQUIREMENTS**

The logo needs space to breathe. Use the lower "tri-star" portion of the logo as a reference for clearance space around other objects and logos. For maximum legibility please **DO NOT** use the logo smaller than .75 inches in print placements and 80px in screen usages.

**SPACING**



**MINIMUM SIZE**

.75 INCHES  
80PX

