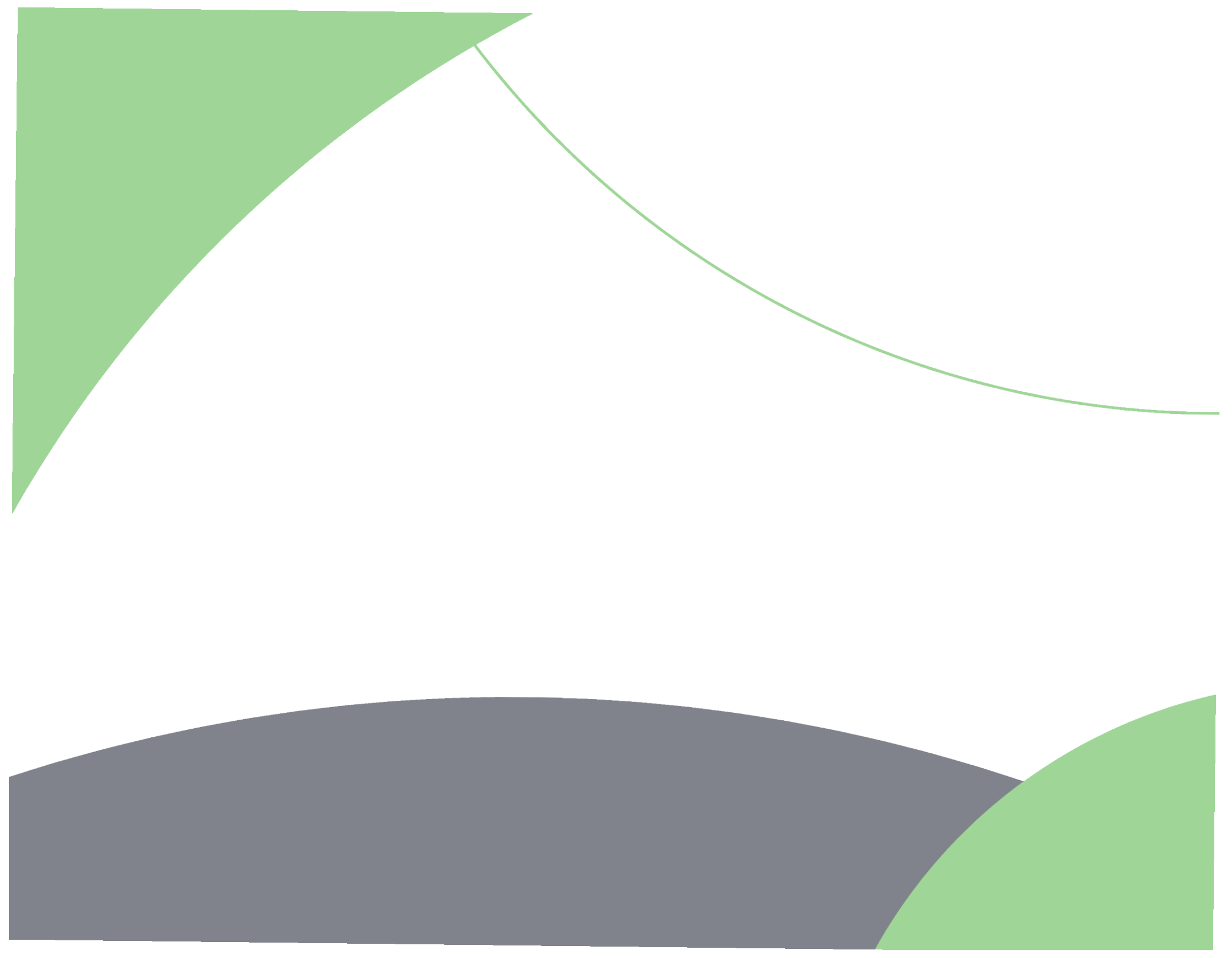




# *CITIMARINE MOTORSPORTS*

Email: [info@citimarine.com](mailto:info@citimarine.com)

Phone: +1 (800) 766 - 5256



# TABLE OF CONTENTS

**05** INTRODUCTION

**06** LOGO EXPLAINED

**07** LOGO COLORS

**08** LOGO CLEAR SPACE

**10** APPROVED LOGO FORMS

**12** LOGO BACKGROUND

**13** CORRECT USAGE

**16** TYPOGRAPHY

**19** BRAND IDENTITY KIT

**20** NOTES



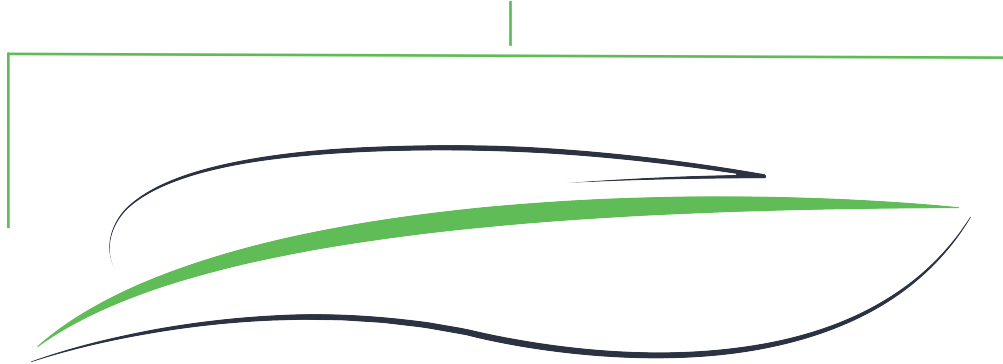


## **INTRODUCTION**

A racing team with its roots in the water, but with a rubber and asphalt soul. Citimarine Motorsports is a racing team that specializes in high-performance vehicles and speed. Founded on a passion for speed, technology, and innovation, Citimarine Motorsports has quickly become a dominant force in the world of professional racing. The team is made up of top-level drivers and mechanics, who work together to develop cutting-edge vehicles that are engineered to perform at their best on the track. With a focus on precision, agility, and speed, Citimarine Motorsports is a team that consistently pushes the limits of what is possible in racing. Citimarine Motorsports is a team that is dedicated to achieving excellence in every race they compete in.

## CITIMARINE STORE LOGO EXPLAINED :

### CITIMARINE MOTORSPORTS SYMBOL



***CITIMARINE***  
**MOTORSPORTS**

### WORDMARK

#### **CITIMARINE MOTORSPORTS SYMBOL**

The Citimarine Motorsports Logo represents a silhouette of a yacht.

#### **WORDMARK**

This is the official wordmark that has been developed for Citimarine Motorsports.

## LOGO COLORS :



**#2D3140** Equivalent to CMYK:

Cyan = 80%

Magenta = 72%

Yellow = 51%

Black= 50%

**#2D3140** Equivalent to RGB:

Red = 45

Green = 49

Blue = 64

**#2D3140**

**#5FBC54** Equivalent to CMYK:

Cyan = 65%

Magenta = 0%

Yellow = 91%

Black= 0%

**#5FBC54** Equivalent to RGB:

Red = 95

Green = 188

Blue = 84

**#5FBC54**

Production of the Citimarine Motorsports logo or pointer graphic in any colors aside from these two approved colors must be approved by marketing department of Citimarine Motorsports.

## LOGO CLEAR SPACE :

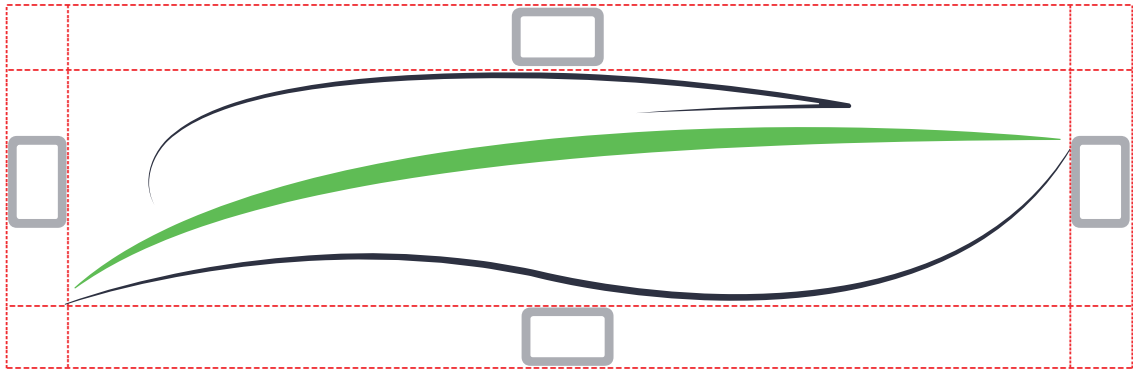
In order for the logo to be correctly recognized, it is important that each design element is appropriately isolated from the other elements. The minimum clear space for the Citimarine Motorsports Logo is calculated based on the height of the “O” in the “MOTORSPORTS” text. In this case, the clear space is the height of the “O” letter on all sides of the logo.





## LOGO CLEAR SPACE :

The minimum clear space for the Graphic (Boat) Logo is calculated based on the height of the “O” in the “MOTORSPORTS” text. In this case, the clear space is the height of the “O” text on all sides of the logo.



## MINIMUM SIZE REQUIREMENT:

The minimum size for the full logo must not be smaller than 61 px X 20 px / 22 mm X 7 mm.

The minimum size for the Graphic (Boat) logo must not be smaller than 61 px X 14 px / 22 mm X 5 mm.



61 px X 20 px / 22 mm X 7 mm



61 px X 14 px / 22 mm X 5 mm

## APPROVED LOGO FORMS :

Our logo can be used in 6 different forms:



Logo in Citimarine Blue #2D3140 and Green #5FBC54



Logo in Citimarine Green #5FBC54 and White #FFFFFF



Logo in Citimarine Blue #2D3140



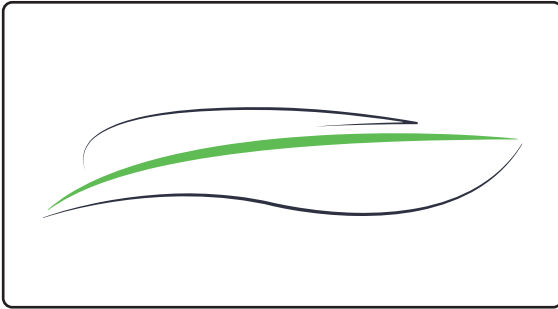
Logo in Black #000000



Logo in White #FFFFFF

## APPROVED LOGO FORMS :

The Graphic (Boat) Logo may be used by itself, but must represent Citimarine Motorsports.  
Our Graphic / Boat logo can be used in 6 different forms:



Logo in Citimarine Blue  
#2D3140 and Green #5FBC54



Logo in Citimarine Green #5FBC54



Logo in Citimarine Blue #2D3140



Logo in White #FFFFFF

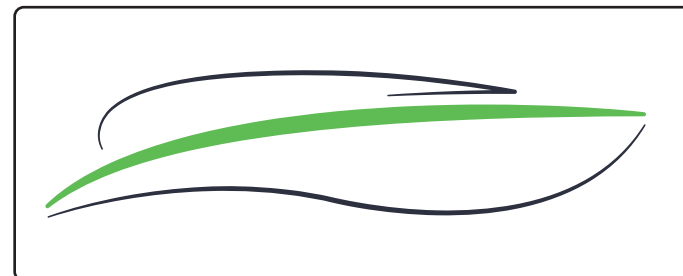


Logo in Black #000000



Logo in Citimarine Green  
#5FBC54 and White #FFFFFF

Logo can be thickened no more  
than 2mm for printing purposes only:



## LOGO BACKGROUND :

In most instances, it is preferred that the Citimarine Motorsports logo is used with solid backgrounds. If the background is white, use the Citimarine blue, green or black logo. If the Background is dark, use the white or Citimarine green with white logos.

## FOR INSTANCE :



Above are the examples of acceptable and unacceptable applications.

## CORRECT USAGE :

Under no circumstances should the Citimarine Motorsports logo be altered by incorporating a division or group name, or any other identifier that suggests endorsement. Presently, there is no authorized slogan or tagline, and no endorsed use for a slogan or tagline in association with the Citimarine Motorsports logo.



The Citimarine Motorsports Logo must not be combined with a division or department name or another company's name within the designated free space.

## ACCEPTABLE:



## CORRECT USAGE :

### USING CITIMARINE MOTORSPORTS IN TEXT :

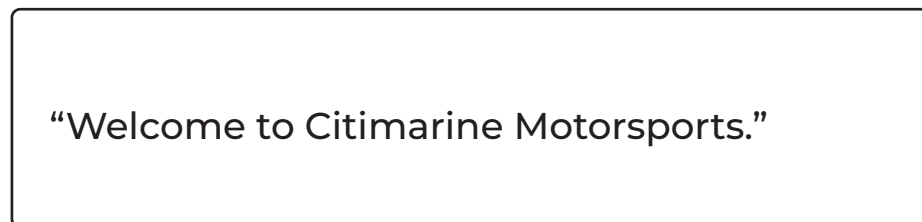
The Citimarine Motorsports logo must not be placed within a sentence.



The name "Citimarine Motorsports" must not be written in all capital letters when used as part of copy.



## ACCEPTABLE:



### SLOGAN:

Please use our slogan "Where Salt Water Meets Asphalt" as well as our company name "Citimarine Motorsports" whenever you are using our brand and logo, in your website, artwork, articles and social media posts.

Our slogan and company name can be used as hashtags:

**#CitimarineMotorsports**

**#WaterRootsAsphaltSoul**

**#WhereSaltWaterMeetsAsphalt**

## CORRECT USAGE :



Citimarine Motorsports logo or the graphic (Boat) proportions may not be condensed, altered or stretched.



Citimarine Motorsports logo or the graphic (Boat) may not be used with gradients or shading.



Citimarine Motorsports logo or the graphic (Boat) may not be repositioned.



Citimarine Motorsports logo or the graphic (Boat) may not be inclined or rotated.



The proportions of the Citimarine Motorsports logo or the graphic (Boat) may not be changed.



Citimarine Motorsports logo or the graphic (Boat) may not be combined with other elements.



The font style of the Citimarine Motorsports logo may not be changed.



The font style of the Citimarine Motorsports logo may not be outlined or contoured.



The Citimarine Motorsports logo or the graphic (Boat) may not be displayed in 3D format.



The Citimarine Motorsports logo or the graphic (Boat) may not be flipped.

## TYPOGRAPHY :

We have carefully selected a corporate typeface that embodies our company and brand image consistently. This typeface is versatile enough to be used in both digital and printed communications. Special considerations have been taken to ensure it works well in computer-oriented communications.

### Our Approved Font Family Is “Montserrat” :

#### Montserrat Black:

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

#### Montserrat Bold:

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

#### Montserrat Medium:

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

#### Montserrat Regular:

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

#### Montserrat Light:

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



## TYPOGRAPHY :

### Our Approved Logo Font Family Is “Pirulen” :

#### *PIRULEN ITALIC*

*Λ B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z*

*Λ B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z*

*1 2 3 4 5 6 7 8 9 0*

#### *PIRULEN BOLD ITALIC*

*Λ B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z*

*Λ B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z*

*1 2 3 4 5 6 7 8 9 0*

To make the “A” in “Pirulen Font” add a triangle sideways. See the example below;

Make a triangle sideways then add it between the “Λ”.



## TYPOGRAPHY :

Our Approved Logo Font Family Is “911 Porscha” :

### 911 PORSCHA

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

### 911 PORSCHA EXPANDED

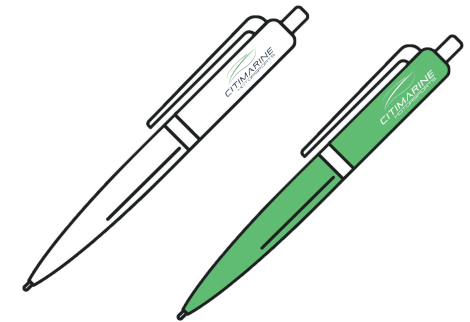
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

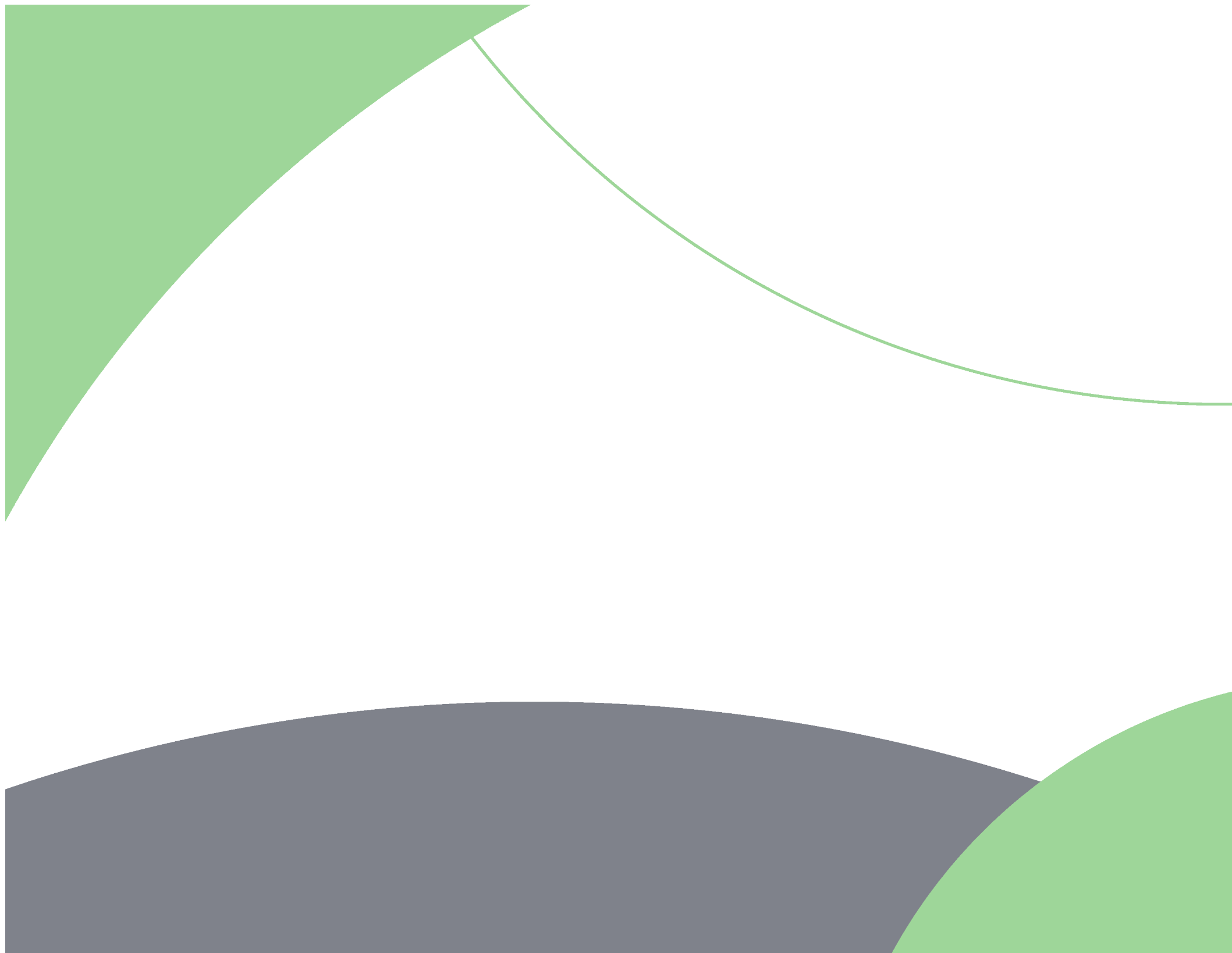
## BRAND IDENTITY KIT :

Here are some ways to use Citimarine Motorsports Logo on different products:



## NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





# *CONTACT INFORMATION*

Email: [info@citimarine.com](mailto:info@citimarine.com)

Phone: +1 (800) 766 - 5256