

NITRO CIRCUS GRAPHICS STANDARDS

May 13, 2011

CORE LOGOS



CORE LOGO

This logo should be used at least once on every Nitro Circus product. It's geometry should never be modified, rearranged, or merged with foreign objects. It may be distressed, hammered, extruded, tilted as long as the logo remains recognizable.



BOMB SYMBOL

This bomb can be used alone in a design as long as the core logo also appears somewhere else on the product. The goal is to build recognition of this symbol.



HORIZONTAL

This logo should only be used when the Core Logo is impractical



DRIFTWOOD

This is an optional logo. That can be used when layout needs dictate a more interesting logo presentation



INCORRECT USAGE

NITRO CIRCUS

**NITRO
CIRCUS**

WORD MARK BY ITSELF*



CHANGE BOMB ANGLE



BURNING FUSE

**NITRO
CIRCUS**

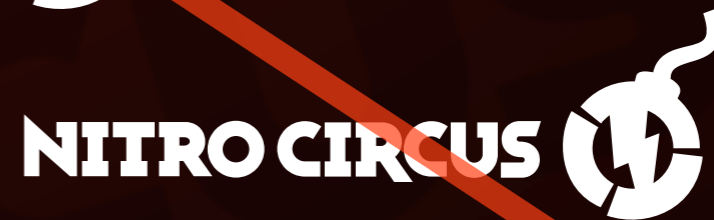
BOMB FOR "O"



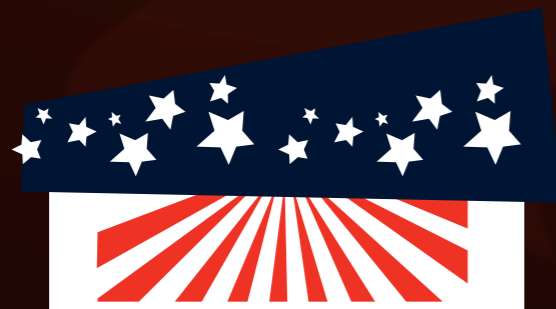
RESIZE BOMB



RELOCATE BOMB



KEY VISUAL VOCABULARY



STARS & STRIPES

When possible, the stars, stripes, and sprocket graphic elements should be included in the overall design of the piece. But sparingly and subtly. Note that the stars are imperfect and a bit mangled.



OLD WOOD AND MATERIALS

Any texture from your grandpa's backyard. Old wood, rusted metal, dirt, cardboard. Old and weathered is best.



DISCONTINUED

These are the old Nitro Circus logos.

Please discontinue all usage of these logos.



COLOR PALETTE

The Nitro Circus logo should generally only be used in black or white (or a black/white border combination). The surrounding environments should consist of red, white, and blue stars and stripes printed on old weathered wood planks.



NITRO RED

CMYK
5,100,100,1

RGB
226,8,8

HEXIDECIMAL
#e20808

PANTONE (PMS)
185C



NITRO BLUE

CMYK
100,88,38,36

RGB
8,41,83

HEXIDECIMAL
#082953

PANTONE (PMS)
280C



TYPOGRAPHY

HEADLINE HPLHS

Headlines and headings.



Knockout

Body text, video subtitles, everything else.

Deftone Stylus

A display face when a bit of flair is needed. Never use in ALL CAPS



ASHBY

NOTE: Although a derivation of Ashby was used to create the Nitro Circus Logo, it should NOT be used heavily. Doing so lessens the uniqueness of the logo. It is mainly used for future logo variations. And NEVER use the lower case characters.



TEXTURE

Generally textures should convey the Key Emotional Drivers. If a texture is used it should not be just arbitrary decoration, but have an underlying purpose that adds subtly to the message. Some textures that fit well in the Nitro Circus brand are:

- Stained
- Spattered
- Worn
- Aged
- Patched/Repaired
- Corroded
- Fractured
- Dirty
- Imprinted

A WORD OF CAUTION

Because many of these textures are overused and have become rather cliché in the action sports industry, they should be employed intelligently in new ways that make them seem fresh.



QUESTIONS?

This brand document is always under development. Please address feedback, ideas, questions, and concerns to:

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