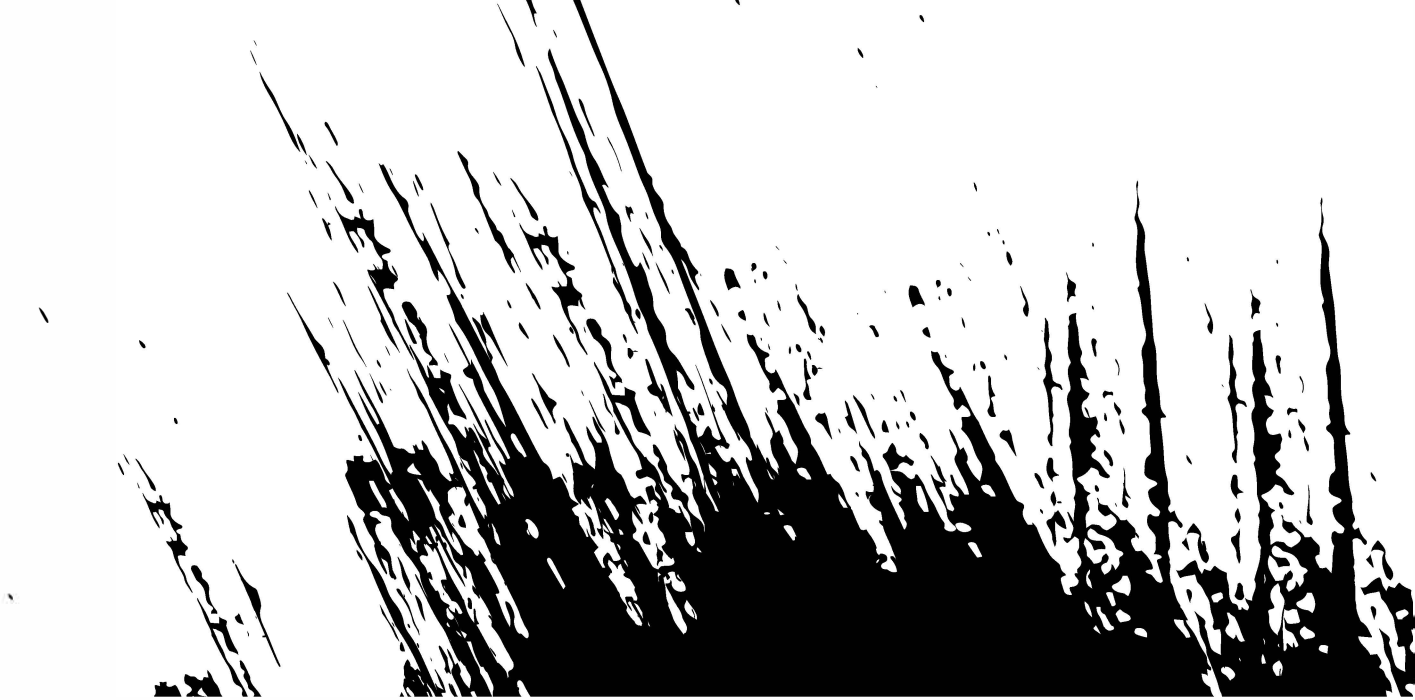
DS Dirt Masters CI Guidelines



iXS Dirt Masters Logo Introduction

When developing the logo the following was considered :

- Ease of application across multiple media, print and digital, and for events collateral,
- Recognizability and “stickability”,
- Complementing the iXS brand, even though it is a freestanding event,
- Enough visual appeal for spectators and athletes alike to wear and share it.

This has been achieved with the use of a bold font, derived from the iXS CI, combined with a strong and distinct symbol, the “flow” curve.

Official Logo **Blocked**

Official Logo **Landscape**

Official Logo **Distressed**

The distressed logo may be used as a variation with clear consideration for the application. It should preferrably not be used for small formats or complicated production methods.

Official Logo **Safe Space**

A logo always needs to occupy a safe space in any design application so that it can retain its identity. The safe space is calculated by using the height of the iXS logo within the Dirt Masters logo as a measure. This is the minimum safe space area but more space may be given to the logo and applies to both logo formats and treatments.

The **Flow** Device

These devices may be used as a supportive graphic element in the design to highlight information, house key elements or to balance the composition. It may fliped and rotated in any direction but the shape itself may NOT be warped in any way. It needs to retain its integrity. It also carries no safe space as with the logo and can therefore be clipped to bleed off the canvas or overlap with other elements.

The Flow Device **Distressed**

The distressed version of the Flow device may be used with clear consideration of the application and must always be used in either black or white ONLY.

Logo **Color Application**

The iXS Dirt Masters logo may ONLY be used in black and white and the choice on whether to use black or white will be based on the background.

The logo needs to be legible at ALL times.

Logo & Flow Device **Image Application**

The logo may be applied to photos in the color which will best aid legibility as seen below and the following page.

Logo & Flow Device **Image Application**

The logo may be applied to photos in the color which will best aid legibility as seen below and the previous page.

dirtmasters
www.dirtmasters-festival.de
Warsteiner
SRAM

Corporate Identity **Application Examples**

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Corporate Identity **Font**

A subtle reference to the iXS brand is made through the Neue Haas font used for the Dirt Masters designs, with a 170% horizontal width adjustment. This should only be used for important titles, call-outs and url's, while the normal font variation should be used for the rest of the copy.

Display font:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq RrSs Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
!@#$%^&*()+=

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq RrSs Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
!@#$%^&*()+=

Copy font:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq RrSs Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
!@#$%^&*()+=

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq RrSs Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
!@#$%^&*()+=

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq RrSs Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*()+=

Corporate Identity **URL**

Attention has been given to the styling of the url to fit the logo. The same font used in the logo (Neue Haas) has been used with a similar 170% horizontal width adjustment. The important information, i.e. the event name, has been bolded for memorability.

www.**dirtmasters-festival**.de

bssdirt
masters