



LOGO GUIDE 2025

ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY PRIMARY LOGO

PRIMARY LOGO



APPLICATION ON DARK



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY SECONDARY LOGO

PRIMARY LOGO

EchoPark[®] SPEEDWAY //

APPLICATION ON DARK

EchoPark[®] SPEEDWAY //

EchoPark[®] SPEEDWAY //

EchoPark[®] SPEEDWAY //

EchoPark[®] SPEEDWAY //

EchoPark[®] SPEEDWAY //



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY 1-COLOR PRIMARY LOGO

EchoPark[®]
SPEEDWAY //

EchoPark[®]
SPEEDWAY //



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY COLORS

Echo Green

CMYK 67-12-100-1

Pantone 369

Web #62A60A

RGB 98-166-10

Park Gray

CMYK 78-64-53-44

Pantone 432

Web #313d47

RGB 51-61-71

White

CMYK 0-0-0-0

Web #FFFFFF

RGB 255-255-255

CMYK 0-0-0-100

Web #1E1E1E

RGB 0-0-0



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY LOGO SPACING

The minimum spacing is based on half the height of the letter “P” in “EchoPark”. Whenever possible, a generous amount of space (more than the minimum) should be left clear around the logo.



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY LOCATOR LOGOS



GEORGIA, U.S.A.



ATLANTA, GEORGIA

EchoPark[®] SPEEDWAY // *ATLANTA, GEORGIA*

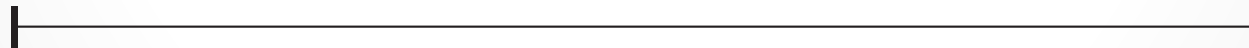
EchoPark[®] SPEEDWAY // *GEORGIA, U.S.A.*



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY LOGO MINIMUM SIZE

For optimum readability and reproduction for print and web, the EchoPark Speedway logo must never be smaller than 1.10 inches wide.











MIN. SIZE 1.10"



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY LOGO MANIPULATION

Proper usage of the EchoPark Speedway logo is essential to maintaining a clear and consistent brand identity. The logo must be used in its original form and not manipulated in any way.

 <p>Stretch Vertically</p>	 <p>Stretch Horizontally</p>	 <p>Outline</p>	 <p>Place in Unapproved Shapes</p>
 <p>Add Drop Shadow</p>	 <p>Change Colors</p>	 <p>Remove Elements</p>	 <p>Add Elements</p>



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY - EVENT LOGO INCLUSION

Due to the various event entitlement brands and logo designs, it may not always be feasible to include any use of the EchoPark Speedway logo variations. However, locating the event is preferred when possible.



ECHOPARK SPEEDWAY

ECHOPARK SPEEDWAY - SPEEDWAY MOTORSPORTS GLOBE USAGE

To maintain focus on the EchoPark Speedway branding, use of the Speedway Motorsports Globe should be thoughtful and secondary to EchoPark Speedway. When used together, the Globe should be single color with the contents of the Globe matching the background color it resides on.



