

JGR

BRAND GUIDELINES



2025.01

VERSION

JOE GIBBS RACING

LOGOS

BLOCK LOGO - Primary Logo



INITIALS LOGO - Restricted Use



CORPORATE/HERITAGE LOGO - Restricted Use



PRIMARY LOGO USAGE RATIONALE



MODERN BRAND REFRESH

HONORING THE FOUNDATION OF FAMILY

MUCH MORE CLEAN & LEGIBLE

EASIER TO PRINT, DESIGN FOR, AND EMBROIDER

USE CASES & EXAMPLES



**COMPETITION ASSETS AT-TRACK
(RACE CARS, HAULERS, BOXES, ETC.)**

AT-TRACK APPAREL

LICENSED MERCH & APPAREL

SOCIAL MEDIA CONTENT

EXTERNAL SIGNAGE AND BANNERS

**MEDIA MATERIALS/
COMPETITION PRESS RELEASES**



AT-SHOP/BUILDING SIGNAGE

THROWBACKS

**CORPORATE MATERIALS
(INTERNAL FORMS, DOCS, ETC.)**

ALUMNI PERSONNEL & EVENTS

HISTORIC CONTEXT

**FORMAL COLLATERAL & MEMORIALS
(WHITE HOUSE APPEARANCE,
FUNERALS, ETC.)**

LOGO USAGE PHILOSOPHY

Examples of a separate public logo and a corporate logo can be seen in corporate America, giving priority to clean, bold, modern designs for public marketing.

Brand
Logo



Corporate/
Institutional



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



PRIMARY LOGO - THE BLOCK LOGO

BLOCK LOGO



DESCRIPTION

This **bold, modern, clean** logo strengthens the JGR brand, while staying true to the foundation of the team: **family**. Coy Gibbs helped develop this logo for the JGR Motocross team.

CORPORATE/HERITAGE LOGO



THIS LOGO HAS RESTRICTED USE



The Heritage Logo is a restricted asset **for use in private corporate applications and at JGR Headquarters**. Additionally, it can be used for legacy and heritage projects, throwbacks, alumni marketing, historical contexts, and VIP's such as Coach Gibbs.

ICON LOGO



THIS LOGO HAS RESTRICTED USE

THE SAME BLOCK LOGO BRAND GUIDELINES APPLY TO THE ICON.



The JG Initial is a restricted asset for use in small-space applications, such as **mobile apps, and certain lifestyle apparel** applications.

It may be used only when there is not space for the full Block Logo.

Each individual-use case will be considered by the JGR Brand Council and must be submitted for usage approval.

UNAPPROVED/RETIRED LOGOS

JOE GIBBS RACING THIS SPECIFIC SUBTEXT FONT IS NO LONGER APPROVED.



PLEASE DELETE THESE LOGO FILES FROM YOUR SYSTEM.

COLORS



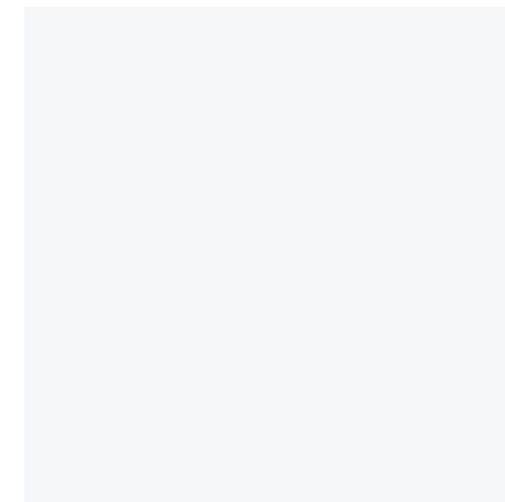
PRIMARY



Pantone Black 6 C



Pantone 7421 C



#f6f7f7

EXPANDED/SECONDARY



Pantone 7403 C



Pantone 289 C



Pantone 2384 C

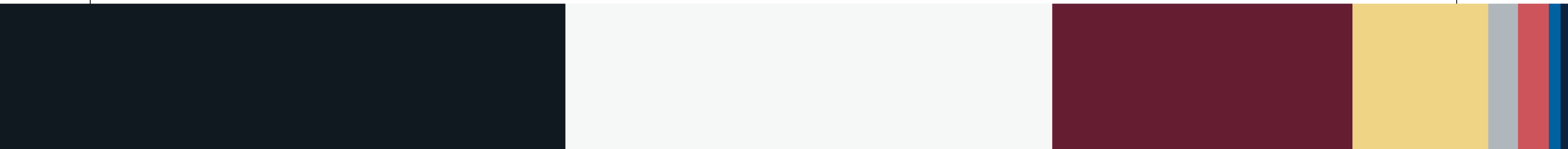


Pantone 429 C



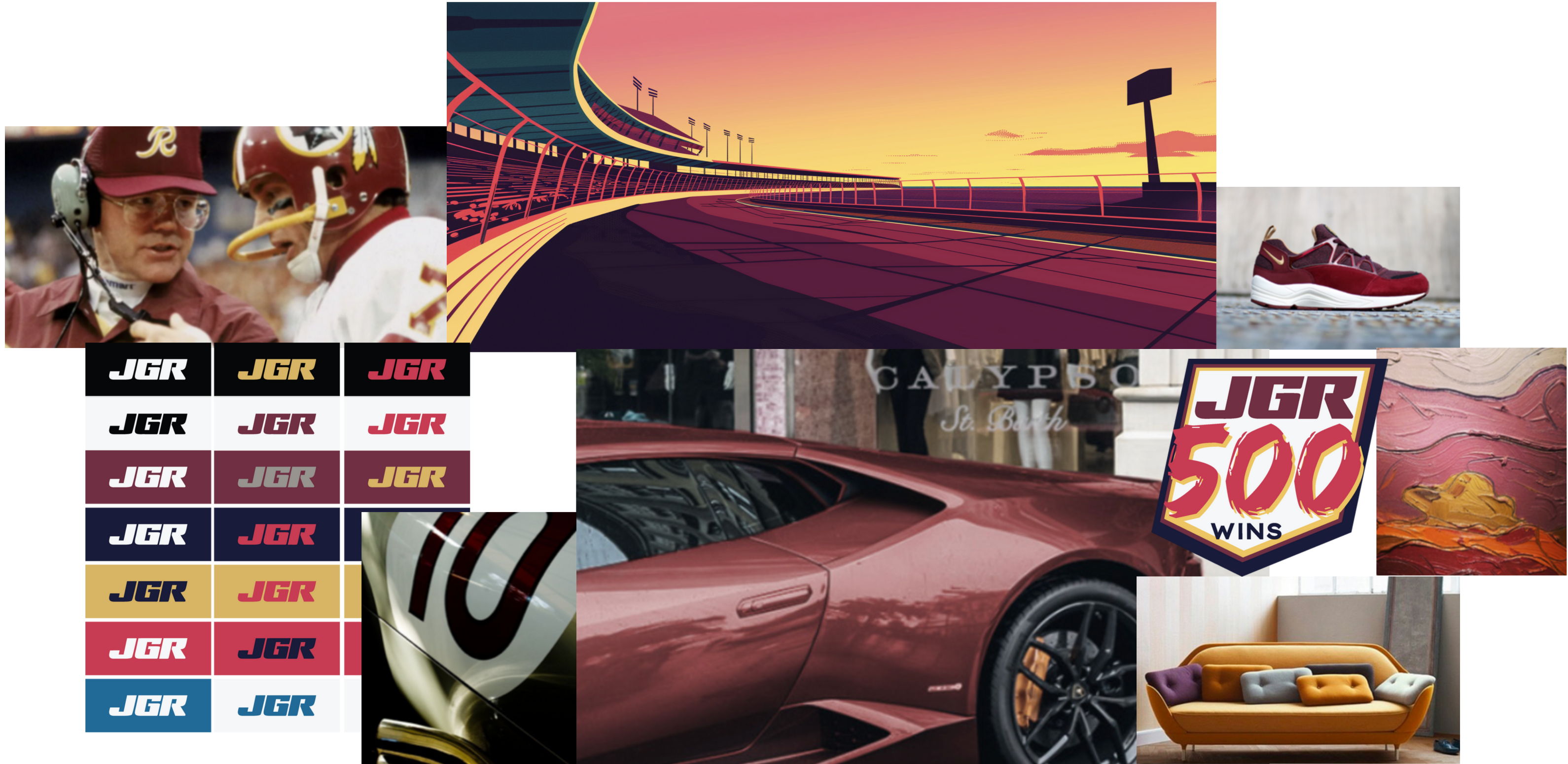
Pantone 7418 C

FREQUENCY OF COLORS USED IN OVERALL BRAND FOOTPRINT:





SAMPLE "MOOD BOARD"



DARK BACKGROUND GUIDELINES

DO NOT USE MAROON ON BLACK OR OTHER DARK BACKGROUNDS



IN SOME CASES, OTHER COLORS CAN BE USED ON BLACK. SEEK APPROVAL.



IDEALLY, WHITE SHOULD BE USED ON BLACK/DARK.



COLORS: RESTRICTIONS ON REDS



Do Not use Maroon or Blue, on Black.



Do not use competing Reds, with Toyota branding.

RESTRICTIONS ON ROYAL BLUE

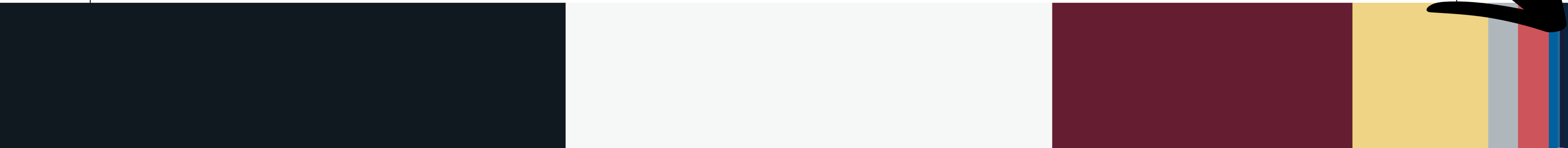
Royal Blue should never be the dominant color in assets that exist primarily to display the JGR brand. Blue is intended as an accent color, used rarely.

For example: at-track front office apparel, licensed product where JGR is the primary brand, graphics and presentations, etc.

Examples of assets that don't feature JGR as the primary brand, where blue can be dominant: race car liveries, sponsor apparel, etc.



FREQUENCY OF USAGE OF BLUES



PRIMARY LOGO - Subtext



**USING SUBTEXT WITH THIS LOGO HAS RESTRICTED USES & REQUIRES APPROVAL.
SUBTEXT SHOULD NOT BE USED IN 99% OF CASES.**



SUBTEXT CAN ONLY BE USED WITH THE APPROVED FONT: **LEXEND MEGA JGR**

USE OF SUBTEXT MUST BE APPROVED.

PRIMARY LOGO - Subtext Examples



USING SUBTEXT WITH THIS LOGO HAS RESTRICTED USES



SUBTEXT CAN ONLY BE USED WITH THE APPROVED FONT: **LEXEND MEGA JGR**

USE OF SUBTEXT MUST BE APPROVED.

PRIMARY LOGO - Subtext Sizing



FONT SIZE OF SUBTEXT IS FLEXIBLE, BUT THE WIDTH OF THE SUBTEXT MUST NOT EXCEED THE WIDTH OF THE JGR LOGO.

PRIMARY LOGO - Subtext Spacing



Example with 32pt subtext



Example with 25pt subtext

KERNING: FONT SIZE OF SUBTEXT IS FLEXIBLE, BUT THE LETTER SPACING SHOULD BE SET TO 20 (ABOUT 110%).

CLEAR SPACE: THE SPACE BETWEEN JGR AND THE SUBTEXT SHOULD BE 100% OF THE SUBTEXT SIZE.

LEGIBILITY & BOUNDARY



DESCRIPTION

JGR Block and Icon logos may be used on top of images, illustrations, textures or patterned backgrounds, but only if optimum legibility is maintained. Any disruptive matter, words, symbols or marks should be removed from the area measured as 1/3 the height of the asset surrounding the Logos.

Logos may sit on top of colors, imagery, patterns and textures that allow optimum legibility. The Logos should be prominent and cannot be obscured.

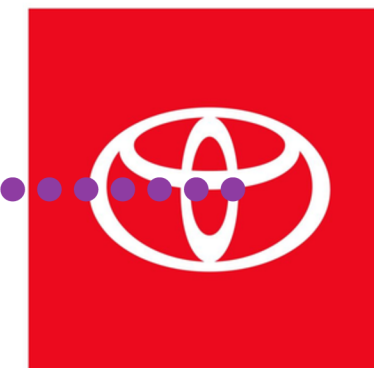
Special care should be exercised to ensure that optimum legibility is maintained.

JGR AND TOYOTA LOGO- Chest Layouts

When JGR and Toyota are required to appear on the front of apparel, align both logos along the center axis.



3 inches wide



1.5 inches wide

PRIMARY LOGO - Guidelines

1. Do Not Outline



Outlines cause legibility issues at certain sizes, distances, and with embroidery. It also detracts from the logo's simplicity, clean-appearance, and modern feel.

1b. EXCEPTION - High-Contrast Legibility Issues

In cases of high-contrast backgrounds, where legibility is a concern, an outlined/stroked option will be provided.



PRIMARY LOGO - Guidelines

2. Do Not Embellish with design elements or illustrations such as flags, tach needles, footballs, etc.



3. Do Not Add Drop Shadows or Glows

These types of elements take away from the clean, consistent nature of the JGR brand.



PRIMARY LOGO - Guidelines

4. Do Not Squish, Stretch, Skew, or Alter the Aspect Ratio of the Logo.



5. Do not Separate, Angle, or Stack the Letters in the Logo

These types of elements take away from the clean, consistent nature of the JGR brand.



HERITAGE LOGO COLORING

GUIDELINES - ONLY USE THIS LOGO WITH MAROON, OR MONOCHROME COLORING



HERITAGE LOGO - Guidelines

4. Do Not Squish, Stretch, Skew, or Alter the Aspect Ratio of the Logo.



5. Do not Separate, Angle, or Stack the Letters in the Logo

These types of elements take away from the clean, consistent nature of the JGR brand.



PRIMARY LOGO - Guidelines

1. Do Not Outline



Outlines cause legibility issues at certain sizes, distances, and with embroidery. It also detracts from the logo's simplicity, clean-appearance, and modern feel.

REGISTERED NUMBERS

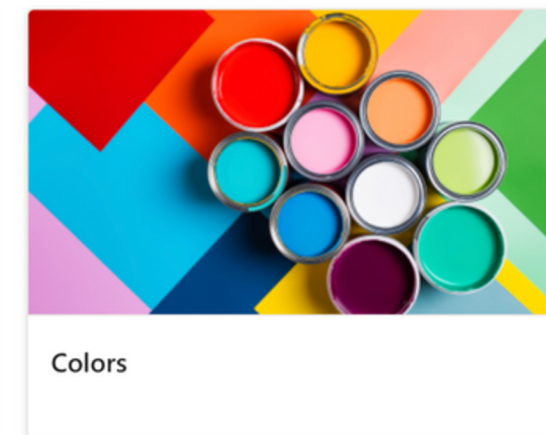
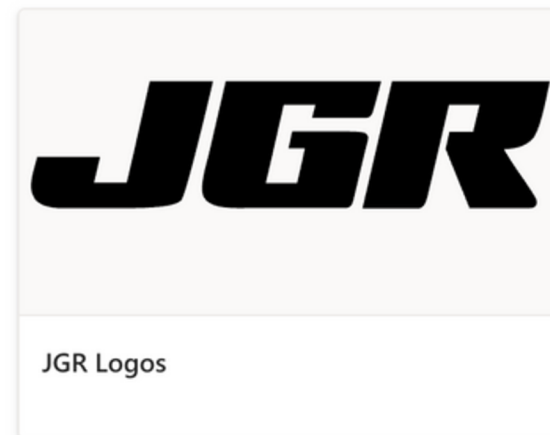


NOTE: Fill colors and stroke colors will vary dependent on associated sponsor and paint scheme.

ASSET DOWNLOADS



Asset Downloads



JGR logos, numbers, and associated partner logos can be downloaded [here.](#)