



LOGO USAGE + COLOR

Best in the Desert is the Largest Off-Road Desert Racing Series In North America, and is a trademarked brand. Logo usage for our iconic brand is dictated by the following guidelines and must be adhered to specifically for all usages.

Terms of Use: Best in The Desert is a registered trademark of Best In The Desert, LLC. Best In The Desert reserves the sole right for usage of this logo, and is controlled and audited by Best in the Desert. Its use is contingent on the approval of Best In The Desert.

**Questions regarding usage should be directed to:
marketing@bitd.com or by calling 951.491.1819**

PRIMARY COLORS

A balanced color combination of Best in the Desert approved colors has been created for use on various internal and external visual applications. These colors compromise the Best in the Desert color palette.

Wherever possible, this color set should be used to communicate all Best in the Desert brand messages.

Any combination of these colors may be used together but under no circumstances should they be mixed with other colors,

Primary Colors



CMYK: 0 / 0 / 0 / 100
RGB: 35 / 31 / 32
PMS: Process Black U



CMYK: 12 / 100 / 82 / 3
RGB: 218 / 0 / 45
PMS: 185 U



CMYK: 8 / 0 / 94 / 0
RGB: 248 / 213 / 1
PMS: 395 U

Preferred Logo:

3 Color or 4C Process



Alternative Logos, Use Color Logo Above if at all possible:

2 Color or 4C Process



2 Color or 4C Process



Black on White



White Reversed



NOTE:

DO NOT DISTORT,
MODIFY COLORS OR
CHANGE LOGO IN ANY
WAY.