



Dirt

CANADIAN MOTOCROSS MAGAZINE

BRAND & STYLE GUIDELINE



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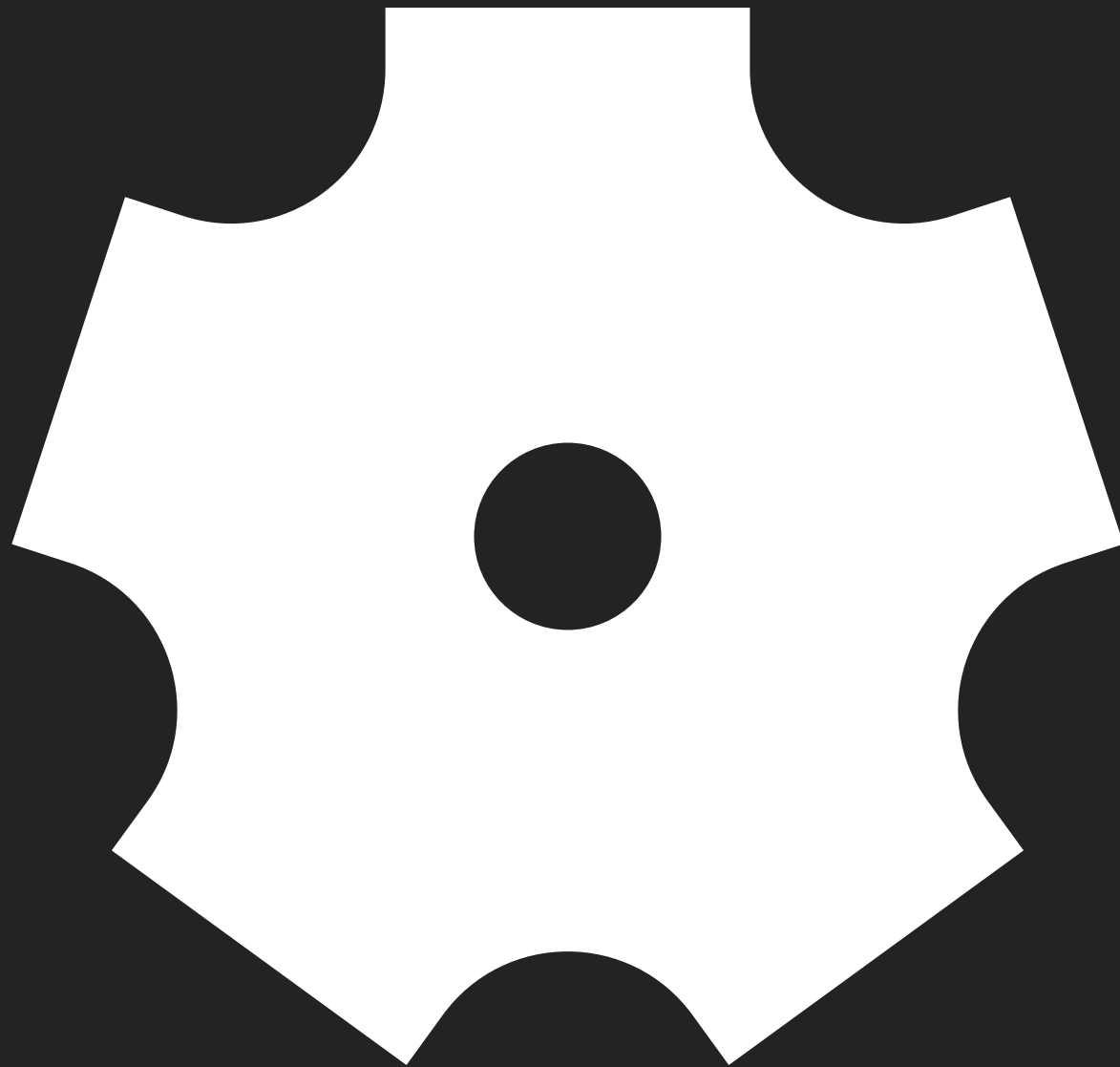
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WHAT IS DIRT*?

Dirt* is all about motocross culture in Canada—pure adrenaline, grit, and speed. We jump right into the action, capturing the raw energy of riders who live for the thrill. Dirt* delivers a mix of bold design, eye-catching photos, and real stories straight from the track.

Each page is packed with high-flying action shots, behind-the-scenes moments, and stories of riders pushing their limits. The look is edgy and unpredictable, just like motocross itself. Dirt* is for anyone who loves the rush—whether you're a rider, a fan, or just someone who loves the thrill. It's all about freedom, speed, and getting a little dirty along the way.

TARGET AUDIENCE

Dirt* captures the grit and adrenaline of Canadian motocross with bold designs, striking photos, and raw stories from the track, perfect for riders, fans, and thrill-seekers.

For Canadian motocross enthusiasts aged 18-40, Dirt* speaks to both riders and fans who crave adrenaline and connect with the rebellious, community-driven spirit of the sport.

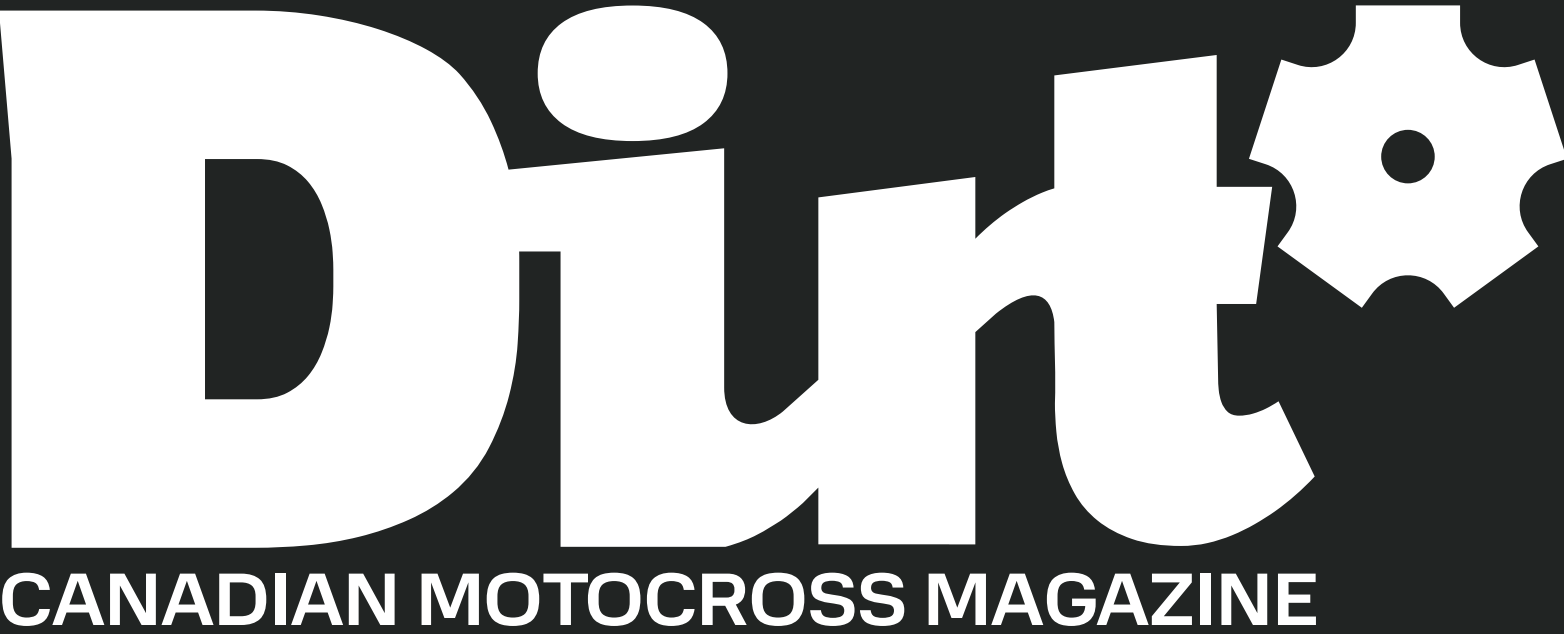
The Tone is Raw, bold, and energetic, Dirt* is authentic and unfiltered, with a direct, edgy tone that reflects motocross's rebellious nature, speaking to readers like fellow riders—passionate and gritty.





MASTER LOGO

The Dirt* logo embodies the bold, rebellious spirit of motocross. The thick, blocky typeface reflects strength and durability, while the asterisk, resembling a fuel cap, adds a mechanical touch. The flowy type hints at the curves of a racetrack, emphasizing movement.



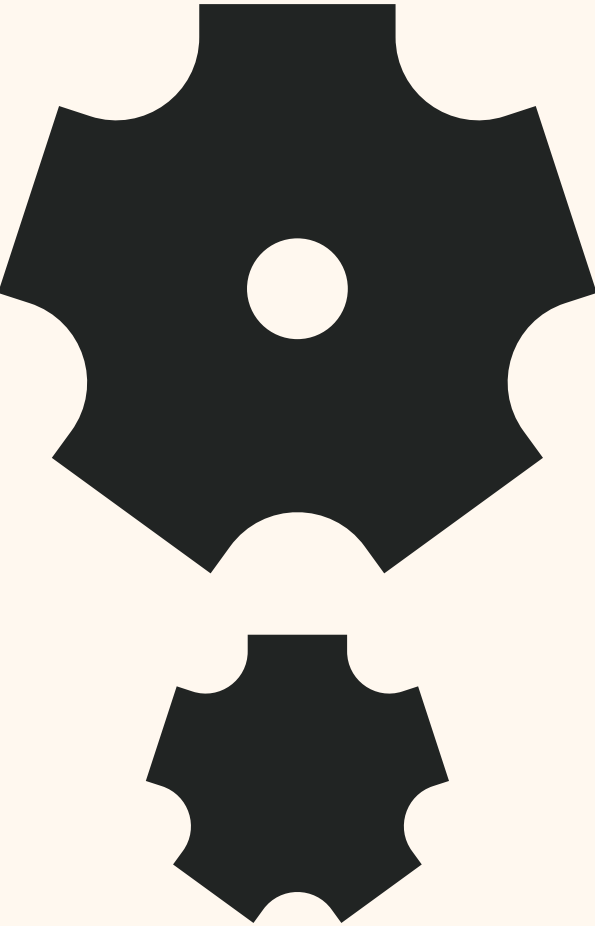
LOGO VARIATIONS

The Dirt* logo and icon are designed with flexibility in mind to accommodate various placements and sizes across the magazine. To maintain visual clarity and brand integrity, the following sizing guidelines should be followed



ICON VARIATION

For smaller placements, such as footers, sidebar branding, or merchandise tags, the compact cogwheel icon variation should be used. This simplified version maintains brand recognition while being optimized for limited spaces.



LOGO LOCK-UP

The Dirt* logo lock-up establishes a consistent structure by using an "X" measurement system to determine spacing and alignment.

In the Dirt* logo lock-up, the “X” measurement serves as a scale for the relative sizes of each element within the logo. The “X” represents the height of the main “Dirt” text, and all other elements are sized proportionally based on this measurement.

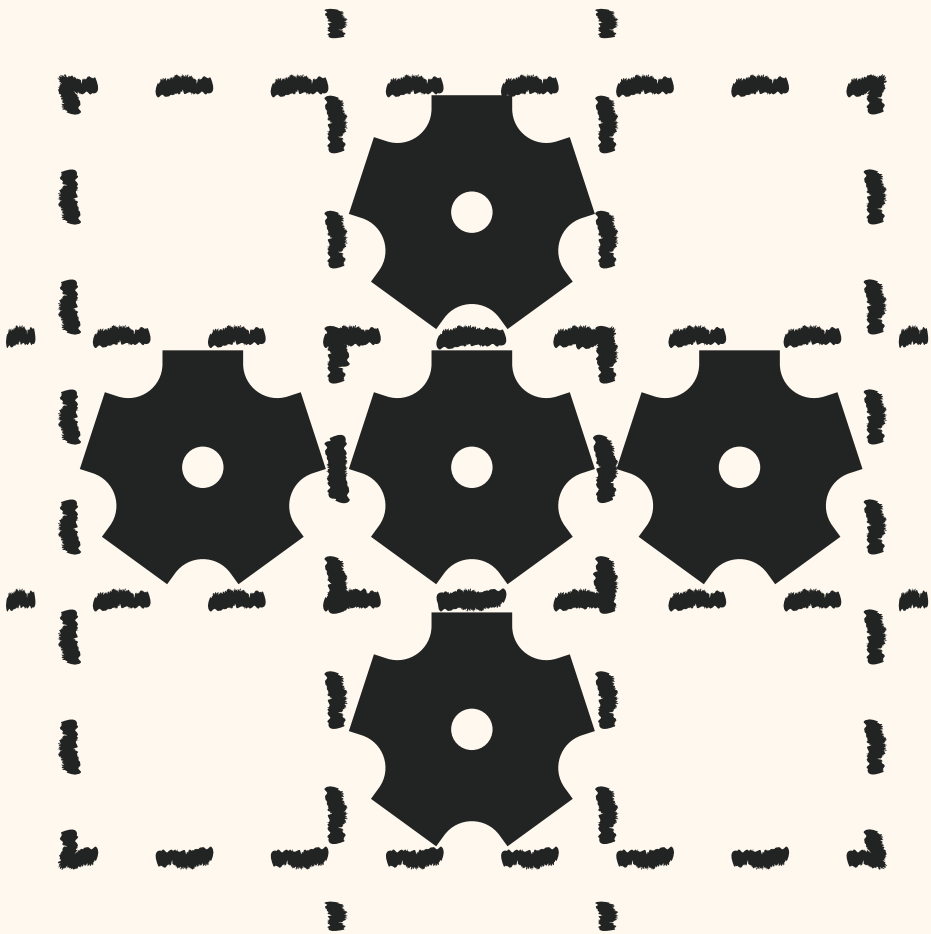
The tagline, “CANADIAN MOTOCROSS MAGAZINE,” is scaled to 1/10 the height of the main “Dirt” text. This proportional sizing ensures that the tagline complements the logo without overpowering it, maintaining readability while keeping the primary focus on the bold “Dirt” text.



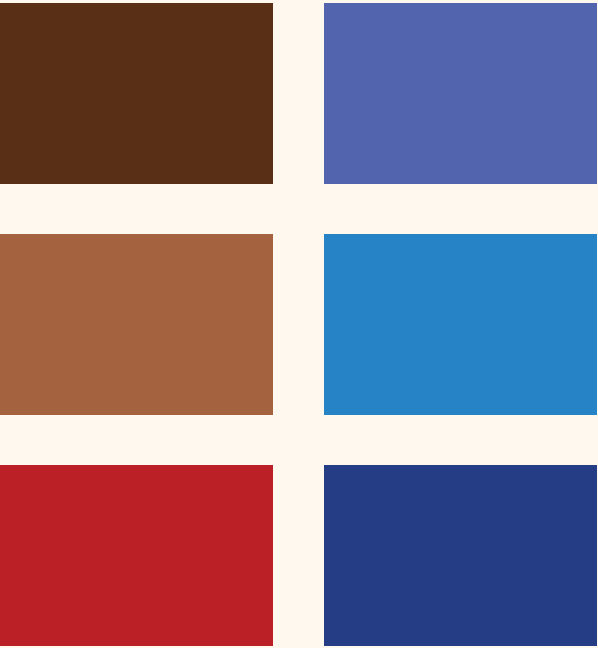


EXCLUSION ZONES

Maintain a clear space equal to the full width of the fuel cap icon on both sides. For the top and bottom, use half the height of the fuel cap icon. This ensures the logo remains visually distinct while allowing for a balanced layout.



When using the fuel cap icon on its own, maintain a clear space equal to the full height and width of the fuel cap icon on all sides. This isolates the icon, giving it the prominence needed as a standalone brand element.



COLOURS PALETTE

For the Dirt* brand, use a foundation of earthy tones to reflect the rugged and grounded nature of motocross. These tones should dominate the color scheme, creating a consistent and authentic look throughout all brand materials.

To add emphasis and visual interest, incorporate visor-inspired colors as accent hues. These accents should be used sparingly to highlight specific elements, bringing a dynamic energy that complements the earthy base. This balance ensures that the brand maintains its bold and gritty aesthetic while allowing for subtle pops of color where needed.



Black:
RGB: R: 0, G: 0, B: 0
HSL: Hue: 0°, Saturation: 0%, Lightness: 0%
CMYK: C: 0, M: 0, Y: 0, K: 100%
HTML/CSS: #000000 or rgb(0, 0, 0)

White:
RGB: R: 255, G: 255, B: 255
HSL: Hue: 0°, Saturation: 0%, Lightness: 100%
CMYK: C: 0, M: 0, Y: 0, K: 0%
HTML/CSS: #FFFFFF or rgb(255, 255, 255)

The Dirt* logo should only be used in black and white. This restriction maintains the brand's bold, high-contrast aesthetic and ensures consistency across all applications. Avoid introducing any additional colors in the logo.

Aa

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

Aa

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

TYPOGRAPHY

Use DIN Condensed for headers to create a bold, commanding presence that defines the magazine’s gritty tone. Bebas Neue Bold works well for subtitles, linking visually to headers while differentiating sub-sections. Univers is ideal for main content, offering clean readability that balances the bold header styles. For captions, use UniversThin to add context subtly, ensuring primary content remains the focal point.

AA

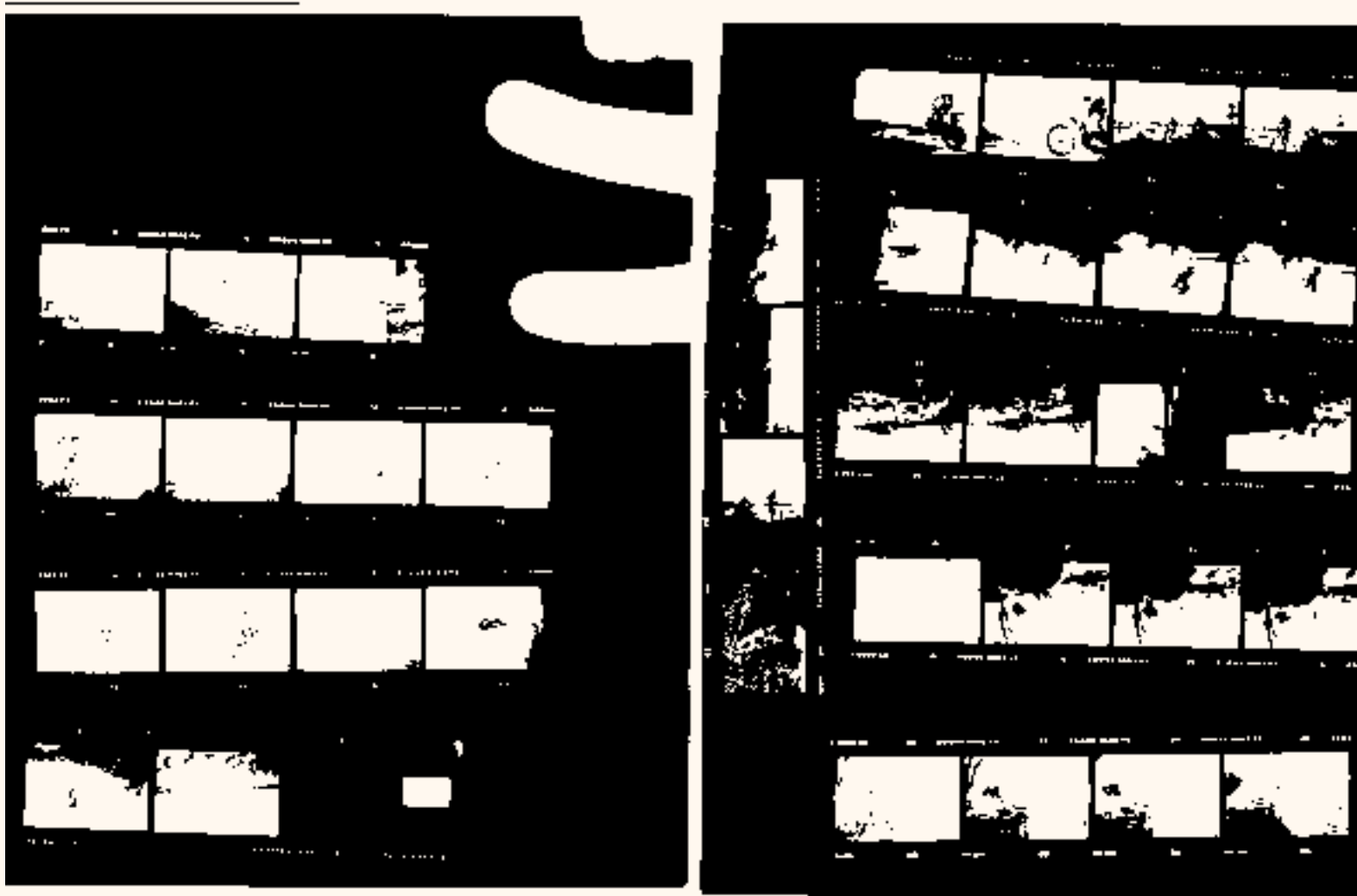
BEBAS NEUE BOLD
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Aa

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

Aa

DIN Condensed
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
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IMAGERY STYLE

The Dirt* magazine imagery should authentically capture the unfiltered essence of motocross, blending high-energy action with candid, real-life moments. The photography style aims to showcase both the intensity of the sport and the personal, routine aspects of the riders' lives.



Focus on candid shots that capture riders in their natural environment—whether preparing gear, tuning bikes, or resting between races. These images should feel genuine, giving readers an inside look into the motocross lifestyle and the dedication behind the scenes.

Use dynamic angles to convey speed, power, and the raw energy of motocross. Wide shots highlight the vast terrain and obstacles, while close-ups capture the intense details, like the rider's concentration and the dirt kicked up in action.



For Dirt* magazine, editing should enhance the authentic, gritty feel of motocross. Use earthy tones with subtle visor-inspired accents, boost contrast and clarity to emphasize textures, and add slight grain for a natural look. Apply dodge and burn sparingly to highlight key elements, and keep retouching minimal to preserve authenticity. This approach captures the raw energy of the sport.





