



Street Heat Brand Guidelines

Version 01 | 2026

Primary Logo

The primary Street Heat logo captures the speed, attitude, and motion of the event. This is the core mark for the brand and should be used in all standard horizontal layouts where maximum clarity and recognition are required. It serves as the default logo for most marketing, promotional, and event materials.



Street Heat



Street Heat

Secondary Logo

The stacked version of the Street Heat logo is designed for compact vertical formats where horizontal space is limited and the primary mark won't fit.



Tagline

Use the tagline version when the full event message needs to be clearly communicated, such as in hero placements or first-touch marketing materials.

The logo for 'Street Heat' is rendered in a white, stylized, cursive script font. The letters are thick and have a slight shadow effect, giving it a three-dimensional appearance. The words 'Street' and 'Heat' are connected together in a single horizontal line.

Reno's Hottest Car Show

The logo for 'Street Heat' is rendered in a white, stylized, cursive script font. The words 'Street' and 'Heat' are stacked vertically, with 'Street' on top and 'Heat' below it. Both words are connected to each other and have a slight shadow effect.

Reno's Hottest Car Show

Logo Backgrounds

Use the black-outlined logo over complex or photographic backgrounds to ensure strong contrast and readability. For solid color backgrounds, use the knockout version, which allows the background color to show through while maintaining clean, brand visibility.



Primary

For use over visually complex backgrounds



Knockout

For use over solid color backgrounds

Clear Space

Clear space protects the visibility and impact of the Street Heat logo. Always maintain sufficient space around the mark so it remains legible, distinct, and unobstructed by other elements.



Lockups

Use the GSR lockup when the event needs to be clearly identified as hosted at Grand Sierra Resort, such as in venue-specific promotions or partner materials. The two logos should remain visually distinct to ensure both brands maintain their integrity.

The logo for Street Heat, featuring the words "Street Heat" in a white, stylized, cursive script font with a double-line outline.The logo for Street Heat, featuring the words "Street Heat" in a white, stylized, cursive script font with a double-line outline.

Incorrect Logo Usage

To maintain consistency and protect the integrity of the Street Heat brand, the logo must never be altered. While it may be tempting to customize the mark for specific applications, any modification weakens recognition and brand consistency and is therefore not permitted.



Do not change the color of the logo



Do not rotate or tilt the logo



Do not add gradients, effects, or textures



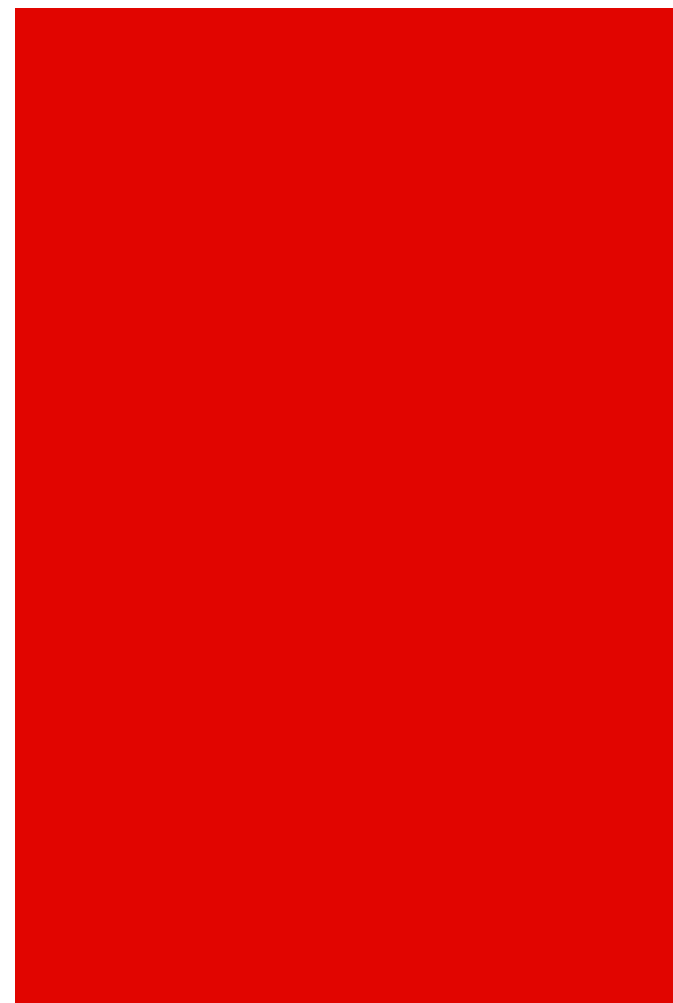
Do not alter the artwork or add additional elements



Do not stretch or distort the logo

Color Palette

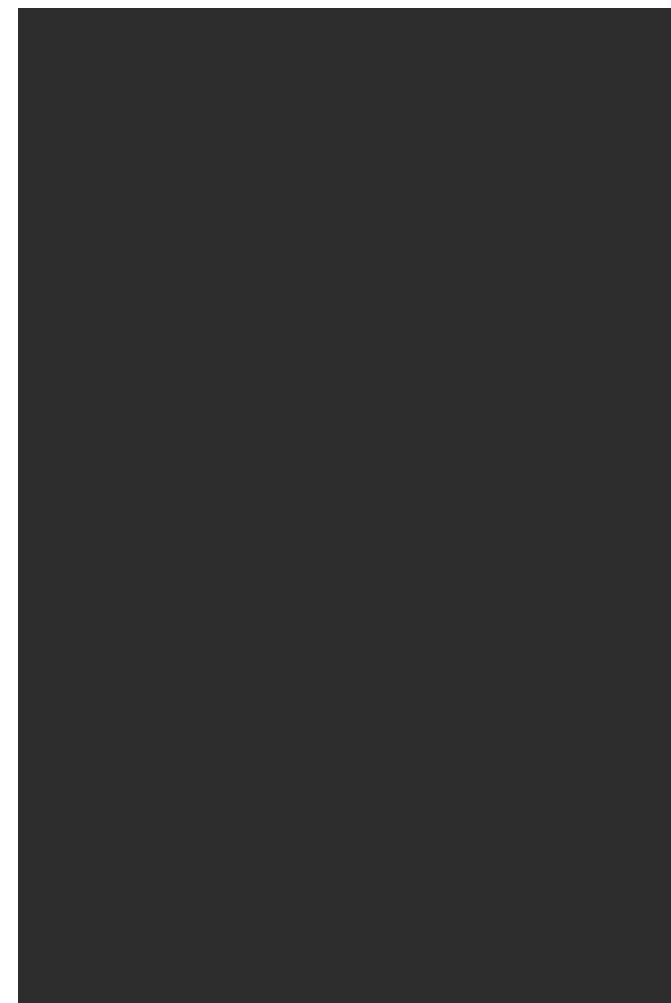
Aggressive, classic, unmistakably automotive. The Street Heat color palette is built for impact and clarity. High-contrast black and white form the foundation, with a bold red accent used sparingly to add energy, emphasis, and heat where appropriate.



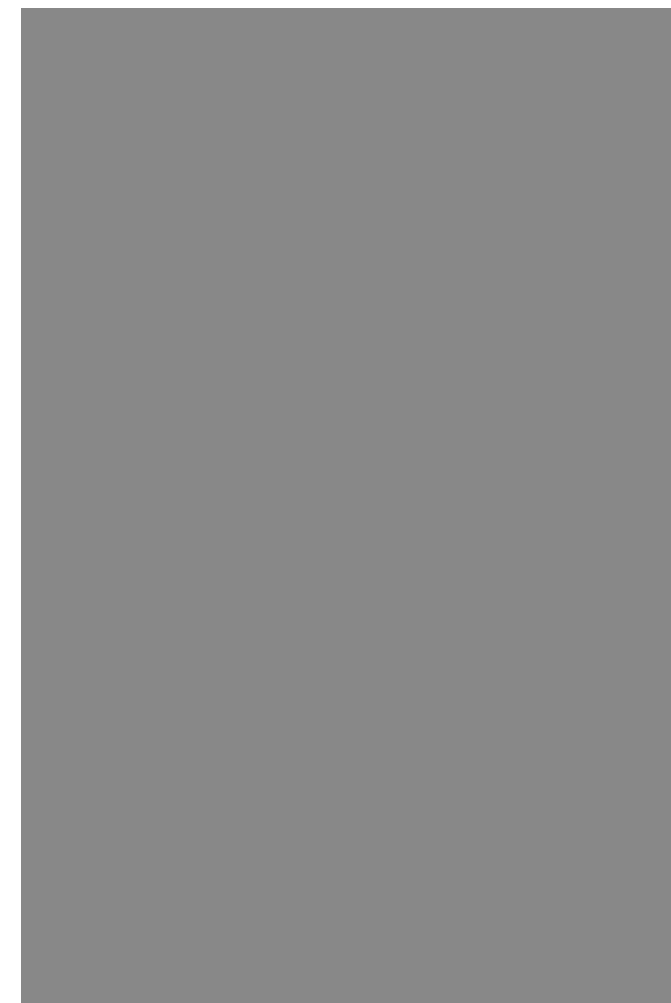
Signal Red: #E10600



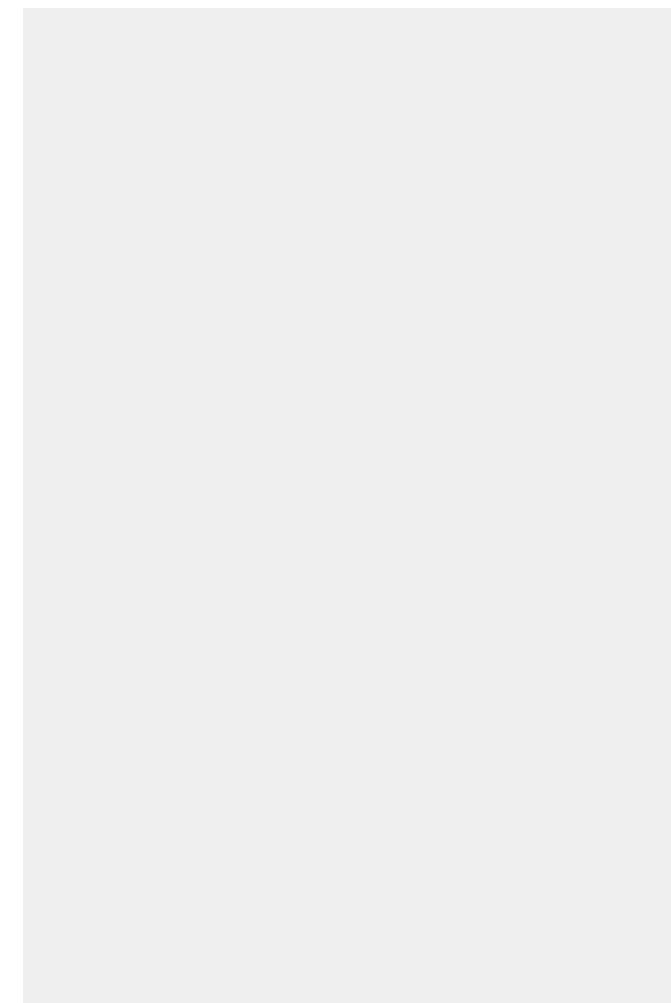
Asphalt Black: #0A0A0A



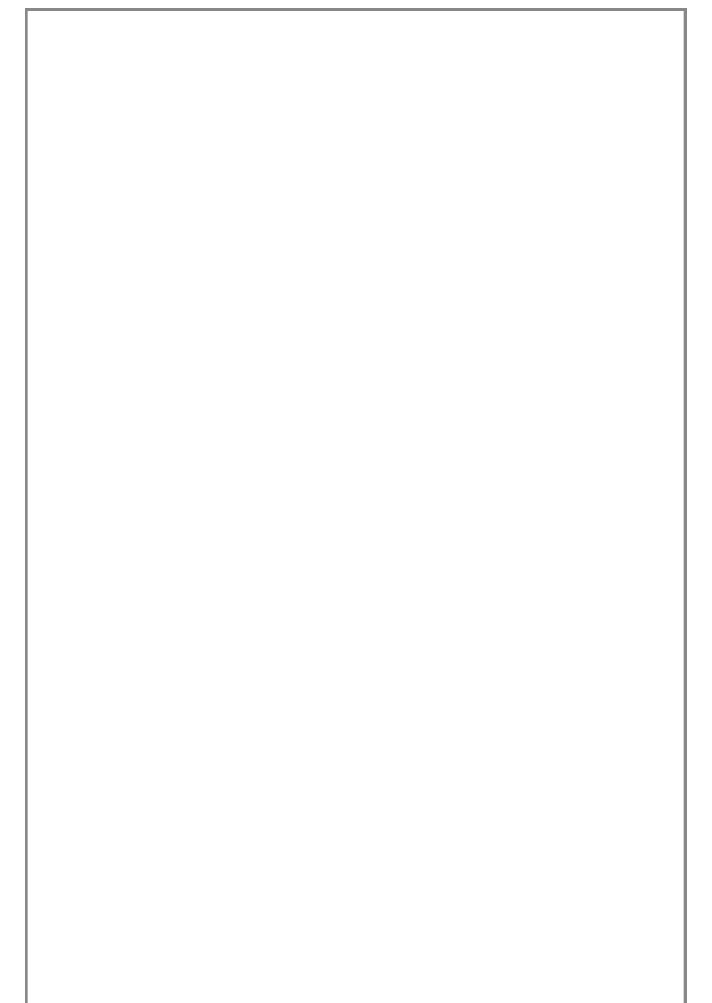
Gunmetal Gray: #2E2E2E



Carbon Gray: #7A7A7A



Bone White: #F0F0F0



Bright White: #FFFFFF

Fonts

Street Heat's typography balances attitude with clarity. Bold, italicized headlines bring energy and motion, supported by a clean and highly legible body type optimized for clarity and usability.

Headlines

Aa

Kanit Extra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body

Aa

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Street Heat



GRAND
SIERRA
RESORT