

Selecting the correct Fortune Tires logotype

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The most important factor for selecting the correct logotype is the color of the background on which it will be used.

After identifying the appropriate file using this guide, ensure that all elements of the logotype are legible—including the type, the F Car, and the F Car tires, which can sometimes be a challenge.

1. Light or White Backgrounds

The Fortune Tires name and F Car tires appear in solid black. The F Car appears in Fortune Blue.

2. Dark, but not Black Backgrounds

The Fortune Tires name appears in white, The F Car in Sky Blue, and the F Car tires in black.

The ideal background for this logotype is a solid field of Fortune Blue, however other backgrounds are acceptable with the following caveats:

- If not Fortune Blue, neutral colors are recommended (gray or the equivalent)
- Avoid colors that overtly clash with Fortune brand colors (red, green purple, etc.)
- Avoid busy backgrounds that impact legibility.

3. Black or Very Dark Backgrounds

The entire logotype, which features a modified F Car, appears in white.

Use this option only if the background so dark that the black tires of the full color logotype above would otherwise disappear. Full color options are preferred and should be prioritized wherever possible.

For additional questions or for more complex projects, contact Nicole Moore at nicole.moore@prinx.us

If your background is **light or white**, choose this file:



If your background is **dark, but not black**, choose this file:



If your background is **black**, choose this file:

