

Selecting the correct Fortune Tires logotype

Updated January 2026

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.

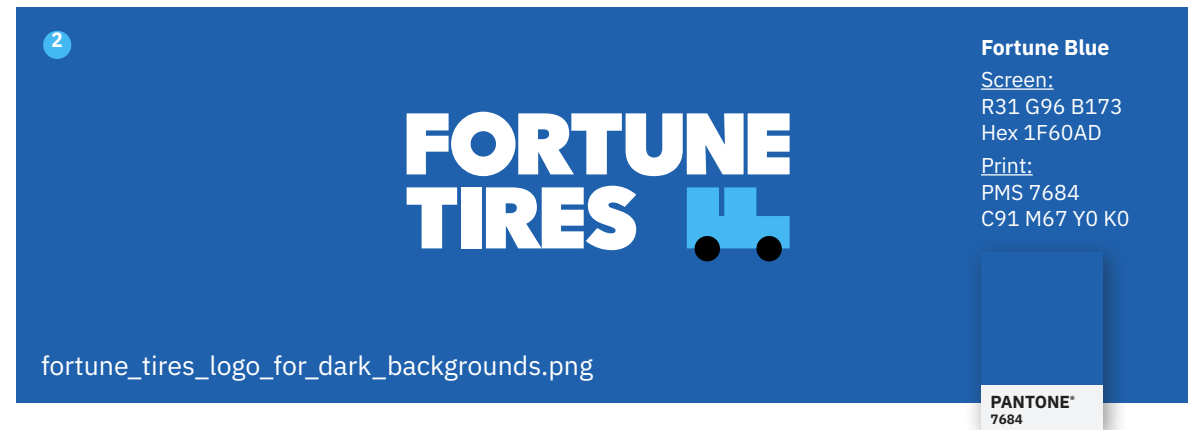
Use this option only if the background is so dark that the black tires of the full color logotype above would otherwise disappear. Full color options are preferred and should be prioritized wherever possible.

For additional questions or for more complex projects, contact us at marketing@fortunetireusa.com

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:



Additional Considerations

1. Avoid Black Backgrounds and Textures

The F Car wheels are black, so must be placed on a lighter background. As a rule it shouldn't be darker than the equivalent of 70% black.

2. Be Careful with Photographic Backgrounds

There may be times where the background, or portions of it, is too dark for the F Car wheels, but too light for the white type. Keep background images as simple as possible and if needed, modify the image to improve legibility.

3. Avoid Competing Background Elements

Even if things are legible in terms of coloration, the size and shape of background elements may compete with the logotype. In this example, varying the scale of the dot texture results in a more effective presentation.

4. Do Not Change Logotype Color

Do not attempt to change color of the F Car or logotype. Only use the logotypes as indicated on previous page. Do not mix and match elements from different logotype versions.



4

