



RACE ON | BRAND STYLE GUIDE

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PRIMARY LOGO



LOGO MARK



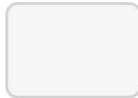
BRAND COLORS



HEX #0F294C
RGB 15, 41, 76
CMYK 100, 86, 42, 41



HEX #E51837
RGB 229, 24, 55
CMYK 4, 100, 83, 1



HEX #F8F8F8
RGB 248, 248, 248
CMYK 2, 1, 1, 0

TYPOGRAPHY

HEADING TYPEFACE

A4 SPEED BOLD

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

BODY TYPEFACE

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BROADCAST TYPEFACE

BIG NOODLE TITLING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OTHER LOGO USES



INCORRECT LOGO USES

DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE THE COLORS
OR USE PATTERNS



DO NOT ENCLOSE IN A SHAPE
(EXCEPT FOR PROVIDED VARIATION)



CORRECT LOGO USES



- PROPORTIONS ARE NOT CHANGED
- COLORS ARE NOT CHANGED
- BLUE & RED VERSION IS ON A *LIGHT* BACKGROUND



- PROPORTIONS ARE NOT CHANGED
- COLORS ARE NOT CHANGED
- WHITE & RED VERSION IS ON A *DARK* BACKGROUND

IF YOU HAVE A SPECIFIC ISSUE, PLEASE CONTACT
SUPPORT@RACEON.COM



SAMPLE HEADER TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitiation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitiation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

