



Orbit Racing

# ORBIT RACING BRANDING GUIDELINES

Version 3.1

## Part 1

# COLOURS

## Style Rules and Regulations

# BRAND COLOURS

Our team's core colours are 'Blackrock Blue' and 'Orange Crayola'.

We use other colours to complement our pallet. Our colour scheme is bold and easily identifiable.

ffffff

f5f5f5

0d51bf

4472c4

87bfff

e68961

**"Blackrock" Blue**

HTML 09347a

RGB Decimal 9, 52, 122

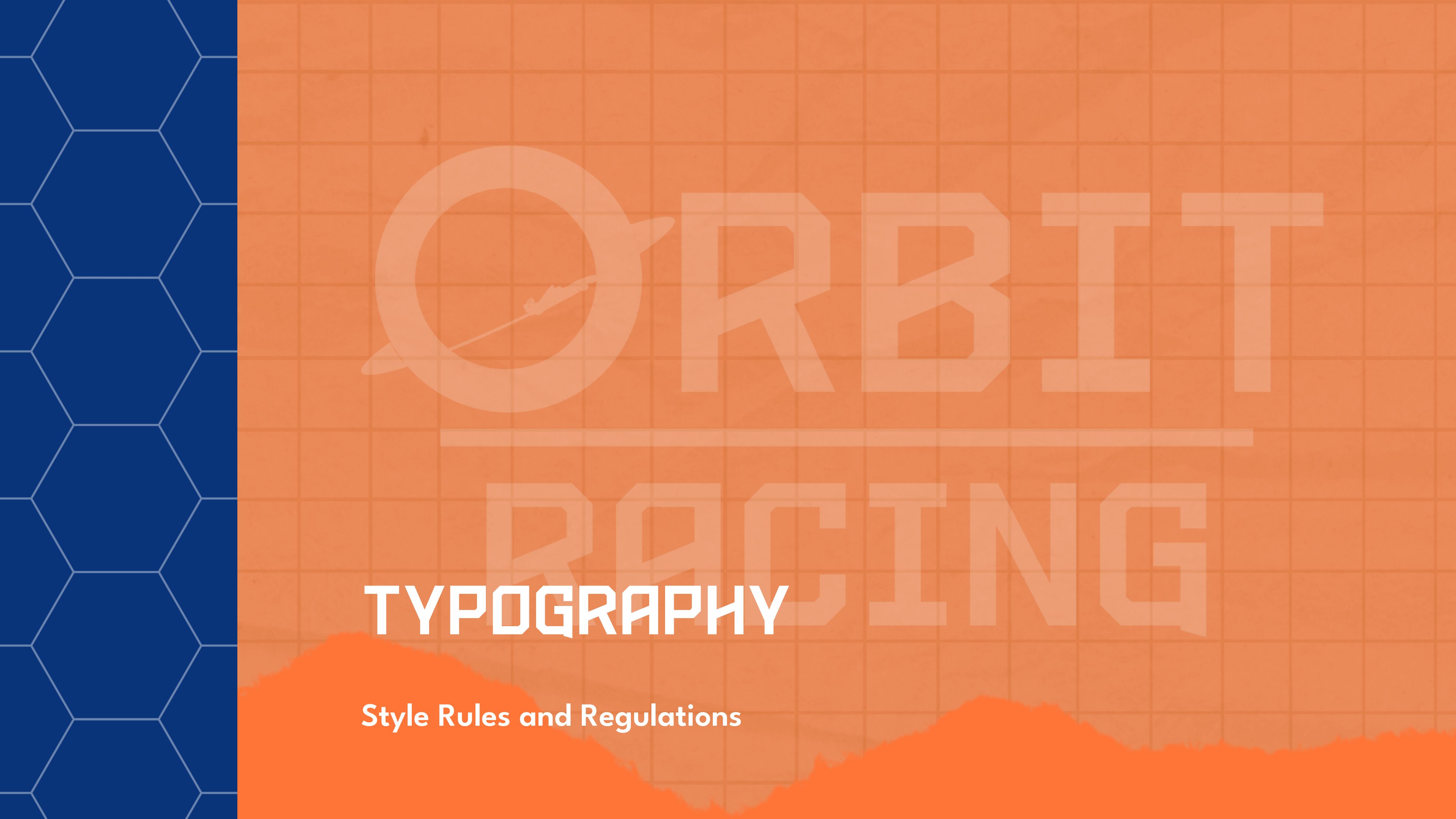
CMYK 93, 57, 0, 52

**Orange Crayola**

HTML ff7538

RGB Decimal 255, 117, 56

CMYK 0, 54, 78, 0



# ORBIT

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# RACING

# TYPOGRAPHY

Style Rules and Regulations



## TYPOGRAPHY

Although our team has one voice, Orbit Racing has many tones of voice expressed. Our fonts help us tell communicate and act as a visual key this expression.

PRIMARY HEADINGS FONT

KENSMARK.03 BOLD

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & \* ( ) \_ + { } | : < ?

PP

Primary Sub - Headings font

League Spartan Semi-Bold

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \*

( ) \_ + { } | : < ?

B b

Primary Body font

League Spartan Light

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \*

( ) \_ + { } | : < ?

C c



PARCING

# PRIMARY LOGOS

Acceptable Use

# THE WORDMARK



## Acceptable Treatments:

The wordmark can appear in full colour on documents, presentations etc. Full colour against a light background or the white alternative against a dark background.

Black is acceptable only in black-and-white documents.

The logo must not be violated by overlaid text or graphics, and all surrounding elements must be clear of the logo by 10% of its width. The logo must not be bisected, stretched, or otherwise manipulated in any fashion. Should the text needed to be landscape use our landscape Wordmark

# WORDMARK ALTERNATIVES



# THE LOGO



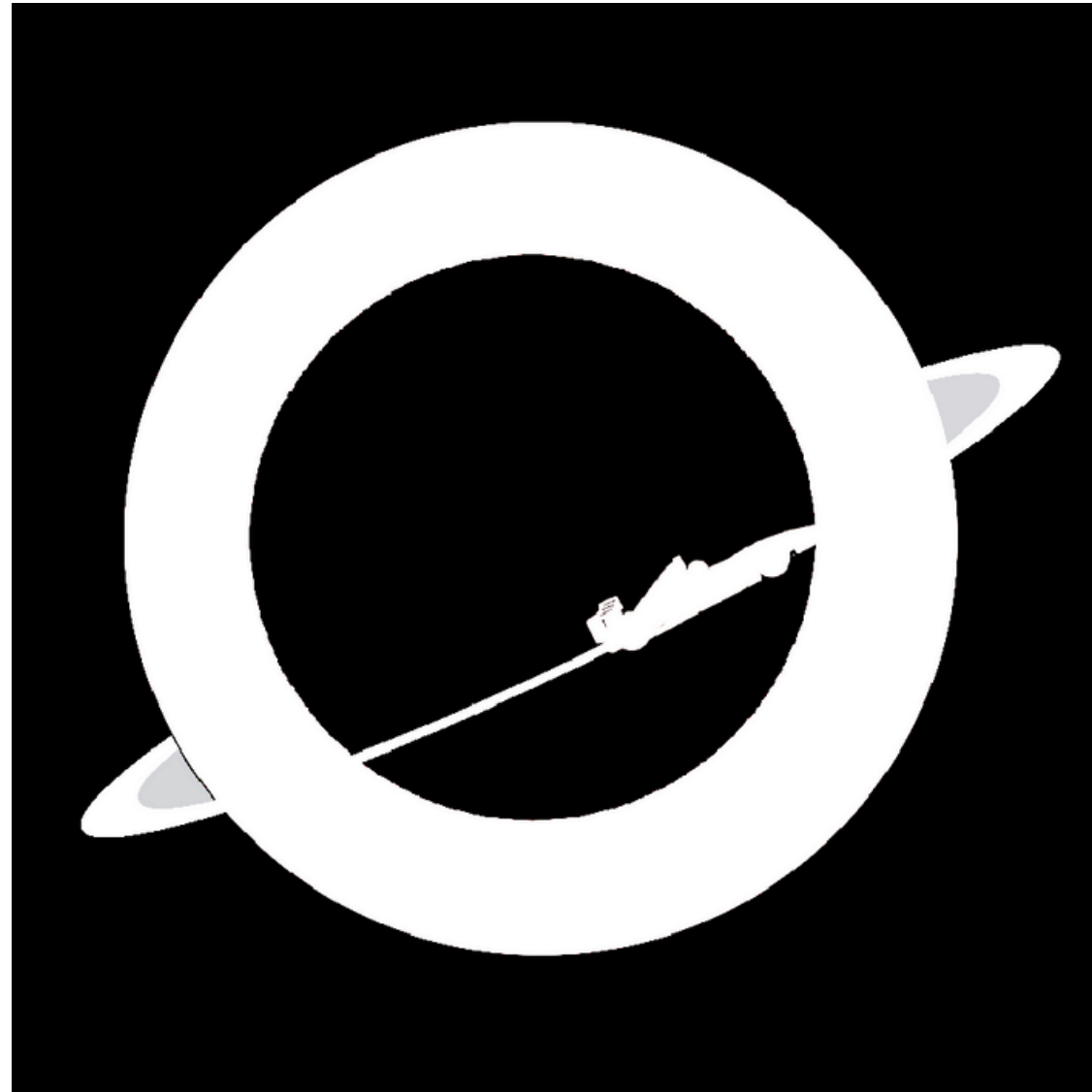
## **Acceptable Treatments:**

The Logo can appear in full colour on documents, presentations etc. Full colour against a light background or the white alternative against a dark background.

Black is acceptable only in black-and-white documents.

The logo must not be violated by overlaid text or graphics, and all surrounding elements must be clear of the logo by 10% of its width. The logo must not be bisected, stretched, or otherwise manipulated in any fashion.

# LOGO ALTERNATIVE





# MEDIA DOWNLOADS

