Racing Electronics

Brand Guidelines
Everyone who produces work for Racing Electronics is expected to follow these guidelines for brand consistency.

Using the Racing Electronics brand requires brand reviews by the Racing Electronics Marketing Department. Please contact Chad Willis for creative reviews and approvals.
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Main Logo Overview

Primary:
RE logo on red background

Secondary:
RE logo on white background

Tertiary:
RE logo on black background
“Badge” Logo Overview

• The RE Badge Logo will be used sparingly until 2019 and use of the mark requires approval from RE Marketing (Chad Willis)

• The RE Badge logo can be used:
  • In areas where the Main Logo occupies a dominant position and the Badge is used in secondary positions
  • Non-racing applications (i.e., LEGEND Museum Project, Custom In-Ear Molds for fitness and music, etc...)

Property of Racing Electronics
Logo Clearspace

The minimum clear space surrounding the logo needs to be at least $\frac{1}{4}$ of the height of the logo.
Logo Misuse

Do not use alternate colors

Do not distort the logo

Do not rotate the logo
Color Overview

Primary: RED
Red is the most important component of the Racing Electronics brand identity. In all work, red should be the dominant color as a full-bleed background. It may also be used for copy when using a white background.

PMS 186C
HEX BA0505
CMYK C12, M100, Y92, K3
RGB R186, G5, B5

Secondary: WHITE
White should be used for all copy on red and black backgrounds. It may also be used as the background in specific media noted in this document.

PMS White
HEX FFFFFF
CMYK C0, M0, Y0, K0
RGB R255, G255, B255

Tertiary: BLACK
Black may be used as the background in specific media noted in this document. Black may also be used as an alternate copy color on a white background.

PMS Black
HEX 000000
CMYK C0, M0, Y0, K100
RGB R0, G0, B0
Color Backgrounds

**Primary: Red background**

A full-bleed red background is preferred in all mainline Racing Electronics communications. This includes print, banners, OOH and TV.

**Secondary: White background**

In direct mail, email and banner ads, both retail and mobile, a white background is necessary with multipage, information-heavy or color restricted creative.

**Tertiary: Black background**

A full-bleed black background should be used for media that demands high contrast. It is also preferred within mobile applications and launcher pages for Racing Electronics devices.
Typography

The Rajdhani font family makes up the Racing Electronics typeface architecture. It is a clean and modern font, allowing for maximum legibility and flexibility.

Headlines Look Like This

Headline: Rajdhani Bold

Subheads look like this

Subhead: Rajdhani Semibold

Body copy looks like this and will continue until the period.

Body / Legal: Rajdhani Medium

CTA: Rajdhani Bold
## Call To Action

### Call To Action (CTA) Structure

<table>
<thead>
<tr>
<th>Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>URL</td>
<td>racingelectronics.com</td>
</tr>
<tr>
<td>URL &amp; 800#</td>
<td>racingelectronics.com</td>
</tr>
<tr>
<td>Unique URL &amp; 800#</td>
<td>racingelectronics.com/legend</td>
</tr>
<tr>
<td>URL, 800# &amp; Retail</td>
<td>racingelectronics.com</td>
</tr>
</tbody>
</table>