



IDENTITY GUIDELINES

VERSION 3.0 09/15/2021

HARD-CHARGING, HARD-WORKING & DRIVEN BY COMMUNITY.

We are creating an authentic racing lifestyle brand. We are true to the origins of American racing without an apology or explanation. We honor the heroes of racing and the outlaws. We respect their physical and mental fortitude and their courage in the face of danger. We celebrate their lifelong dedication to racing, the commitment of their teammates and the spoils of their victories. Racing is how we come together, as a family, as a community and a country.





IT'S MORE
THAN A

SPORT

RACINGAMERICA.COM

WATCH

NOW



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FOR

**RACE
FANS**

ONLY

RACINGAMERICA.COM



LOGO

The most recognizable element of our brand is our wordmark. It represents who we are and what we stand for. If you'd like to use this wordmark, please follow these guidelines.

DO

- Use appropriate variant to ensure proper contrast.
- Follow clear space as outlined.

DON'T

- Alter, rotate or modify
- Obstruct the wordmark
- Use any other variant other than what's outlined here.

4

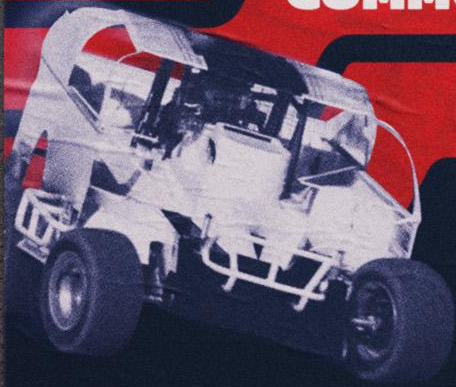


HARD-WORKING

HARD-CHARGING

& DRIVEN BY

COMMUNITY



RACING
AMERICA

STREAM LOCAL
RACES LIVE

COLOR

Our core colors are how we express ourselves and honor our origins of American racing.

USAGE

When designing for digital, use RGB values.

When designing for print, PMS is preferred but only use CMYK when necessary.

RA RED

R 216 G 002 B 018

HEX #D80212

C 009 M 100 Y 100 K 002

PMS 185 C

RA NAVY

R 013 G 017 B 039

HEX #0D1127

C 088 M 081 Y 053 K 070

PMS 282 C

RA CARBON

R 016 G 024 B 032

HEX #101820

C 100 M 061 Y 032 K 096

PMS Black 6 C

RA WHITE

R 000 G 000 B 000

HEX #FFFFFF

C 000 M 000 Y 000 K 000

PMS 000



Calendar



Things



Photos



Camera



Duolingo



Safari



Telegram



Messenger



Citymapper



Google Maps

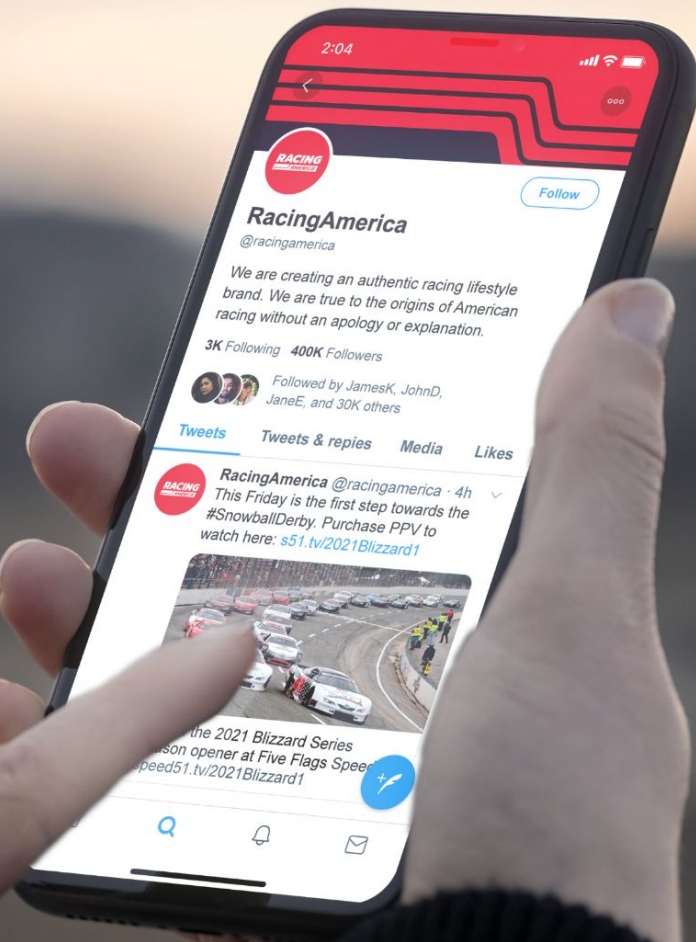


Translate



RacingAmerica





TYPOGRAPHY

We are true to the origins of American racing without an apology or explanation – we want our bold typography to reflect this experience.

fonts.google.com/specimen/Kanit

fonts.google.com/specimen/Kufam

KANIT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

KANIT BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

KANIT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

KUFAM BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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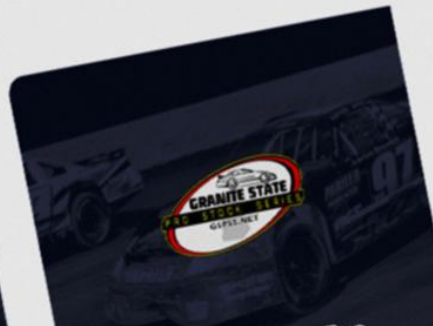
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Series



QUESTIONS?

For any brand inquiries
please contact
brand@racingamerica.com

