



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...)





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 FFFFFFFF
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

racingelectronics.com | 800-272-7111

CTA: Rajdhani Bold



Call To Action

Call To Action (CTA) Structure

URL racingelectronics.com

URL & 800# racingelectronics.com | 800-272-7111

Unique URL & 800# racingelectronics.com/legend | 800-272-7111

URL, 800# & Retail racingelectronics.com | 800-272-7111 | Visit the RE Company Store