

BRANDING GUIDELINES



ORBIT RACING

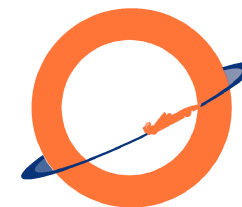


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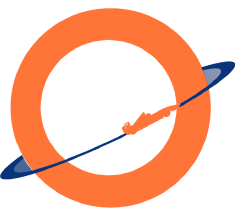
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Brand Colors

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

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

"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

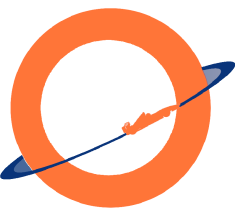
0d51bf

4472c4

87bfff

e68961

ffffff



Typography

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

PRIMARY FONT

KENSMARK.03

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

AA

Secondary Font

League Spartan SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()_+{|}:<?

Aa

Tertiary Font

League Spartan SemiBold

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

A a

LOGO ITERATIONS





Instagram Post



Tweet



Instagram Post



Instagram Post



Instagram Post



Instagram Post