



RAC Foundation Corporate Brand Guidelines

October 2015

RAC Foundation corporate brand guidelines

RAC Foundation - Logo usage

Area of isolation around logo -

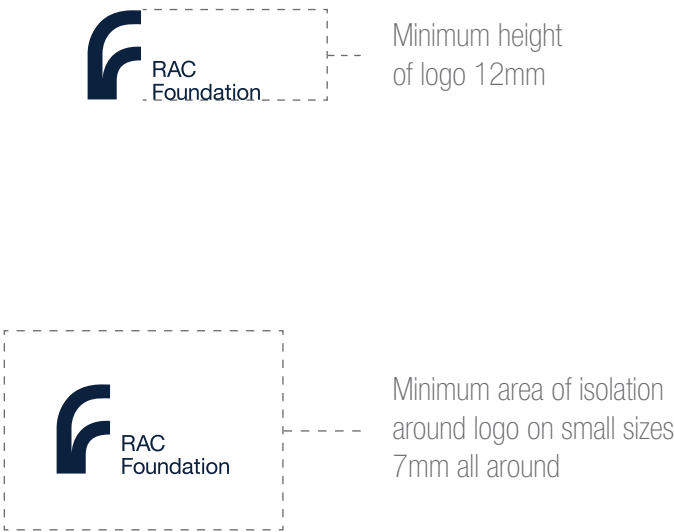
Minimum area of isolation around the logo should be the height of the letter 'R' in the the logo (X).

Minimum area of isolation when the logo is used small should be no less than 7mm all round.

RAC Foundation logo



RAC Foundation logo - minimum size



PANTONE - 289 C



CMYK - 98/84/46/51



Black & White



RAC Foundation corporate brand guidelines

RAC Foundation with tagline - Logo usage

Area of isolation around logo -

Minimum area of isolation around the logo should be the height of the letter 'R' in the the logo (X).

Minimum area of isolation when the logo is used small should be no less than 7mm all round.

RAC Foundation logo



RAC Foundation logo - minimum size



PANTONE - 289 C & 877 C



CMYK - 98/84/46/51 & 47/38/38/2



Black & White



RAC Foundation corporate brand guidelines

Colour palette

Colour palette -

The Primary RACF colours are RACF Blue Silver, White and Black.

There is also palette of Secondary colours.

Design note: The colour percentages derive from Adobe values. They are based on the 'North American General Purpose 2' Colour Setting.

The black can be used as tint values in 10% increments of 100%

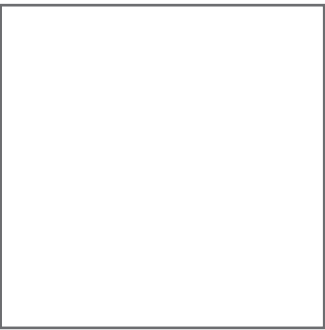
Primary colour palette



RACF blue
PMS - 289 C
CMYK - 98/84/46/51
RGB - 12/35/64
HEX - #0C2340



RACF Silver
PMS - 877 C
CMYK - 48/38/37/2
RGB - 140/143/146
HEX - #8C8F92



White
CMYK - 0/0/0/0
RGB - 255/255/255
HEX - #FFFFFF



Black
CMYK - 0/0/0/100
RGB - 35/31/32
HEX - #231F20

Secondary colour palette



PMS - 7704 C
CMYK - 97/33/20/1
RGB - 0/132/173
HEX - #0084AD



PMS - 7569 C
CMYK - 13/52/100/1
RGB - 217/136/40
HEX - #D98828



PMS - 7692 C
CMYK - 100/69/24/7
RGB - 0/86/135
HEX - #005687



PMS - 7414 C
CMYK - 19/64/100/6
RGB - 195/110/40
HEX - #C36E28



PMS - 362 C
CMYK - 74/15/100/2
RGB - 76/158/69
HEX - #4C9E45



PMS - 220 C
CMYK - 26/100/50/11
RGB - 171/29/84
HEX - #AB1D54



PMS - 7483 C
CMYK - 84/38/87/34
RGB - 35/94/58
HEX - #235E3A



PMS - 195 C
CMYK - 37/87/61/34
RGB - 122/48/63
HEX - #7A303F



PMS - 526 C
CMYK - 67/98/6/1
RGB - 116/46/137
HEX - #742E89



PMS - 7540 C
CMYK - 68/59/52/33
RGB - 77/79/85
HEX - #4D4F55



PMS - 2627 C
CMYK - 84/100/31/34
RGB - 61/26/83
HEX - #3D1A53



PMS - 7544 C
CMYK - 58/41/34/4
RGB - 117/133/145
HEX - #758591

RAC Foundation corporate brand guidelines

Secondary colour palette tints



CMYK - 97/33/20/1
RGB - 0/132/173
HEX - #0084AD



CMYK - 78/26/16/1
RGB - 30/148/185
HEX - #1E94B9



CMYK - 58/20/12/1
RGB - 105/167/198
HEX - #69A7C6



CMYK - 39/13/8/0
RGB - 153/193/216
HEX - #99C1D8



CMYK - 19/7/4/0
RGB - 203/219/232
HEX - #CBD8E8



CMYK - 13/52/100/1
RGB - 217/136/40
HEX - #D98828



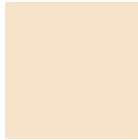
CMYK - 10/42/80/1
RGB - 224/155/76
HEX - #E09B4C



CMYK - 8/31/60/1
RGB - 229/177/116
HEX - #E5B174



CMYK - 5/21/40/0
RGB - 240/202/158
HEX - #F0CA9E



CMYK - 3/10/20/0
RGB - 245/226/202
HEX - #F5E2CA



CMYK - 100/69/24/7
RGB - 0/86/135
HEX - #005687



CMYK - 80/55/19/6
RGB - 65/106/151
HEX - #416A97



CMYK - 60/41/14/4
RGB - 109/133/171
HEX - #6D85AB



CMYK - 40/28/10/3
RGB - 150/163/191
HEX - #96A3BF



CMYK - 20/14/5/1
RGB - 198/203/219
HEX - #C6C8DB



CMYK - 19/64/100/6
RGB - 195/110/40
HEX - #C36E28



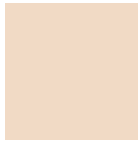
CMYK - 15/51/80/5
RGB - 204/133/72
HEX - #CC8548



CMYK - 11/38/60/4
RGB - 215/158/110
HEX - #D79E6E



CMYK - 8/26/40/2
RGB - 226/186/150
HEX - #E2BA96



CMYK - 4/13/20/1
RGB - 238/216/197
HEX - #EED8C5



CMYK - 74/15/100/2
RGB - 76/158/69
HEX - #4C9E45



CMYK - 59/12/80/2
RGB - 115/171/96
HEX - #73AB60



CMYK - 44/9/60/1
RGB - 149/188/132
HEX - #95BC84



CMYK - 30/6/40/1
RGB - 180/205/166
HEX - #B4CDA6



CMYK - 15/3/20/0
RGB - 216/228/208
HEX - #D8E4D0



CMYK - 26/100/50/11
RGB - 171/29/84
HEX - #AB1D54



CMYK - 21/80/40/9
RGB - 183/80/106
HEX - #B7506A



CMYK - 16/60/30/7
RGB - 196/118/133
HEX - #C47685



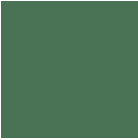
CMYK - 10/40/20/4
RGB - 214/158/166
HEX - #D69EA6



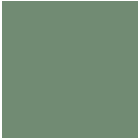
CMYK - 5/20/10/2
RGB - 231/202/204
HEX - #E7CACC



CMYK - 84/38/87/34
RGB - 35/94/58
HEX - #235E3A



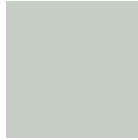
CMYK - 67/30/70/27
RGB - 77/115/85
HEX - #4D7355



CMYK - 50/23/52/20
RGB - 114/140/116
HEX - #728C74



CMYK - 34/15/35/14
RGB - 151/169/151
HEX - #97A997



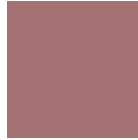
CMYK - 17/8/17/7
RGB - 196/204/195
HEX - #C4CCC3



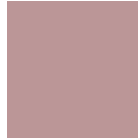
CMYK - 37/87/61/34
RGB - 122/48/63
HEX - #7A303F



CMYK - 30/70/49/27
RGB - 142/80/87
HEX - #8E5057



CMYK - 22/52/37/20
RGB - 165/114/116
HEX - #A57274



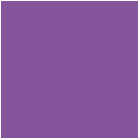
CMYK - 15/35/24/14
RGB - 188/151/152
HEX - #BC9798



CMYK - 7/17/12/7
RGB - 217/197/196
HEX - #D9C5C4



CMYK - 67/98/6/1
RGB - 116/46/137
HEX - #742E89



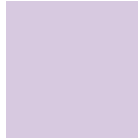
CMYK - 54/78/5/1
RGB - 134/84/154
HEX - #86549A



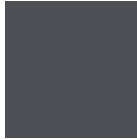
CMYK - 40/59/4/1
RGB - 157/118/172
HEX - #9D76AC



CMYK - 27/39/2/0
RGB - 185/158/198
HEX - #B99EC6



CMYK - 13/20/1/0
RGB - 216/201/224
HEX - #D8C9E0



CMYK - 68/59/52/33
RGB - 77/79/85
HEX - #4D4F55



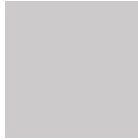
CMYK - 54/47/42/26
RGB - 104/103/108
HEX - #68676C



CMYK - 41/35/31/20
RGB - 131/130/135
HEX - #838287



CMYK - 27/24/21/13
RGB - 166/163/166
HEX - #A6A3A6



CMYK - 14/12/10/7
RGB - 202/200/203
HEX - #CAC8CB



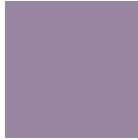
CMYK - 84/100/31/34
RGB - 61/26/83
HEX - #3D1A53



CMYK - 67/80/25/27
RGB - 89/61/105
HEX - #593D69



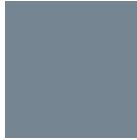
CMYK - 50/60/19/20
RGB - 119/96/131
HEX - #776083



CMYK - 34/40/12/14
RGB - 151/135/162
HEX - #9787A2



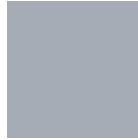
CMYK - 17/20/6/7
RGB - 194/185/201
HEX - #C2B9C9



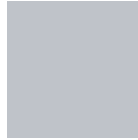
CMYK - 58/41/34/4
RGB - 117/133/145
HEX - #758591



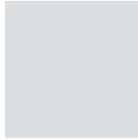
CMYK - 46/33/27/3
RGB - 141/151/162
HEX - #8D97A2



CMYK - 35/25/20/2
RGB - 164/171/181
HEX - #A4ABB5



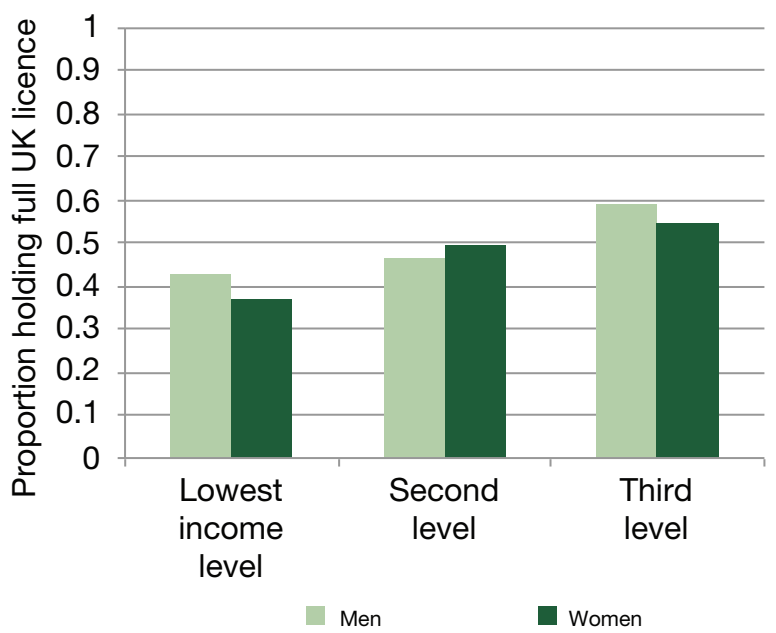
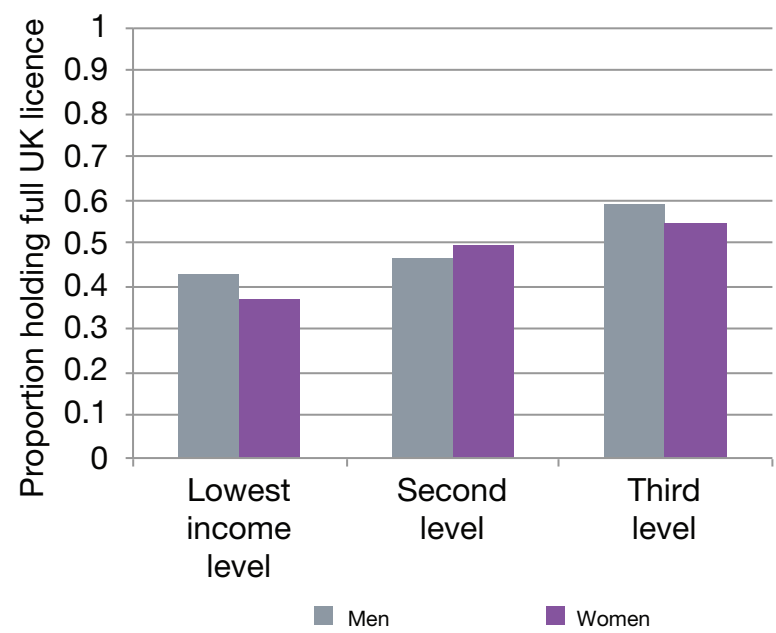
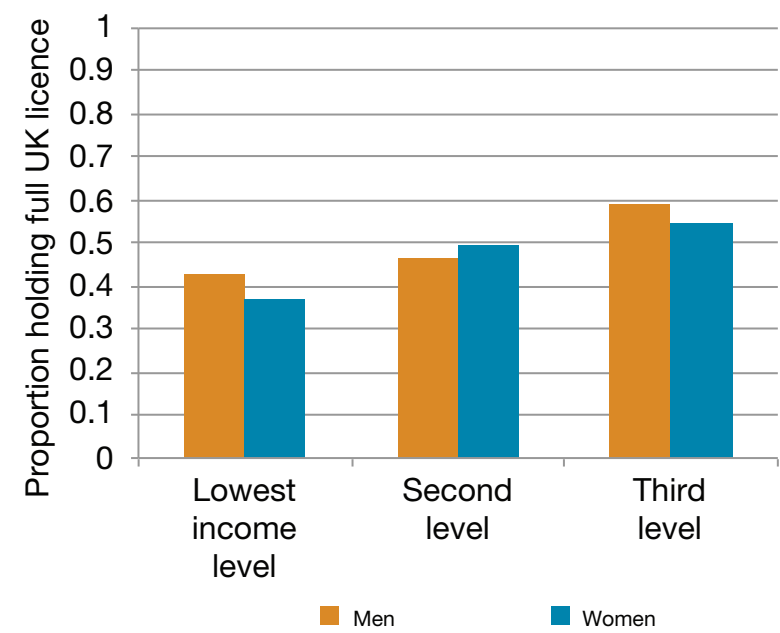
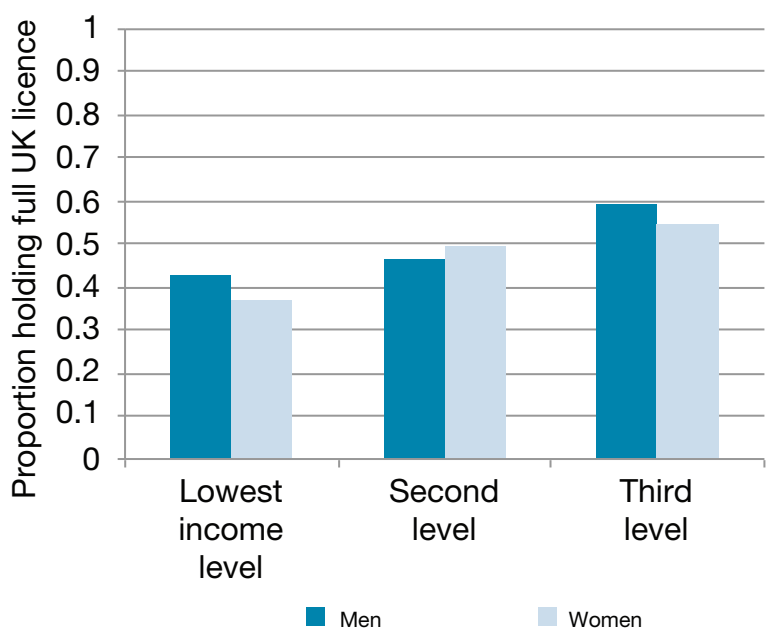
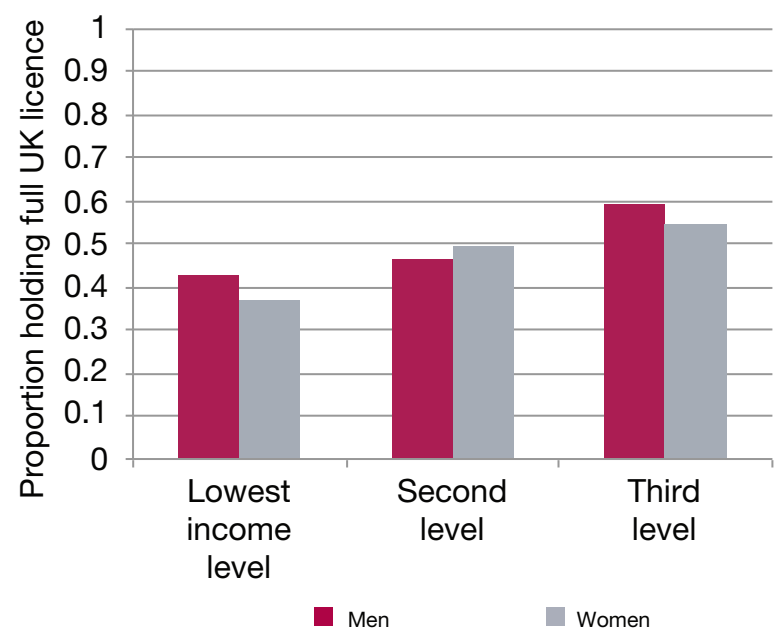
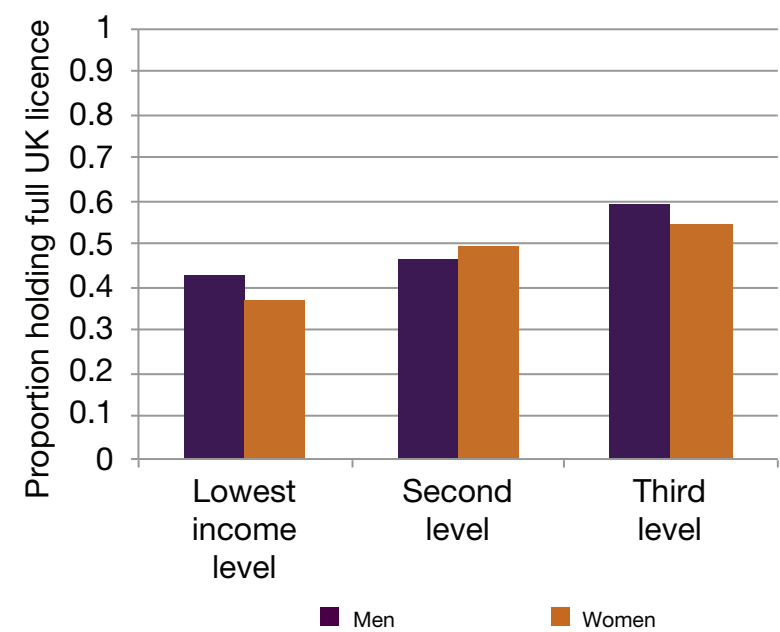
CMYK - 23/16/14/2
RGB - 190/195/200
HEX - #BEC3C8



CMYK - 12/8/7/1
RGB - 218/220/223
HEX - #DADCDF

RAC Foundation corporate brand guidelines

Example of graph data colour pairings using a sample of the secondary colour palette



RAC Foundation corporate brand guidelines

Fonts

Helvetica Neue font family - *for printed material*

Helvetica Neue / 35 Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue / 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue / 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue / 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue / 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue / 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fonts and sizes for publications

Front cover title – Helvetica Neue / 35 Thin

Body copy – Helvetica Neue / 45 Light – 10pt with 15.5pt leading

Main headings – Helvetica Neue / 45 Light – 40pt

Subheadings – Helvetica Neue / 65 Medium – 14pt

Figure/Table headings – Helvetica Neue / 75 Bold – 10pt

Italic – Helvetica Neue / 56 Italic – 10pt

Arial and Helvetica Neue font family - *for on-screen*

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue / Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue / Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RAC Foundation corporate brand guidelines

Stationery - Letterhead guidelines for CORGI Services Ltd

Grey area - margins



Size standard A4

Fonts - Address details:

Helvetica Neue / 45 Light

Size - 9pt

Fonts - Contact details.:

Helvetica Neue / 45 Light & 75 Bold

Size - 8pt

Fonts - Tagline:

Helvetica Neue / 75 Bold

Size - 13pt

Fonts - Reg no.:

Helvetica Neue / 45 Light

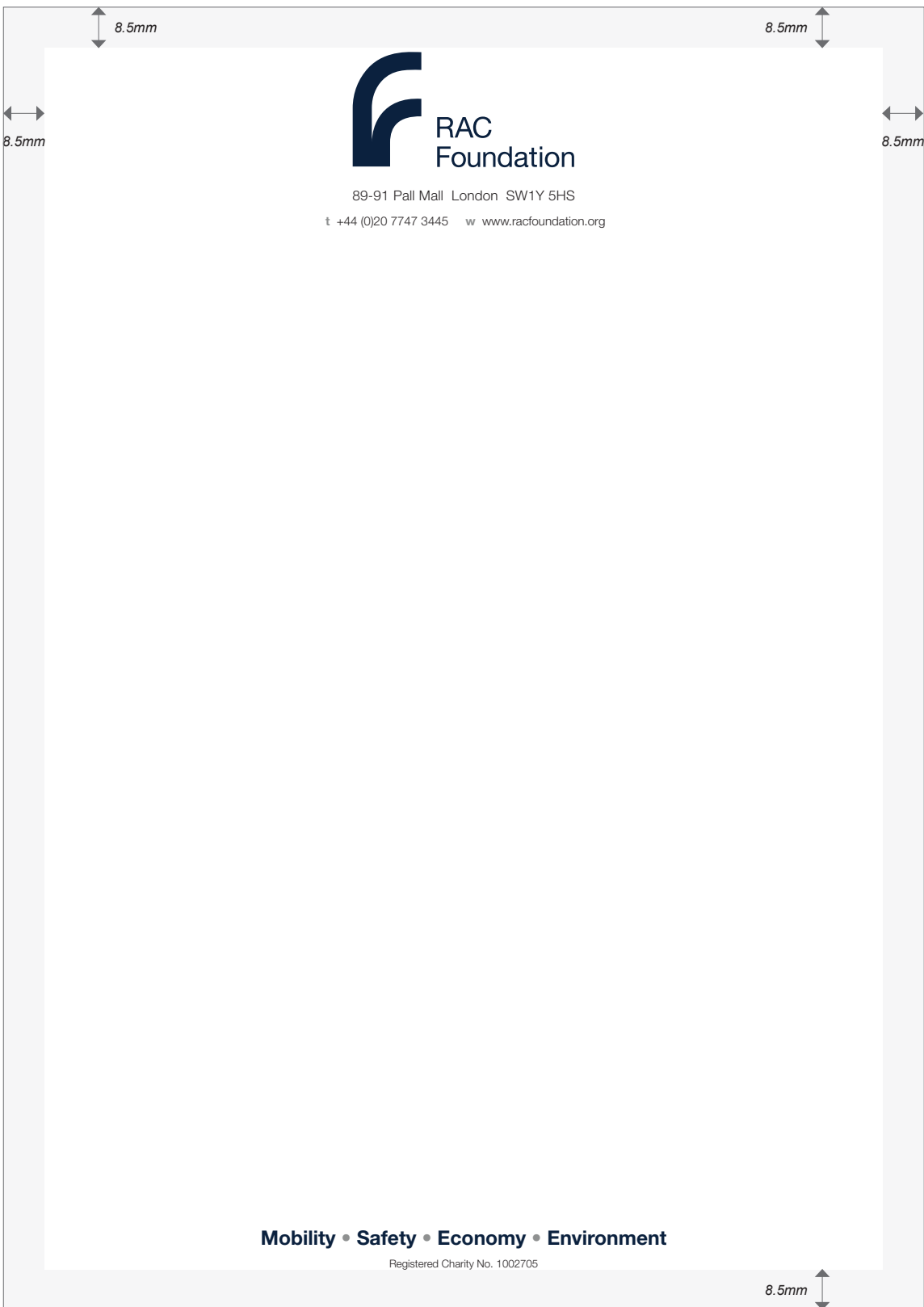
Size - 7pt

Colours:

Blue - PANTONE 289 C

Silver - PANTONE 877 C

Black



RAC Foundation corporate brand guidelines

Stationery - Business card & compliment slip guidelines for CORGI Services Ltd

Grey area - margins

Compliment slip -

Size:
W: 210mm x H: 99mm

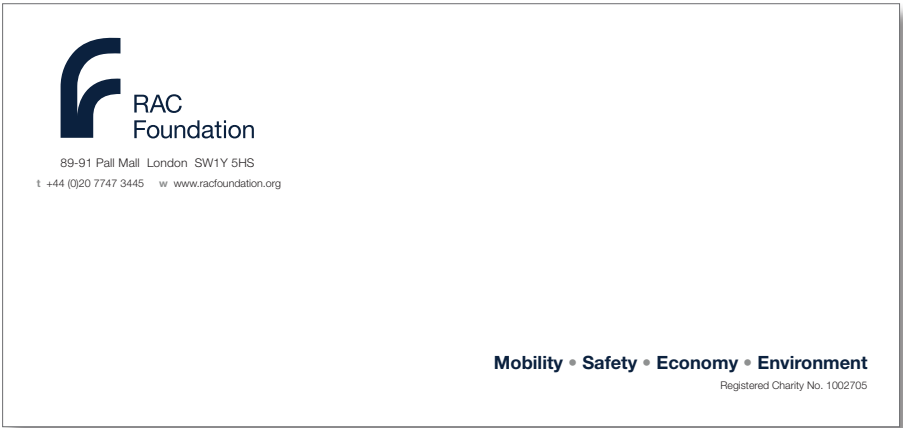
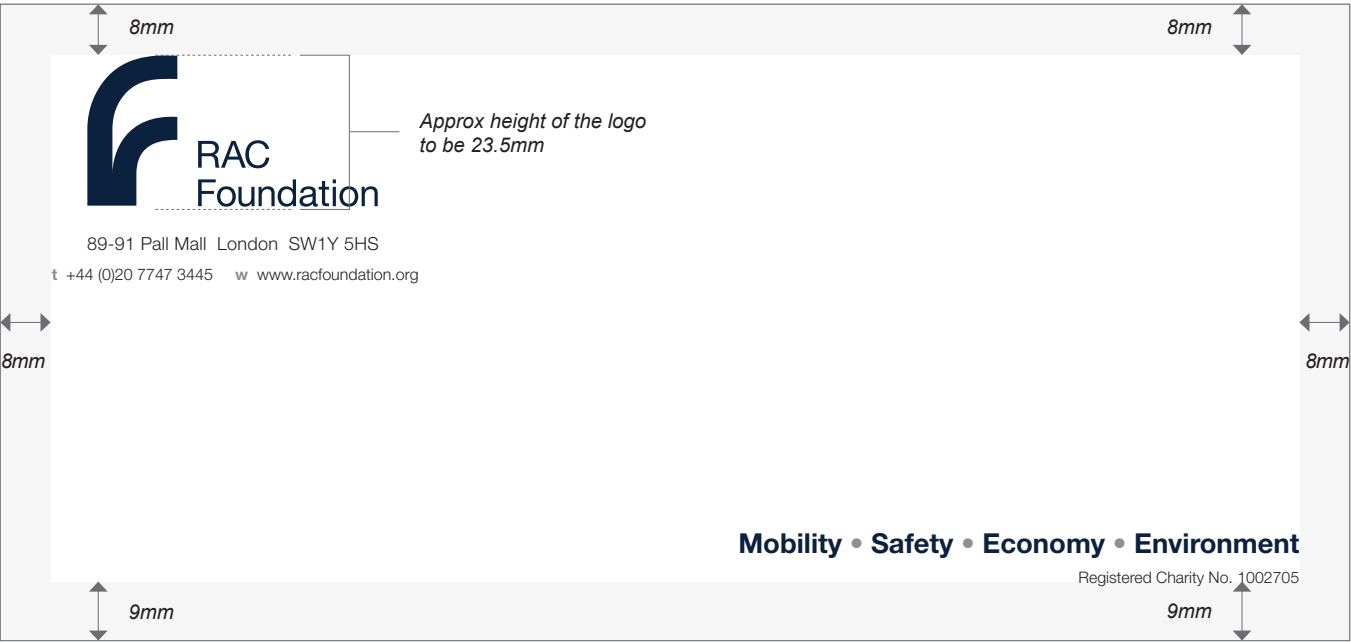
Fonts - Address details:
Helvetica Neue / 45 Light
Size - 8pt

Fonts - Contact details & reg no.:
Helvetica Neue / 45 Light & 75 Bold
Size - 7pt

Fonts - Tagline:
Helvetica Neue / 75 Bold
Size - 12pt

Colours:
Blue - PANTONE 289 C
Silver - PANTONE 877 C
Black

Compliment slip



Business card -

Size:
W: 85mm x H: 55mm

Fonts - Name:
Helvetica Neue / 75 Bold
Size - 9pt

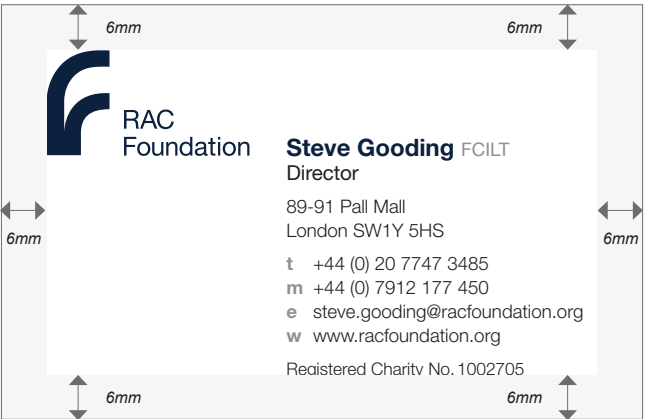
Fonts - Title:
Helvetica Neue / 55 Roman
Size - 7.75pt

Fonts - Address & contact details:
Helvetica Neue / 45 Light & 75 Bold
Size - 7pt

Fonts - Reg no.:
Helvetica Neue / 45 Light
Size - 6.5pt

Colours:
Blue - PANTONE 289 C
Silver - PANTONE 877 C
Black

Business card front



Business card back

