

AIR RACING
AUSTRALIA



CLASS
GIANT DRONE RACING

BRAND IDENTITY

CONVERGE	DESIGN TEMPLATE & STYLE GUIDE
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BRAND IDENTITY

Primary Logotype

Consistency is key when looking to apply the brand mark.

This identity guide will provide the basics to ensure initial consistency of brand application.

The primary logo, is to be used for the majority of branding touchpoints including: screenprinting, embossing, embroidery, marketing and advertising etc.



BRAND IDENTITY

Logotype usage variations

PRIMARY LOCKUP



Based on the orientation and context of where the brand will appear, the identity can be applied in the following 2 variations.



BRAND IDENTITY

LOGO USAGE

The core logo comprises of :

- the wordmark.

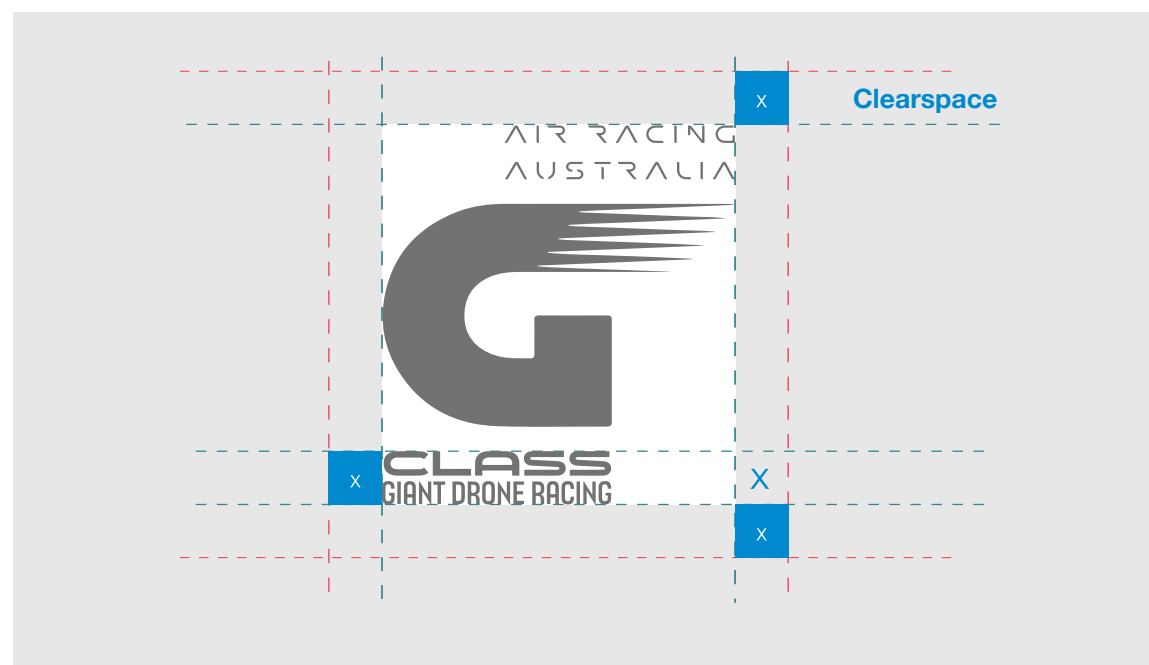
The outer Gray padding indicates the Safe Zone. Other graphical and visual elements can be safely positioned upto the RED lines.

Blue indicates Clear Space for type, element alignment and boundaries. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the WORDMARK)

Please ensure that the 'x' clearspace is maintained at all times.

Adhering to the following restrictions ensures that the logo is always reproduced correctly, clearly and consistently.



BRAND IDENTITY

Brand Colours and Values

Primary Palette

The primary palette comprises the most dominant colours in all internal and external communication. The primary logo can also be used reversed out of any of the core brand colours,



RGB= 5 178 222
HEX= 05B2DE
CMYK= 72 5 7 0



