



BRAND GUIDELINES



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BOOK USAGE

This is our brand guidelines and it includes everything that you need know about our brands style. These guidelines are to be followed at all times when using our logo. As you read further into the book you will learn how our brand should and shouldn't be used.

BRAND OVERVIEW

Here at Ulterior Experiences we are passionate about motorsport and we realise that it is any racing fans dream to experience a race weekend. Which is why we provide a range of race experience packages to your favourite event. We work closely with Formula 1, Moto GP, World Rally Cross, Formula E and Goodwood festival of speed. This allows us to offer exclusive experiences that you will struggle to find anywhere else.

LOGO USAGE

Our logo should be used thoughtfully and carefully, It should stand strong on its own and must not be hindered by any shapes or images.

The logo should only be used in two of our brand colours these being Charcoal black and white. The logo should only be placed on a white background or a charcoal black background.



When our logo is scaled up or down, it is important that the spacing is considered. With this in mind, when the logo is scaled the spacing must be atleast the height of the UPPERCASE 'U' in the logo

SPACING



It is vital that our logo isn't made too small, this is because we want the logo to be seen at all times. For web use the minimum size for our logo is 75 x 46px. The minimum size for print is 16.2mm x 10mm

MINIMUM SIZE



EXAMPLES OF LOGO USE

This page gives examples of how our logo should be used. It shows the colours allowed with our logo and it shows how the spacing should be managed.



LOGO MISUSE

On this page you will find examples of how not to use our logo.

- i. DO NOT ROTATE THE LOGO
- ii. DO NOT APPLY A STROKE TO THE LOGO
- iii. DO NOT SEPARATE THE TYPE FROM THE TRACK
- iv. DO NOT STRETCH OR MANIPULATE THE LOGO
- v. DO NOT USE COLOURS OTHER THAN CHARCOAL BLACK AND WHITE



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BRAND COLOURS PRIMARY

These are our primary brand colours, these will be used most of the time when designing. The logo can be used in charcoal black and white, but not in our red. These colours have been chosen to fit with the racing theme. Black and white represent a finishing flag whilst red associates itself with speed.

CHARCOAL BLACK

HEX #292929
RGB 41, 41, 41
CMYK 73, 64, 59, 76

WHITE

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

TORINO RED

HEX #D94040
RGB 217, 64, 64
CMYK 0, 85, 69, 0

BRAND COLOURS SECONDARY

These are our secondary colours, they are to be used to compliment designs within the website. They are used for text on footers and should be used for navigation effects where applicable. (Refer to our website build manual for more detail)

BLACK

HEX #000000
RGB 0, 0, 0
CMYK 91, 79, 62, 97

LIGHT GREY

HEX #A0A0A0
RGB 160, 160, 160
CMYK 38, 30, 30, 9

DARK GREY

HEX #676767
RGB 103, 103, 103
CMYK 56, 45, 45, 32

TYPOGRAPHY

Avenir is the perfect typeface to accompany our brand. It suits the brand style and brand colours, the font family has a variety of styles within, which can be utilised to differentiate information.

We feel that sticking to one typeface connects all aspects of a design, which is why Avenir should be used throughout our brand.

Aa

AVENIR BOOK

This style is a light font which makes it good for text that doesn't hold that much importance, or for text that doesn't hold very interesting information. This style shouldn't be used for titles and buttons. The minimum and maximum type size varies. (Refer to our website build manual for more detail.)

Aa

AVENIR MEDIUM

The style is clear and easy to read making it a great option, which is why the type style is mainly used for body text and for titles on hero images. The minimum and maximum type size varies (Refer to our website build manual for more detail)

Aa

AVENIR HEAVY

This type style is bold which makes it stand out, the style works in different colours. However, the colours used must be our brand colours. This style is mainly used on buttons and page titles. The minimum and maximum type size varies. (Refer to our website build manual for more detail).

Aa

AVENIR BLACK

This style is very prominent and catches any viewers attention over the other fonts in this family. This is why the style is used for smaller titles and buttons. This type style shouldn't be used often as it can over power other design aspects. The minimum and maximum type size varies. (Refer to our website build manual for more detail).

IMAGE USE

Image use is important due to the fact that type is combined with them. This page shows examples of images merged with our brands typeface.

The text should stand out when placed on an image so that it is easily readable. If needed a black overlay can be applied to an image so that the text is made more prominent. The overlay should have an opacity of 45%. (Refer to our build manual for more detail).



