RACENG

Brand Guidelines 2020 v1.1

Contents

The Brand	2	Colour palette	10
Logomark Development	3	Typography	11
Master Logo	4	Photography	13
Logo Variations	5	Brand pattern	15
Logo Spacing	7	Icon set	16
Logo Do’s & Dont’s	8	Brand assets	17

The Brand

RACENG has been built on three key tenets which form the backbone of it's offering to potential clients. They are what the business is known for, and what should be communicated through messaging and visual assets alike. They are as follows:

Knowledge

A wide ranging base of expertise, which spreads across multiple facets of the wider engineering sector.

Experience

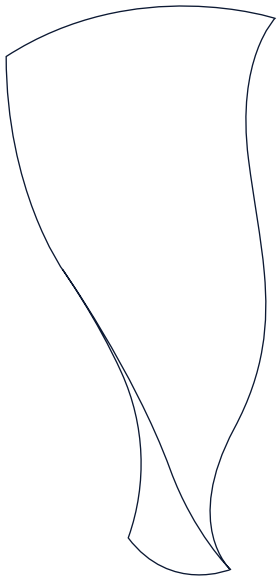
A history of working in the industry and a range of experience you'd be hard pushed to find elsewhere.

Reliability

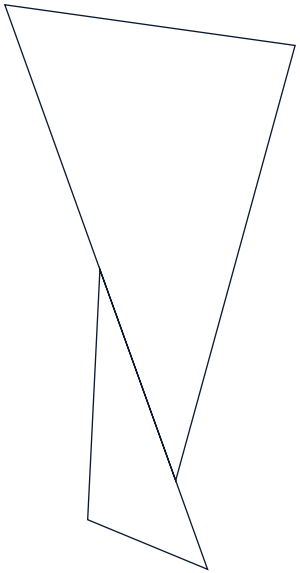
A proven track record of delivering engineering projects to the highest possible standards.

Logomark Development

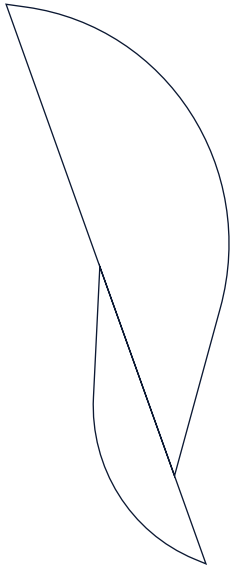
The logomark has been developed from the basic shape of a jet engine fan blade. A callback to previous work in the aero engine industry and a reference to the streamlined and efficient way the business operates.



Beginning with the basic outline of a fan blade which has been divided in to two sections.



This shape is then simplified to it's very base geometric form, two intersecting triangles.



The outer corners of this shape are then rounded, leaving the outline of the logomark.

Finally, a colour gradient is applied and the whole thing is rotated slightly to created a vertical edge and a highly stylised uppercase 'R'.

Master Logo

The full logo incorporates a wordmark. The RA is pulled out in a slightly heavier weight, differentiating it from the CENG to highlight the full name of the business behind the abbreviation.

Logo Variations

These are the final master logo variations for the brand. They are to be used as the first preference to represent the business. See the Do's & Don'ts section for more.

Master logo

Master logo (Dark Backgrounds)

Logo Variations (Alternates)

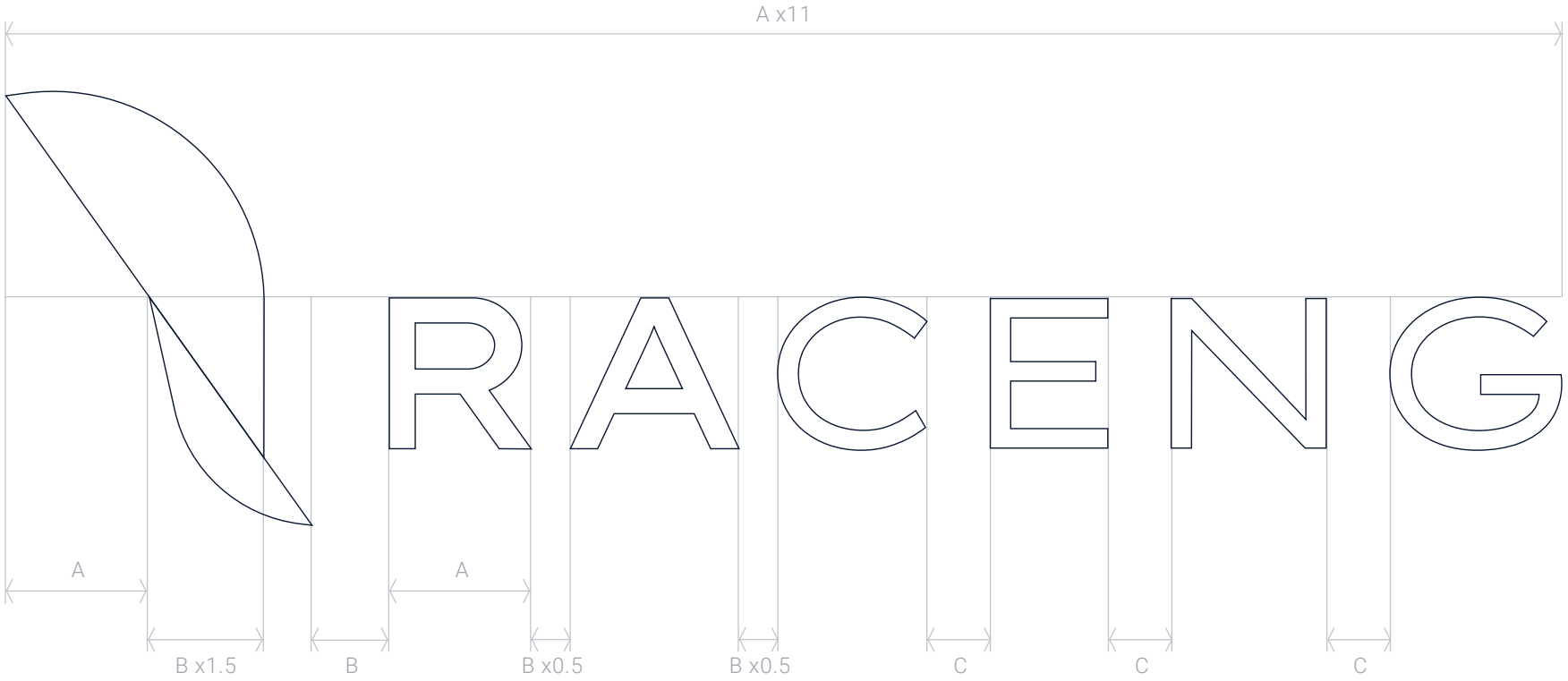
Where backgrounds become too complex for the master logos, alternate, higher contrast versions have been created.

Alternate logo (light backgrounds)

Alternate logo (dark backgrounds)

Logo Spacing

Where the full logo is being used, it is important for the sake of consistency that it adheres to these spacing guidelines.



Logo Do's

The logo is integral to the RACENG brand, therefore these guidelines have been drawn up to ensure that it is used thoughtfully and consistently.

Most often, the full 'wide' logo will be used. It is important to note the background that it is being laid against, to ensure that the most appropriate version of the logo is used.

Where necessary, the logomark can be used in isolation, however this should only be done if it is not possible to use the full logo.

Do use the logo on a contrasting background to ensure maximum visibility of all components at all times.

Do swtich to the outline variation of the logo when the background is more complex with multiple colours.

Do use the logomark on it's own where the space is squarer or more constricted. This applies to both the master and outlined variants.

Logo Don’ts

Refrain from changing the spacing, colour or orientation of the logo as much as possible. As a rule, the following four ‘Don’ts’ should be adhered to, however if you are unsure about how to change the logo, refer back to the previous four pages for guidance.

Don’t use a logo variation on a background which is close to a colour within the logo itself.

Don’t recolour the logo outside the variations and colour palette provided in this document.

Don’t alter the weight of the wordmark, by using an alternate font or by adding a border.

Don’t change the orientation of the logomark in relation to the wordmark.

Colour Palette

The core colour palette consists of Navy, White and the Core Gradient, used in the logomark. These should form the base of any RACENG branded document, be it print or digital asset.

Additionally, the secondary palette is made up of tints of the primary Navy colour. These colours are used for things like text, dividing pages or line breaks in the body of text.

Core colours

Navy
#0C1933
RGB 12, 25, 51
CMYK 76, 51, 0, 80

White
#FFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Core Gradient

Sky Blue
#22BDFF
RGB 34, 189, 255
CMYK 76, 51, 0, 80

Ultramarine
#2A4AAE
RGB 42, 74, 174
CMYK 76, 51, 0, 80

Secondary Colours (Navy tints)

Navy 85%
#303C52
RGB 48, 60, 82
CMYK 41, 27, 0, 68

Navy 55%
#79818F
RGB 121, 129, 143
CMYK 15, 10, 0, 44

Navy 40%
#9EA3AD
RGB 158, 163, 173
CMYK 9, 6, 0, 32

Navy 25%
#C2C6CC
RGB 194, 198, 204
CMYK 5, 3, 0, 20

Typography

The brand uses two primary sans serif fonts throughout, Montserrat and Roboto. Montserrat is used as a header font and should not be used in body copy. Roboto acts in the opposite way.

Various weights of each are used for different purposes which can be found on the following page.

Additionally, Roboto Slab is used as a serif font (sparingly) to highlight specific pieces of imformation (again, see the following page for examples).

Montserrat

18 styles available through Google Fonts (free for commercial use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01923456789

Roboto

12 styles available through Google Fonts (free for commercial use) + Roboto Slab (slab serif variant)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01923456789

Typography in use

Here you can see the basic font style priorities laid out. Template documents with large amounts of text should be set up in line with this guide as closely as possible.

Header 1: **Montserrat Medium**

Lorem Ipsum

Header 2: **Montserrat Medium**

Lorem Ipsum

Subheader 1: **Montserrat Medium**

Lorem Ipsum

Subheader 1: **Montserrat Regular**

Lorem Ipsum

Quaotation: **Roboto Slab Light**

"Pore alitia cumquo de nempercium repeleniendi reped quidemqui tet vendia doluptat voloribus maios re provide ratiandis plicillores apelecto eum a num dolut."

Attribution: **Roboto Light Italic**

Attribution

Intro Copy: **Roboto Light**

Ur abor sitibus a volut eatiae con nulloria il eos ex et que verepud itaturiosae natur? Quiaeperum hil eaquoditat eaque.

Body Copy: **Roboto Light**

Tenimpos atiberror alis sequat.Omniendusdam velit rest moloribus nonsedi ium de dolupta erehendit esti que consendit quaspedi sim dolorat emquis asperchil ea imin proreiunt ommo mod quiaese ctibus necto quost ea voluptate nus est, conseri aecat. Et volorro porestem nissequ atemodicid molorro in peliti invelit quam sunt aut faciis.

Footnote/Annotation: **Roboto Light**

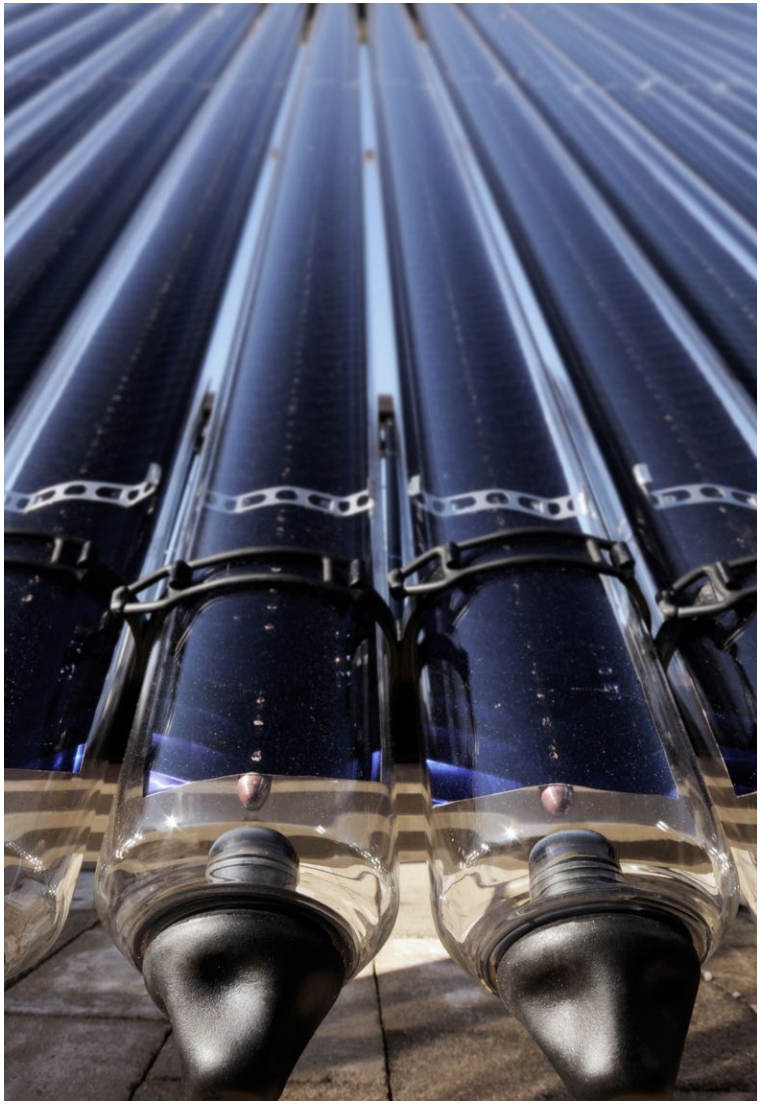
Minte deri as as ulparum harum re nobit laborum reria pro etur. Cerum facearum, occus, sinvent experum .

Photography

Where photography is used it is important that it reflects the nature of the business. Images should be taken from the sectors worked in - transport, energy and electrical engineering.

Tightly cropped images of pieces of engineering from these three sectors help to give the impression of inspection and expertise, as if the viewer is being given a small insight in to the workings of a machine for themselves.

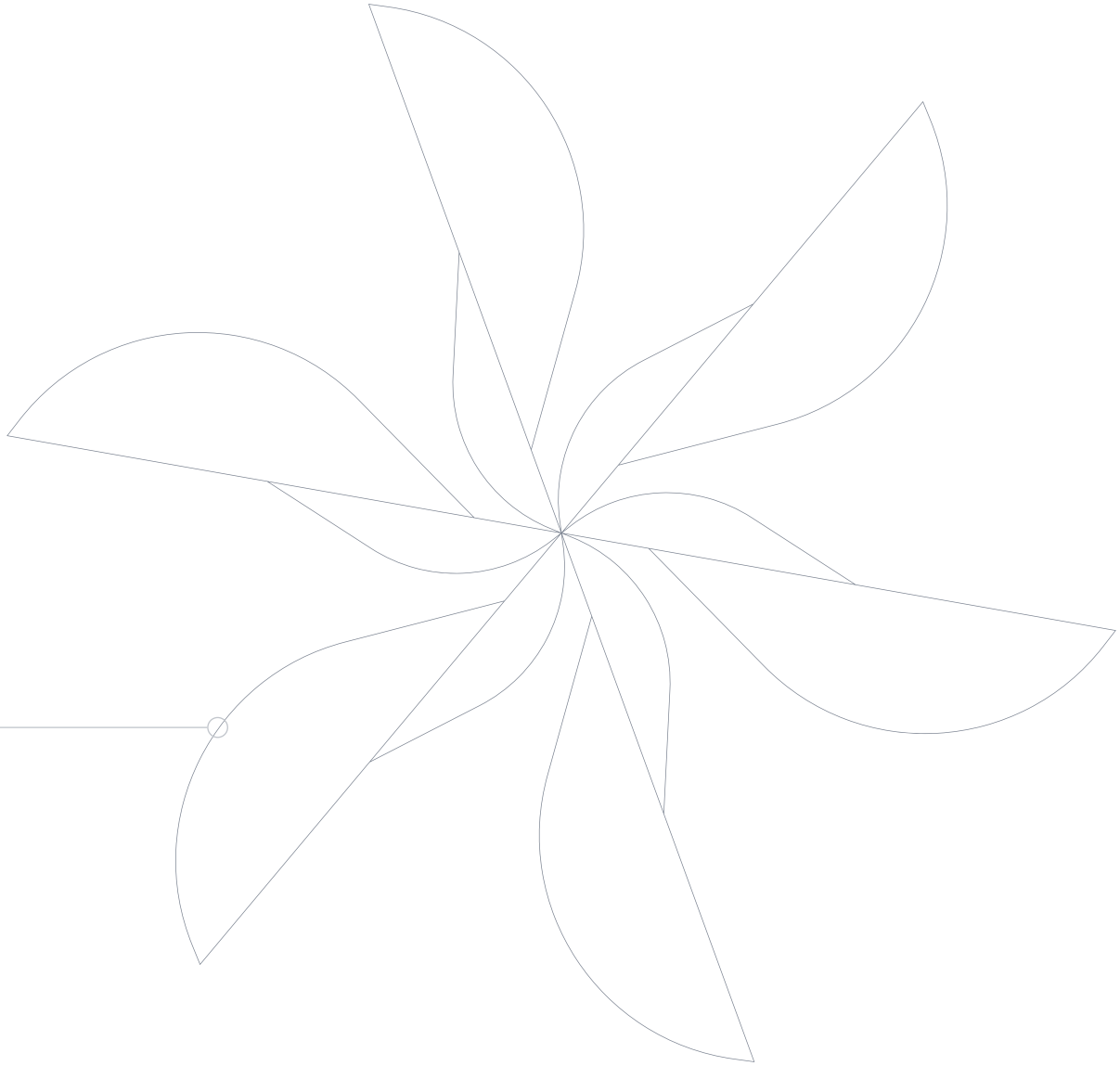
The colour tone of images is also important. To help connect them to the brand, they should display a cool colour palette, with blue and greys being prominent throughout.



Brand pattern

The brand includes a keyline pattern which acts as a further callback to the origins of the company.

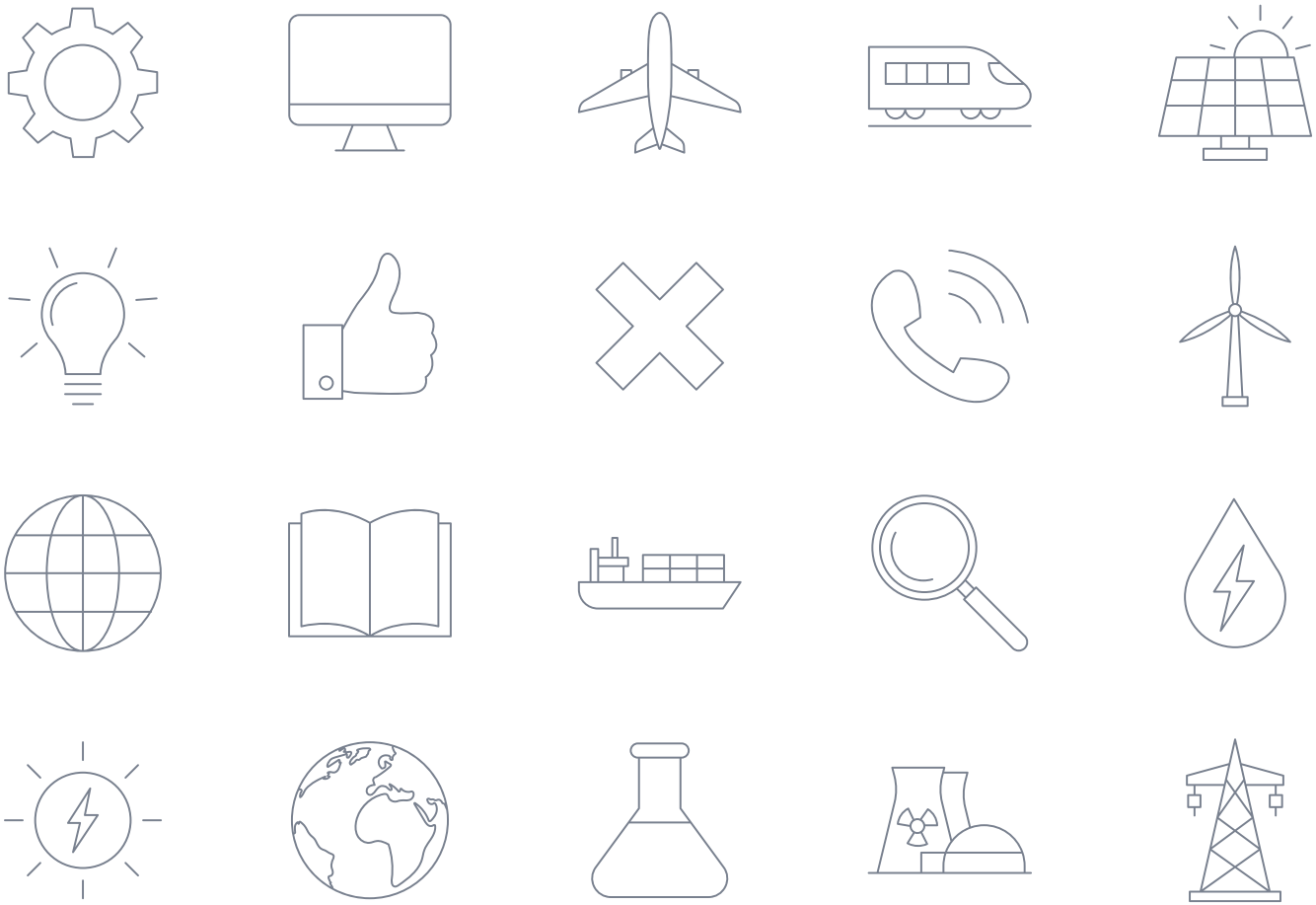
This is a background element to help communicate the brand on lead and title pages. The pattern should be used sparingly, whilst the colour and opacity should depend on the background it sits against, while remaining within the palette provided in this document.



The pattern is made using a keyline logomark rotated to appear like a heavily stylised prop aero engine.

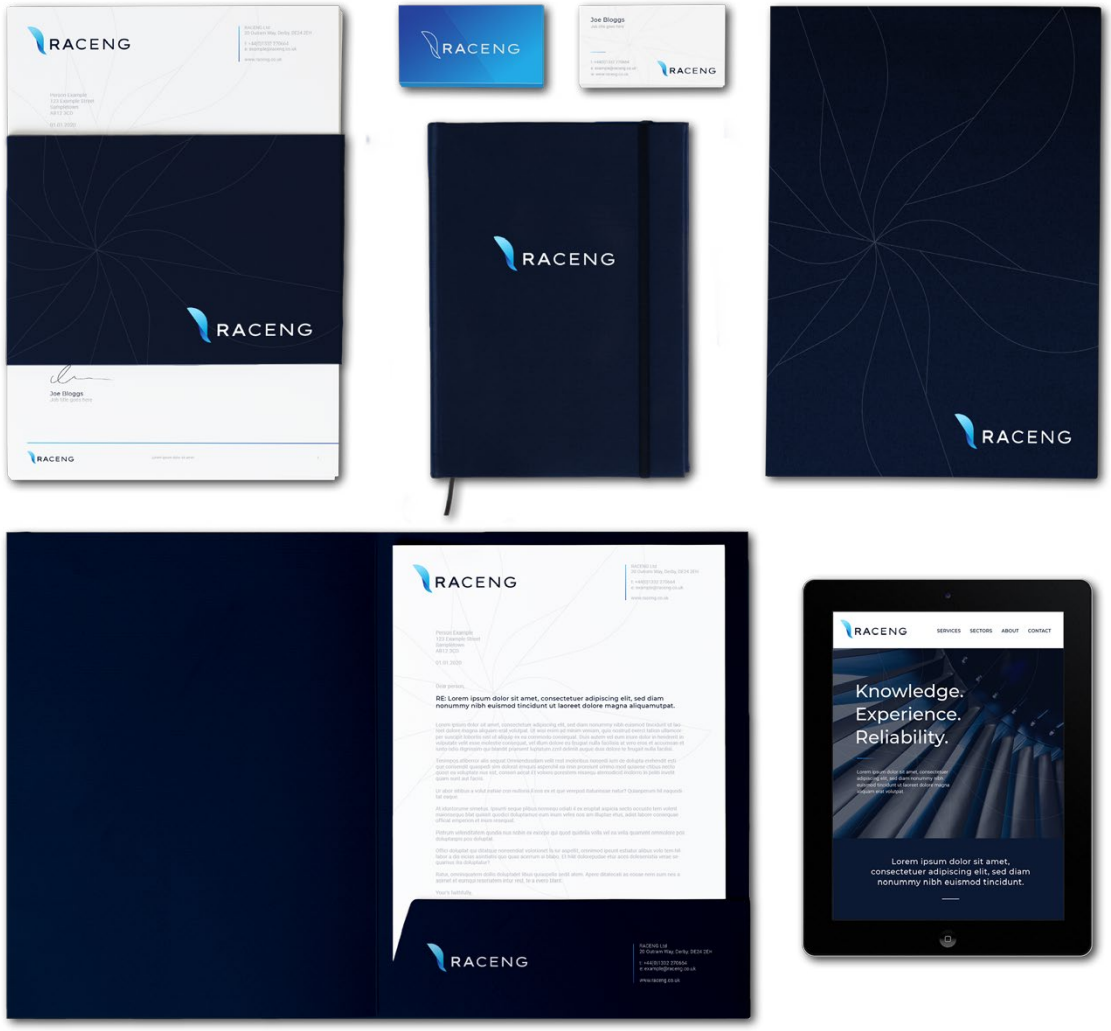
Icon set

A complimentary set of icons has also been designed to be used in presentations and documents.



Brand assets

Finally, here are a series of examples of how the branding could be applied across a range of assets, print and digital.



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