GBRacing®

World Class Motorcycle Protection

BRAND STANDARDS GUIDE

TABLE OF CONTENTS

BRAND IS MORE
THAN A LOGO

Brand defines who we are as a company. It expresses our values and characteristics. It helps others understand who we are, what makes us unique, and why they should engage with us.

A brand is established and maintained through multiple, consistent experiences. Brand guidelines ensure that whenever and wherever someone interacts with GBRacing, our identity remains consistent, authentic, and engaging.

BRANDING OPPORTUNITIES

Every single engagement is an opportunity to build and strengthen GBRacing's brand. Aside from the obvious, like advertisements, websites, or collateral, consider these examples of opportunities to reinforce brand:

- Email Signatures

- Social Media Icons, Profiles and Photos

- Business Partnerships

- Events

GBRacing_Master

THE LOGO

The GBRacing logo is the most fundamental part of our brand, and it represents our entire company, both externally and internally. From websites and advertisements to stationery and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing.

The logo represents all of our products being proudly manufactured in the UK, reflecting our commitment to quality and engineering excellence.

The GBRacing logo is set in a clean, legible font with simple lines and a contemporary feel - qualities we're proud to associate with our brand. The relationship between the logo elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions or placement of any of the logo elements independently.

GBRacing_World Class

GBRacing_ADVENTURE

CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clearspace is defined by the measurement "X," as shown. This measurement is equal to the height of the logo.

.25 x

X

.25 x

.25 x

.25 x

Print min. Size:

Screen min. Size:

2 in.

200 px

MINIMUM SIZE

We have established various minimum sizes for our logo to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our logo is never smaller than what can be clearly executed. Applications such as signage or merchandise may require larger sizes.

COLOUR USAGE

Our primary colours are strong, modern, and professional, representing the GBRacing brand at its most basic level – our logo. These colours not only define the visual identity of GBRacing but also highlight our commitment to quality, as all GBRacing products are manufactured in the UK. These are the only colours that may be used to reproduce our logo, ensuring consistency and recognition across all materials and platforms.

COLOUR	RGB	CMYK	HEX
	R0 G0 B0	C0 M0 Y0 K100	000000
	R19 G75 B142	C100 M81 Y14 K2	134B8E
	R224 G58 B62	C6 M92 Y79 K0	E03A3E

PANTONE REFERENCE

	280C
	186C

Century Gothic Bold
Century Gothic Bold Italic
Century Gothic
Century Gothic Italic

EXAMPLE OF HEADLINE IN CENTURY GOTHIC BOLD

HEADLINE HERE

ADDITIONAL COPY GOES HERE

EXAMPLE OF
SUBHEAD IN
CENTURY GOTHIC
REGULAR

Nam renis simusda ndignia tiorum sum repe sitiis endandit est ut lit, quid unt. Otate velitibus dolupta tiorest placestrum lam quid quisi voloruntis dollese nimolor eictur aut ea que qui cus, etur? Quis res aut. Dolorem nis et dolupta quatus, simendi omnihitatiis quo eaquiatectam ullaccus remodisqui. sum cuptae eiustem atios adio beatent.

EXAMPLE OF BODY COPY IN CENTURY GOTHIC REGULAR

PRIMARY TYPEFACE

There are several reasons why we've chosen Century Gothic as our primary typeface. Its strong, geometric design exudes a modern and approachable feel, helping us communicate ideas clearly and confidently. The font's open letterforms and simple, clean lines make it highly legible, ensuring readability across a variety of applications.

TYPEFACE USAGE

Century Gothic font is to be used for headlines, subheadlines, and body copy for all printed and digital assets.

Examples of good imagery:
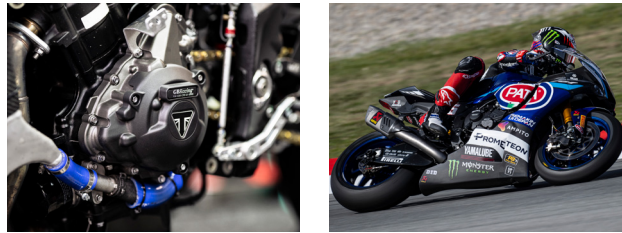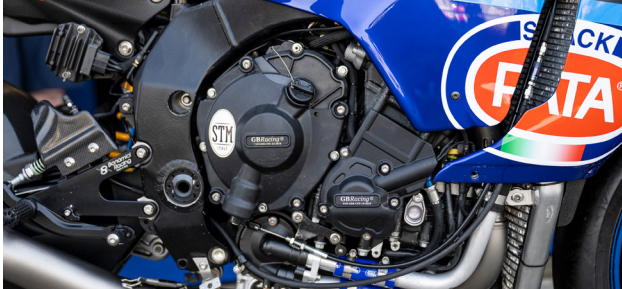
Examples of bad imagery:

PHOTOGRAPHY STYLES

The imagery we use in our communications helps define the image that partners, distributors, employees, and others will come to associate with GBRacing. Our imagery should reflect the sophistication and quality of our company.

The use of amateurly shot imagery reflects poorly on the quality of our team and products. If your budget does not allow for high-quality imagery, creative use of colour, graphics, text, and quotes can serve as an effective alternative.

GENERAL STYLE

Images should feel natural and candid. Whenever possible, custom professional photography should be used. If custom photography is not available, please contact us to discuss alternative options or if we can provide images.

GBRacing®

World Class Motorcycle Protection