

INDIGO RACING

Brand Identity Guidelines - February 2018

INTRODUCTION

This document serves as a comprehensive guideline for visual communication for the Indigo Racing brand. While some may seem tedious or over-protective, please make sure to carefully review the entire document before creating any assets. This will ensure a consistent application of the brand across all channels.

CONTENTS

01 THE LOGO

02 COLORS

03 TYPOGRAPHY

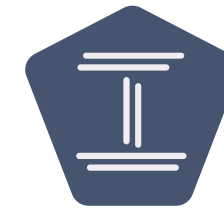
04 IMAGERY

05 MOTIF

06 APPLICATIONS

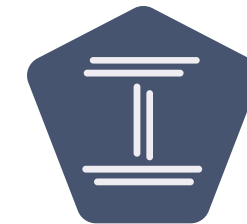
01. THE LOGO

The pentagon form of the logo was derived from previous Indigo identities which utilized a five-point star. The form of the inside “I” was inspired by various lines that are experienced at a race: for example, skid marks on a track or two cars bitterly competing for the lead.



LOCKUP

INDIGO
RACING



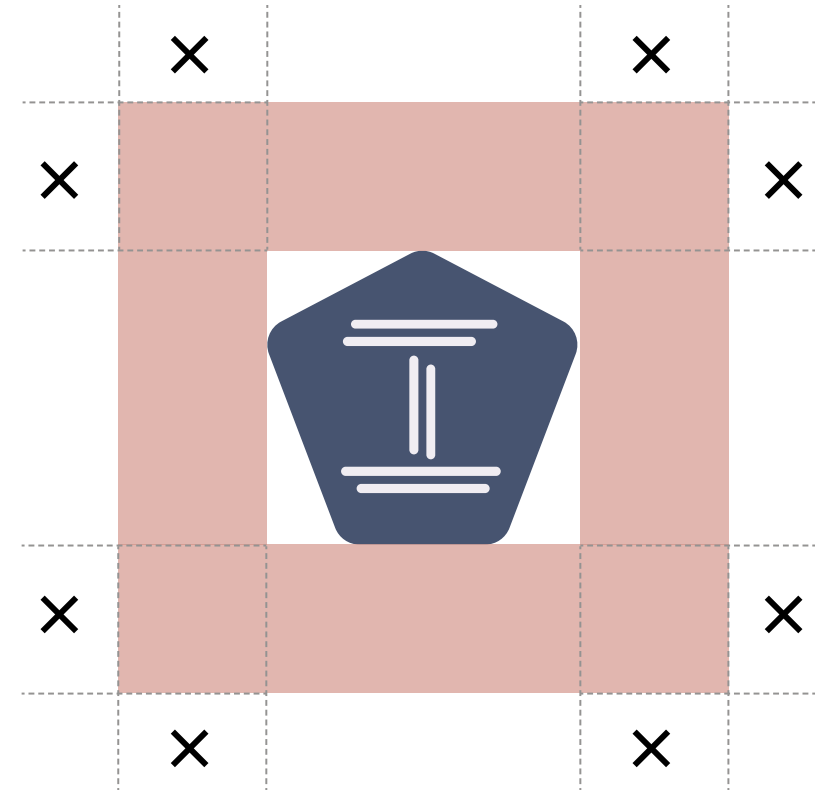
LOGOMARK

INDIGO
RACING

LOGOTYPE

01. THE LOGO (CONT)

To ensure correct application of the various logo, refer to these “safe-zones”, or boundaries that should not be infringed on when applying the logo with other objects. The exclusion zone is half the height of the logo (marked X in the diagram).



01. THE LOGO (CONT)

To ensure consistent brand application, please refer to these basic standards.



Don't move around the lockup



Don't change the type



Don't change the color of the pentagon



Don't use the "I" without the pentagon

02. COLORS

The primary colors of the Indigo brand are Ultra-Light Grey and Muted Blue. Generally speaking, most of the base color of the Indigo brand is Ultra-Light Grey, with Muted Blue serving as an accent or punch. Please be very careful to apply these specific colors. While it may seem like a minor difference, even the most slight derivation from these colors can change the look of the brand entirely.



03. TYPOGRAPHY

Written communication is important for any brand, and typography is the medium that carries such information. We use the Museo Sans typeface with two different weights for primary and secondary copy. The primary typeface should almost always be written with all-uppercase letters.

PRIMARY
Museo Sans 500
300 pt tracking

LOREM IPSUM DOLOR

SECONDARY
Museo Sans 100
50 pt tracking

Lorem ipsum dolor sit amet

03. TYPOGRAPHY (CONT)

Here are some examples of the typefaces in use. This entire deck also follows these typeface guidelines and can be used as a reference in-of itself.

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

PRIMARY
Museo Sans 500
300 pt tracking

SECONDARY
Museo Sans 100
50 pt tracking

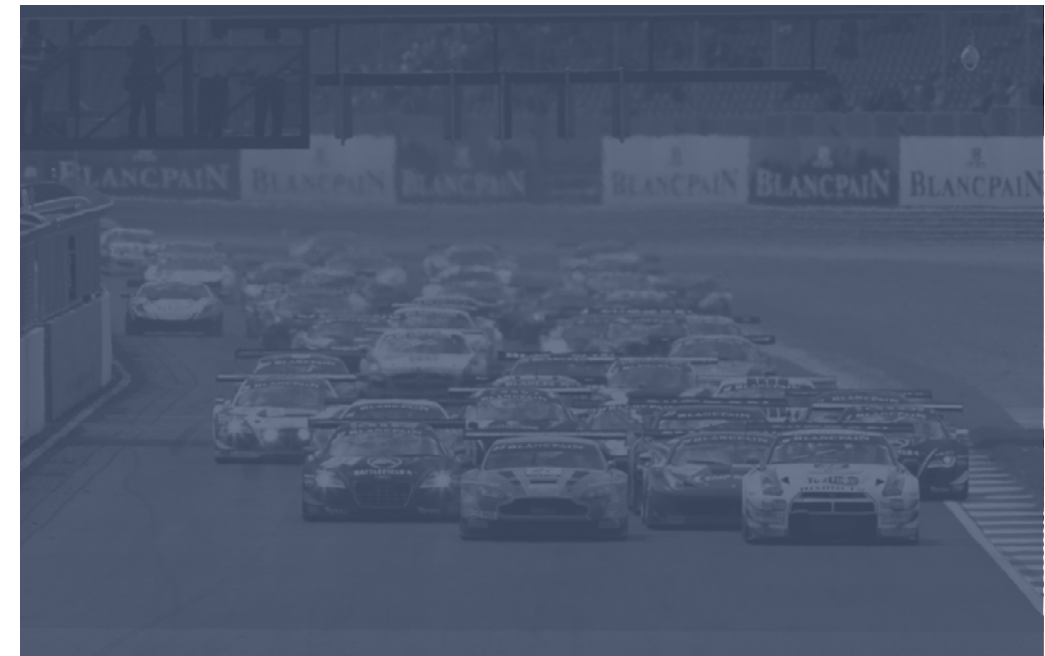
04. IMAGERY

While the Indigo Racing brand is largely type and object-driven, images must be used from time-to-time. We like to use images that are clean, not overly-processed, and that engage the drama of the racing experience. We like to use imagery with muted, cooler color tones and clean compositions, but not hyper-minimal. Here are some examples.



04. IMAGERY (CONT)

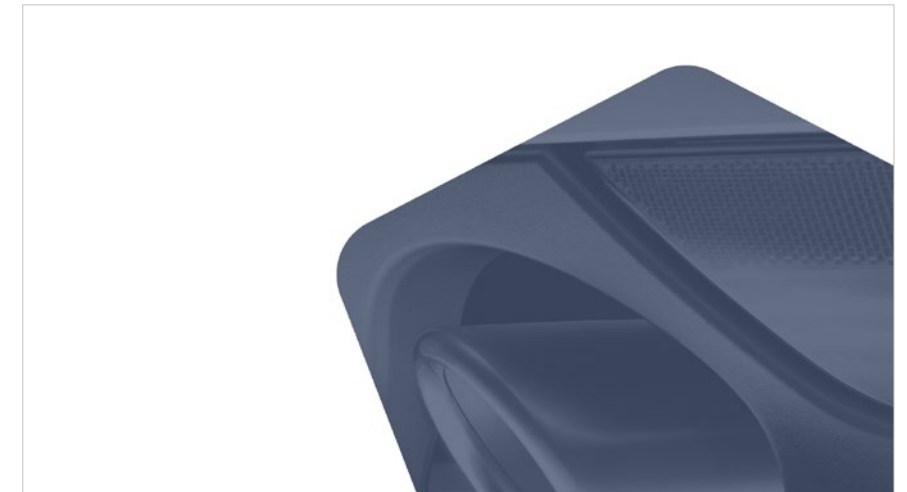
When using images as a background, select images that are texture-based and not distracting. Remove saturation and overlay an Indigo Muted Blue layer at 80% opacity.



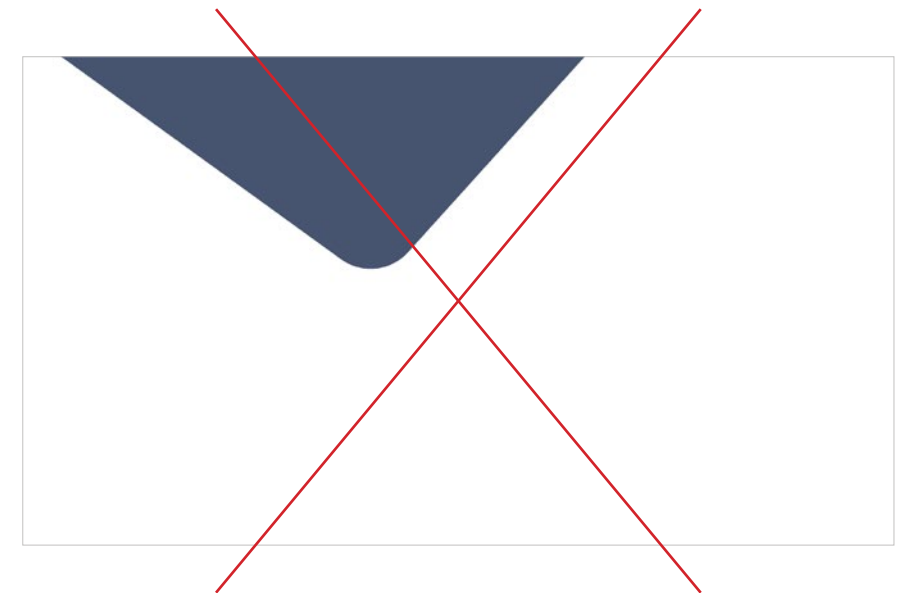
05. MOTIF

The pentagon form can be used outside of the logo as a larger visual motif for use on brochures, business cards, banners, etc. We like to place the motif on the corners of the placement area, and must ensure at least two points visible on a design.

Correct usage: 2 points are visible



Incorrect usage: only 1 point visible



06. APPLICATIONS

The following are a variety of applications of the Indigo Racing brand identity.

06. APPLICATIONS - DRIVER SUIT



06. APPLICATIONS - HATS



06. APPLICATIONS - WINDBREAKER



06. APPLICATIONS - BUSINESS CARDS

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Business Card Front A



Business Card Front B



Business Card Back



English Front



Korean Front



Back A



Back B



06. APPLICATIONS - LETTERHEAD

Formatted for A4 paper.



02.08.18

Dear Mr. Chung,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Cursus in hac habitasse platea dictumst quisque sagittis purus sit. Dignissim cras tincidunt lobortis feugiat vivamus at augue eget arcu. Integer malesuada nunc vel risus commodo viverra. Eget nullam non nisi est sit amet. Tristique senectus et netus et malesuada fames ac.

In est ante in nibh mauris cursus. Erat imperdiet sed euismod nisi porta lorem mollis aliquam. Malesuada fames ac turpis egestas maecenas pharetra convallis posuere. Ac turpis egestas maecenas pharetra convallis. Vulputate dignissim suspendisse in est ante in. Quis auctor elit sed vulputate. A lacus vestibulum sed arcu non odio euismod. Ipsum a arcu cursus vitae congue mauris rhoncus aenean. Enim neque volutpat ac tincidunt vitae semper. Non sodales neque sodales ut etiam.

Regards,
Gildong Hong

INDIGO RACING

06. APPLICATIONS - SOCIAL QUOTE POST

Formatted for 1:1 ratio.

Social Quote Post A

"Being Second is to
be the first of the
ones who lose."

-AYRTON SENNA

Social Quote Post B



"Being Second is to
be the first of the
ones who lose."

-AYRTON SENNA

06. APPLICATIONS - SOCIAL BANNER

Formatted for Facebook banners.

