

# BC RACING

## BRAND GUIDELINES



# OFFICIAL COLOURS

## GOLD

RGB 179 - 153 - 49

CMYK 31 - 34 - 99 - 4

HEX #B39931

## DARK GREY

RGB 33 - 35 - 34

CMYK 72 - 64 - 65 - 72

HEX #212322

## LIGHT GREY

RGB 53 - 53 - 52

CMYK 69 - 62 - 63 - 57

HEX #353534

## OFF WHITE

RGB 245 - 245 - 238

CMYK 3 - 2 - 5 - 0

HEX #F5F5EE

IF YOU REQUIRE AN ALTERNATE COLOUR CODE PLEASE GET IN TOUCH

# OFFICIAL FONTS

**MONTSERRAT EXTRABOLD**

**MONTSERRAT BOLD**

MONTSERRAT EXTRABOLD

MONTSERRAT EXTRABOLD

**ROBOTO MEDIUM**

# LOGO VARIANTS

**BC RACING**

**BC RACING**  
SUSPENSION SYSTEMS



# LOGO VARIANTS



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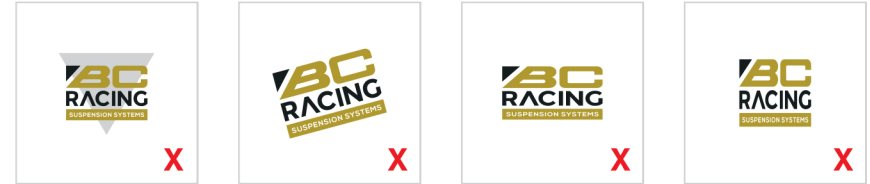


# HOW TO USE

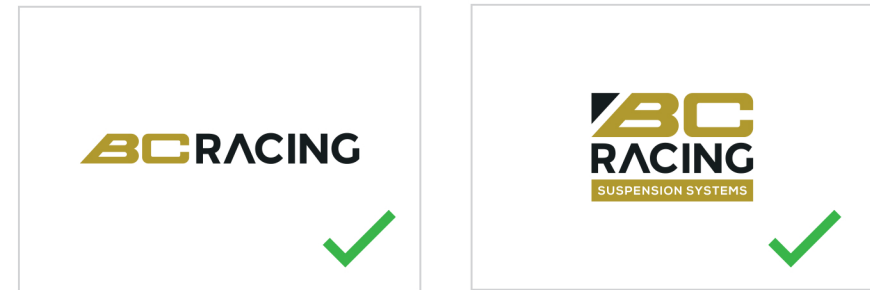
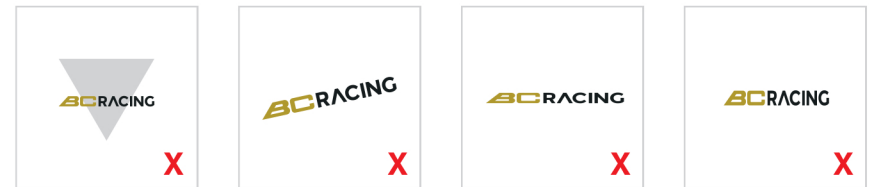


**Portrait Versions**  
The logos exclusion zone is equal to 25% the width of the icon.

**Horizontal Versions**  
The logos exclusion zone is equal to 80% the height of the icon.



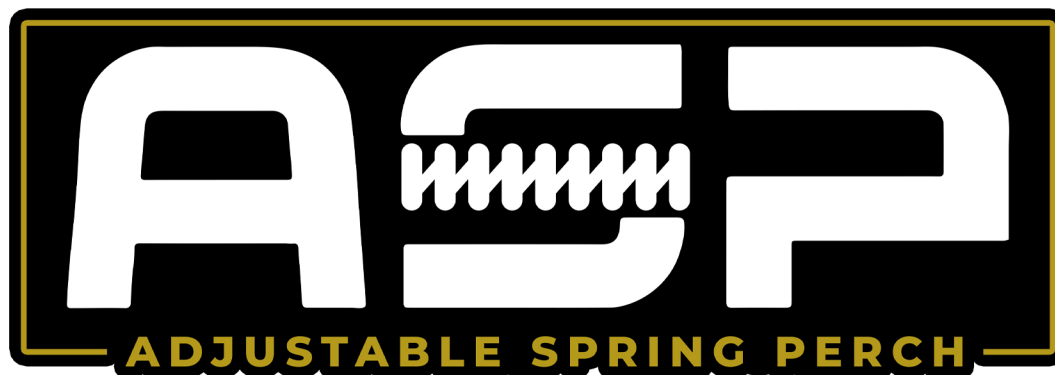
Avoid altering the logos orientation, aspect ratio or putting the logo in front abstract shapes or elements.



# SERIES TYPES



# ALTERNATE LOGOS



**BC** EQUIPPED

# BRAND GUIDELINES

## PLEASE FEEL FREE TO USE OUR LOGOS FOR ANY MARKETING ACTIVITY

- DO NOT MODIFY ANY DESIGNS
- DO NOT STRETCH OR ALTER RATIOS
- DO NOT CHANGE THE COLOUR OF ANY LOGOS WITHOUT PERMISSION