



# BRAND GUIDELINES

**GREAT BRITAIN  
SPEEDWAY TEAM**

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CREATIVITY INVOLVES **BREAKING OUT**

OF

ESTABLISHED

PATTERNS

IN ORDER TO LOOK AT **THINGS IN**

A *D I F F E R E N T* WAY

*Edward De Bono*

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# The Logo

The GB Speedway Team logo is crucial to increasing brand awareness and perception whilst maintaining the integrity of the brand. It may not be altered in any way other than specified in this style guide.

The consistent use of the logo will develop strong brand recognition and public awareness.

## Logo Master

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colours or CMYK colours.



Logo For White Background



Logo For Blue Background

## Clear Area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.

The Clear Space is defined by height of "logotype" on the Logo.



The Clear Space is defined by height of "logotype" on the Logo.



### Minimum Width

The minimum logo width for print is 40mm and 120px for digital. The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.



40 mm



120px

### Alternate Versions

The mono logo may only be used for laser etching, it is not to be used in print. Full colour logos must be used for printed and digital material.



Monotone logo on black



Monotone logo black

### Incorrect Use

Here are some examples on how not to use our master logo.



Do not alter logo colour or positioning in any way.



Do not rotate the logo.



Do not stretch the logo.



Do not use drop shadow or effects on the logo.



Do not use the logo on any colour or patterned background or over images.

# Typography

To ensure the integrity of the Great Britain Speedway Team brand consistent typography is to be used throughout all communications as specified below.

ITC Avant Garde Gothic Book

## Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789,.;'!"?()@#\$\$%&\*

ITC Avant Garde Gothic Extra Light

## Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789,.;'!"?()@#\$\$%&\*

ITC Avant Garde Gothic Medium

## Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789,.;'!"?()@#\$\$%&\*

ITC Avant Garde Gothic Demi

## Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789,.;'!"?()@#\$\$%&\*

ITC Avant Garde Gothic Bold

## Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789,.;'!"?()@#\$\$%&\*

*Italics maybe used as highlighters, footnotes, captions and caveats.*

# Colour Palettes

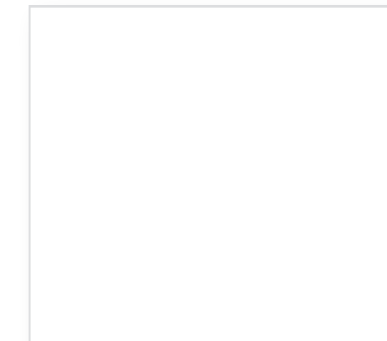
The Great Britain Speedway Team colour palette consists of a Primary and Secondary colour palette.

## Primary Colours



**PANTONE**  
 289 C  
 RGB: 0/39/73  
 CMYK: 100/63/12/67

Great Britain  
 Blue



**WHITE**  
 RGB: 255/255/255  
 CMYK: 0/0/0/0

White

## Secondary Colours



**PANTONE**  
 200 C  
 RGB: 199/21/22  
 CMYK: 12/100/100/7

Great Britain  
 Red



**GREY**  
 RGB: 178/178/178  
 CMYK: 0/0/0/40

Grey

## Colour Balance

Dominant colours are the primary colours of Blue and White with secondary colours of Red and Grey being used sparingly.

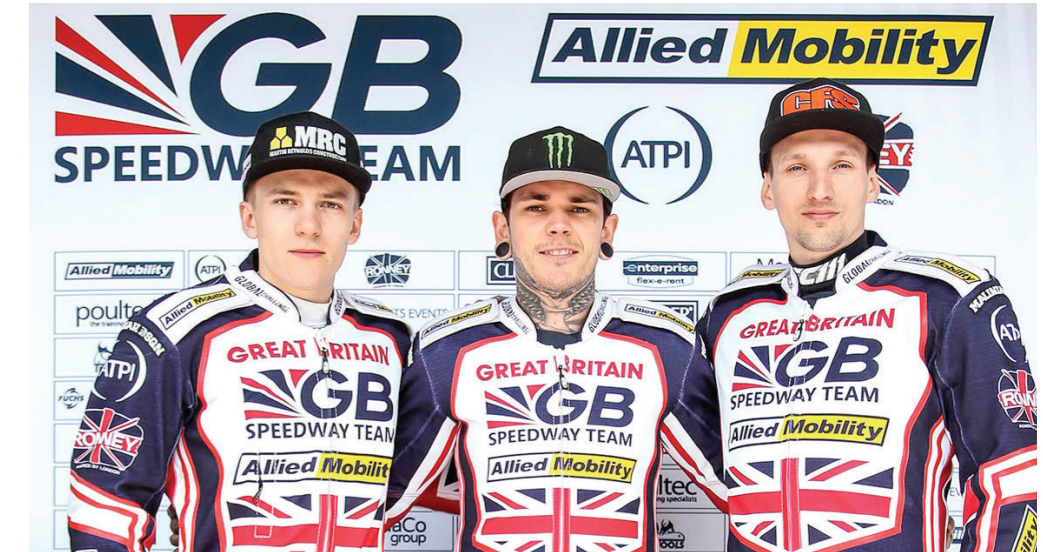


# Imagery

Imagery should always be in keeping with the brand and should portray the brand image at all times. Below are examples of photography that can be used throughout all communication for the brand.

Only official Great Britain Speedway Team Images from 2018 onwards may be used when illustrating riders or Great Britain events.

All official images will be available on the media section of the official GB Speedway Team website and they may only be downloaded and used with the permission of the photographer, a list of names and contacts is available on the website.



# Background Graphic

The GB Speedway Team background graphic and its individual components may be used across all media. Its predominant use is for displays, pit bays and presentations.

## Background Vector



# Contacts

For all enquiries about anything contained in these guidelines, please contact Vicky Blackwell, for general enquiries please contact Rob Painter and for all media enquiries please contact Josh Gudgeon.

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