

# DREAM RACING



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# BRAND IDENTITY ELEMENTS

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## LOGO ASSETS

There are several variations of the logo to adapt to a variety of applications.

### HORIZONTAL LOGO

This is the primary brand mark and should be used wherever there is ample clear space.



### STACKED LOGO

May be used in areas with limited horizontal space.



### LOGOTYPE

May be used in smaller spaces, but legibility must be kept to a maximum.



### THE SHIELD

The standalone shield may be used when the logotype appears elsewhere on the material.

The shield may not be placed beside the logotype in any manner other than the two established logos.



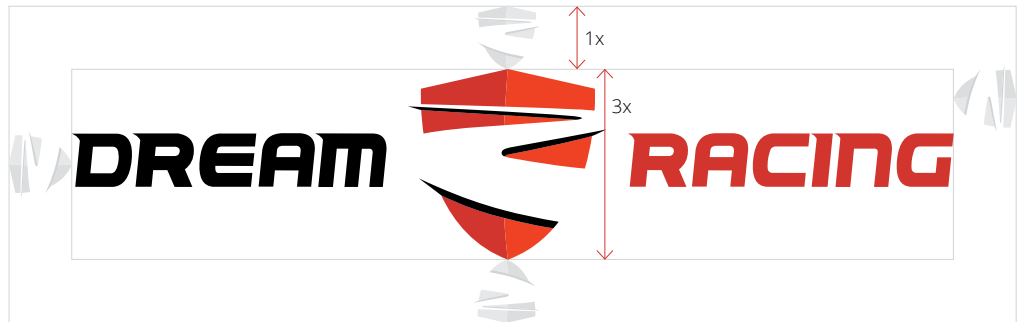
## HORIZONTAL LOGO

This is our main logo and the primary choice when space is available.

Make sure there is sufficient clear space between the logo and any other graphics or surfaces.

### CLEAR SPACE

Allow a space of at least 1/3 the height of the shield on all sides.



### BACKGROUND

If the logo can't be placed on a white background, grays no darker than 8% are acceptable.

If the logo must be used on a color background, use the logotype (page 9).



Maximum Gray  
No darker than 8%

### MINIMUM SIZE



Minimum print size: 1.1 inch (29 mm) wide  
Minimum digital size: 125 pixels wide

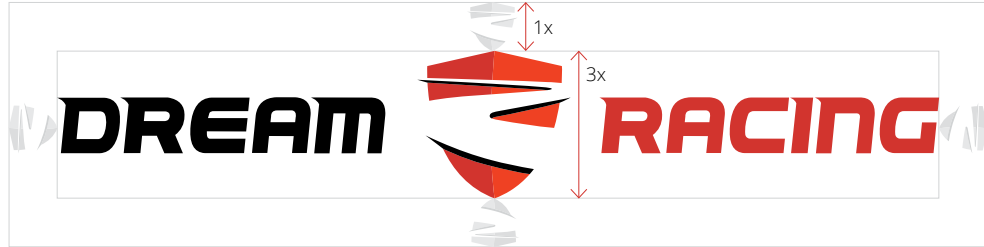
## HORIZONTAL LOGO V2

This alternate version of the main logo may be used where height is limited.

Make sure there is sufficient clear space between the logo and any other graphics or surfaces.

### CLEAR SPACE

Allow a space of at least 1/3 the height of the shield on all sides.



### BACKGROUND

If the logo can't be placed on a white background, grays no darker than 8% are acceptable.

If the logo must be used on a color background, use the logotype (page 9).



Maximum Gray  
No darker than 8%

### MINIMUM SIZE



Minimum print size: 0.9 inch (24 mm) wide  
Minimum digital size: 120 pixels wide

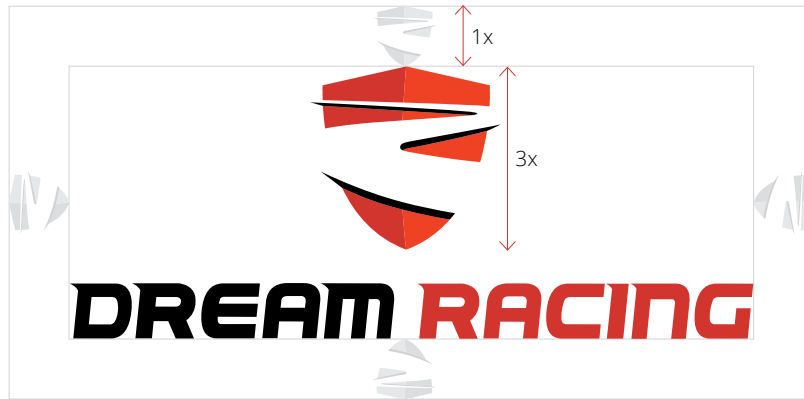
## STACKED LOGO

This logo may be used where width is limited.

Make sure there is sufficient clear space between the logo and any other graphics or surfaces.

### CLEAR SPACE

Allow a space of at least 1/3 the height of the shield on all sides.



### BACKGROUND

If the logo can't be placed on a white background, grays no darker than 8% are acceptable.

If the logo must be used on a color background, use the logotype (page 9).



Maximum Gray  
No darker than 8%

### MINIMUM SIZE



Minimum print size: 0.9 in (24 mm) wide  
Minimum digital size: 120 pixels wide

## VERTICAL LOGO

The vertical version of the brand logo may be used carefully in some vertical spaces, particularly stands or flags.

Make sure there is sufficient clear space between the logo and any other graphics or surfaces.

### THE SHIELD

The height of the shield should be 2x the height of the logotype.

### CLEAR SPACE

Allow a space of at least 1/2 the height of the logotype on all sides.

The space between the logotype and the shield should be equal to the space between "Dream" and "Racing." This space is also 1/2 the height of the logotype.





## LOGOTYPE

The logotype may be used as a secondary brand mark where vertical space is limited, where the shield has been used elsewhere on the application, or with a background other than white.

Make sure there is sufficient clear space between the logo and any other graphics or surfaces.

### CLEAR SPACE

Allow a space on all sides of at least 1/2 the height of the letters.



### BACKGROUND

If the logo can't be placed on a white background, grays no darker than 8% are acceptable.



Maximum Gray  
No darker than 8%

### ACCEPTED ALTERNATES



Minimum Gray  
No lighter than 40%

### MINIMUM SIZE

**DREAM RACING**

Minimum print size: 1 in (27 mm) wide  
Minimum digital size: 76 pixels wide

## BLACK & WHITE LOGOS

When our logo must appear in black and white print, only use the logotype in all black.

### ALL-BLACK LOGOTYPE

This logo may only be used when color is not an option.

**DREAM RACING**

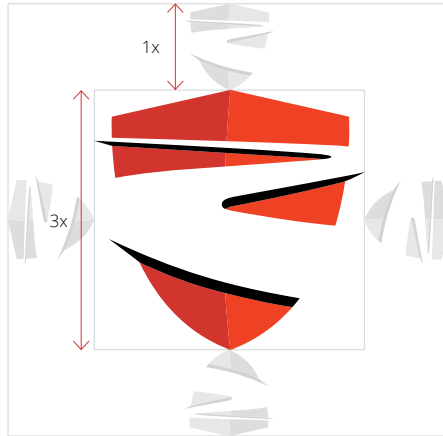
## THE SHIELD

The shield may be used where space is limited and when the logotype appears elsewhere on the material.

Make sure there is sufficient clear space between the logo and any other graphics or surfaces.

### CLEAR SPACE

Allow a space of at least 1/3 the height of the shield on all sides.



### BACKGROUND

If the logo can't be placed on a white background, grays no darker than 8% are acceptable.



### MINIMUM SIZE



Minimum print size: 0.5 in (13 mm) wide  
Minimum digital size: 38 pixels wide

## COLORS

The three primary colors used in our graphics are the three colors found in our brand shield.



### PRIMARY COLORS



**Dark Red**  
Pantone 186 C  
C: 15 M: 95 Y: 95 K: 0  
R: 210 G: 52 B: 46  
#d2332e



**Light Red**  
Pantone 185 C  
C: 0 M: 90 Y: 100 K: 0  
R: 239 G: 65 B: 35  
#ef4023



**Black**  
Pantone P Process Black C  
C: 0 M: 0 Y: 0 K: 100  
R: 35 G: 31 B: 32  
#231f20

### SECONDARY COLORS



**Yellow**  
Pantone 107 C  
C: 2 M: 9 Y: 99 K: 0  
R: 254 G: 221 B: 9  
#fedd06



**One Shade of Grey**  
Pantone 442 C  
C: 0 M: 0 Y: 0 K: 20  
R: 211 G: 210 B: 210  
#d3d2d2

### COLOR DISTRIBUTION

Black	37.5%
White	25%
Dark Red	12.5%
Light Red	12.5%
Grey	6.25%
Yellow	6.25%



## SIZE & HEIGHT

Which logo to use will be determined by the space in which it will be applied.

**2:1 or more**  
Stacked Logo



**3:1 or less**  
Horizontal Logo



**4:1 or less**  
Horizontal Logo V2



**5:1 or less**  
Standalone Logotype



## LOGO DONT'S

To ensure consistency throughout our communications, we have identified a few ways our logos should not appear.

### DISTORTION

Don't change proportions.



### SPACING

Don't alter the spacing.



### SHIELD COLOR

Don't change the colors of the shield or place it on any color but white.



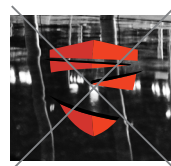
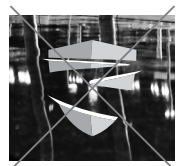
### LOGOTYPE COLOR

Don't use the logotype in any ways other than those previously specified.



### BACKGROUNDS

Don't place the logo on a photo background.



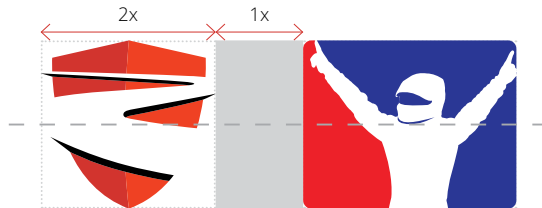
## PARTNER LOGOS

Certain logos should be used when pairing with the logos of our business partners.

### SHIELD LOGO

Use with partner logos that don't have text or other thin elements.

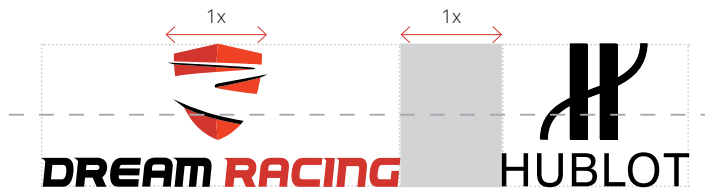
Allow a space between the logos of 1/2 the width of the shield.



### STACKED LOGO

Use with partner logos that are stacked or tall.

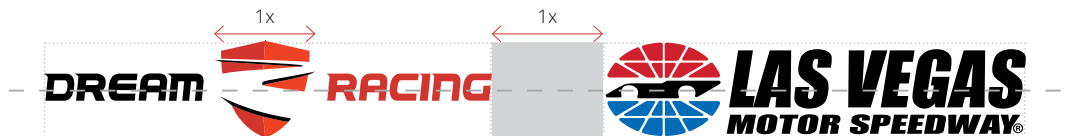
Allow a space between the logos equal to the width of the shield.



### HORIZONTAL LOGO

Use with partner logos that are horizontal or text-based.

Allow a space between the logos equal to the width of the shield.



Only two font families are used:  
Open Sans and DIN.

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**PRIMARY FONT**

Open Sans is used for web and communications.

Open Sans Light

The quick brown fox jumps over the lazy dog  
*The quick brown fox jumps over the lazy dog*  
1234567890

Open Sans Regular

The quick brown fox jumps over the lazy dog  
*The quick brown fox jumps over the lazy dog*  
1234567890

**Open Sans Bold**

**The quick brown fox jumps over the lazy dog**  
***The quick brown fox jumps over the lazy dog***  
**1234567890**

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**SECONDARY FONT**

Use DIN for advertising and other graphics.

DIN Regular

The quick brown fox jumps over the lazy dog  
*The quick brown fox jumps over the lazy dog*  
1234567890

**DIN Bold**

**The quick brown fox jumps over the lazy dog**  
***The quick brown fox jumps over the lazy dog***  
**1234567890**



# DIGITAL IDENTITY ELEMENTS

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## BUTTONS

All buttons must have the same graphic style. Height/width may be adjusted according to the length of the text inside the button.

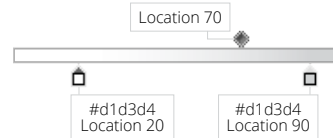
### CALL TO ACTION



Color: #cf1f2e  
Width: adaptable to the text content  
Height: 2x (1x = 20 px)

Gradient: linear  
Angle: -90°  
Width: adaptable to the text content  
Height: 2x

Font: Open Sans Bold Italic  
Font size: 24 px (14pt)  
Spacing: 14 pt  
Color: white



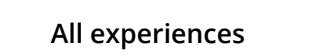
### SECONDARY BUTTON



Color: #58585b  
Width: adaptable to the text content  
Height: 1x

Font: Open Sans Regular  
Font size: 13 px (10pt)  
Color: white

### SECONDARY BUTTON (Pointer Over)

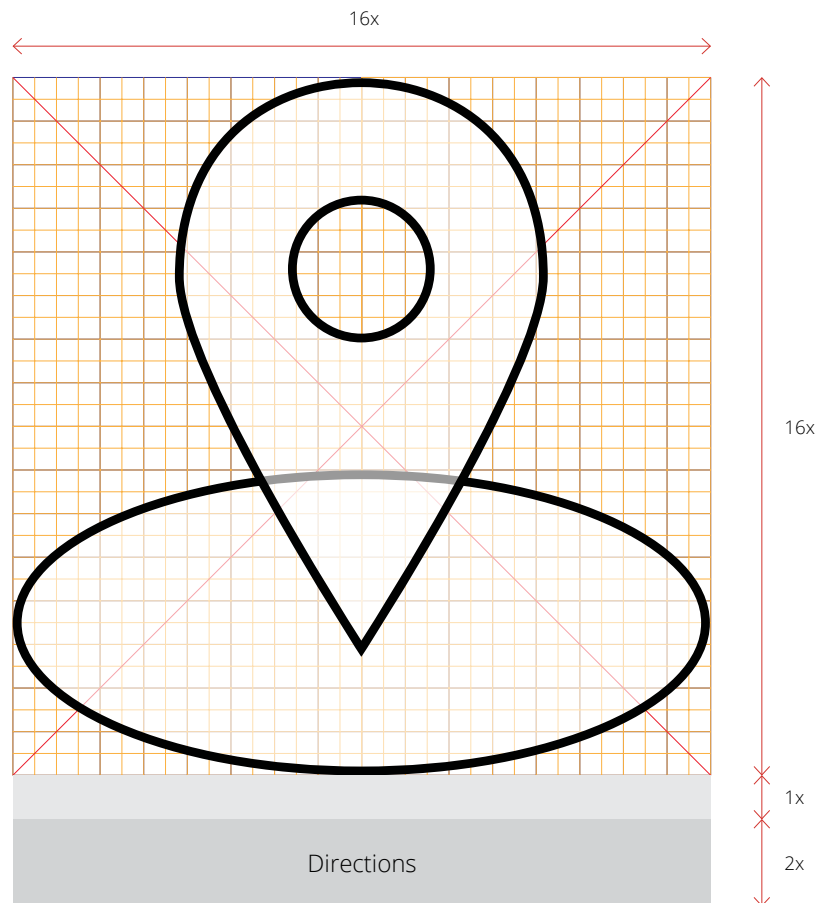


Color: #a7a9ab  
Width: adaptable to the text content  
Height: 1x

Font: Open Sans Regular  
Font size: 13 px  
Color: white

## ICON GRID

If you have to create a new icon, make sure it conforms to the following proportions.



Font: Open Sans Light

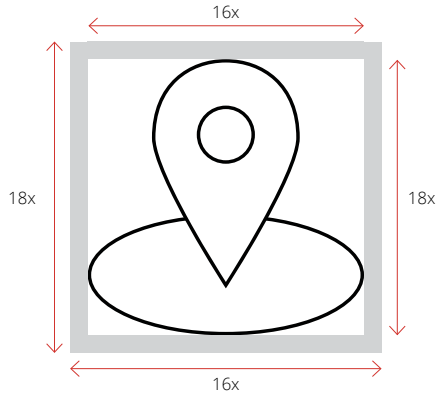
Size: 32pt

## ICON RULES

The icons must comply with the following characteristics.

### CLEAR SPACE

Allow sufficient clear space around the icon.



### MINIMUM SIZE



Minimum print size: 0.03 in (3 mm) wide  
Minimum digital size: 11 pixels wide

### COLORS

Only four colors may be used.



**Black**  
Pantone P Process Black C  
C: 0 M: 0 Y: 0 K: 100  
R: 35 G: 31 B: 32  
#231f20



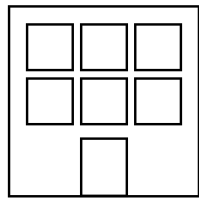
**Dark grey**  
Pantone 445 C  
C: 0 M: 0 Y: 0 K: 80  
R: 88 G: 89 B: 91  
#58595b



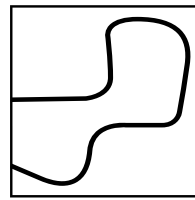
**Light grey**  
Pantone 442 C  
C: 0 M: 0 Y: 0 K: 20  
R: 211 G: 210 B: 210  
#d3d2d2



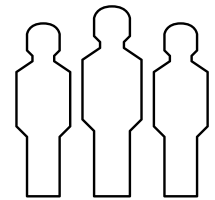
**Light Red**  
Pantone 185 C  
C: 0 M: 90 Y: 100 K: 0  
R: 239 G: 65 B: 35  
#ef4023



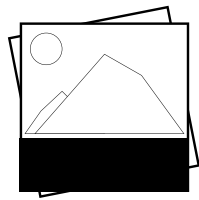
Facilities



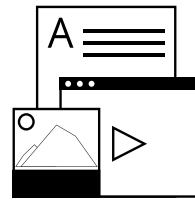
Track



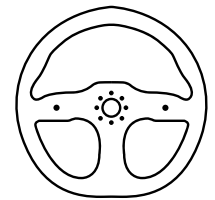
Groups



Gallery



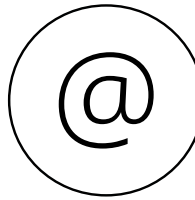
Press



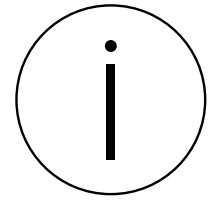
Simulator



FAQ



Contact

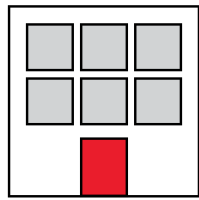


About

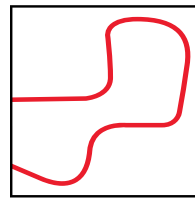


Directions

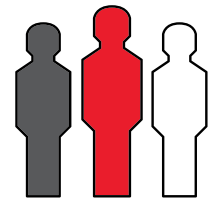
Some icons in color.



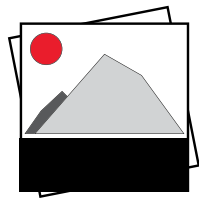
Facilities



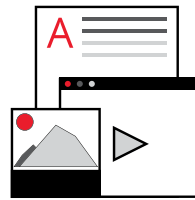
Track



Groups



Gallery



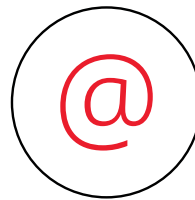
Press



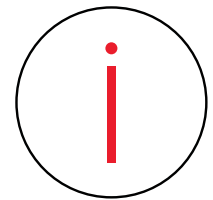
Simulator



FAQ



Contact



About



Directions

# PHOTOGRAPHY

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**STYLE**

Photographs must be high quality and reflect our corporate style.

**ACCEPTABLE**



**UNACCEPTABLE**





## CUSTOMERS

Customers must be the center of the photograph, preferably smiling or concentrating.

### CORRECT



### INCORRECT

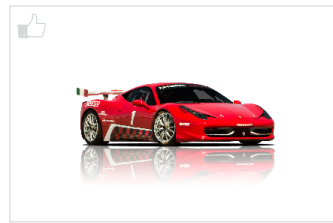
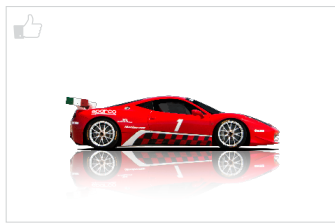


## CUTOUTS

Adhere to the following guidelines when making a car cutout.

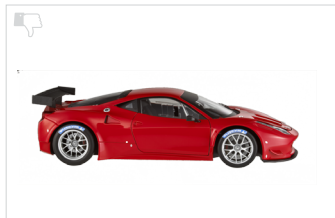
- » Use the official Dream Racing car.
- » Tires must be Pirelli brand.
- » The angle must be straight-on, not looking up or down at the car.
- » Include a shadow and reflection.

### CORRECT



### INCORRECT

- » Unofficial Dream Racing Car
- » Tire brand is incorrect
- » Wrong angle
- » Missing or incorrect shadow
- » Missing reflection

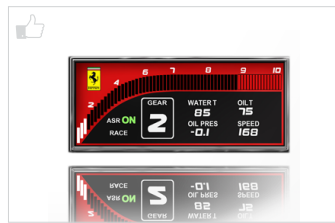


## CUTOUTS OF PARTS

Adhere to the following guidelines when making a cutout of car parts.

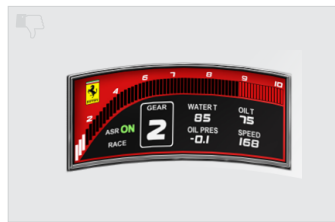
- » The angle must be straight-on and without distortion.
- » The part must be cut out completely.
- » The background should be white.
- » Include a shadow and reflection.

### CORRECT



### INCORRECT

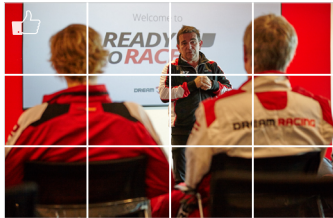
- » Distorted
- » Not cut out completely
- » Color background
- » Missing shadow & reflection



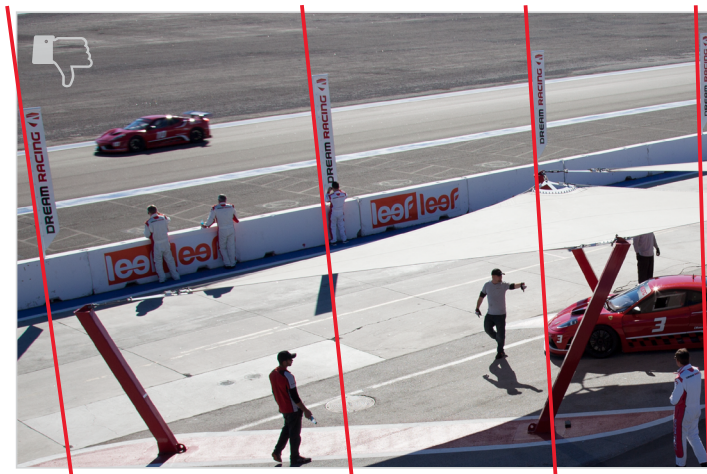
# PERSPECTIVE

Use the distort and warp tools to correct distortion in images. Use the grid to line up objects.

CORRECT



INCORRECT



## CHECKLIST

To make sure your communications are as successful as possible, use the following checklist.

For more details, ask the Dream Racing Marketing department:

[ab@dreamracing.com](mailto:ab@dreamracing.com)   [sj@dreamracing.com](mailto:sj@dreamracing.com)

**Have you used the right version of the logo?**

Be sure the logo is appropriate for the space and has proper clearance.

**Is our logotype placed on a clean background?**

Check that the background allows logo legibility.

**Have you used the right colors?**

Check that your colors are accurate and within the correct ratio.

**Do the pictures respect our standards?**

Photos must be in high resolution and reflect our corporate style.