



F1[®] IN SCHOOLS

BRAND STYLE GUIDE

F1® in Schools Master Brand logo

This is the F1® in Schools master brand logo. It is available in horizontal and stacked versions, in full colour and in mono, with positive and negative versions.

All logos are available on request.

Horizontal Positive/
Negative Standard



Stacked Positive/
Negative Standard



Horizontal Positive/
Negative Micro



Stacked Positive/
Negative Micro



Horizontal Mono/
White Standard



Stacked Mono/
White Standard



Horizontal Mono/
White Micro



Stacked Mono/
White Micro



F1® in Schools Location logo

This is the F1® in Schools location logo where Location represents the country.

This is only available in horizontal format, in full colour and in mono, positive and negative versions.

This logo is for use by In-Country Co-ordinators. Your version can be found by clicking the button below.

[Download](#)

Positive Standard



Mono Standard



Negative Standard



White Standard



F1® in Schools location logo examples



F1® in Schools Location Sponsor logo

If there is a location sponsor, the sponsor logo would sit above the F1® in Schools location logo in the position indicated by the Location Sponsor Box.

The hierarchy of this lock-up is set and should not be changed. All elements of this lock up are proportionately balanced in terms of weight and sizing i.e. Title Sponsor, and F1® in Schools.

These are also available in full colour and mono, positive and negative versions.

This logo is for use by In-Country co-ordinators.

All logos are available on request.

The example shown here is Lenovo as sponsor of the UK programme.

Positive Standard



Mono Standard



Negative Standard



White Standard



F1® in Schools Location Sponsor logo example



F1® in Schools National Finals logo

This is the F1® in Schools National Finals logo. The location represents the country of the National Finals, not the event location.

These logos are also available in full colour and in mono, positive and negative versions.

This logo is for use by In-Country Co-ordinators. Your National Finals event logo can be downloaded by clicking the button below.

[Download](#)

Positive Standard



Mono Standard



Negative Standard



White Standard



F1® in Schools National Finals logo examples



**F1[®] in Schools
National Finals
Sponsor logo**

If there is a location sponsor, the sponsor logo would sit above the F1[®] in Schools location logo in the position indicated by the Location Sponsor Box.

The hierarchy of this lock-up is set and should not be changed. All elements of this lock up are proportionately balanced in terms of weight and sizing i.e. Title Sponsor, and F1[®] in Schools.

These are also available in full colour and mono, positive and negative versions.

The example shown here is Lenovo as sponsor of the UK programme.

Positive Standard



Mono Standard



Negative Standard



White Standard



F1[®] in Schools National Finals Sponsor logo examples



**F1[®] in Schools
World Finals logo**

This is the F1[®] in School World Finals logo. In this lock-up, the location represents the event location.

Again, these are available in full colour and mono, positive and negative versions

All logos are available on request.

Positive Standard



Mono Standard



Negative Standard



White Standard



F1[®] in Schools World Finals logo example



**F1[®] in Schools
World Finals Sponsor
logo**

This is the World Finals lock-up with a Title Sponsor, in this case, Aramco.

The hierarchy of this lock-up is set and should not be changed. All elements of this lock up are proportionately balanced in terms of weight and sizing i.e. Title Sponsor, F1[®] in Schools and World Finals.

These are also available in full colour and mono, positive and negative versions.

All logos are available on request.

Positive Standard



Mono Standard



Negative Standard



White Standard



F1® in Schools Centres of Excellence logo

The F1® In Schools Centres of Excellence, previously known as F1 in Schools Academy, are a hub for local schools to gather technical knowledge, educational support and equipment such as manufacturing, testing, racetrack, 3D printers and more.

We have devised a logo for these centres, constructed on the same lines as the F1® in Schools competition logos.

The Centres of Excellence may be hosted by an entity for e.g. A circuit or promoter. This relationship will be shown in the lock-up.

There is also a commercial opportunity for The Centres of Excellence to have a sponsor, which will also be represented in the lock-up as illustrated.

All logos are available on request.

F1® in Schools Centre of Excellence logo examples

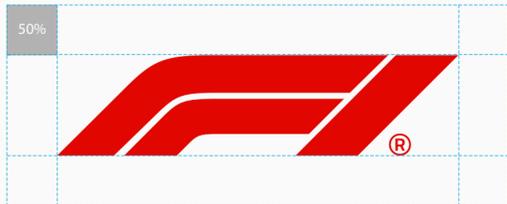


Logo clear space

The clear space rules for F1[®] in Schools follow the same conventions as the master F1[®] logo as shown in the representation here.

The clear space around the logo standard logo is 50% height of F1 whilst the clear space around the micro logo is 100%.

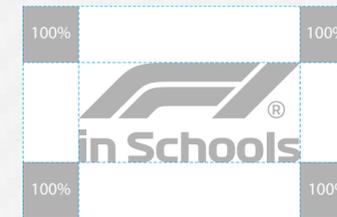
Clear space rules must be followed to allow the logo room to stand out.



Standard logo clear space is 50% height of F1[®] logo



Micro logo clear space is 100% height of F1[®] logo



Standard logo with Sponsor clear space is 50% height of F1[®] logo



F1® in Schools Colour Palette

F1® In Schools Colour Palette has been designed to give F1® In Schools its own identity.

This vibrant colour palette is solely used to create the Colour Gradient for the KV and Activation backgrounds. Note that these colours should not be used independently as accent colours or for logos.

F1iS Lime Green

CMYK
55/5/100/0

RGB
135/183/38

HEX
87B726

F1iS Forest Green

CMYK
96/25/100/15

RGB
0/118/54

HEX
007636

F1iS Turquoise

CMYK
75/10/35/0

RGB
30/167/172

HEX
1EA7AC

F1iS Sky Blue

CMYK
85/10/0/0

RGB
0/162/225

HEX
00A2E1

F1iS Navy Blue

CMYK
100/75/5/0

RGB
2/73/149

HEX
024995

F1iS Amethyst

CMYK
85/100/10/0

RGB
89/35/126

HEX
59237E

F1iS Maroon

CMYK
22/100/22/0

RGB
185/14/103

HEX
B90E67

F1 Hot Red

CMYK
0/90/100/0

RGB
225/6/0

HEX
E10600

F1 Flame Orange

CMYK
0/70/95/0

RGB
236/103/26

HEX
EC671A

F1iS Yellow

CMYK
0/25/80/0

RGB
253/197/67

HEX
FDC543

Colour Gradient

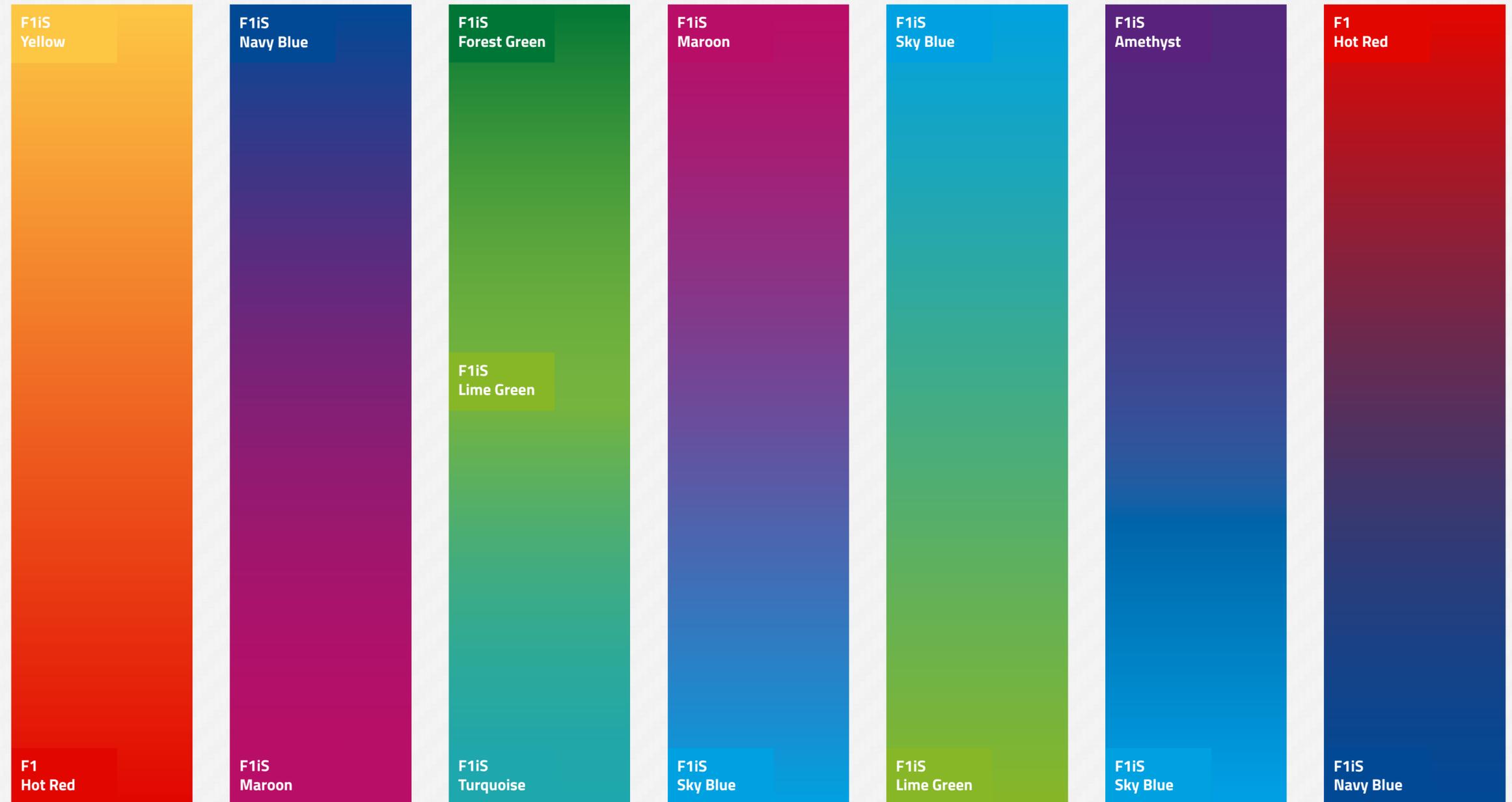
The Colour Gradient is derived from the Colour Palette, using a linear gradient, as such areas of flat colour are not used.

The Gradient is created from two of the key colours or a third colour if the transition requires it.

The transition isn't fixed and can travel North to South, East to West or vice versa.

The entire length or just a section of the Colour Gradient may be used.

Every year, a colour gradient is selected for that year's key visual and is then used across all activations and comms for the year.



 **in Schools**

THANK YOU