

# brand identity guide

2020



**Any digital collateral, printed material or merchandise bearing the Motorsport Australia logo is to be approved by Motorsport Australia before going into final production.**

For any queries regarding the use of the logo, please contact:

**Paul Riordan**

General Manager – Media and Communications

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[priordan@motorsport.org.au](mailto:priordan@motorsport.org.au)



# primary logo

The logos in this guide are the only authorised logos to be used on Motorsport Australia collateral.

Logos should be reproduced in full and not altered in anyway.



Primary logo - PMS282



Primary logo - Negative

# secondary logo

This is the Motorsport Australia logo in positive and negative monochromatic formats.

However these formats should only be used when colour printing is not available.

Secondary mono logo - Black



Secondary mono logo - Negative



# logo use and positioning

## Logo use

Motorsport Australia logos are for corporate purposes, all activities and initiatives and on all recourse done in conjunction with Motorsport Australia.

Motorsport Australia logos are also for use by clients and partners of Motorsport Australia and also event organisers and promoters of Motorsport Australia permitted events.

## Logo size and isolation area

Like a motor sport vehicle when in competition, the Motorsport Australia logo needs space. Room to breathe, clear space to stand out.

The protected area is the height of the letters of the logo at all distances from the edge of the logo.

The area of separation in the example below is a minimum and should be increased where possible.

There is no maximum size, however size should always be appropriate for the area it's designed for and not dominate all space available.

The brand should remain legible at all times for print or onscreen purposes, so should never be smaller than 10mm in height.



**10mm**  
minimum height

# branding colours

Our colour palette continues to tell the overall story of Motorsport Australia and it enhances Motorsport Australia's personality and visually distinguishes us from other brands.

While we focus on blue and white, we have other colours to highlight us.

Colouring is for use by Motorsport Australia creative only or by application to [communications@motorsport.org.au](mailto:communications@motorsport.org.au)

## Primary colours

Pantone 282C

C100 M87 Y42 K52

R01 G30 B65

White

C0 M0 Y0 K0

R255 G255 B255

## Secondary colours

15% Black

C0 M0 Y0 K15

R217 G217 B217

Pantone 292C

C75 M12 Y0 K0

R70 G164 B228

Pantone 164C

C0 M60 Y75 K0

R255 G102 B45

For all media enquiries or any questions regarding the use of the Motorsport Australia logo or any associated branding, please contact:

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