RACE RESULT

www.raceresult.com

BRAND IDENTITY

Guidelines

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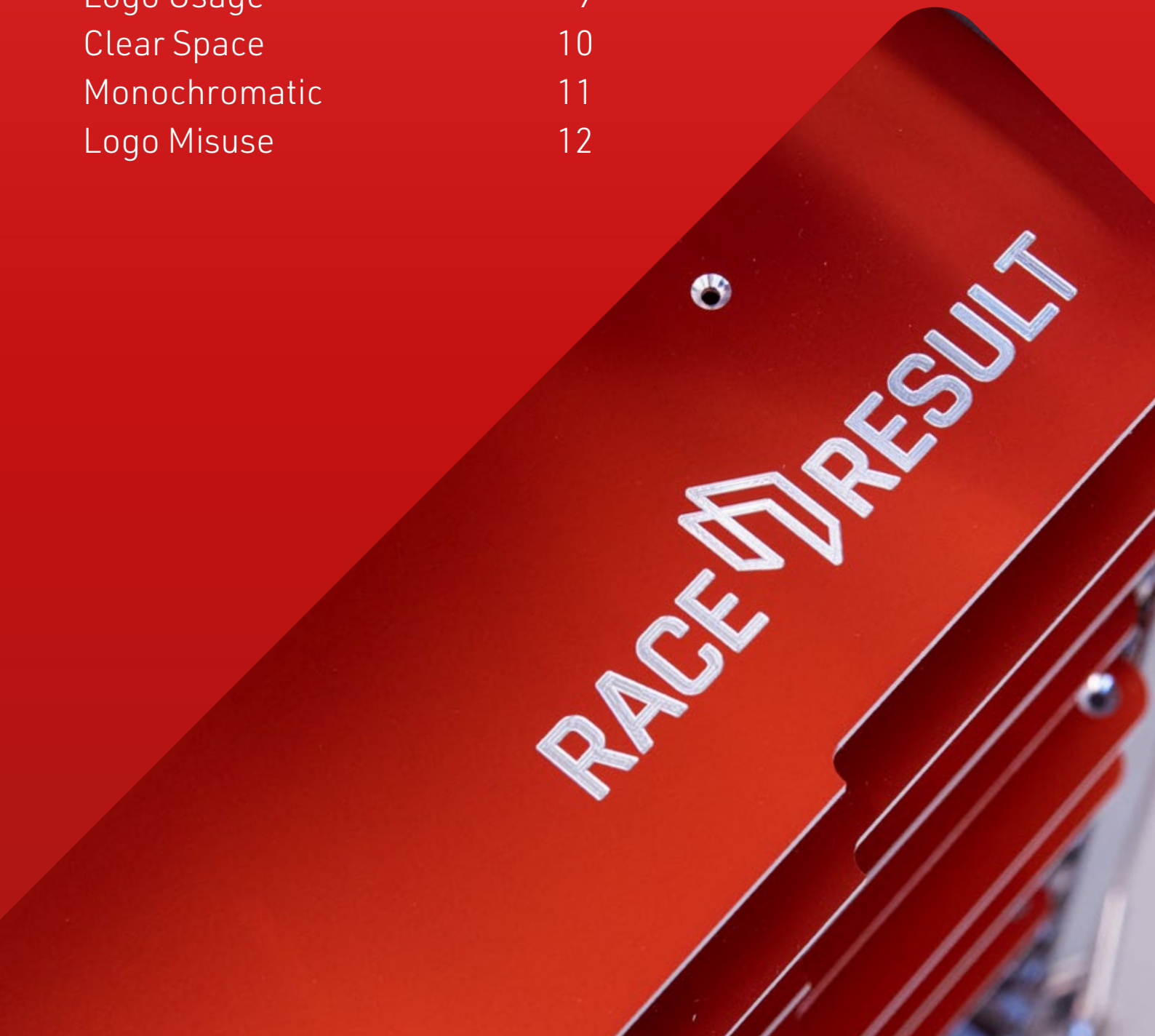


Brand Promise

As technology leader, we offer the most practical solutions and best conditions for smooth processes in every sports event.

We always act understanding and purposeful. We find a fast and uncomplicated solution for the customer in every situation. This makes every sports event a success.

Brand Character

The brand RACE RESULT is characterized by outstanding quality, unique innovation and genuine customer care.

Driven by our motivation to always be one step ahead, we take unconventional methods to set the standards of the industry. We research, develop and produce in one location.

This gives us full control over all processes and guarantees unconditional reliability for our customers.

Brand Image

The brand image reflects the unique innovative power and outstanding quality.

The typeface is clean, clear, modern, easy to read and with a technical appearance.

The imagery surrounding sports events is emotional, dynamic and suspenseful.

Our products are presented attractively on professional pictures which are always up to date.
The entire look and feel is friendly, bright and never cumbersome.

Our uncomplicated language is distinguished by short, understandable sentences and reflects our goal-orientated thinking and actions.

Logo

RACE RESULT

RACE RESULT
Precision · Passion · German Engineering

Our Logo consists of the two words **RACE** and **RESULT** written in capital letters. They are connected by a stylized finish line **arch**.

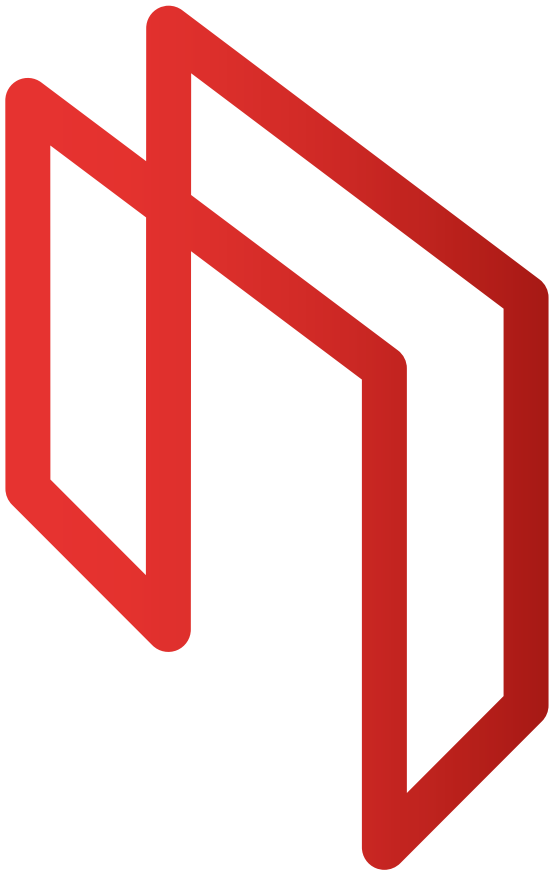
Precision.
Passion.
German Engineering.

The slogan reflects the core competencies of the company. Outstanding products grow where high-quality technology and joy of work come together.

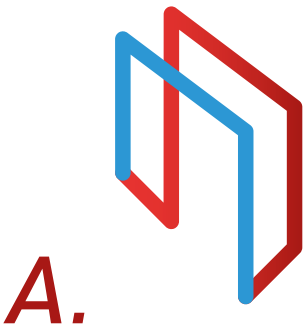
The slogan is **exclusively** used by **RACE RESULT headquarters**.

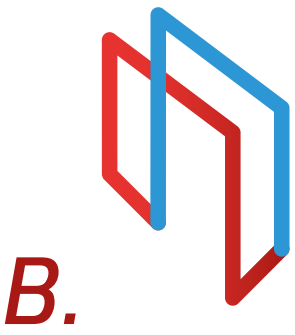
Motif Logo

The shape is **unique** and outstanding in the sports timing industry.
The finish line arch is an impossible shape.
The two-dimensional figure is interpreted by the visual system as a three-dimensional object.
Looking at the arch from different angles creates different impressions.
This reflects values like **flexibility**, **excitement** and **ingenuity**.



The symbol adds meaning to the company name.
RACE and RESULT are both essential elements of a sports competition.
At the same time, they represent the two parts of the company's business model.
The arch links **timing hardware** and **scoring software**.





A. or B.
Which version do you see?

Logo Declination

Declination for
TIMEKEEPERS

#575756

C 0
M 0
Y 0
K 80

R 87
G 87
B 86

Timekeepers are **not allowed** to use the logo with "Powered by" in red color.

POWERED BY RACE RESULT

50% 60% 50%

C 0
M 90
Y 80
K 0

R 231
G 51
B 49

#E73331

C 10
M 100
Y 100
K 10

R 196
G 16
B 17

#C41011

C 20
M 100
Y 100
K 20

R 168
G 24
B 21

#A81815

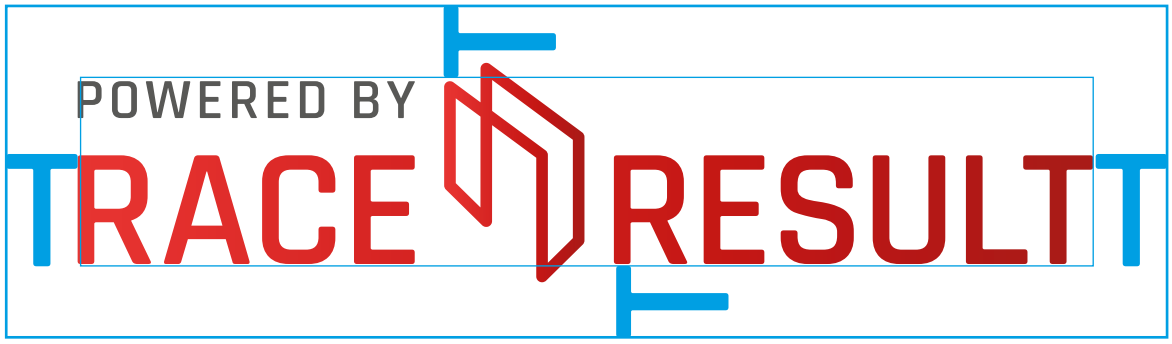
Logo Usage

You are **ALLOWED** to use the "powered by RACE RESULT" logo

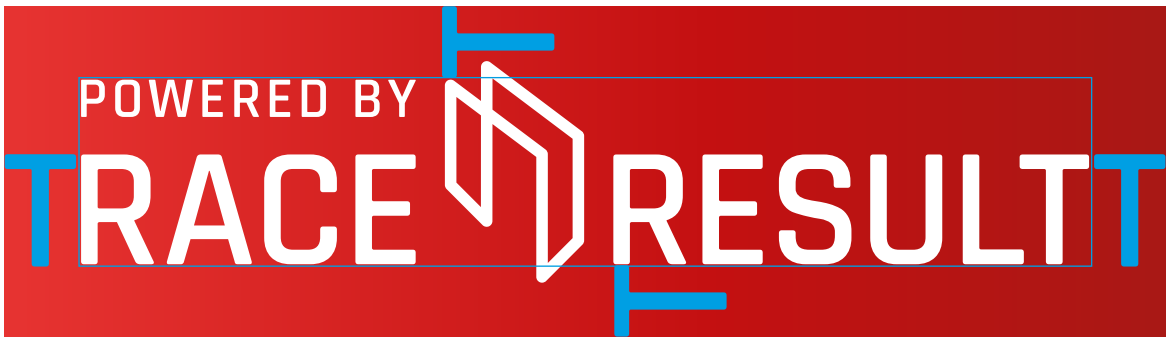
- if you follow the graphic design specifications listed in this document and
- if you provide timekeeping services and
- use RACE RESULT hardware or software to time sports events and
- use the logo only in this context

You are **NOT ALLOWED** to use the RACE RESULT logo **without the "powered by"** declination. The RACE RESULT logo is property of race result AG, Germany. It may not be used without its explicit permission.

Clear Space



Minimum height web: **31 px**
Minimum height print: **11 mm**



Minimum height web: **42 px**
Minimum height print: **14 mm**

Monochromatic

C 10
M 100
Y 100
K 10

#C41011

R 196
G 16
B 17

C 0
M 0
Y 0
K 90

#3B3B3A

R 59
G 59
B 58

C 0
M 0
Y 0
K 0

#FFFFFF

R 255
G 255
B 255

The white logo could also be used on a picture background.

Logo Misuse

To maintain the integrity of the RACE RESULT logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.
The examples shown here illustrate possible **misuses** of the RACE RESULT logo that should be **avoided**.

DO NOT use unapproved colors.

DO NOT strech the logo.

DO NOT add additional text of any kind.

DO NOT rotate the logo.

DO NOT use outline style.

DO NOT use unapproved effects.

DO NOT crop the logo.

DO NOT use unapproved background color.

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