



Brand Identity Guidelines

Official Version 1.0 – Dec 2024

For public use

Contents

Introduction

Overview

01. Our strategy

Our new name

Brand commitment

02. Our logos

Primary logo

Logo variants

Logo restrictions

Logo misuse

Signifier

Supported by F1 lockup

Initiative logo

Co-branded logo lockup

Country-specific logo

03. Colours

Colour palette

Linear gradients

04. Typography

Primary fonts

Fallback fonts

Hierarchy

Typography misuse

05. Graphic Language

Photography

Motion effect

CFD mesh gradients

Track shapes

Patterns

Text tracks

06. Application

Posters and advertising

Social posts

Apparel and merch

Exhibition

Website

Event application design

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Overview

If you're unsure about anything in these guidelines or need help with applying them, please get in touch with our marketing team.

We're excited to share our updated brand identity which marks a new chapter for our organisation under a new name, STEM Racing.

Our vision for this rebrand is to shift gears, taking us beyond where we've been. Our new identity will act as a window into our unique personality and purpose, helping the community we serve understand us better.

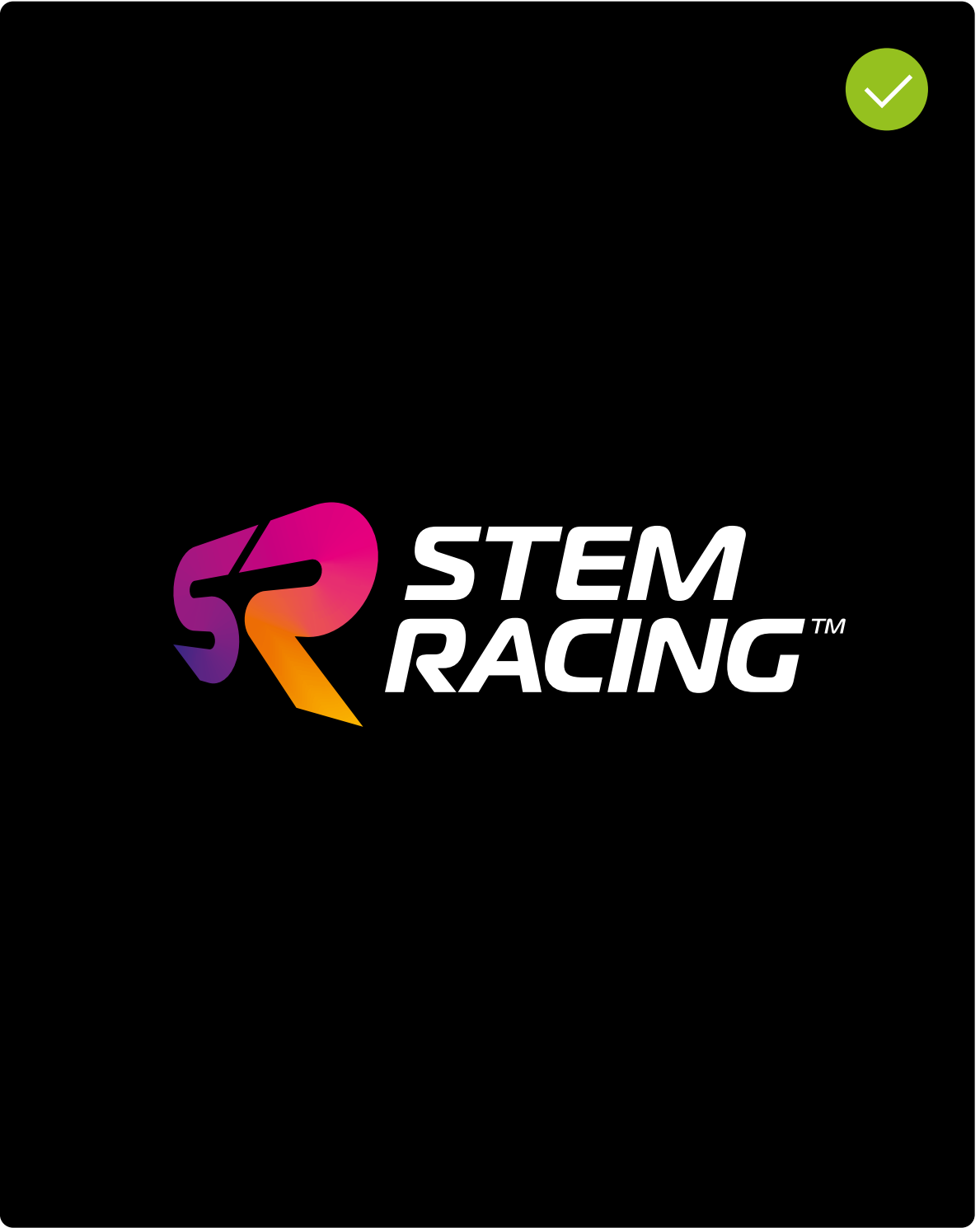
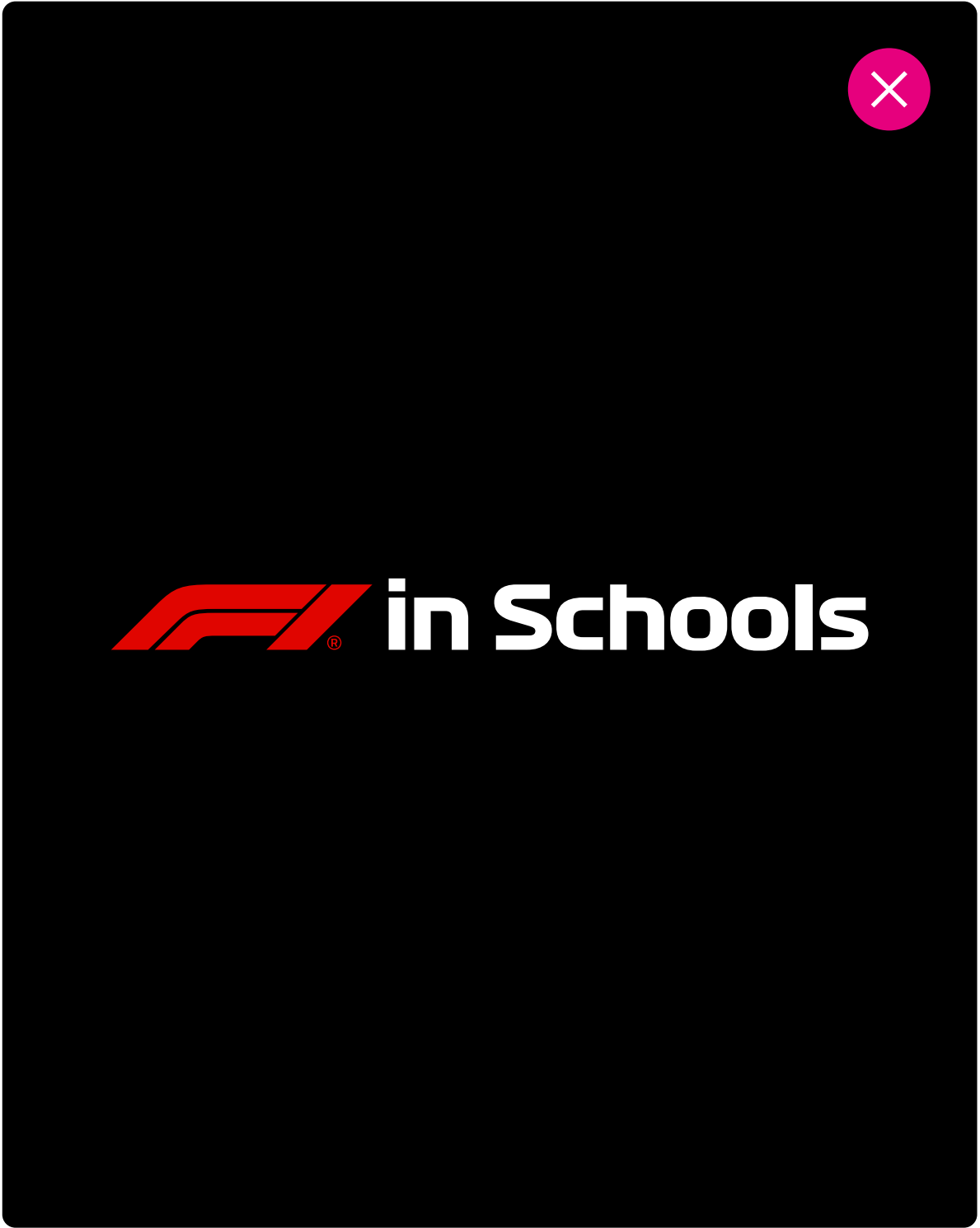
In this new venture, it's hugely important that anyone responsible for communicating our brand follows these guidelines, as only through consistent application will it become recognised, understood and loved.

Let's get started.

Our strategy Our strategy Our strategy
01. Our strategy *Our strategy Our strategy*
Our strategy Our strategy Our strategy

Our new name

While our mission remains unchanged, transitioning to ‘STEM Racing – Supported by Formula 1’ allows the program to stand out as an independent non-profit organisation while continuing to benefit from F1’s support.



Brand commitment

Our brand commitment represents the essence of who we are and what we promise to deliver to our challenge participants and partners. It communicates who we are and what we do.

It's a dynamic commitment that must resonate at every interaction point: from marketing campaigns and competition registrations, to customer service and user experiences.

The wording of our brand commitment is deliberate and must remain unchanged.

Accelerating Futures

We are a global education initiative dedicated to removing barriers, nurturing talent, and inspiring future careers in STEM, motorsport and beyond.

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Primary logo

Our logo is the face of our brand. That means wherever it is used, the materials must be current and best reflect STEM Racing as we are today.

It consists of the STEM Racing logotype and our signifier brand device.

Our logo must not be altered or recreated and the typography must not appear in isolation.

Only use the official logo files supplied.



Logo variants

Our logo is available in four colour variants.

Where possible, the full colour variants should be used, our preference is the white version on a dark background to retain its vibrancy.

Where full colour reproduction is not available, the mono white and black logos can be used.

Our signifier must always retain high contrast against the background, never use the full colour logos over complex or gradient backgrounds.

FULL COLOUR WHITE



FULL COLOUR BLACK



MONO WHITE



MONO BLACK



Logo restrictions

The exclusion zone is an invisible area surrounding our logo, in which no other text, imagery or graphics can appear. It’s calculated using the unit (x), which is half the height of the logo as shown. Always observe this clear space as a minimum and where possible, increase it.

Although our logo doesn’t have a maximum size, it shouldn’t appear any smaller than 10mm or 24px in height or 70px in width.



Logo misuse

This is a guide of common mistakes to avoid when using the logo. Avoiding these misuses will ensure our logo is used consistently, maintaining its integrity.



Do not stretch the logo horizontally or vertically.



Do not rotate the wordmark or icon.



Do not put a drop shadow on the logo.



Do not put a stroke on the logo.



Do not ignore the exclusion zone.



Do not use non-approved colours.

Signifier

Our signifier is our brand emblem. It should be used to represent us when space does not allow for our primary logo to be used. It can also be used as a creative graphic device.

Our signifier must not be altered or recreated.

Only use the official logo files supplied.



The same colour variants, restrictions and rules from our primary logo also apply to our signifier.

Supported by F1 lockup

To signify our connection with Formula 1®, our logo can appear with the strapline ‘Supported by Formula 1®’.

It is available in both landscape and stacked layouts.

Only use the logos provided. The positioning of the strapline and lockup is fixed and must not be altered or recreated.

‘Supported by F1’ must only be used with explicit permission, in line with the franchising agreement. Please contact our marketing team if you are unsure or require permission.

The same colour variants, restrictions and rules from our primary logo also apply to the Supported by F1 lockup.



Initiative logo

For more corporate facing scenarios, our STEM Racing Initiative logo can be used.

The intention of this logo is to communicate the not-for-profit aspect of our organisation.

Only use the logos provided. The positioning of the signifier and typography has been carefully considered, it must not be altered or recreated.



The same colour variants, restrictions and rules from our primary logo also apply to the Initiative logo.

Co-branded logo lockup

There are situations where our logo needs to be used with a partner or sponsor’s logo.

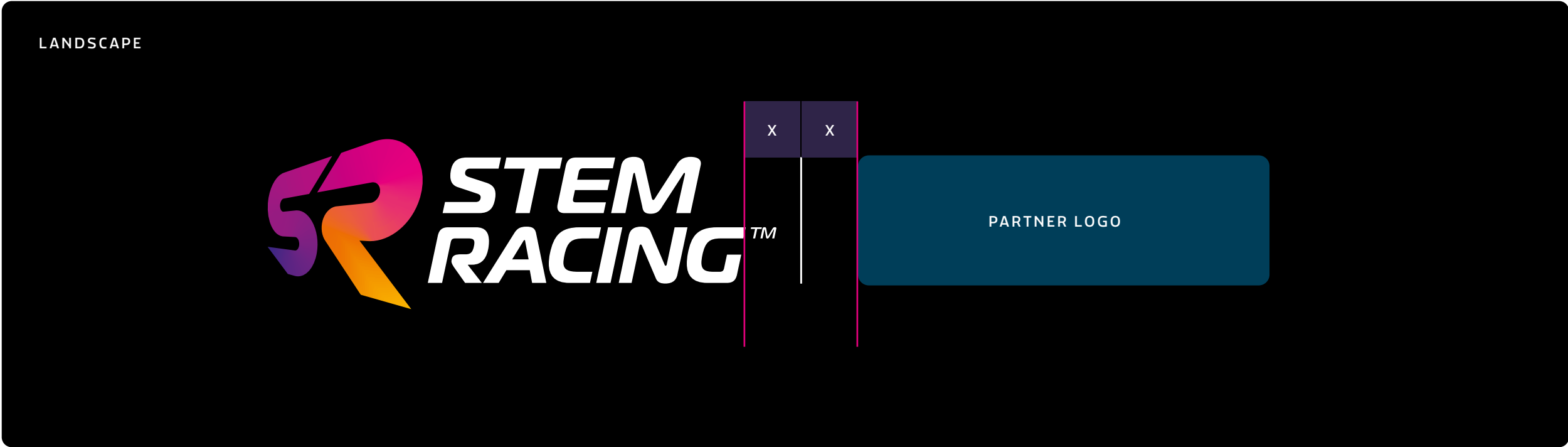
Co-branded logos appear next to our primary logo with a simple rule divider. Always try to achieve the same visual “weight” between the two logos.

The distance between the logos and rule divider should be equal and is calculated using the unit (x) which is the height ‘G’ in our logo as shown.



The lockup can appear in both landscape and stacked layouts. **“Supported by F1” cannot be combined with other lockups unless approved.**

The same colour variants, restrictions and rules from our primary logo also apply to the co-branded logo lockup.



Country-specific logo

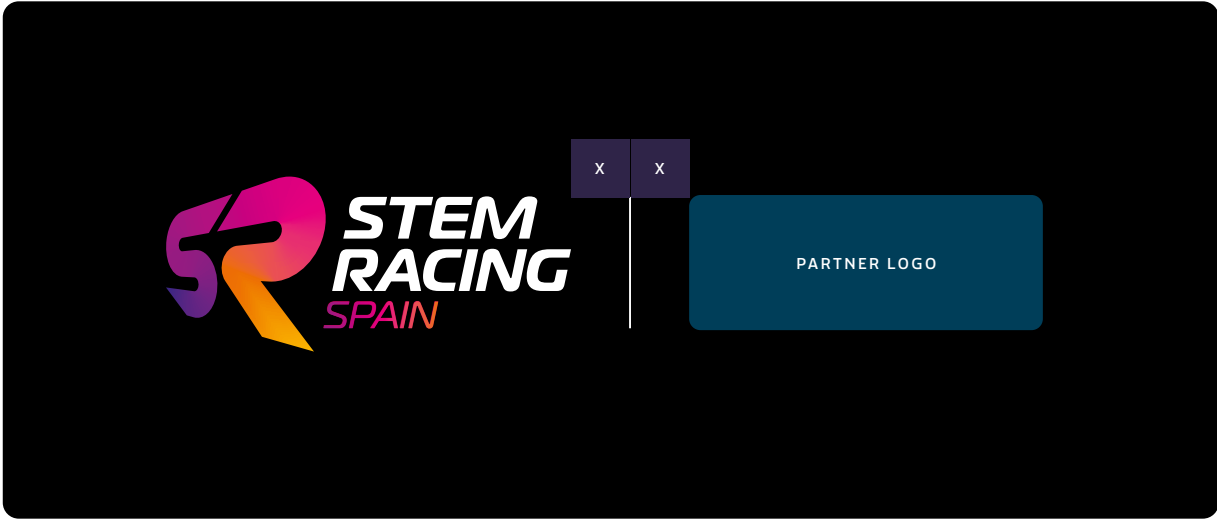
Our logo can also be adapted for country-specific application. This logo features the country name beneath the STEM Racing typography.

The country specific logo can also be used in conjunction with partner logos as a lock-up, following the same principals as our primary co-branded logo lockup.

Only use the logos provided. The positioning of the signifier and typography has been carefully considered, it must not be altered or recreated.



The same colour variants, restrictions and rules from our primary logo also apply to the Initiative logo.



Our colours Our colours Our colours
03. Our colours *Our colours Our colours*
Our colours Our colours Our colours

Colour palette

Our colour palette is rich and vibrant. Our primary brand colours are black and pink, with a supporting secondary palette inspired by the colours in CFD maps, linking our visual identity with core engineering aspects of our STEM challenge.

Colour tints can also be used to further expand our palette, ranging from 90-10%.

For smaller typography, 100% black can also be used to ensure text remains sharp.

Primary

Secondary

Carbon Shadow

100, 100, 0, 100
#05000B
PANTONE BLACK 6C

Chicane Violet

49, 100, 0, 0
#961B81
PANTONE 2415C

Ignite Indigo

100, 100, 0, 0
#312783
PANTONE 2735C

Apex Glacier

100, 60, 0, 0
#005CA9
PANTONE 2728C

Aero Sky

100, 0, 0, 0
#009FE3
PANTONE CYAN C

Pitlane Pink

0, 100, 0, 0
#E6007E
PANTONE MAG C

Turbo Verde

100, 14, 100, 0
#008A3F
PANTONE 348C

Grid Lime

50, 0, 100, 0
#95C11F
PANTONE 376C

Podium Gold

0, 29, 100, 0
#FCBC00
PANTONE 4708C

Burnout Orange

0, 67, 100, 0
#ED6D05
PANTONE 151C

Linear gradients

To enhance the dynamism of our brand and give our image a sense of speed and motion, we have a set of linear colour gradients.

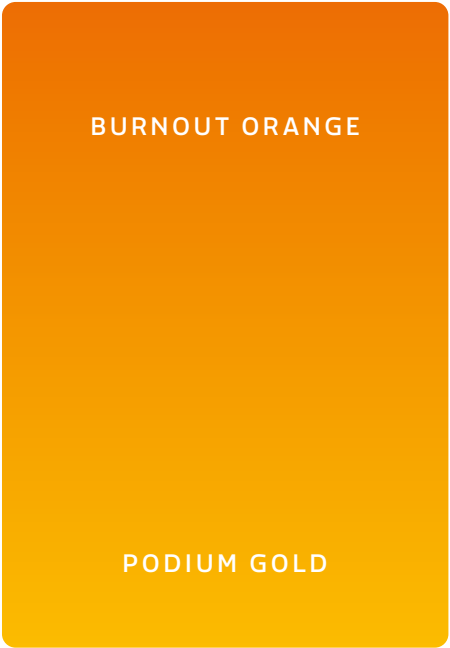
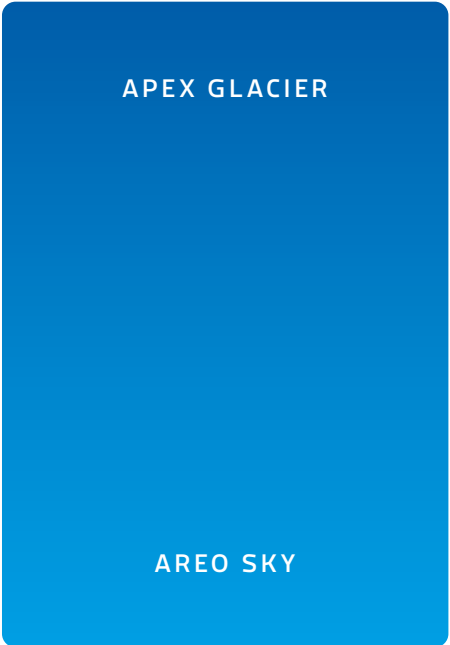
The gradients can be used for backgrounds and for headline typography.

Always ensure that there is sufficient contrast between content and backgrounds to ensure our messaging remains clear and legible.

Primary



Secondary



Typography Typography Typograp
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Typography Typography Typograp

Primary fonts

Our fonts have been carefully considered to portray a sense of motion and technicality, whilst retaining high legibility.

Our display font is Magistral and must only appear in italics. Various weights can be used to suit the application, but for headlines, Bold is preferred.

Our workhorse font is MachoModular and should be used for all body copy.

Both Magistral and MachoModular are available as part of Adobe Fonts.

DISPLAY

Magistral italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold Medium Book

BODY

MachoModular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold Medium Regular Light

Fallback fonts

In emails and other technical circumstances where our primary fonts aren’t available to use, Verdana is our fallback font.

Do not use Verdana on any professionally designed materials such as our website, documents or presentations, social media, or any other external-facing communications.

DISPLAY

Verdana italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuv**wxyz**

Bold Regular

BODY

Verdana

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuv**wxyz**

Bold Regular

Hierarchy

When creating layouts with our brand fonts, a clear hierarchy can be established by varying the weights and scales appropriately.

This page demonstrates which fonts and weights should be used to create a balanced typographic layout.

TOP-LEVEL HEADINGS (H1)
MAGISTRAL BOLD ITALIC

Magistral Bold Italic

SUB HEADINGS (H2)
MAGISTRAL BOLD ITALIC

Subheadings level 1

SUB HEADINGS (H3, H4, H5)
MACHOMODULAR BOLD

Subheadings level 2

LEAD PARAGRAPH
MACHOMODULAR REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

BODY PARAGRAPH
MACHOMODULAR REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

SMALLPRINT
MACHOMODULAR REGULAR

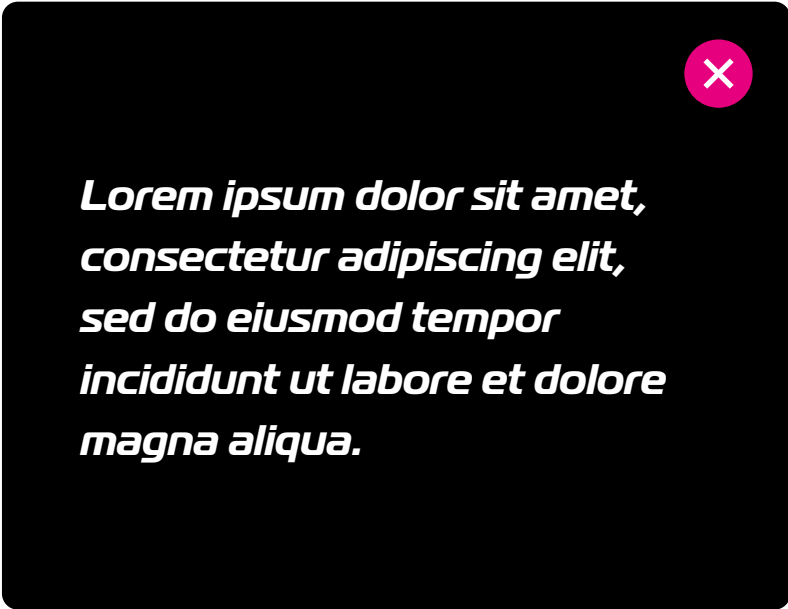
SMALL CAPITALS

Typography misuse

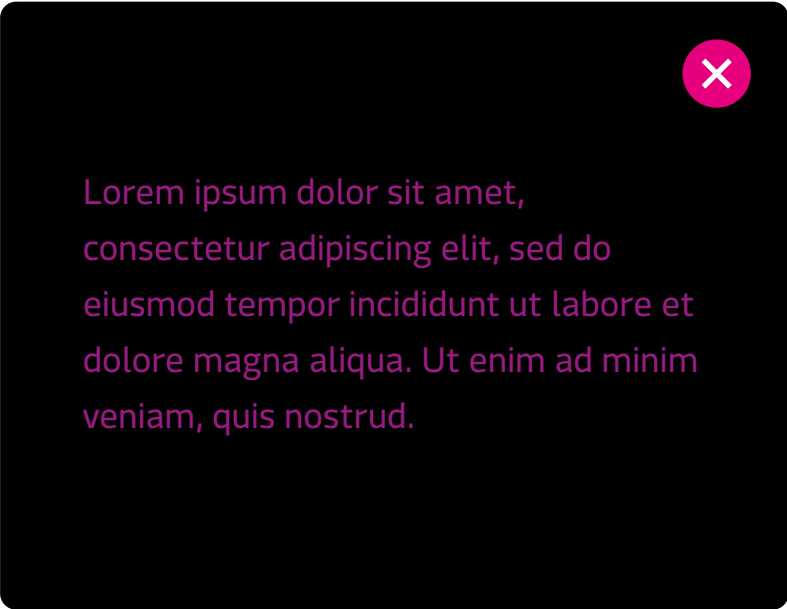
Avoiding these common mistakes helps to ensure that our typography is used consistently, ensures that content is legible and easily digestible.



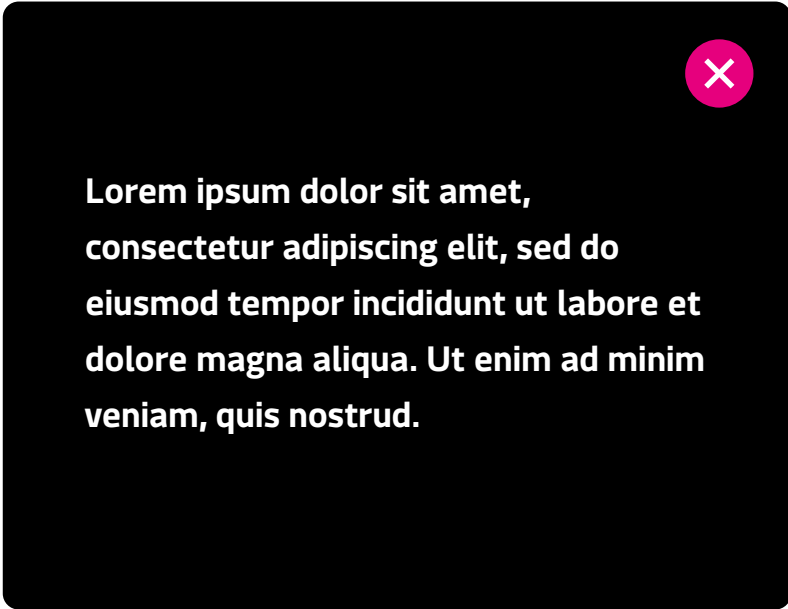
Do not use Magistral in non-italic styles.



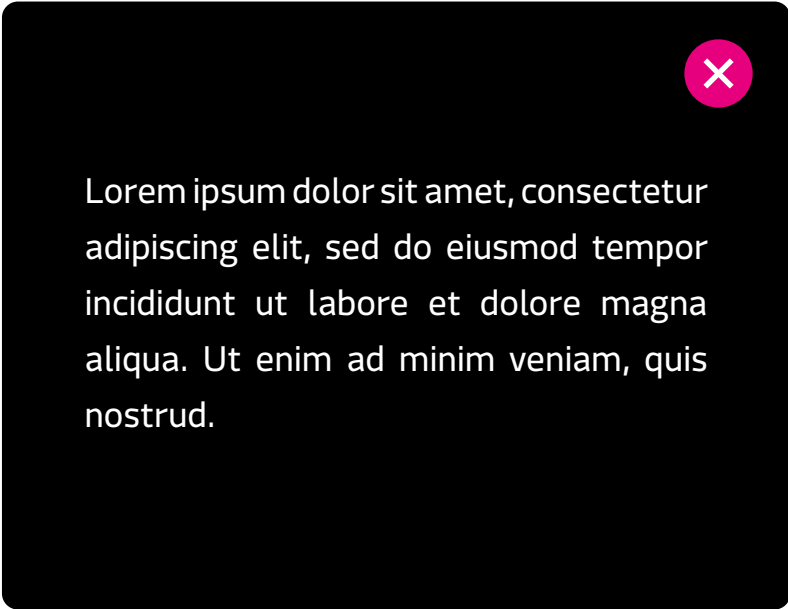
Do not use Magistral for paragraphs.



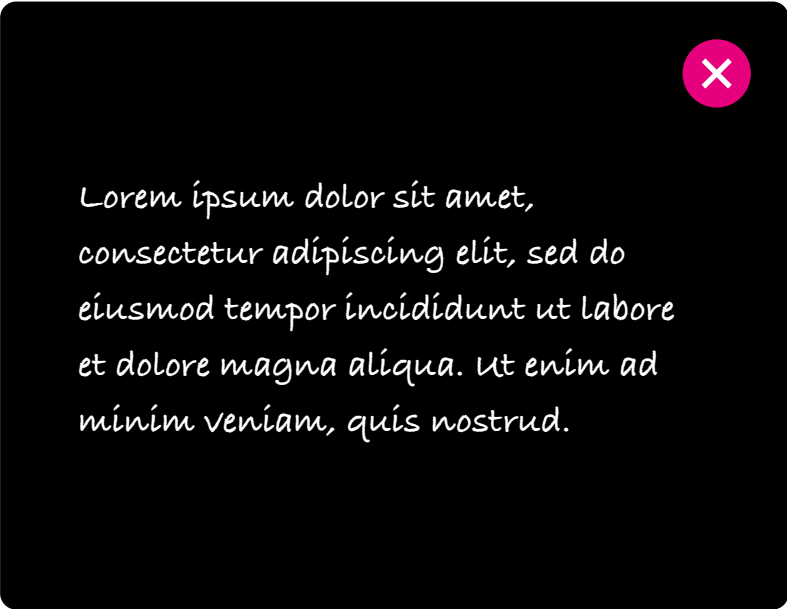
Do not use colours with insufficient contrast.



Do not set long paragraphs in bold.



Do not justify or right-align paragraphs.



Do not use fonts that aren't approved.

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Photography

Photography is an important aspect of our brand, helping us to showcase the excitement and global reach of our STEM challenge, celebrating the rich diversity of our participants.

Our natural, unstaged photography style helps build a connection with our audience.



Motion effect

Our image style plays a leading role in presenting STEM Racing as a fast-paced and dynamic organisation. This sense of speed is created through the use of a path motion blur effect, which is erased around the focal point of the image and blended with the original photo.

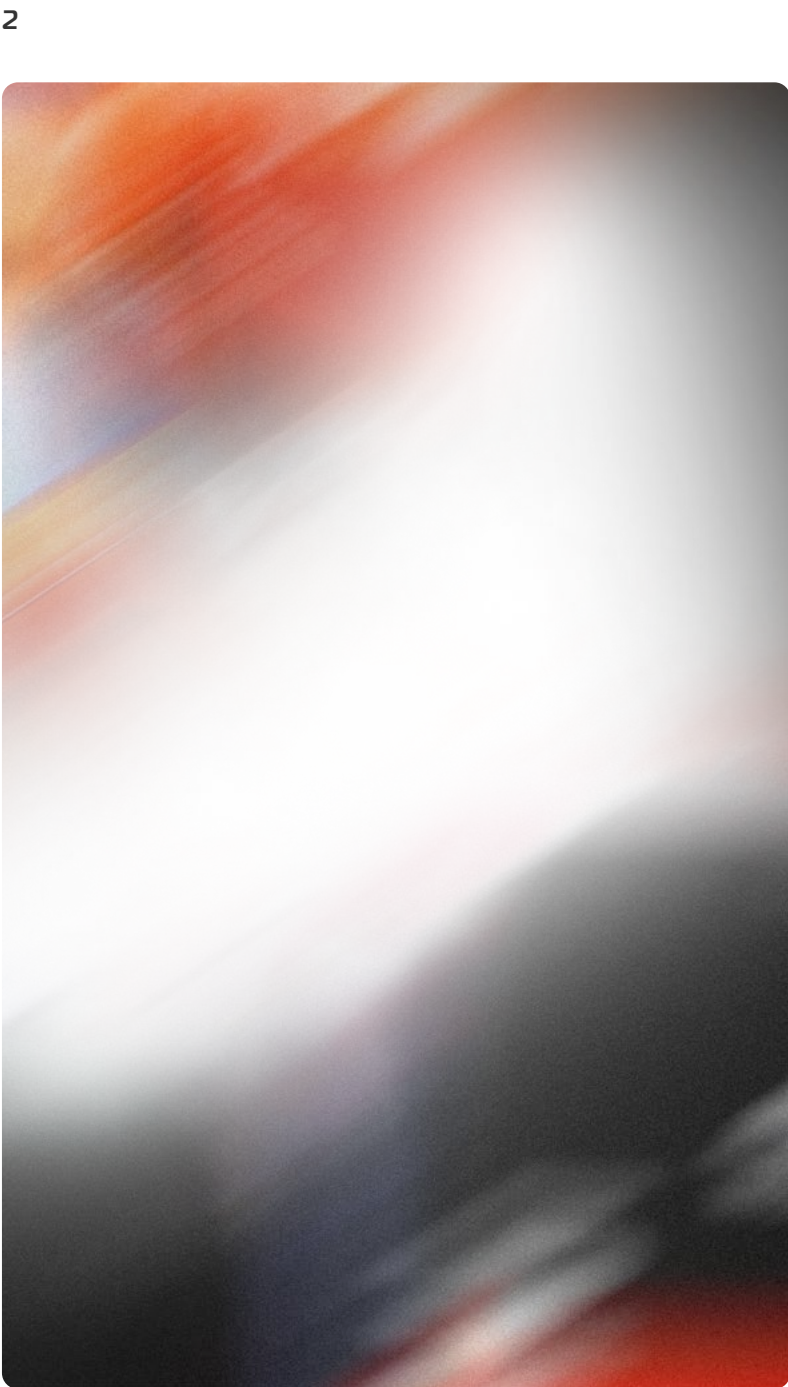
In addition to the sense of speed, we can use this effect to provide a clear focal point on our image subjects.

This effect can be applied to all styles of photography, both full image and cut-out collages.

This unique effect is achieved in three steps.



ORIGINAL IMAGE



APPLY PATH BLUR AND ERASE THE FOCAL POINT



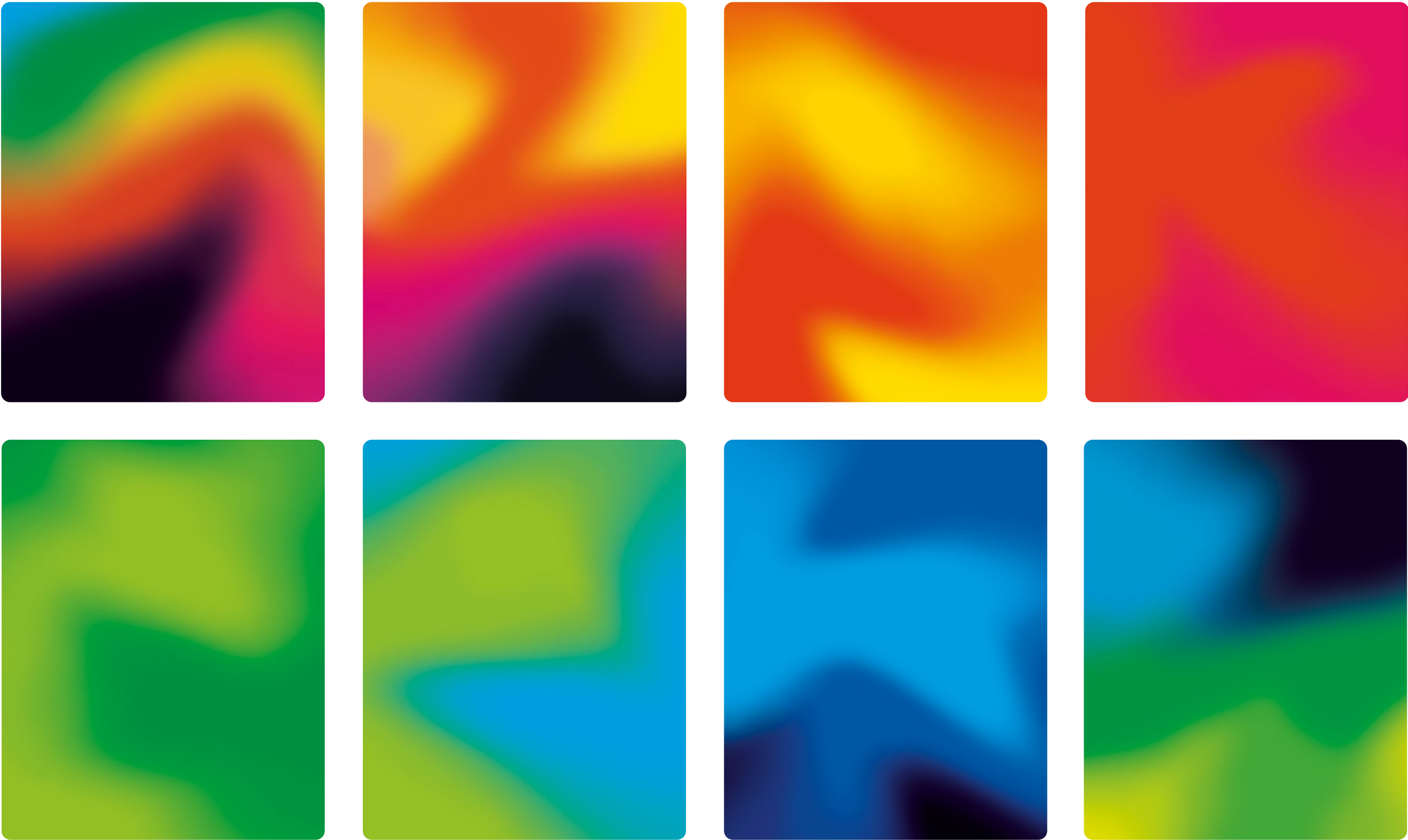
OVERLAY ON THE ORIGINAL IMAGE EXPERIMENTING WITH OPACITY AND BLEND MODES

CFD mesh gradients

In addition to our linear gradient, a set of mesh gradients, inspired by CFD maps have been created for use as backgrounds.

There are eight colourways, ranging from full colour to more minimal and are available in both vector and raster formats.

Only use the supplied files, don't attempt to recreate the mesh gradients.



Track shapes

Our track shapes are our core graphic device. Derived from our signifier, they make reference to motorsport trace tracks in an abstract and stylised manner.

They are designed to be used flexibly, to create graphic backgrounds or used in isolation to interact with imagery.

They are available in two variants, full colour, for use on dark backgrounds and black, for use on coloured, linear or mesh gradients.

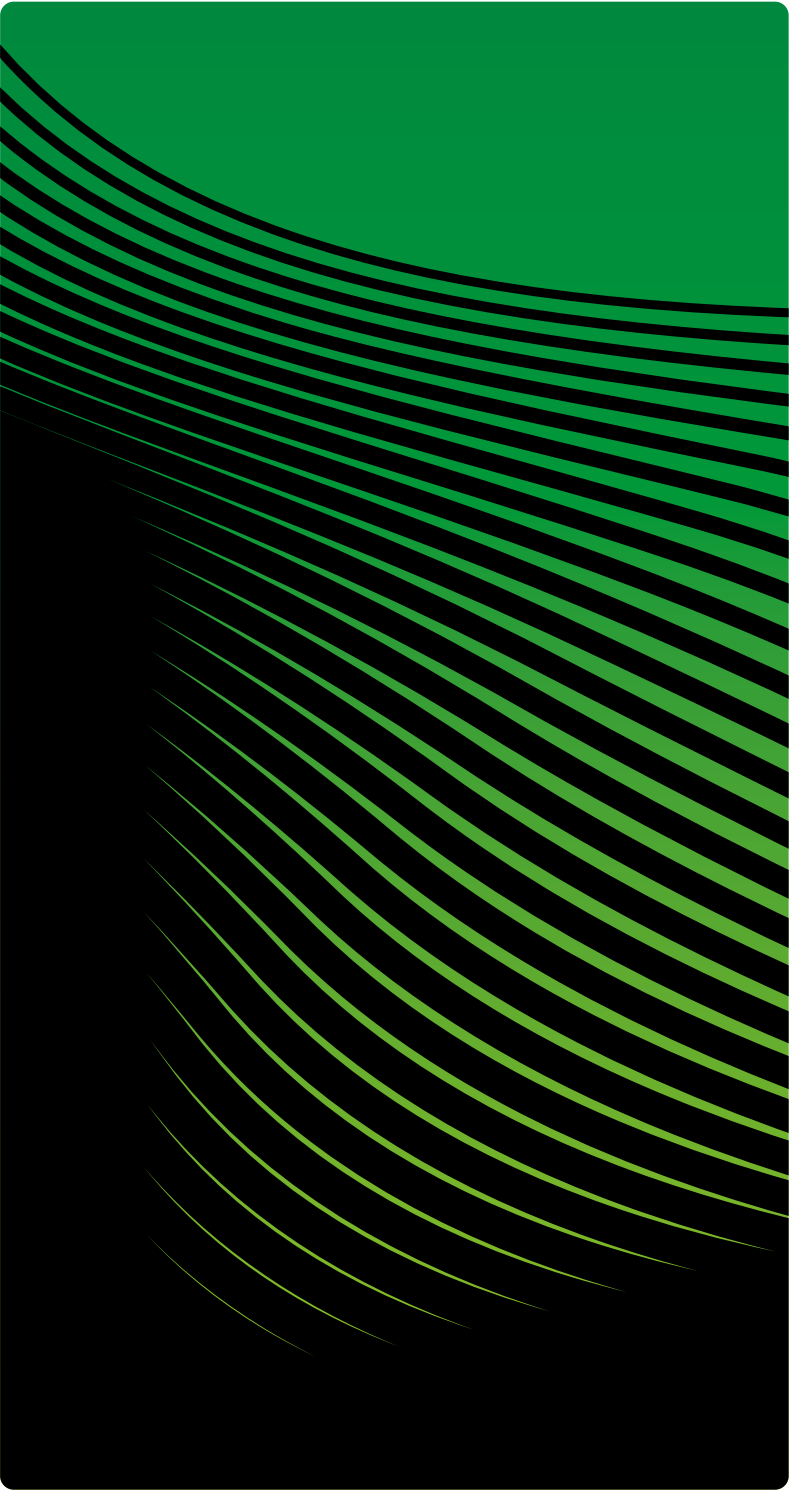
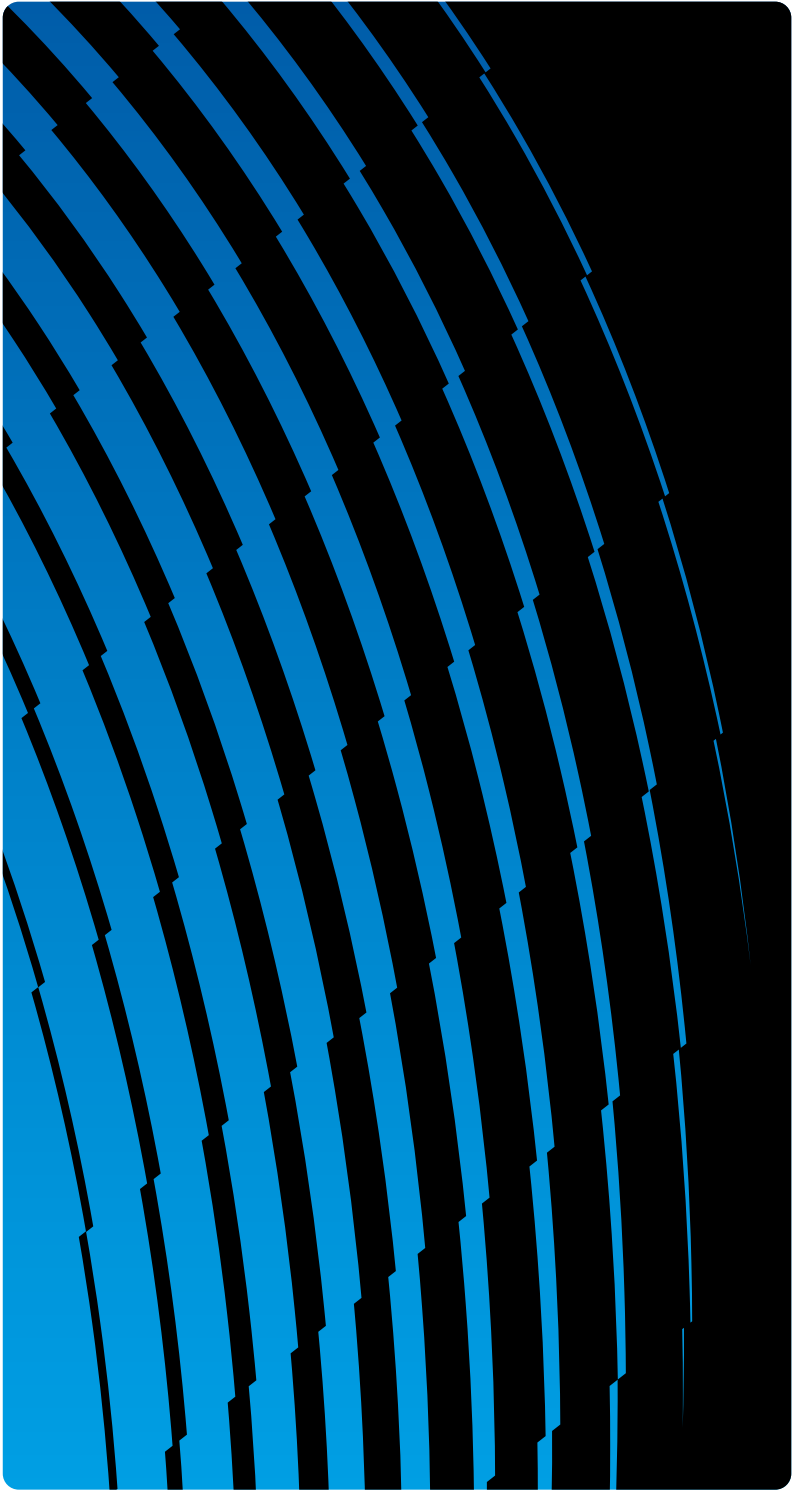
Only use the supplied files, don't attempt to recreate the track shapes.



Patterns

As an alternative to our track shapes, we have developed a suite of patterns. Supplied in carbon shadow, they can be overlaid on both linear and mesh gradient.

Only use the supplied files, don't attempt to recreate the patterns.



Text tracks

Inspired by tyre marks, the text track element is used to pull out headlines and key messages.

It is achieved by highlighting the message once in a solid colour and repeating the text with outlines.

Text tracks work best with short messages, with up to three words.

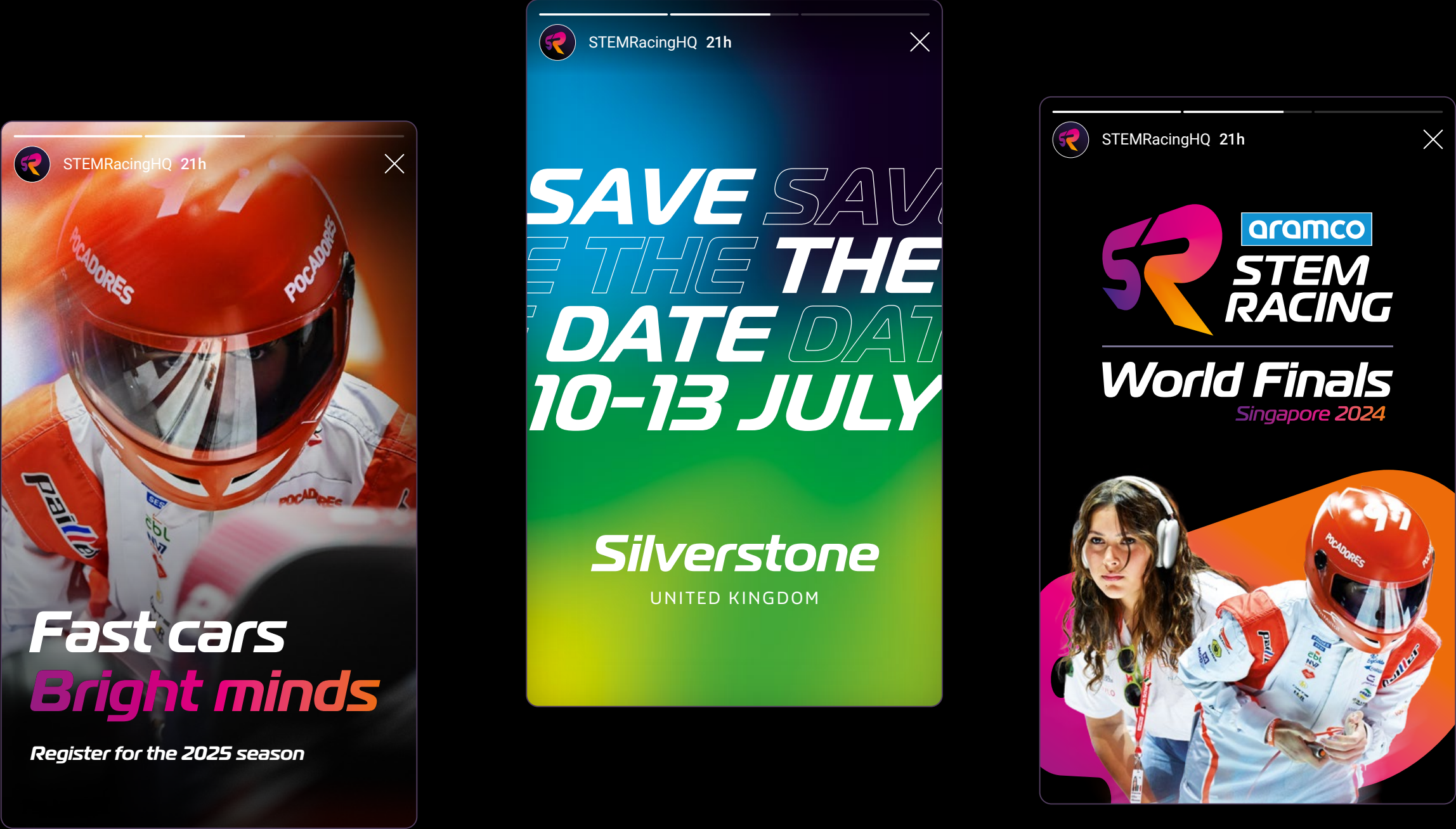


Application Application Application
06. Application *Application Application*
Application Application Application

Posters and advertising



Social posts

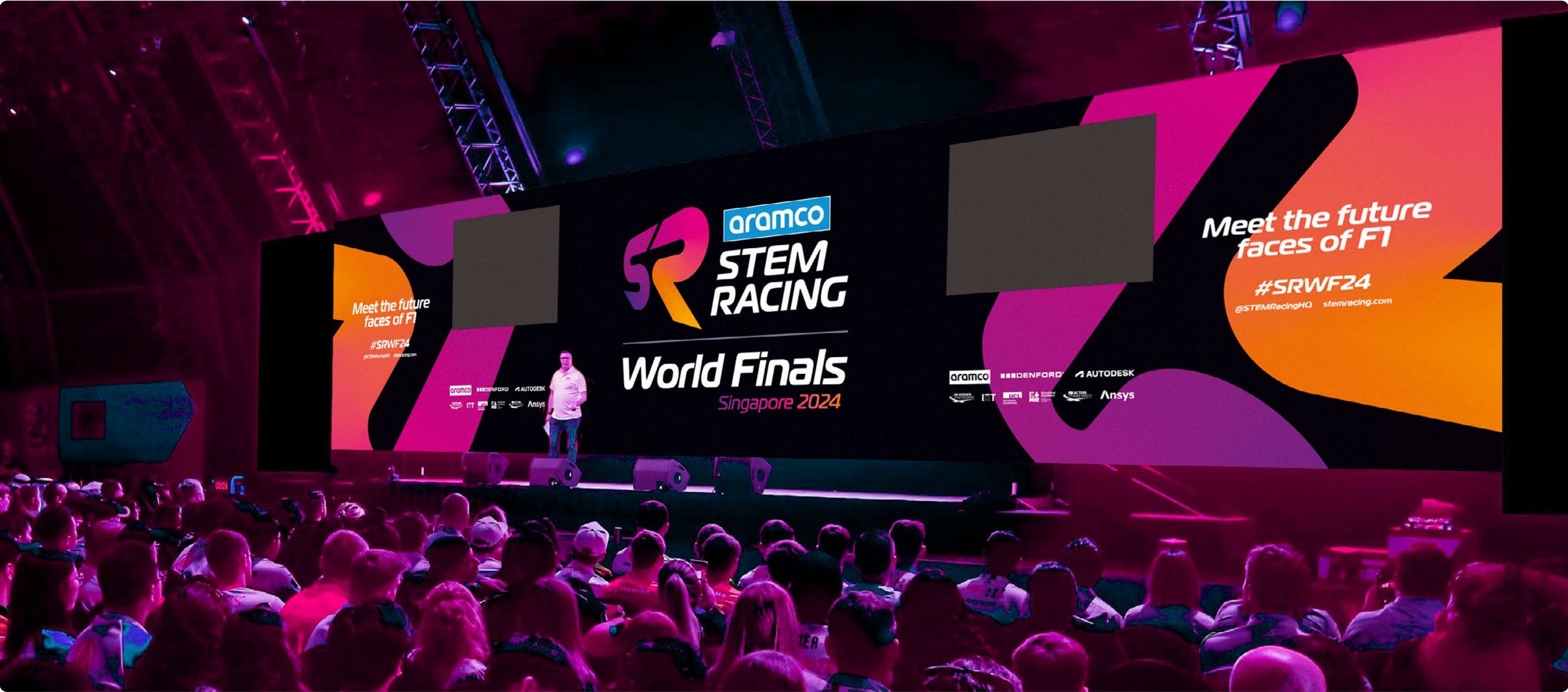


Apparel and merch

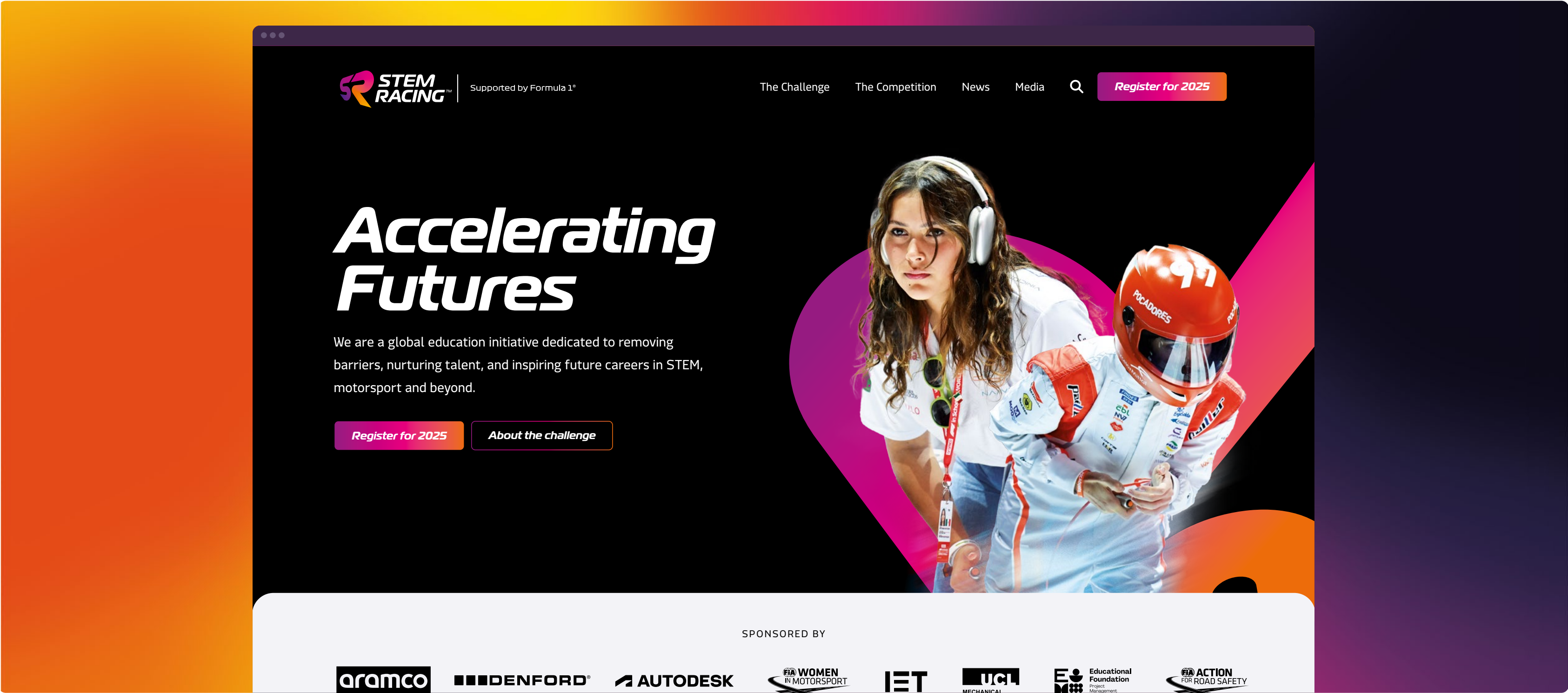
⚠ All merchandise designs require prior approval from STEM Racing HQ.



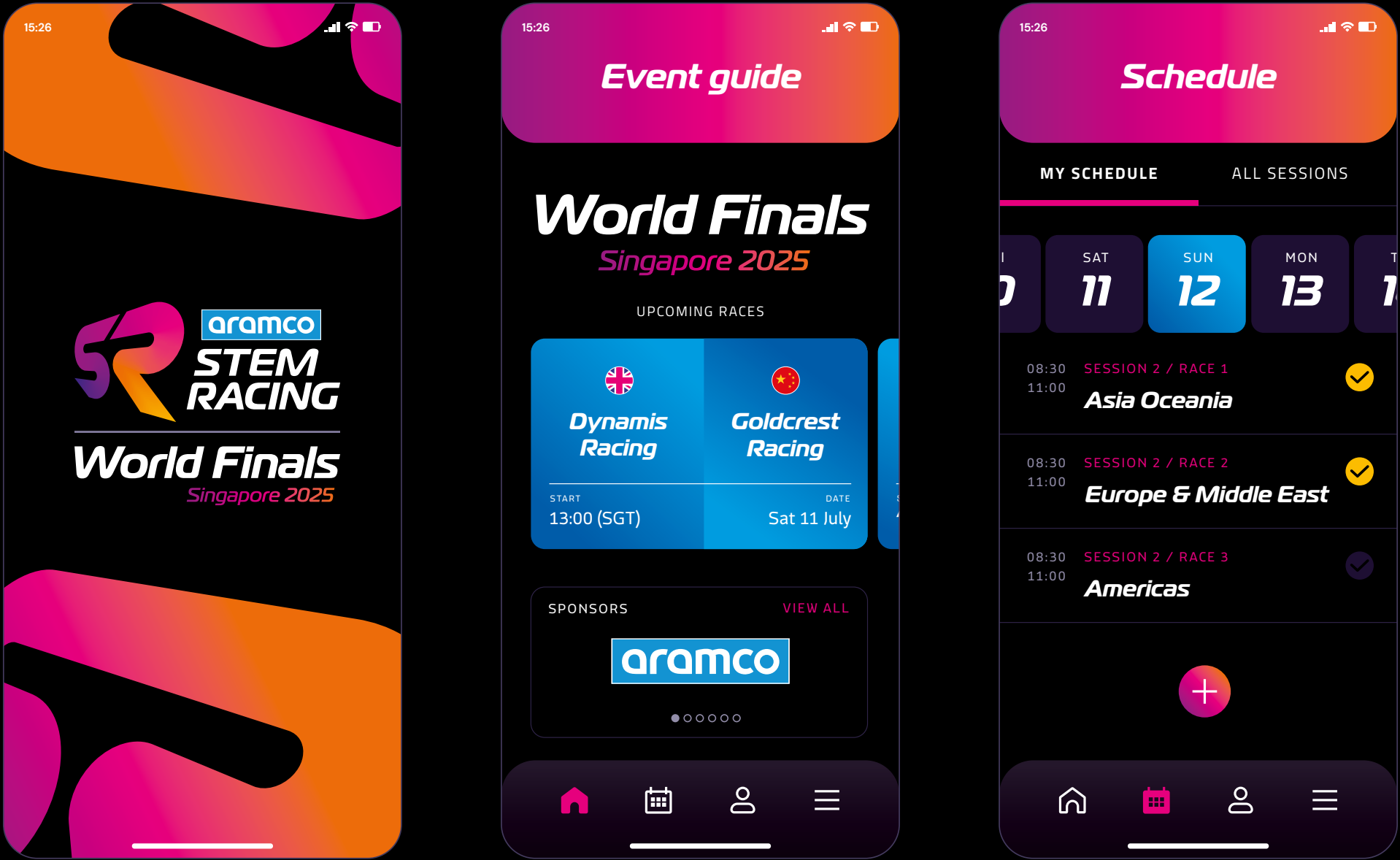
Exhibition



Website



Event application design





Supported by Formula 1®

Designed by [honcho.agency](https://www.honcho.agency)