



RACEЯX

Brand
Identity
Guidelines
August 2023





Table of Contents

Page 1....	Cover Page
Page 2....	Table of Contents
Page 3....	Brand Overview
Page 4....	Target Audience Summary
Page 5....	Logo & Color
Page 6....	Logo Usage Rules
Page 8....	Visual Elements
Page 9....	Usage In Documents

Brand Overview



RacerX was founded by Justin Racer in 2020. It is based in San Francisco and is one of the U.S. gaming industry's most valuable companies. RacerX is focused on providing family-friendly, accessible games for people of all ages and abilities. The company strives to maintain a casual, lighthearted, and fun atmosphere for their consumers to enjoy.



Target Audience Summary

The main audience of the Brand is Millennials or those aged 26-41. They are made up of mixed racial and cultural backgrounds, as well as ranging from lower-middle to upper-middle class. They are generally single or married with young children, and a college education. This audience is very confident when it comes to technology as they are the first generation to grow up with it at their disposal. They tend to be very team oriented, while maintaining a structured lifestyle.

Based on competitors such as Activision, Nintendo and Mythical Gaming, the colors that are typically seen in this field are bright and bold, such as reds and yellows. Sans serif is the most commonly used font among Millennials and modern branding. While the personality of RacerX is to be accessible to all, that is not the main focus of our competitors. The competitors tend to be geared towards making the most visual impact, even if it is not accessible to all.



Our Logo



Color

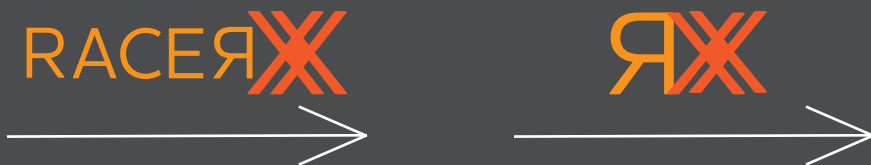
The official colors of the logo are two shades of orange. #F15A29 is used for the “X” while #F7941D is used for the body.

Warm colors represent optimism and honesty, which are two values that RacerX hopes to embody. Those who use this gaming company should be met with a warm embrace that feels inviting and comfortable.

Logo Usage Rules

Rotation:

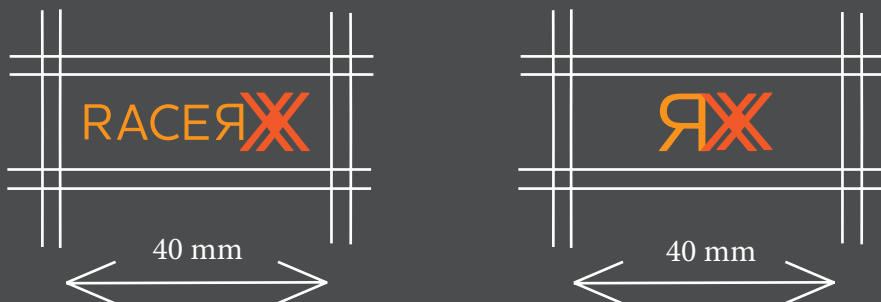
There is no rotation allowed. The logo should remain in its official positioning so it can maintain its legibility.



Clear Space and Scale:

The minimum size for the logo is 20mm. The size to be used most often is 40mm.

The clear space shall remain as shown:



Logo Usage Rules

Transparency:

All negative space behind the logo is transparent. For a colored negative space, the black logo must be used. For a white or black negative space surrounding the logo, the colored variation of the logo must be used.



Color Variation:

The full colored variation is to be the most commonly used variation. The black variation should only be used when there is a colored background.



Visual Elements

Typography:

The font that is to be used for the logo is Houschka Pro, in medium. This typeface is sans serif, which is the most commonly used font for millennials due to its sleek appearance and legibility. This font is easy to identify and makes for an accessible logo that can reach all audiences.

Houschka Pro (Medium)

ABCDEFGHIJK

abcdefghijkl

Usage In Documents

What to Avoid:

1. Avoid placing the logo in the margins - there needs to be enough area to maintain the proper clear space.
2. Do not place the colored logo on the same color background, this will make the logo unidentifiable.
3. Only place the logo in the header or the footer of the document. There is to be no placement of the logo in the middle of a page.
4. The logo must maintain its official rotation and font. No changes are to be made for any documents.

Examples of proper usage in documents:

