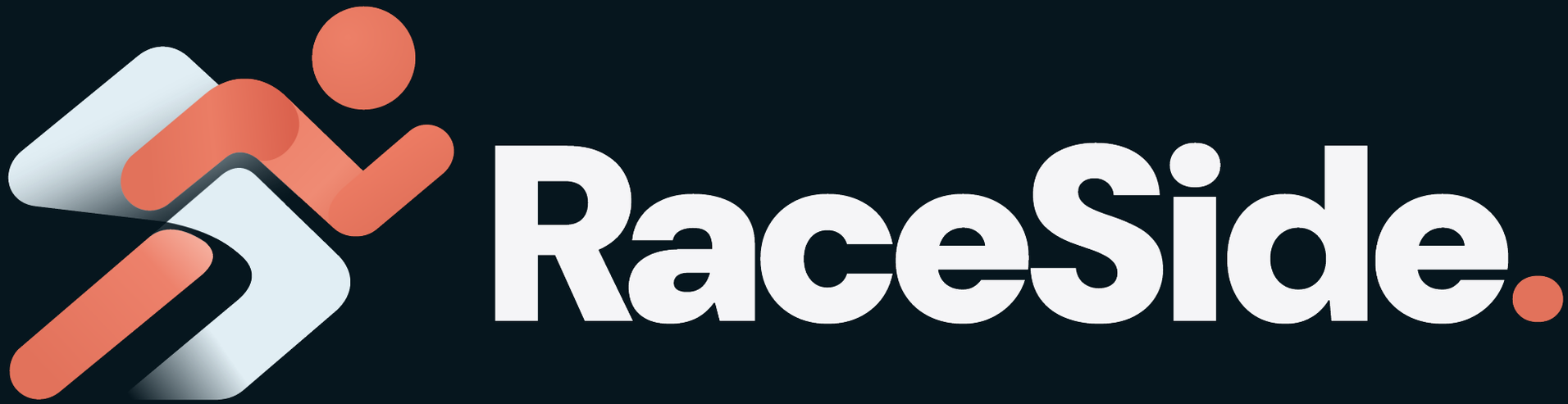
The RaceSide asset pack



One approved identity. Ready for everyday use.

Logos, website and app icons, social media, print, presentation and document templates. Start with START-HERE.html to browse the files.

The approved logo





Use the light variant on pale surfaces and the dark variant on dark surfaces.

Choose the right lockup



Horizontal Primary signature



Wordmark When the name is the focus



Stacked Compact, centred layouts



Symbol Avatars, app icons and favicons

Flat colour and single colour



Flat light



Flat dark



One colour black



One colour white

Approved direction C uses clear gaps to separate the runner and ribbon. The unwanted connector is removed, and there are no internal arm seams. Use this version for small icons, limited-colour applications and single-colour production.

The gaps are transparent vector geometry. Keep them open; do not fill them with white. Choose the reversed white version for dark surfaces. The approved shaded versions remain the primary full-colour logos.

Space and scale



Clear space

Recommended minimum: half the head diameter around the visible artwork. Measure from the outermost visible edge. Keep other text, borders and imagery outside this area.

Minimum sizes

Horizontal: 240 px digital / 45 mm print. Wordmark: 120 px / 25 mm. Symbol: 32 px / 10 mm. Use the flat symbol for small icons; the supplied 16 px favicon is a dedicated exception.

These are practical usage recommendations. Proof unusual sizes and production methods.

The colour palette

Coral
#e2725b / RGB 226, 114, 91

Cloud
#f5f5f7 / RGB 245, 245, 247

Ice
#e1eef4 / RGB 225, 238, 244

Cyan
#36aaca / RGB 54, 170, 202

Deep Navy
#0b232d / RGB 11, 35, 45

Night
#06161e / RGB 6, 22, 30

Coral leads. Night and Deep Navy anchor the identity. Cloud and Ice provide light surfaces; Cyan is a supporting accent. ASE, GPL, JSON and CSS files carry these exact RGB values.

DM Sans throughout

Aa Bb Cc 0123456789

Approved logo lettering

DM Sans Black: weight 1000, optical size 40. Master size 190 px, tracking -39 per 1000 em (-7.41 px at that size). The period stays in the text object: Coral in colour versions, matching ink in mono.

Website and content

Website headings: weight 750 with -1 px letter spacing, as supplied. Body text: regular 400 with comfortable line spacing. Office templates use Regular 400 and Bold 700 for compatibility.

Use the supplied SVG for the logo. Retyping it can change optical sizing, kerning and spacing. The approved editable masters retain live text; production SVG and PDF lettering is outlined.

Variable TTF, static Office fonts and the SIL Open Font License are included.

Accessible colour combinations

Cloud on Night	16.90:1	Passes AA for normal text
Ice on Deep Navy	13.72:1	Passes AA for normal text
Coral on Night	5.95:1	Passes AA for normal text
Cyan on Deep Navy	6.00:1	Passes AA for normal text

For normal text, use at least 4.5:1 contrast; large text needs 3:1. Light text on Coral or Cyan is not suitable for normal body text. Logo lettering is exempt, but interface text is not.

Source: W3C WCAG contrast guidance. Full palette ratios are included in the brand system folder.

Website and app essentials





A consistent small-screen signature

App artwork is centred on an opaque square. The maskable version stays inside the central safe circle; the platform applies its own shape.

Included

SVG and ICO favicons; 16, 32, 48, 96 px PNGs

180 px Apple touch icon

192 / 512 px web app icons

512 px maskable icon and web manifest

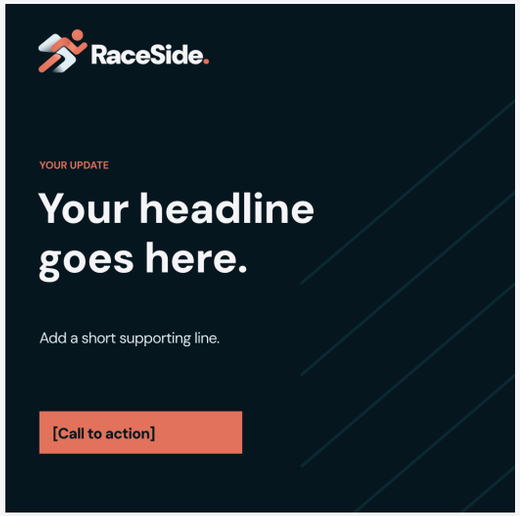
1024 px iOS icon and Xcode icon set

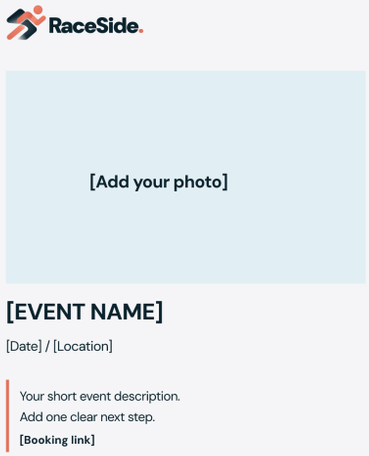
Android adaptive icon resources

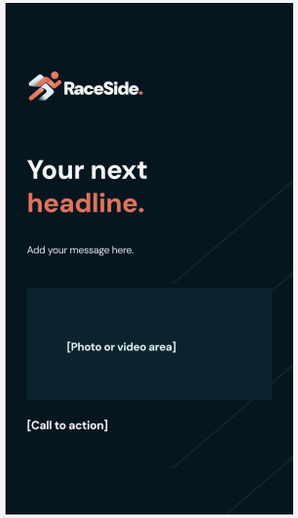
1200 × 630 social sharing image

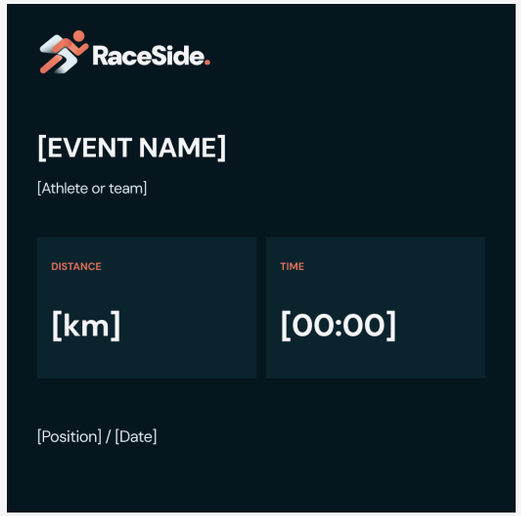
Copy Website_Starter assets together. Adjust root paths, manifest scope and start URL for the actual site before deployment.

Social templates you can reuse









Replace the placeholders. Keep the hierarchy.

Announcement, event, story, results, quote, video thumbnail and LinkedIn post templates are supplied as editable SVG and VectorCraft files with PNG previews. Covers and avatars are ready to use.

Preview platform crops before publishing. Keep story text away from interface overlays and keep YouTube banner content in the central band. Photography placeholders need your own images.

Print and Office templates

Print artwork

Business cards: 85 × 55 mm. Stickers: 80 × 80 mm. Letterheads: A4 and US Letter. Event poster: A4. These PDFs include 3 mm bleed and a TrimBox. Display banner: 850 × 2000 mm, with no assumed cassette allowance.

Production notes

PDFs contain vector artwork in RGB. Ask your printer to apply the correct output profile and confirm finishing requirements. Flat and mono EPS/SVG files suit vinyl, screen printing and digitising. Embroidery stitch files require a supplier.

Editable everyday documents

A4 and US Letter Word letterheads, plus a six-layout PowerPoint deck. Text and layout objects are editable; the approved logo is placed as an image to protect its appearance.

Install the included DM Sans fonts before editing. Use the variable font for design work; the static Regular and Bold companions support Office. Avoid installing both sets if your font manager reports duplicate families.

Email signature HTML is included. Replace contact placeholders and host its logo at a public HTTPS address before installing it in your email client.

Using and handing off the files

01 Approved Masters	Exact approved native files and live-text SVGs. Keep these as the source.
02 Logos	24 lockup / colour combinations. SVG and PDF for scale; PNG for transparency; JPG for solid backgrounds; EPS for flat / mono production.
03–04 Digital assets	Platform-sized exports, website starter, app icon resources, covers and avatars.
05 Templates	Replace bracketed text and image areas before sharing. Print PNGs are previews; use the sized PDF for print.
06–08 Brand system	Fonts, palette, tokens, guidelines, patterns and motion-line backgrounds.

Keep proportions, colour roles, the coral period and the ribbon shading intact. Never redraw the arm-to-leg join, stretch the logo or add outlines. For tiny or single-colour uses, choose the supplied flat or mono version.

Sources and release notes

Adobe: brand kit essentials

Core kit structure: logos, colour, typography, templates and guidelines.

MDN: app icons and maskable safe area

Web app icon formats and the central maskable safe circle.

Google Search: favicon guidance

Square favicons and scalable source artwork.

W3C: contrast minimum

Text contrast thresholds and logotype exemption.

LinkedIn: profile cover specifications

1584 × 396 px profile cover recommendation.

X: profile and header image guidance

400 × 400 px avatar and 1500 × 500 px header recommendation.

YouTube: channel banner guidance

2560 × 1440 px banner recommendation.

Research checked 28 October 2026. The shaded logo and simplified direction C are user-approved; this pack extends them into practical assets. New layout rules are recommendations. File hashes and sizes are recorded in ASSET-MANIFEST.json. No contact details, business claims or photography rights have been invented.