



MR2 Roadster Owners Club
Brand Identity and Logo Usage Guidelines

Version 0.1 Updated 10/06/2016

1. Colours

PRIMARY



Chilli Red

CMYK 13, 100, 100, 4
RGB 202, 21, 24
HEX #C91517



Lagoon Blue

CMYK 95, 73, 0, 0
RGB 32, 77, 156
HEX #204C9C



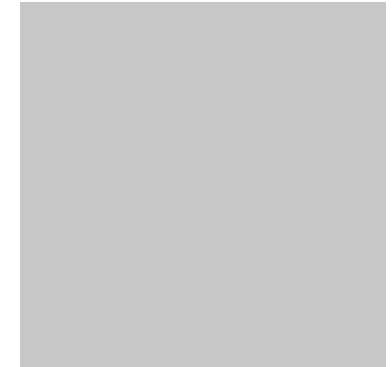
Carbon Black

CMYK 55, 45, 45, 90
RGB 29, 30, 28
HEX #1D1D1C



Sable Grey

CMYK 40, 33, 29, 0
RGB 169, 166, 170
HEX #A8A5AA



Silver Grey

CMYK 21, 16, 16, 7
RGB 199, 198, 199
HEX #C6C6C6

SECONDARY



Dark Chilli

CMYK 27, 100, 100, 31
RGB 143, 25, 19
HEX #8E1813



Bright Lagoon

CMYK 93, 59, 0, 0
RGB 0, 97, 172
HEX #0060AB



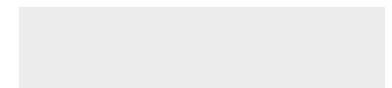
Deep Lagoon

CMYK 100, 86, 0, 41
RGB 25, 38, 99
HEX #192563



Dark Sable

CMYK 66, 57, 53, 56
RGB 65, 64, 65
HEX #403F40



Light Silver

CMYK 9, 7, 7, 0
RGB 236, 235, 236
HEX #EBEAEB

Lagoon Gradient 0%, Deep Lagoon - 25%, Lagoon Blue - 50%, Bright Lagoon - 75%, Lagoon Blue - 100% Deep Lagoon



2. Logo



Please respect our logo and its variants

- Do not add effects, such as shadows, bevels, etc.
- Do not reflect, reverse or rotate.
- Do not resize parts independantly.
- Do not change the width to height ratio
- Do not use alternative colouring

Usage

- The MR2 Roadster Owners Club logo (and any of its variants) is copyrighted to the MR2 Roadtser Owners Club (or MR2ROC), represented by the acting Committee and club member jinxedkitten, as licensed by the original designer, club member jinxedkitten.
- The logo may not be used in commercial projects without prior concept and artwork written approval by the Committee, and must adhere to these brand identity guidelines (unless otherwise explicitly approved by the Committee).
- The logo may be used in personal / non-commercial projects as long as it adheres to these brand identity guidelines (unless otherwise explicitly approved by the committee) and has written approval by a member of the moderation team.
- The moderation team and Committee reserve the right to amend these usage guidelines and the logo (with approval from the Committee) at any time.
- The moderation team and Committee reserve the right to withdraw artwork approval or request immediate removal of artwork involving this logo at any time.
- Please contact a Committee member or club member jinxedkitten for a copy of the logo.
- If you are unsure on whether you can use the logo in your project, please ask a member of the Committee or moderation team.

2. Logo

Clearance

The logo must have a minimum clear space above and below it that is no smaller than the width of the “G” in the logo. There must be a minimum clear space of 1 and a half times the width of the “G” in the logo to the left and right.



Minimum size

The full logo must not be smaller than 64mm wide by 22.3mm tall in Physical media (eg print, vinyl, embroidery) or 242px wide and 85px tall in digital media.



If the logo is smaller than the minimum full logo size, the no-strap-line logo should be used, at no smaller than 50mm wide by 15.4mm tall in physical media or 190px wide and 60px tall in digital media.



If the logo is smaller than the minimum no-strapline logo size, the minimal logo should be used, at no smaller than 43mm wide by 5.2mm tall in physical media or 163px wide and 20px tall in digital media.



If the space is narrower than 43mm or 163px, the square logo should be used, ideally at no smaller than 22mm wide by 11.1mm tall or 62px wide and 32px tall.



Placement

Ideally, the logo should be centre-aligned on all media, but is perfectly acceptable to appear to the left or right, or at the top or bottom of the artwork area.

2. Logo

Alternative variants

There is not always room for the full logo on all media, so the following variants may be used where the full logo is unsuited.



No Strapline

For use where full descriptor not required or represented separately, or in small areas

Minimum size: 50mm x 15.4mm or 190px x 60px



No Silhouette

For vertically narrow areas, or where the silhouette is represented separately

Minimum size: 64mm x 13.75mm or 242px x 48px



Basic

For use in very small areas.

Minimum size: 43mm x 5.2mm or 163px x 20px



Square

For use in small square-proportioned areas, such as social media profile pictures.

Ideal Minimum size: 22mm x 11.1mm or 62px x 32px

2. Logo

Backgrounds

The logo must have sufficient contrast against its background.



For dark/black backgrounds, the “Inverse” logo variants must be used.



For brightly coloured backgrounds, the logo must be all white



Photographic backgrounds must be used with care and not be too busy. Only when using a photographic background, the “High Contrast” alternatives may be used, where the roadster silhouette and strapline may be displayed in Dark Sable on the regular logo and Light Silver on the inverse logo for better contrast. Alternatively, the logo may be displayed in its “Mono” format, but coloured is preferred.



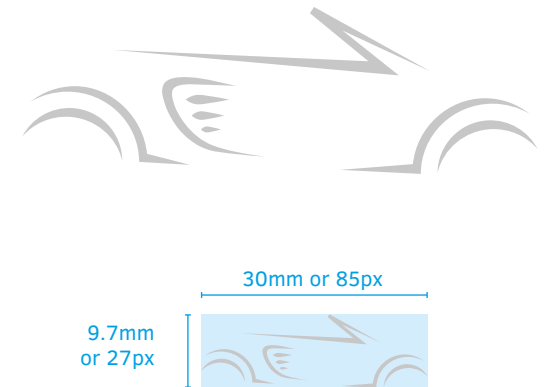
2. Logo

Roadster Silhouette

You are welcome to use the roadster silhouette graphic device on its own as a decorative piece. You may display it in any one of the primary or secondary colours or white.

Using the roadster silhouette graphic device like this is not a substitute for using the logo and should ideally be accompanied by a variant of the logo as well, however in particular instances (ask the Committee if unsure), such as vinyl stickers, it can stand alone.

- Do not add other effects, such as shadows, bevels, etc to the roadster silhouette.
- Do not reflect, reverse or rotate the roadster silhouette.
- Do not resize portions of the roadster silhouette.
- Do not change the roadster silhouette's width to height ratio
- Minimum size: 30mm x 9.7mm or 85px x 27px



Lagoon Gradient

The lagoon gradient may be used sparingly to accent your artwork. For print and digital pieces, it is suggested to be placed at the start and end of the artwork, like the cover of this document, accompanied by a Light Silver bar, and span the full width of the artwork (unless artwork margins are required).

- Do not add other effects, such as shadows, bevels, etc on the lagoon gradient.
- Do not change the position of the colour stops or the colour values of the colour stops themselves within the gradient
- Minimum height: 3.53mm or 10px

3. Fonts

Feature Font

GOOD TIMES

http://www.1001freefonts.com/good_times.font

By Typodermic Fonts (Free License)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Copy

Clear Sans

<https://www.fontsquirrel.com/fonts/clear-sans>

By Intel (Apache License v2.00)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital Body Copy

Verdana

No smaller than 11px

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890