AUSTRALIAN

ADRC

Drag Racing

CHAMPIONSHIP

LOGO GUIDELINES

The objective of the ADRC logo guidelines is to provide standards of usage for the ADRC logo.

This guide outlines the core primary logo usage and how it is required to be utilised.

It is the responsibility of the team, business or organisation using the ADRC logo to ensure the logo guidelines are followed.

Our preferred 'Hero' logo has been designed so that it can be easily utilised on, posters, car signage, websites or merchandise without interference from any background images.

The following 'DON'TS' have been put together as examples to demonstrate how the ADRC logo should not be used.

DON'T
Distort the logo (i.e.,never condense or extend the logo, or make it bolder or thinner). The Logo MUST remain proportionate to the original artwork at all times.

DON'T
Modify any of the internal letterforms, logo elements or colours.

DON'T
Rotate or skew the logo.

When the ADRC logo is being reproduced it is requested that the following colours be matched as closely as possible.

PMS 151C

CMYK
C0 M45 Y100 K0

WEB #
f99d1c

PMS 1525C

CMYK
C0 M60 Y93 K15

WEB #
d47126

PROCESS BLACK

CMYK
C0 M0 Y0 K0

WEB #
231f20

THANK YOU

If you require any further information or files for the ADRC, please contact the Australian National Drag Racing Association;

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