

Introduction.

Overview

Since the beginning, EFRA has worked to establish a strong brand identity. Our governance over RC Motorsport, championship events and standards of homologation rely on people's acceptance and understanding of EFRA and its core values. EFRA's brand identity and how it is portrayed must therefore convey and reinforce these messages.

From 2021 EFRA is undergoing a transition from its traditional appearance to a more modern identity and one that is more in line with its current vision for RC Motorsport in Europe. During this transition it is vital that the new brand image be rolled out in a consistent way to avoid any mixed messages, watering down our heritage or any confusion over EFRA's roles.

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations and all other marketing materials both on and offline.

Guidelines on the use of the logo are included.

Brand Vision / Mission.



Vision

To bring together people from all walks of life across Europe in order that they may take part in RC Motorsport in a positive, fair, accessible and safe environment. To ensure that these events are held to a high standard in a quality setting culminating in thrilling experiences for participants of all abilities. We must uphold these values whilst continuing to govern the most prestigious and competitive RC championships in Europe.

Mission

By making the above vision a reality we will also strive to promote our activities and those of our partners to the wider world. Ensuring competitive RC Motorsport a truly positive and fulfilling experience for our participants will then cause this good feeling to spread across the wider community and allow our sport to grow.

The new EFRA brand including tagline "RC Motorsport Europe" reflects our activities and values and is a clear statement of intent, setting the tone for a new era in RC.

Logos

The EFRA logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Outgoing EFRA logo

Acceptable for retrospective use on pre-existing items until 1st March 2022.



New EFRA logo 2021

To be used in all new printed items and media from date of (New launch date).

Logo Design.

1970



1980



1990



2021



EFRA Identity

Our brand identity is the face and personality presented to the global community.

It is as important as any product or service.

A brand identity is the total effect of the official logos, products, brand names, trademarks, advertising, brochures, and presentations, everything that represents the brand.

Because the brand cannot be compromised, we have created this guide to provide all the pertinent specifications you need to maintain its integrity.

The guidelines set in this document are not meant to inhibit, but to improve the creative process.

By following these guidelines, the materials and items you create will represent our brand cohesively to the outside world.

Current Logos.

There are a few versions of the EFRA logo - Primarily in preferred colours and dark / light background alternatives

1. EFRA Logo - Preferred usage

Blue with white background



2. EFRA Logo - Secondary usage

Blue white tagline for dark backgrounds



3. EFRA Logo - Alternative usage

Black for monochrome on white backgrounds



4. EFRA Logo - Alternative usage

White for monochrome on dark backgrounds



Incorrect Logo Usage.



Do not alter the EFRA logo in any way.

Do not animate, color, rotate, skew, or apply effects to the logo.

Do not separate the elements.

Never attempt to create the logo yourself, change the font, or alter the size or proportions.

DO NOT

1. make the logo 3D or embossed

2. apply any effects.

3. rotate the logo.

4. skew the logo.

5. make a pattern or texture out of the logo.

6. alter the transparency of the logo.

7. recolour the logo unless permitted with seasonal colours.

8. crop the logo.

9. distort the logo in any way.

10. alter the positioning of the logo elements in any way.

11. combine the logo with any other elements—

e.g. logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

Logo Boundaries.

Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo breathe, free from distraction.

The minimum clear space surrounding the logo is defined by the X-height of the "E." The area surrounding the logo must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "x" as shown. This measurement is equal to the height of the "x" in the EFRA logotype.



Logo Reproduction.

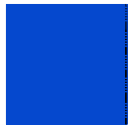
Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained. In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Brand Colours.

Please ensure you use the correct brand colours at all times.



EFRA BLUE

CMYK 88 / 75 / 0 / 0
RGB 6 / 73 / 206
HEX: #0548CE
PANTONE: 2728C



WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX: #FFFFFF
PANTONE: WHITE C



BLACK

CMYK 63 / 62 / 59 / 94
RGB 45 / 41 / 38
HEX: #2D2926
PANTONE: BLACK C



Brand Fonts.

Please ensure you use the correct brand fonts at all times.

HEADINGS

Microgamma / Faux Bold / Italic

Body Text

Titillium Web / Regular / Non Italic

