

K1 Cup Brand Manual



Branding Advice Directive for K1 venue use only: 2007 Season

Introduction

K1, its name, logo and reputation has now become a true sporting 'brand'. A brand is more than a name and a logo. A brand is a promise tied to an identity. Venues, competitors, sponsors and media alike must be able to link the promise and properties of what K1 means every time they see our identity.

These guidelines will help to provide a more clearly articulated brand for K1 and its associated entities. In a competitive market, we believe K1 is a key strategic tool and one of our most important assets. This manual provides the building blocks for supporting the K1 brand. It is designed to help present K1 correctly and consistently across any and every media application.

K1 Brand Identity

The K1 Cup logo is a strong, bold design that is easily remembered and recognised.

The 'flying chevron' contained in the logo is the nod to K1's motorsport origin.

It is preferable to use the K1 logo complete with its url tag www.k1cup.com to drive additional traffic to the web site and the tagline 'build teams, build brands, build partnerships' This version is appropriate for most communications and marketing materials. Use the tagless version only in instances where space is at a premium or the size of logo used would create problems with legibility

It is not acceptable to recreate or alter the logo. Always use approved artwork – available at www.k1cup.com

K1 Corporate Structure

K1 Cup has appointed respected powersports producers PMA MEDIA as the official and exclusive production team for all K1 events. We believe that it is beneficial that the PMA MEDIA logo should be included in outgoing missives to affirm the connection. As with K1, strict adherences to colour size and proportion are paramount. As above use of the tagline 'Creativity in vision' should be applied where space and context allow.

K1 Corporate Colours (Primary)

Primary colours refers to the use of colours that form K1 and PMA MEDIA logos.

Printing on light background

For consistent reproduction of the K1 logo: Two distinct colours have been chosen. Black and dark red

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The Pantone (PMS) colours are PMS (Black) and PMS (Red) If the tagline or url are to be used the should be printed in PMS (Grey)

(Diagram)

The PMA MEDIA logo uses the same PMS references as above

(Diagram)

Printing on dark background

When printing on medium to dark backgrounds, the 'halo' versions of the logo should be used. These use a fine white outline to lift the logo from the page.

The dark red colour should remain consistent for both logos but if printing against extremely dark shades such as black, the following versions should be used, with the black replaced by PMS (white)

(K1 diagram)

(PMA diagram)

Printing in single colour

When cost or medium dictates a single colour print only PMS (black) on light backgrounds or PMS (white) on dark backgrounds should be used

It is not recommended to place the K1 logo on coloured, patterned or textured backgrounds (excluding promotional items and PowerPoint presentations).

Minimum size and clear area.

For the purposes of sharp reproduction, there is a minimum logo size. The logo should appear no smaller than 270mm in any format. The tagline or url may be re-sized to make more legible. The logo should always be reproduced from electronic file formats and never redrawn from any 'Illustrator' or similar programmes.

Acceptable K1 minimum clear area is illustrated below. When possible keep a larger clear area to give the logo prominence. To ensure consistency, this space must always be maintained between the logo and other design elements or adjacent text.

The margin of space around the logo should equate to 25% of it's width measurement. For example, If the logo is being reproduced at 60mm wide, there must be a margin of at least 15mm around the logo.

(diagram)

Any changes to the size of the logo will therefore result in a proportional increase to the size of the surrounding space.



Typography

Typography plays an important role in communicating the overall tone and quality of the K1 Cup. Careful choice of which font is used for press releases, signage and supporting materials ensures harmony and clarity between venues and organisers and gives media instant recognition of any K1 messaging.

... are the official typefaces of the K1 cup and should be used for all printed materials. These typefaces have a high degree of legibility, are strong in character and simple in appearance.

Printed Correspondence Formats

All correspondence carrying the K1 name should have a professional tone and consistency in formatting. To this effect we have created some example templated letters and releases.

All printed correspondence

The templates should not be altered in any way. Include any pertinent personal information, extension or e mail addresses in the sign off section of your letter.

Photography

A selection of approved images are available on the K1 website. These have been overlaid with the approved logos and accreditation and are the only photos that can be sent out without prior approval.

If you have a specific circuit or driver image that you would like to use with your releases, these must be sent to K1 at info@k1cup.com for approval and K1 over-branding prior to release by the copyright holder.

Support

If you are unsure of any aspect of K1 presentation, please call the branding team on 01727 845845 or email your query to info@k1cup.com. If in doubt as to whether your press or promotional material conforms to the championship guidelines, please check prior to general release.

Working Together

Your patience and co-operation in carefully building and maintaining the K1 brand is greatly appreciated. We hope to continue a long and continuous relationship with our host venues that benefits us all. The stronger the offer of the K1 brand, the more it means to be one of only six venues licensed to carry its name. It's consistency and integrity is our future.