

SAVE OUR RACECARS!

SUPPORT THE RPM ACT



Brand Style Guide



SEMA RPM Act – Brand Style Guide Page 2

Primary Image



The graphic consists of a generic car and the SAVE OUR RACECARS message. It can be used in several applications, such as email, web, social media and print.

Banner ads and social media should link to:

SaveOurRacecars com

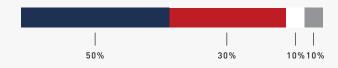


Color Palette



Primary color palette is red, whie and blue. The SAVE OUR RACE CARS! type uses a gray and the SUPPORT THE RPM ACT is white.

${\tt COLOR}~{\tt USAGE}~{\tt RECOMMENDATION}~{\tt (APPROXIMATE}~{\tt RATIO});$





Typefaces

PURISTA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890!@#\$%&*!?*

PURISTA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%&*!?

The Purista font family is used to create the type. Purista Bold Italic is used for the SAVE OUR RACECARS! main headline and the call to action, SUPPORT THE RPM ACT uses the font Pursita Medium.



Available Files

BANNER ADS (PLEASE LINK THESE TO: SAVEOURRACECARS.COM)





728X90 ANIMATED GIF

EMAIL HEADER



600X150 JPEG

SCREEN DISPLAY/VIDEO END PLATE



1920X1080 JPEG

SOCIAL MEDIA POST



1200X1200 JPEG



SOCIAL MEDIA POST FRAME

ACT NOW!

YOUR PHOTO GOES HERE

SOCIAL MEDIA STORY FRAME

ACT NOW!

YOUR PHOTO GOES HERE



1080X1080 TRANSPARENT PNG



1080X1080 TRANSPARENT PNG



1080X1080 TRANSPARENT PNG



1080X1080 TRANSPARENT PNG





Logo Treatment

SEMA LOGO







SEMA, PRI and SAN logos must be used as supplied. Please do not change the colors. Do not rotate. Leave at 90° angle. Keep adequate spacing.

