



***SAVE OUR
RACECARS!***

SUPPORT THE RPM ACT



SEMA RPM ACT

Brand Style Guide



RECOGNIZING THE PROTECTION OF MOTORSPORTS ACT OF 2021 (RPM ACT)

PROTECT YOUR RIGHT TO RACE! THE EPA IS BANNING RACECARS. TELL CONGRESS TO PASS THE RPM ACT AND STOP THE EPA FROM DESTROYING MOTORSPORTS. YOUR MEMBER OF CONGRESS NEEDS TO HEAR FROM YOU!

- Street vehicles—cars, trucks, and motorcycles—can't be converted into racecars according to the EPA.
- The EPA has announced that enforcement against high performance parts—including superchargers, tuners, and exhaust systems—is a top priority.
- Even if you are one of the hundreds of thousands of enthusiasts who contacted Congress in the past, we need your support again!
- Tell the bureaucrats in Washington that racecars are off limits!

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



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Color Palette



Dark Blue		White		Red		Gray	
RGB	32, 49, 83	RGB	255, 255, 255	RGB	190, 31, 36	RGB	190, 31, 36
CMYK	100, 90, 50, 25	CMYK	00, 00, 00, 00	CMYK	15, 100, 100, 10	CMYK	15, 100, 100, 10
HEX	#1f3052	HEX	#ffffff	HEX	#be1e24	HEX	#be1e24

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

COLOR USAGE RECOMMENDATION (APPROXIMATE 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 Purista Medium.



PURISTA BOLD ITALIC

PURISTA MEDIUM



Available Files

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



300X250 STATIC JPEG



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



1080X1080 TRANSPARENT PNG

SOCIAL MEDIA STORY FRAME

ACT NOW!

YOUR PHOTO GOES HERE



1080X1080 TRANSPARENT PNG

PRINT AD

ACT NOW!



**SAVE OUR
RACECARS!**
SUPPORT THE RPM ACT

SAVEOURRACECARS.COM



1080X1080 TRANSPARENT PNG



1080X1080 TRANSPARENT PNG



Logo Treatment

SEMA LOGO



PRI LOGO



SAN 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.



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