



**HUMAN  
POWERED  
RACING**

## **Brand guidelines 2013**

[www.humanpoweredracing.ca](http://www.humanpoweredracing.ca)

## Colour



tangerine

<b>C</b>	<b>0</b>
<b>M</b>	<b>78</b>
<b>Y</b>	<b>100</b>
<b>K</b>	<b>0</b>
<b>R</b>	<b>255</b>
<b>G</b>	<b>92</b>
<b>B</b>	<b>0</b>

## Typefaces

Use san-serif typefaces like:

1. Arial,
2. Myriad,
3. Myriad Pro.

Use bolded and condensed headers like:

4. Myriad Pro Bold  
Condensed,
5. Arial Condensed,
6. Oswald.

## Logos

The logos in the following pages are presented with names as a kind of visual legend to the folder of downloadable files. These files are available as mid resolution JPG and PNG files. And, importantly, these files are available as high resolution EPS files.

Usage of the files is intended for the partners, contractors and supporters of Human Powered Racing. In short, the files are intended for use by those that have permission to use them. The brand guidelines for logo use are for most part quite straightforward.

More or less, don't:

- » stretch or reshape the logos
- » recolour the logos
- » present the logo in contexts that are too squishy
- » present the logo in so small a version that it is rendered hard to recognize

In other words, do:

- » use the logo in large and small ways
- » use the orange and black versions
- » use the version that fits well
- » ensure there is lots of whitespace around the logo
- » use the coloured background versions in busy or visually complicated contexts where there is a background image

If in doubt ask Rob or Mike for suggestions about how to use the logo. They'll be happy to offer critical feedback and ideas.

## Our name is Human Powered Racing

We get that over the years some folks have sometimes said "HPR." We have used that abbreviation occasionally ourselves. But for the most part, we don't now. And we respectfully ask others to join us. We *like* being human powered. And we like being Human Powered Racing.

## Font notes

There are no specific font requirements for Human Powered Racing. The guideline is to use clean san-serif typefaces. The headers are bolded and condensed (if possible). Oswald is a good condensed web font for headings by Google: <http://www.google.com/fonts/specimen/Oswald>

## primary logo



## primary logo with coloured backgrounds



## square logo 1

**HUMAN  
POWERED  
RACING**



**HUMAN  
POWERED  
RACING**



## square logo 1 with coloured background

**HUMAN  
POWERED  
RACING**



**HUMAN  
POWERED  
RACING**



**HUMAN  
POWERED  
RACING**



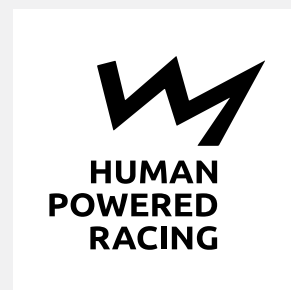
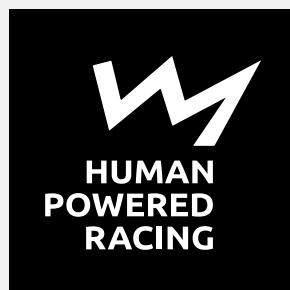
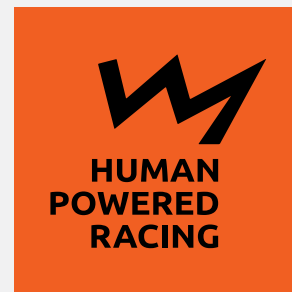
**HUMAN  
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## square logo 2



## square logo 2 with coloured backgrounds



## alternate logo 1



## alternate logo 2





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brand development by Pink Sheep Media

[www.pinksheepmedia.com](http://www.pinksheepmedia.com)