



Logo usage guidelines



OUR MISSION

Supporting meaningful experiences since 2012.

Race Roster offers a full suite of tools to help event industry professionals create unforgettable experiences for their participants.





BRAND FOCUS

Simple, secure, and moving in the right direction.

The Race Roster brand focuses on **simplicity, dependability, and motion.**

Our brand look is clean and **simple**, much like our platform's user experience. We are dedicated to making our platform accessible and usable for everyone.

Race Roster blue represents **dependability**, which not only reflects our secure technology, but also our dedicated and reliable Customer Success team.

The concept of "**motion**" in our brand represents our sole dedication to the endurance event industry. We build our tools specifically for endurance events, ensuring the best experience for our customers.

STRAIGHT-FORWARD

Clear, concise, and intentional.

Any designs, instructions, or content put out by Race Roster should always be simple and easy to understand. The life of an event industry professional is often busy, so the last thing we want to do is take up more time than is necessary. If we have a point, we'll make it as clear and concisely as we can.

Logo variations

There are three existing variations of the Race Roster logo.
The preferred logo usage is the **stacked version**.



STACKED



VERTICAL



HORIZONTAL

Color variations

Race Roster's primary color is blue. The color blue is dependable and secure. We provide our customers with a stable platform and customer service they can rely on. The colored logo used on a light background is the preferred usage, but alternatives can be used if the preferred choice does not compliment the environment it's being used in.



Hex: #0099ff

RGB: 153, 255, 100



Hex: #51545C

RGB: 81, 84, 92



Logo padding

We ask that you try to leave plenty of space around the Race Roster logo. As a minimum, please allow padding around the logo equal to the height of the letter R.

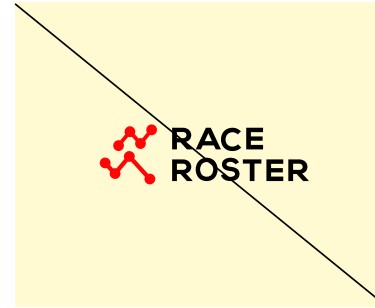


Incorrect logo usage

All usage of the Race Roster
logo must adhere to the
[Race Roster Terms of Service](#).



Please do not use all black
on a dark background



Please do not alter the
colors of provided assets



Please do not alter the size
of the glyph or wordmark



Please do not outline
the glyph



Please do not alter the
font of the wordmark



Please do not alter the spacing
of the glyph or wordmark



Questions?

We're here to answer.

If you have any questions regarding these guidelines or want us to review how you are using our logo, please reach out to press@raceroster.com