



BRAND GUIDELINES

2024 - 25



BRAND OVERVIEW

In June 2024, the marketing team rebranded the **UK Race to Space** project with the following updates

- Renamed the project to **Race 2 Space**
- Refreshed the logo
- Simplified the brand colour palette, prioritizing a two-colour scheme

UK RACE TO SPACE



RACE 2 SPACE



LOGO VARIATIONS

These logo variants should be used exclusively for their designated applications.



WHITE & RED LOGO ON A BLACK BACKGROUND

This is the preferred version for most materials, such as PowerPoint slides or video contents



BLACK & RED LOGO ON A WHITE BACKGROUND

This is the preferred version for most documentations. Especially printed and heavy text documents



FULL COLOUR LOGO

This version is for special occasions only. Such as brochures and video contents.

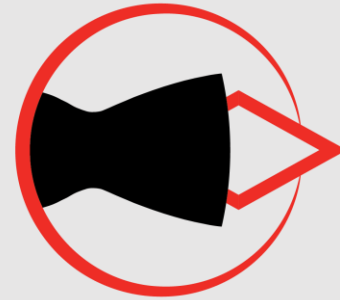
SECONDARY LOGO

Secondary Logos are alternative logos that provides variety and versatility, allowing the our logo to adapt to different contexts.

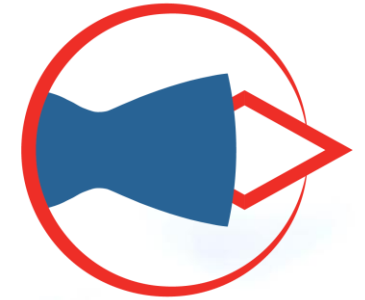
However, our secondary logo should only be used when no other alternatives are available, such as for social media profiles.



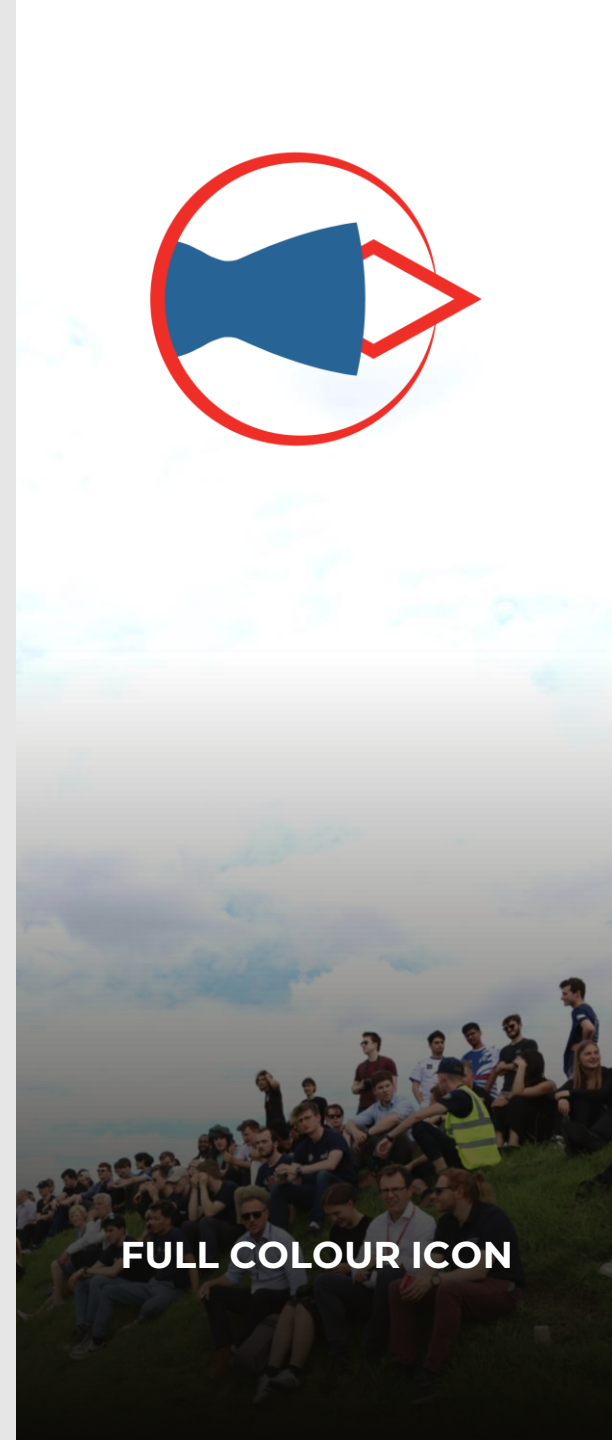
**WHITE & RED ICON
ON A BLACK
BACKGROUND**



**BLACK & RED ICON
ON A WHITE
BACKGROUND**



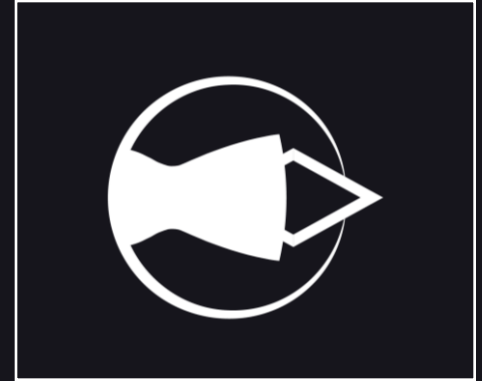
FULL COLOUR ICON



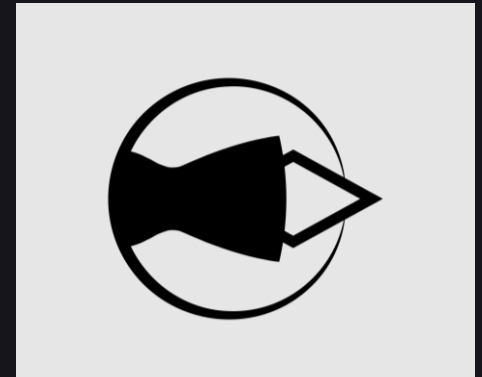
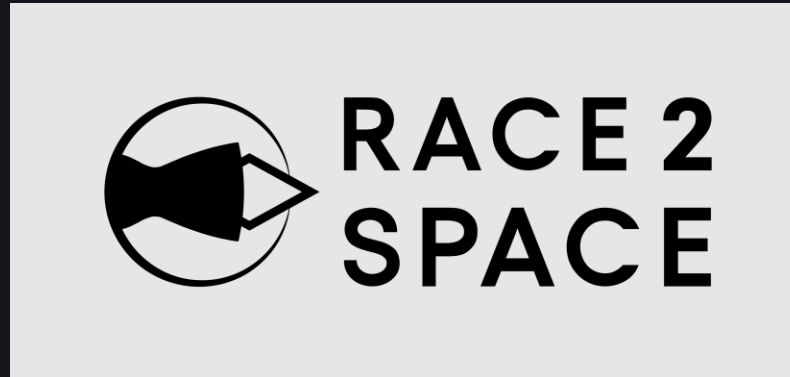
MONOCHROME LOGO

Monochrome logo offers simplicity, however, this type of logo should only be used when necessary. Such as greyscale printed documents or artwork.

White Logo on a Black Background



Black Logo on a White Background



WHAT NOT TO DO

The Race 2 Space logo should not be altered to ensure consistency in branding.

1. Other Colours



2. Cropped



3. Stretched



4. Added border or box



5. Drop Shadow



6. Rotated



COLOUR PALETTE

Our colour palette defines the core visual identity of our brand, and should be used consistently across all brand materials.

*Ambience White may be substituted with White, depending on the content.



White

HEX #FFFFFF
RGB 255 255 255
CMYK 0% 0% 0% 0%

Primary Colours

Midnight Sky

HEX #16151C
RGB 22 21 28
CMYK 22 % 25 % 0 % 89 %

Ambience White

HEX #E7E6E6
RGB 231 230 230
CMYK 0 % 0.4% 0.4% 9.4%

Classic Red

HEX #E42B24
RGB 228 43 36
CMYK 0% 81 % 84 % 10.5%

Outer Reef

HEX #286395
RGB 40 99 199
CMYK 80 % 50% 0% 22%

TYPEFACE

Montserrat.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_-=+{}[]:;'"?/>,<

HEADING 1
SEMIBOLD
24 - 32 PT
ALL CAPS

**NATIONAL PROPULSION
COMPETITION**

HEADING 2
SEMIBOLD
24 - 32 PT

Produce A Pipeline Of Talent

HEADING 3
MEDIUM
16 - 22 PT

**A UK-wide Space Training
Infrastructure**

BODY
REGULAR
8 - 14 PT

Providing Mentoring, Links And Knowledge-Transfer
Between Industry And Academia. The critical testing
opportunity to enable the development and eventual launch
of high-powered liquid and hybrid rockets

CONTACT INFORMATION

Official website <https://race2space.org.uk/>

Instagram https://www.instagram.com/race_2_space/

LinkedIn <https://www.linkedin.com/company/race-2-space/>

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