



RFK[®]
R A C I N G

BRAND GUIDELINES 2024

INTRODUCTION

These RFK Racing Brand Usage Guidelines describe the correct use of the RFK Racing brand identity system. Please read this document in full before using the brand identity system. If you have any questions not addressed in this document, please contact us by using the contact information listed below

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PROCESS & APPROVALS

We have created a simple process for the development of RFK Racing materials. This process ensures that your work supports, and is supported by, other RFK Racing initiatives.

We request that all materials using the RFK Racing identity system be submitted for approval to ensure that all work follows the set guidelines.

All materials must be provided in PDF document format.

You will receive a response that ensures your project:

- Supports the identity system
- Uses color appropriately
- Utilizes the correct typography
- Integrates the proper use of imagery

A final pdf version, including any requested revisions must be sent to Amanda Palmer at apalmer@rfkracing.com

For additional information or assistance, contact Amanda Palmer
apalmer@rfkracing.com
704-720-4600

HISTORY

INNOVATION. DETERMINATION. PASSION.

For over 50 years, Jack Roush has been committed to performance, having won 31 championships and more than 400 races in drag racing, sports car and stock car racing. RFK Racing boasts eight championships in NASCAR's top three divisions and has established itself as a dominant force in the sport.

The key to this success has been our world-class sponsorship base. More Fortune 500 companies rely on NASCAR to build their brands and market their products and services than any other sport. RFK supports its partners with on-track performance and is a leader in NASCAR marketing solutions.

In 2007, Roush Racing and Fenway Sports Group (owners of the Boston Red Sox) announced a joint venture and the formation of Roush Fenway Racing. This unprecedented relationship brought together two championship organizations that have distinguished track records of success in sports, into a single, powerful team with the resources, expertise and horsepower needed to sustain an elite position in NASCAR. Fenway Sports Group supports RFK Racing by using their experience, relationships, and large audience base to add value to Roush Fenway's sponsors, and maintain an unsurpassed position among NASCAR teams.

In 2021, Roush Fenway Racing announced that Brad Keselowski will come on board as a team owner effectively bringing us to new era of our brand, RFK Racing. Brad's ability behind the wheel has made him a champion and one of the top drivers in our sport. His skillset brings a rejuvenation and fresh perspective across our teams.

Through on and off the track dedication to excellence and commitment to performance for our teams, fans and sponsors, RFK Racing has and will continue to thrive in the NASCAR garage for many years to come.



RFK RACING BRAND ELEMENTS

LOGO ECOSYSTEM
PRIMARY LOGOS
CHROME LOGO USAGE
SECONDARY LOCKUPS
DESIGN ELEMENTS
CLEAR SPACE
LOGO DO'S & DONT'S

LOGO ECOSYSTEM

Because our identity is more than just a single logo, the elements that comprise the greater visual language of RFK Racing—the elements, typefaces, and logos—have also been used to create a visual identity system. This system provides flexibility for placement on products and communication materials and are specifically designed to represent our brand. Using these logos along with our brand elements consistently is necessary to build brand awareness and cohesion for RFK Racing.

When using our logos:

- Always use an appropriate version of the logo
- Always place logos in their appropriate context
- Use our logos with RFK Racing elements to create our own aesthetic

For additional information or assistance,
contact Amanda Palmer
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704-720-4600



Primary Logo



Primary Icon



Horizontal Primary



Roundel Names Lockup



Horizontal Names Lockup



Ligature

PRIMARY LOGOS

Our Primary Logos were specifically designed to represent the RFK racing brand. Using the logos consistently is necessary to build brand awareness for RFK Racing.

Usage of the Primary Logos is reserved for formal brand applications and expressions.

When using the Primary Logos:

- Always use an appropriate version of the logos
- Always place them on the appropriate background



Primary Logo



Primary Icon



Horizontal Primary



Primary Logo



Primary Icon



Horizontal Primary



Primary Logo



Primary Icon



Horizontal Primary



Primary Logo



Primary Icon



Horizontal Primary



Primary Logo



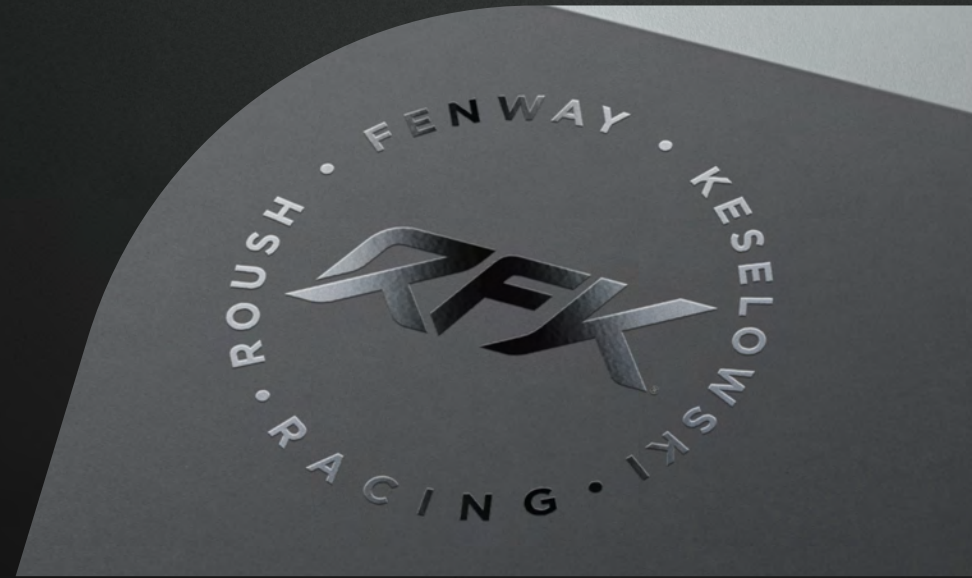
Primary Icon



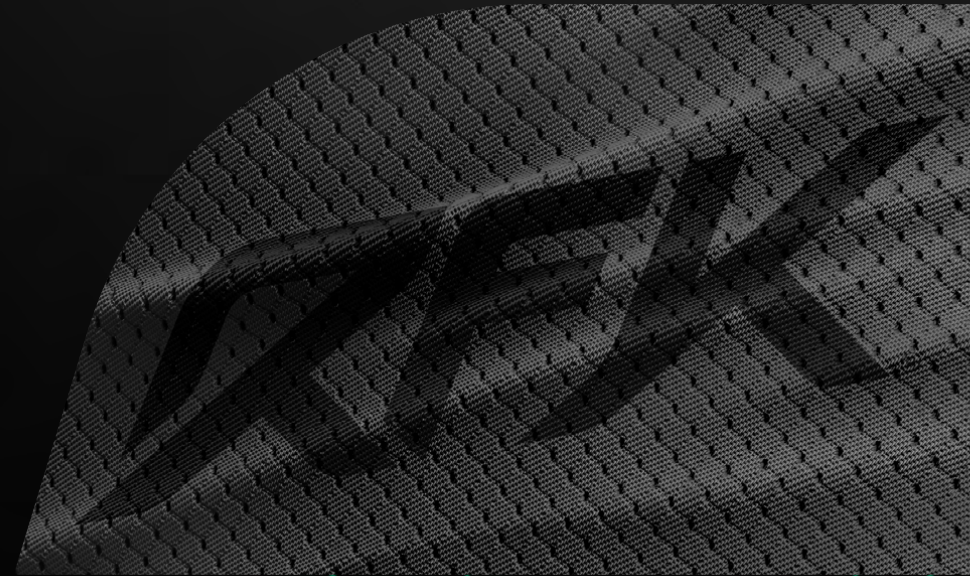
Horizontal Primary

TONE-ON-TONE APPLICATION

Tone-on-tone printing is a very subtle method of imaging. The term refers to printing a color on top of the same or very similar color (i.e. the same "tone"). It could be black on black or any color printed on top of the same color. The extra layer of ink makes the second image visible, but only very subtly. It could also mean black ink printed on a black piece of paper or fabric, for example (or any color printed on the same color of paper or fabric). It's more popular in the screen printing industry where the difference in color tones is generally more noticeable.



Spot-Varnish Application | Tone-On-Tone



Screen-Printing | Tone-On-Tone

CHROME LOGO USAGE

Alternate chrome versions of the Primary Logo and Primary Icon are available for use in situations where a more premium, celebratory look is desired.

When using the Chrome Logos:

- Always use an officially approved version of the logo
- Always use in appropriate situations
- Only use on dark backgrounds



Chrome Primary Logo



Chrome Primary Icon



Chrome Ligature

SECONDARY LOCKUPS

Our Secondary Lockups were designed to give prominence to our namesake, our 3 partners. Use the Secondary Lockups in placements where the names of our partners will add influence & weight.

When using our Secondary Lockups:

- Always use an appropriate version of the logo
- Always place logos in their appropriate context
- Use our logos with RFK Racing elements to create our own aesthetic



Roundel Names Lockup



Horizontal Names Lockup



Roundel Names Lockup



Horizontal Names Lockup



Roundel Names Lockup



Horizontal Names Lockup

OUR LIGATURE SYSTEM

Our ligature was developed as an alternative way to represent RFK Racing in a more abbreviated way. Use the ligature where our primary brand elements are present to ensure maximum recognition.

When using the RFK Ligature:

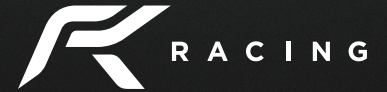
- Always use an appropriate version of the logo
- Always place logos in their appropriate context
- Always use in the same space as RFK Racing elements



Primary Ligature



Stacked Ligature



Horizontal Ligature

SUB-BRANDS

Sub-brand marks are used to promote internal initiatives within the RFK brand family. This instance is the Tek Alliance mark; this mark is to be used for Tek Alliance initiatives only within the RFK brand system and should never stand alone without RFK primary elements present.

When using the Tek Alliance mark:

- Always use an appropriate version of the logo
- Always place logos in their appropriate context alongside primary RFK elements and the ligature mark

TEK ALLIANCE

Tek Alliance Submark

TEK ALLIANCE

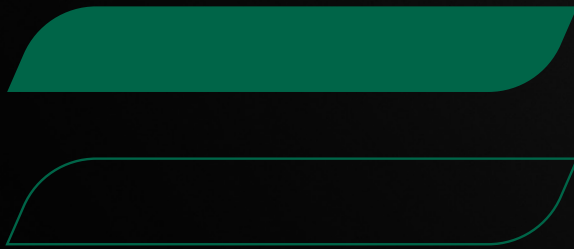
Tek Alliance Wordmark

DESIGN ELEMENTS

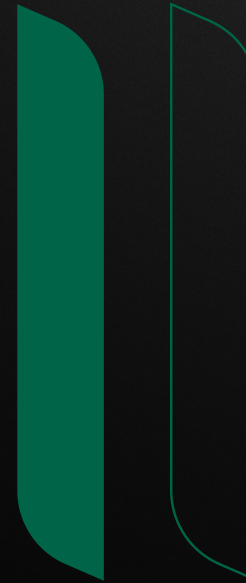
These elements are shapes native to our Primary Logo & have been designed to create content that best reflects the nature of RFK Racing. Elements included are listed below and can be combined to create cohesive designs for RFK Racing.

These elements are only to be used with the proper approvals from the RFK Racing Marketing Team.

Horizontal Line



Vertical Line



Skewed Line



CLEAR SPACE

The RFK Racing Logo must not be crowded or overwhelmed by other graphic elements or type. There is a minimum clear space surrounding the logo.

Keep the space surrounding the logo free of any text, graphics, borders, or other logos.

- Give the logo as much clear space around it as is practical in your layout.
- Maintain a minimum clear space of 1X around the logo or icon.
- The minimum clear space is equal on all sides of logo.



Do not use the 1x clear space as a containing shape for the logo.

Rare cases may require an exception to this guideline. To request an exception, contact Amanda Palmer apalmer@rfkracing.com or call 704-720-4600.



LOGO DO'S AND DON'T'S

The RFK Racing logo is a specially designed set of letters and graphic iconography used to represent the spirit and identity of the company and must never be altered.

Always make legibility a top priority.

Rare cases may require an exception to this guideline. To request an exception, contact Amanda Palmer
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 704-720-4600

The exhibits shown at the right are examples of incorrect uses of the logo within the RFK Racing identity system.

- 1 DO NOT CHANGE PROPORTIONS OR STRETCH
- 2 DO NOT CHANGE OR REORDER THE CONSTRUCTION OF THE LOGO.
- 3 DO NOT SUBSTITUTE FONTS
- 4 DO NOT PLACE OVER BUSY BKRD
- 5 DO NOT REPLACE THE LOGO ON BACKGROUNDS THAT LACK ADEQUATE CONTRAST.
- 6 DO NOT ALTER COLORS



1



2



3



4



5



6



COLOR PALETTE & TYPOGRAPHY

PRIMARY COLOR PALETTE

COLOR PROPORTIONS

TYPOGRAPHY

PRIMARY COLOR PALETTE

RFK Green, Black, & White are the colors of our brand.

Using these colors thoughtfully is essential in recreating a brand aesthetic that represents the elite mentality of RFK Racing.

Always make sure that our official colors are used in materials, and refer to the Color Proportions page for Color Usage guidelines.

RFK GREEN

PMS	342 C
HEX	006747
RGB	0 103 71
CMYK	100 0 53 47

RFK BLACK

PMS	BLACK 6 C
HEX	000000
RGB	0 0 0
CMYK	100 61 32 96

RFK WHITE

HEX	FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

COLOR PROPORTIONS

Color proportion is particularly important to the RFK brand. To promote our understated elite look, promotional materials, merchandise, social media posts, etc. should be mostly black, with pops of our green to provide interest, and use white for most typographic solutions.

50%

BLACK

30%

GREEN

20%

WHITE

TYPOGRAPHY

The RFK Racing identity system uses the Gotham font family as its primary typeface. Using typefaces consistently is necessary to build brand awareness for RFK Racing.

Use the bold weight of the typeface for key messages and headlines.

Use the book weight of the typeface for body copy and other secondary placements.

Gotham

A geometric sans-serif typeface, Gotham brings surprising clarity and approachability to our communications. Extremely legible in a variety of weights and sizes, its modern design is a great compliment to our logo and should be used for primary messaging, headlines, and body copy.

Light, Light Italic, Book, Book Italic, Medium, Medium Italic, Bold, Bold Italic

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890



**ROUSH
FENWAY
RACING
BECOMES
RFK RACING**



**I'VE BEEN DREAMING OF THIS
MOMENT FOR MOST MY LIFE.**





**BRINGING
IT ALL
TOGETHER**

BRINGING IT ALL TOGETHER

The following pages bring together imagery, color, typography, logo interaction, and graphic style in a way that reflects the speed and energy of our brand while conveying the attributes of our values.

BRAND IMAGERY

Imagery is an important part of the RFK Racing identity system. It creates instant recognition of our brand, messages & services, and our community of fans.

Choose images related to the racing customer base of the RFK Racing brand and market.

Choose iconic images for prominent applications.

- Iconic images stand for something bigger than what is shown in the photo.
- Iconic images can be dynamic photos that capture distinct attributes of our brand, our team, and our fans.
- Iconic images can be photos that capture the power and purpose of our brand.
- Iconic images are simple, powerful, and have minimal background noise.
- Iconic images are clear & detailed — not a busy snapshot.

Crop images in unexpected ways to create interest or tension.

- Crop out unnecessary subject matter to achieve maximum impact.
- Crop images to follow the “Rule of Thirds”.

RFK RACING MEANS

SPEED











LIGATURE-FORWARD EXAMPLES



R
TEK ALLIANCE

RFK RACING



TEK ALLIANCE

NAME

AFFILIATION

No. 065278

This pass is not transferable and is revocable for cause.

LIGATURE-FORWARD EXAMPLES



The logo features the letters 'RFK' in a bold, italicized, metallic font with a 3D effect. The letters are white with a silver gradient and a dark shadow on the bottom. A registered trademark symbol (®) is located to the right of the 'K'.

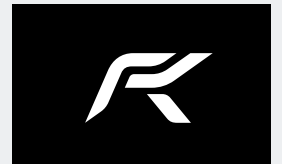
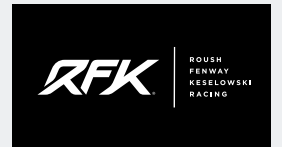
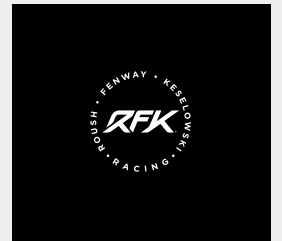
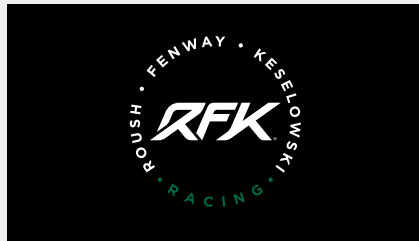
RFK®

R A C I N G

PRIMARIES



SECONDARY LOGOS



COLOR

PMS 342 C
 HEX 006747
 RGB 0 103 71
 CMYK 100 0 53 47

PMS BLACK 6 C
 HEX 101820
 RGB 0 0 0
 CMYK 100 61 32 96

TYPE

ROUSH FENWAY KESELOWSKI

GOTHAM BOLD