



BRAND IDENTITY - QUICK REFERENCE GUIDE

In 2027, RFK Racing will celebrate four decades of innovation, championships, legendary drivers, and unforgettable moments that helped shape NASCAR. The information in this document is meant to serve as a guideline for the correct usage of the 40 Seasons logo in physical, digital, and embroidery form.

At RFK Racing, we're known for chrome numbers. This branding was created with that in mind, so all logos should maintain a chrome effect. Guidelines will vary based on execution. All usage must be approved by RFK Racing.

Any digital asset where the logo appears larger than 144 pixels tall must always use the primary logo. Any digital asset where the logo appears smaller than 144 pixels tall must use the secondary logo. Minimum required clear space surrounding all versions of the RFK Racing 40 Seasons logo are equal to the height of the "SEASONS" text. Text and graphics should not be placed within the clear space. The clear space must be respected on all sides of the logo.

DIGITAL



PRIMARY LOGO



SECONDARY LOGO



PRIMARY LOGO WITH MINIMUM CLEAR SPACE

This version of the logo is **only approved for embroidery**. Thread should be metallic silver xxxxxxxx.

EMBROIDERY



The physical logo was created to be produced on chrome materials. All gray in the primary and secondary versions of the physical logo should appear chrome in reality. Any physical asset where the logo appears larger than 3" tall must always use the primary logo. Any physical asset where the logo appears smaller than 3" tall must use the secondary logo. Minimum required clear space surrounding all versions of the RFK Racing 40 Seasons logo are equal to the height of the "SEASONS" text. Text and graphics should not be placed within the clear space. The clear space must be respected on all sides of the logo.

PHYSICAL



PRIMARY LOGO



SECONDARY LOGO



PRIMARY LOGO WITH MINIMUM CLEAR SPACE

Never adjust only the vertical or horizontal dimensions of the logo. Keep it proportionate at all times.

DISTORTION





Click the following link to download our primary and secondary logos in AI, EPS, JPEG, PDF, and PNG formats. (link not active)

DOWNLOAD

Please submit any additional questions to:

CONTACT

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