



**BRAND
BOOK**

**Virtual
Racing
School**

VRS



IDEA



CMYK 0/97/97/0
RGB 255/29/29
HEX #ff1d1d



CMYK 80/70/60/75
RGB 14/22/31
HEX #0E161F

COLORS



COLOR VARIATIONS



DOs AND DON'Ts

Open Sans Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!/?#%&\$@*{[/|\]}

Open Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!/?#%&\$@*{[/|\]}

Open Sans Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!/?#%&\$@*{[/|\]}

Open Sans Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!/?#%&\$@*{[/|\]}

Open Sans ExtraBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!/?#%&\$@*{[/|\]}

VIRTUAL RACING SCHOOL

Font: Open Sans Bold
Kerning: Optical
Tracking: -10

FONTS



SPACING



128



64



48



32



16

ICONS



USAGE