

Brand Guide

8/23/23



logo variations



Logo Variations

PRIMARY USAGE
FULL COLOR ON WHITE BACKGROUND

STACKED LOCKUP



ORANGECAT

RACING

HORIZONTAL LOCKUP



ORANGECAT

RACING

WORDMARK

ORANGECAT

RACING

LOGOMARK



PRIMARY USAGE
FULL COLOR ON NAVY BACKGROUND



ORANGECAT

RACING



ORANGECAT

RACING

ORANGECAT

RACING



SECONDARY USAGE
SINGLE COLOR WHITE ON ORANGE BACKGROUND



ORANGECAT

RACING



ORANGECAT

RACING

ORANGECAT

RACING



SECONDARY USAGE
SINGLE COLOR



ORANGECAT

RACING



ORANGECAT

RACING

ORANGECAT

RACING



Brand Colors

ORANGECAT RACING BLUE

Pantone 662 C | CMYK 100.76.0.53 | RGB 0.39.96

ORANGECAT RACING ORANGE

Pantone 021 C | CMYK 0.65.100.0 | RGB 244.121.32

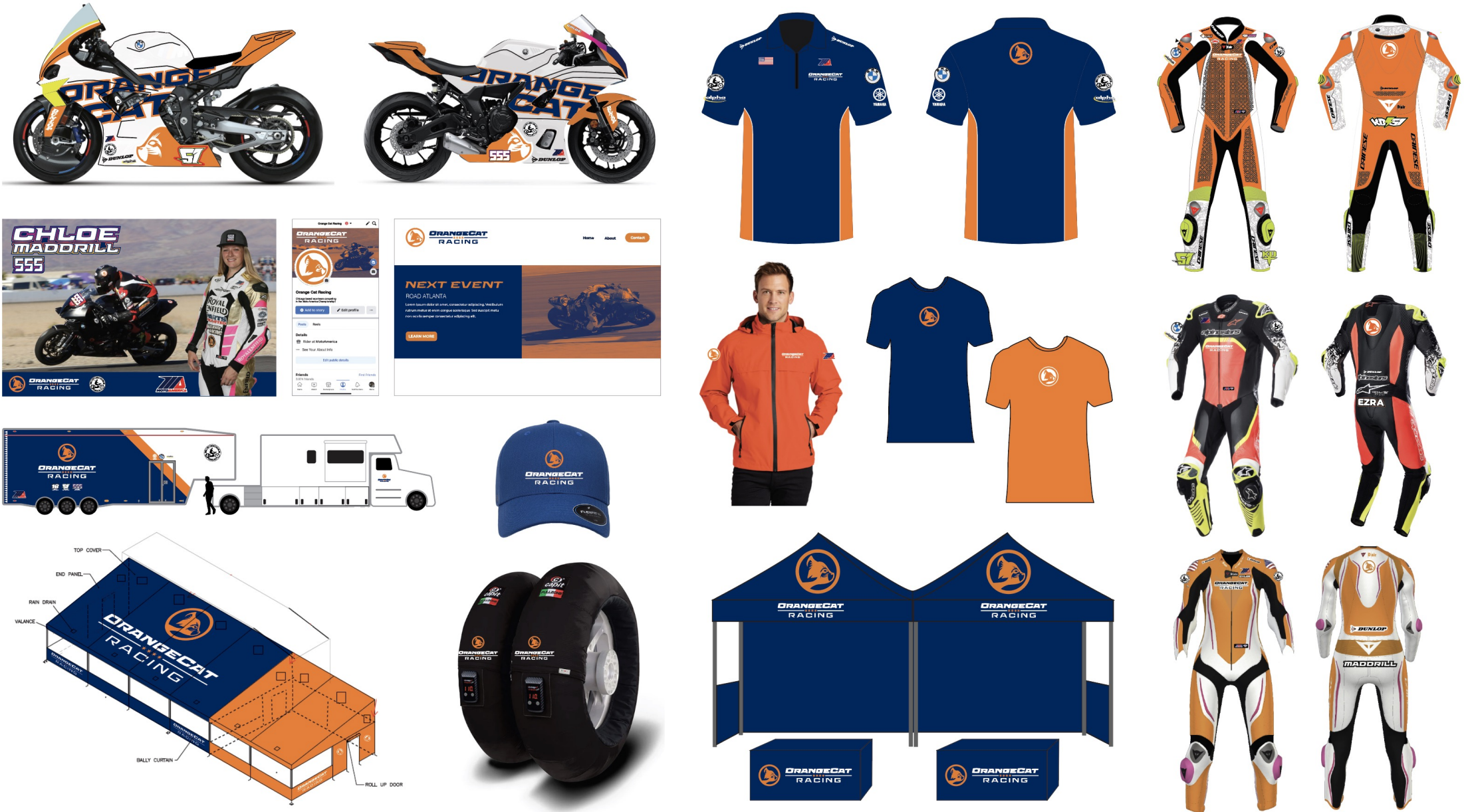
Platforms and Sponsors Logos



branded assets



Concept Moodboard



Livery

16
EZRA
BEAUBIER



57
KALEB
DE KEYREL



555
CHLOE
MADRILL

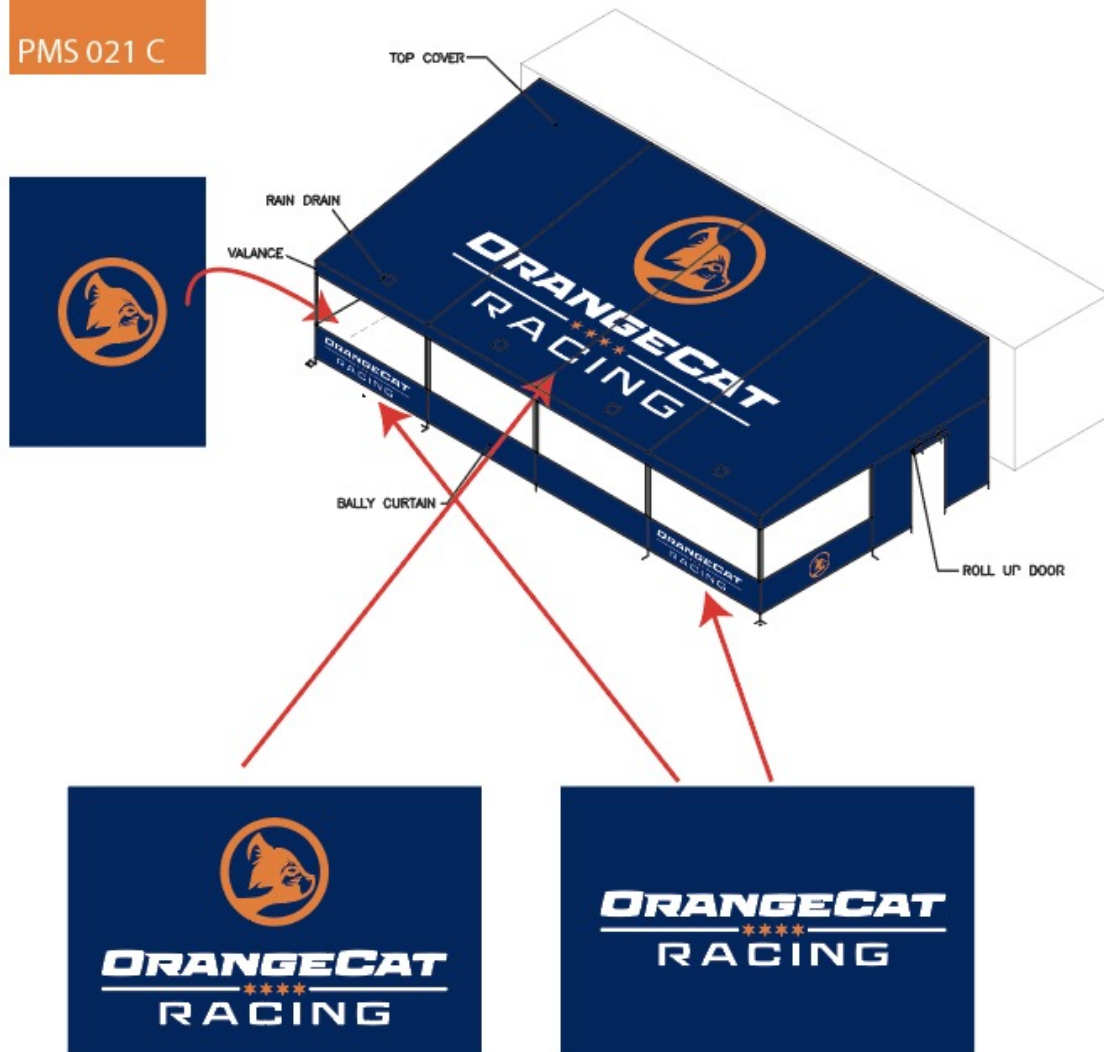


Paddock Canopy

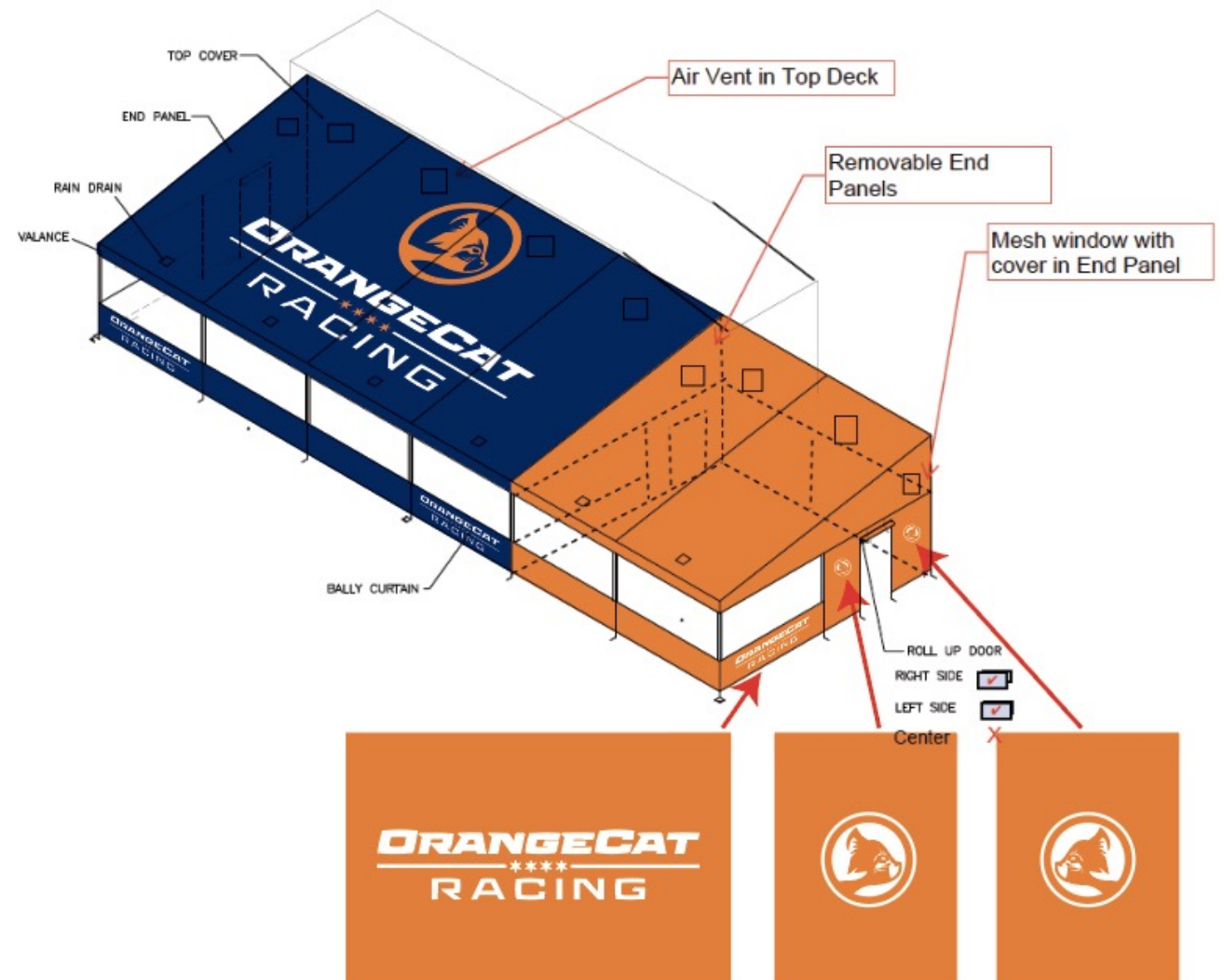
PMS 662 C

PMS 021 C

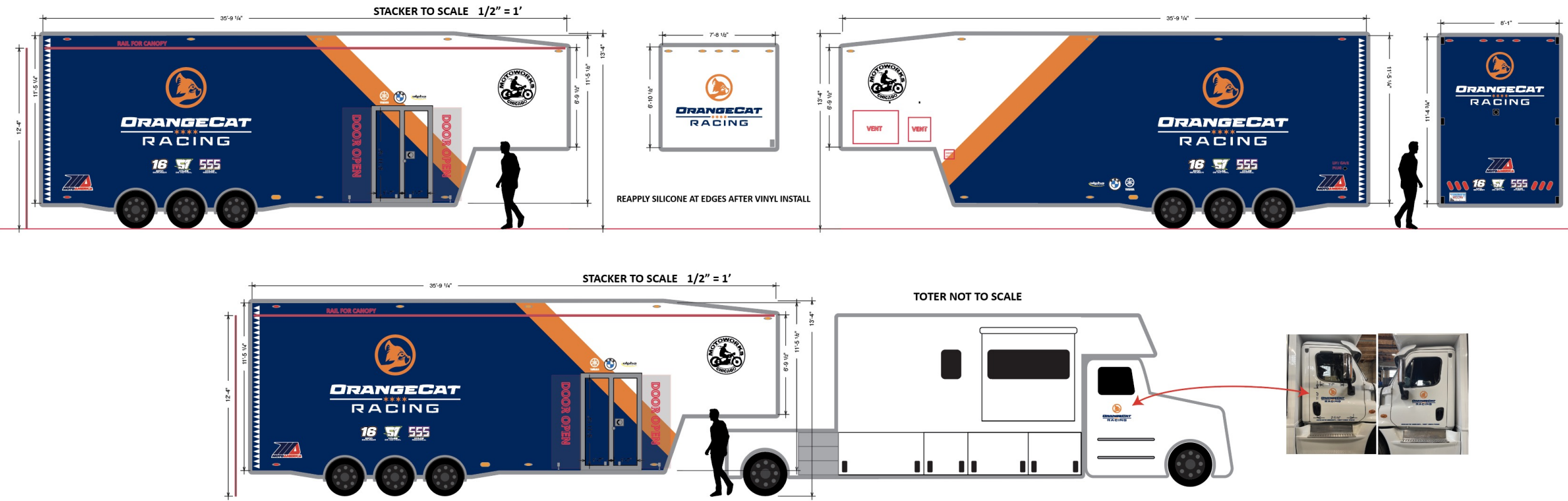
Without hospitality look



With hospitality look



Toter and Stacker



Crew Shirts



T-Shirts



Hats



Tire Warmers



Jackets



Ez Ups and Table Skirts



Autograph Posters Ideas



Digital Engagement Ideas

