

***MULTIGP***<sup>®</sup>  
*DRONE RACING*

# BRAND GUIDELINES

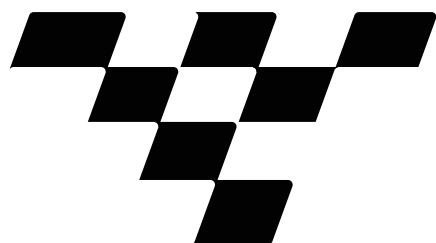
# 01

## Brand Overview

In the world of MultiGP Drone Racing, our logo stands as a symbol of reliability, fun and the united spirit of a community soaring to new heights. As drones dance through the air, the logo becomes a visual manifesto of the excitement, innovation, and expertise that define MultiGP events.

For this reason, it is very important that the logo be used appropriately in all communications regarding sanctioned events, official events, or events organized by Chapters.

### Official Logos

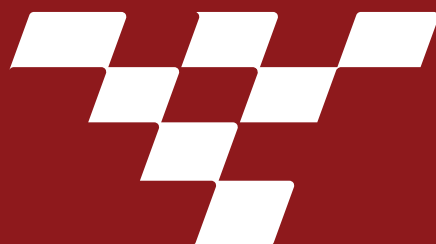


**MULTIGP**<sup>®</sup>  
DRONE RACING

Squared Color



Horizontal Color



**MULTIGP**<sup>®</sup>  
DRONE RACING

Squared White



Horizontal White

# 02

## Corporate Colors

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In the realm of brand identity, consistency is the cornerstone of effective communication. A logo serves as the visual ambassador of a brand, embodying its values, personality, and essence.

### 1. Instant Recognition:

Official colors are not just a visual choice; they are a strategic decision. Consistently using the prescribed color palette ensures that the logo remains instantly recognizable.

### 2. Building Trust and Credibility:

Consistency in color communicates professionalism and reliability.

### 3. Reinforcing Brand Identity:

The official colors of a logo are carefully chosen to align with the brand's identity, values, and messaging. Consistent use of these colors reinforces the brand's personality and narrative. It contributes to a cohesive and coherent brand image.

**#8A181B**  
**RGB 138 24 27**

**#212C5D**  
**RGB 33 44 93**

**#909295**  
**RGB 144 146 149**

**#000000**  
**RGB 0 0 0**

# 03

## Corporate Fonts & Typography

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PLAY BOLD is the official MultiGP text font for the Logo. Other font used are Politica for Global Qualifier and Dropec for Pro Spec Logo

Aa

PLAY

Aa

PLAY BOLD

Aa

POLITICA



DROPEC

# 04

## Logo Background Application

In the dynamic landscape of visual communication, the significance of having the correct contrast between a logo and its background cannot be overstated. This essential design principle serves as the linchpin for ensuring a logo's visibility, legibility, and overall impact.

### 1. Visibility and Recognition:

Contrast is the catalyst for visibility. A well-considered juxtaposition of logo and background colors ensures that the logo stands out prominently, even in a crowded visual environment.

### 2. Legibility and Clarity:

The correct contrast enhances the legibility of a logo. Whether in print or digital mediums, a logo needs to communicate its elements clearly. Adequate contrast prevents elements from blending into the background, maintaining the integrity of the design and ensuring that every component remains distinct and easily decipherable.

### 3. Versatility Across Platforms:

In a world where logos transcend



Colored Logo

The proper application of MultiGP's color logo is on light backgrounds, white \ sky blue and where in any case no blue, black or red tones are present that would make the logo lack contrast, and background colors are not too saturated.

In same case you may want to add a very slight "drop shadow" to increase the contrast. (See squared logo above).

White Logo

For Dark backgrounds or red \ blue \ gray backgrounds, or where colors are saturated a lot, please use the white logo.



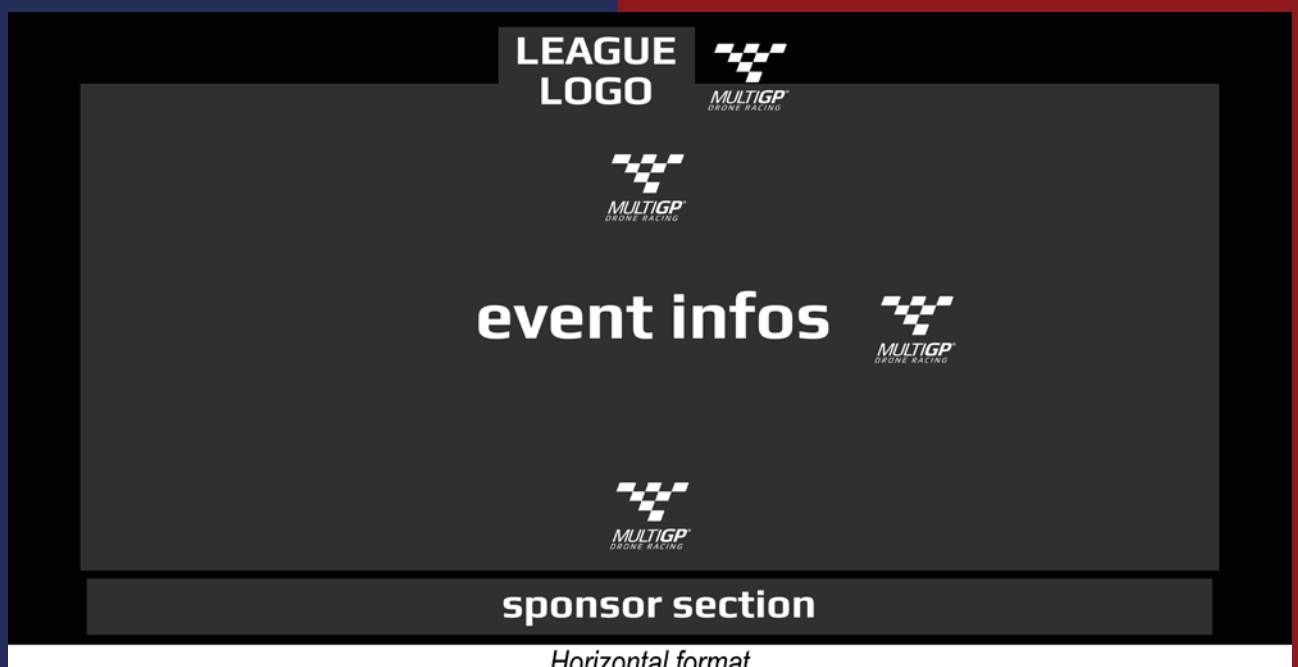
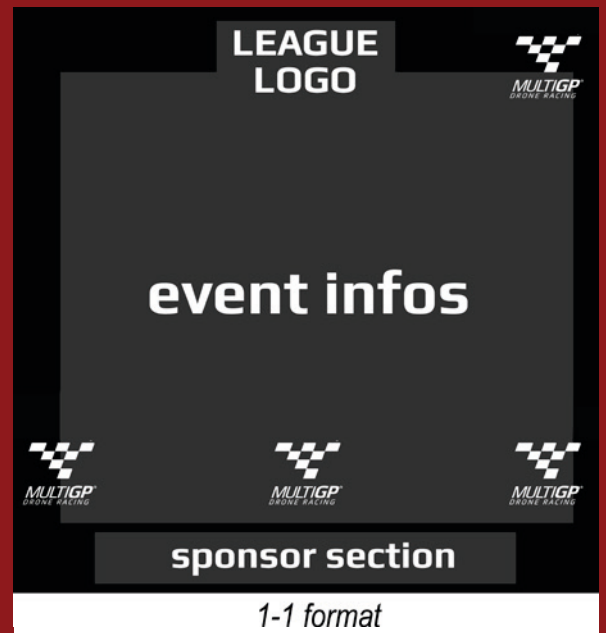
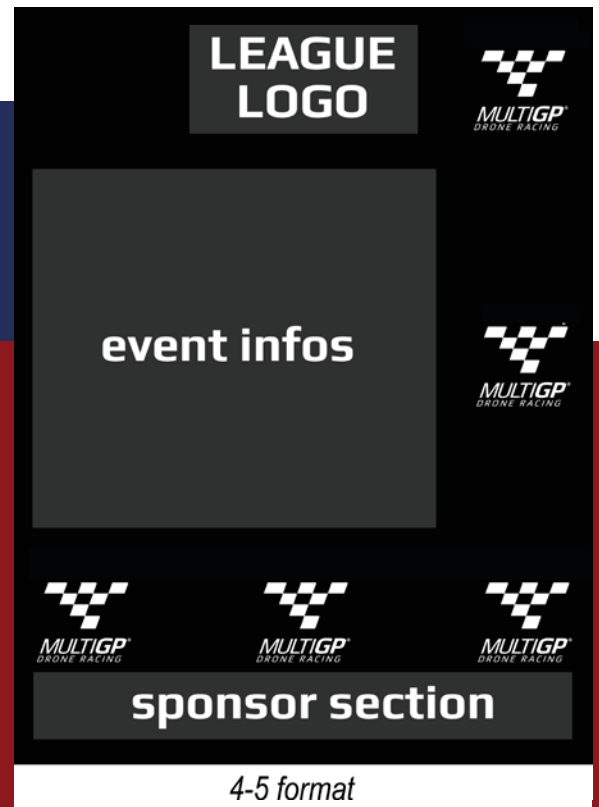
# 05

## Logo Positioning & Sizeing

As a general rule, the MultiGP logo should find a location that makes its presence stand out, in an isolated space and **not near other brands \ logos of any sponsors.**

The size of the logo should also be appropriate not to be too small especially when in the presence of other logos.

### ACCEPTABLE POSITIONS



# 06

## CHAPTERS Logo

All Chapters graphic contents for event's promotion **MUST** include this chapter logo.

The official MultiGP logo cannot be used to promote chapter races next to the event name, or in any way that may suggest the event is sanctioned by MultiGP or is a corporate event.



# 08 Sanctioned by Logo

Official Sanctioned events MUST include the “sanctioned by” logo in their artwork to promote the race, following the rules for logo positioning as per paragraph 05 in this guide.





# 09

## RACE CLASS Logos

*OPEN  
CLASS*



*5 INCH  
SPEC*



*7 INCH  
SPEC*



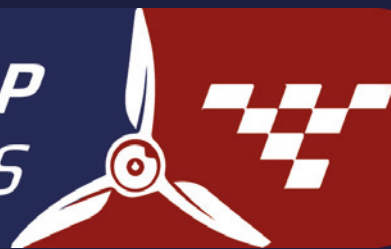
*MGP PRO  
SPEC*



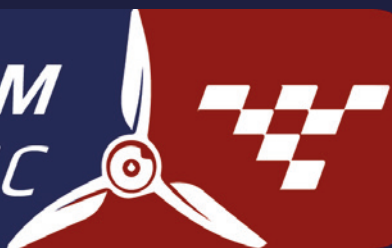
*MICRO  
CLASS*



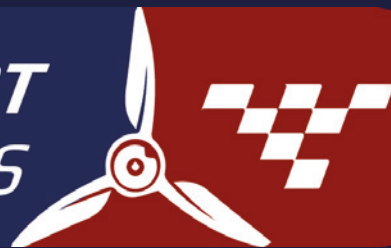
*WHOOP  
CLASS*



*FREEDOM  
SPEC*



*E-SPORT  
CLASS*



# 10 EVENT Logos

