



Branding Guideline



ATS Motorsport is an established leader in the South African motorsport industry serving every aspect of 4 wheeled motorsport. We Stock and Supply a wide variety of premium branded motorsport products ranging from Racewear to Tyres, Fuel Tanks, Rims, Oils & Lubricants, Race Seats, Safety Products, Braking Systems, Data-loggers and so much more.

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Brand Fonts

Fonts:

Headings and logo

Eurostile Extended Black Bold

Sub Headings

Roboto Bold

Paragraph

Roboto Regular



Brand Colours

We advise to be very carefull when using online color libraries, the representation of a color on a screen is very subjective to the type of screen.

YELLOW

Hex : #fed632
Rgb : rgb(254,214,50)
Hsl : 48° , 99% , 60%
RgbaColor : rgba(254,214,50,1.00)
lab XyzColor : 65.495, 69.394, 12.96
HsvaColor : hsva(48.24,80.31%,99.61%,1)
HsvColor : 48° , 80% , 100%
CIE L*a*b* : 86.7, -1.04, 78.69

WHITE

Hex : #fff
Rgb : rgb(255,255,255)
Hsl : 0° , 0% , 100%
RgbaColor : rgba(255,255,255,1.00)
lab XyzColor : 95.047, 100, 108.883
HsvaColor : hsva(0,0%,100%,1)
HsvColor : 0° , 0% , 100%
CIE L*a*b* : 100, 0, 0

BLACK

Hex : #000
Rgb : rgb(0,0,0)
Hsl : 0° , 0% , 0%
RgbaColor : rgba(0,0,0,1.00)
lab XyzColor : 0, 0, 0
HsvaColor : hsva(0,0%,0%,1)
HsvColor : 0° , 0% , 0%
CIE L*a*b* : 0, 0, 0

Using the ATS logo

HOW NOT TO USE THE ATS LOGO:

- Do not reproduce the logo in an unauthorised colour
- Do not apply gradients or special effects
- Do not tint or add graduated tones
- Do not italicise the logo
- Do not distort, skew or bend the logo
- Do not outline the logo
- Do not use the logo within plain text
- Do not present the logo vertically or turn it on its side.

WHITE

Hex : #fff
Rgb : rgb(255,255,255)
Hsl : 0°, 0%, 100%
RgbaColor : rgba(255,255,255,1.00)
lab XyzColor : 95.047, 100, 108.883
HsvaColor : hsva(0,0%,100%,1)
HsvColor : 0°, 0%, 100%
CIE L*a*b* : 100, 0, 0

Inverted Logo Alternative option

|ATS|
MOTORSPORT

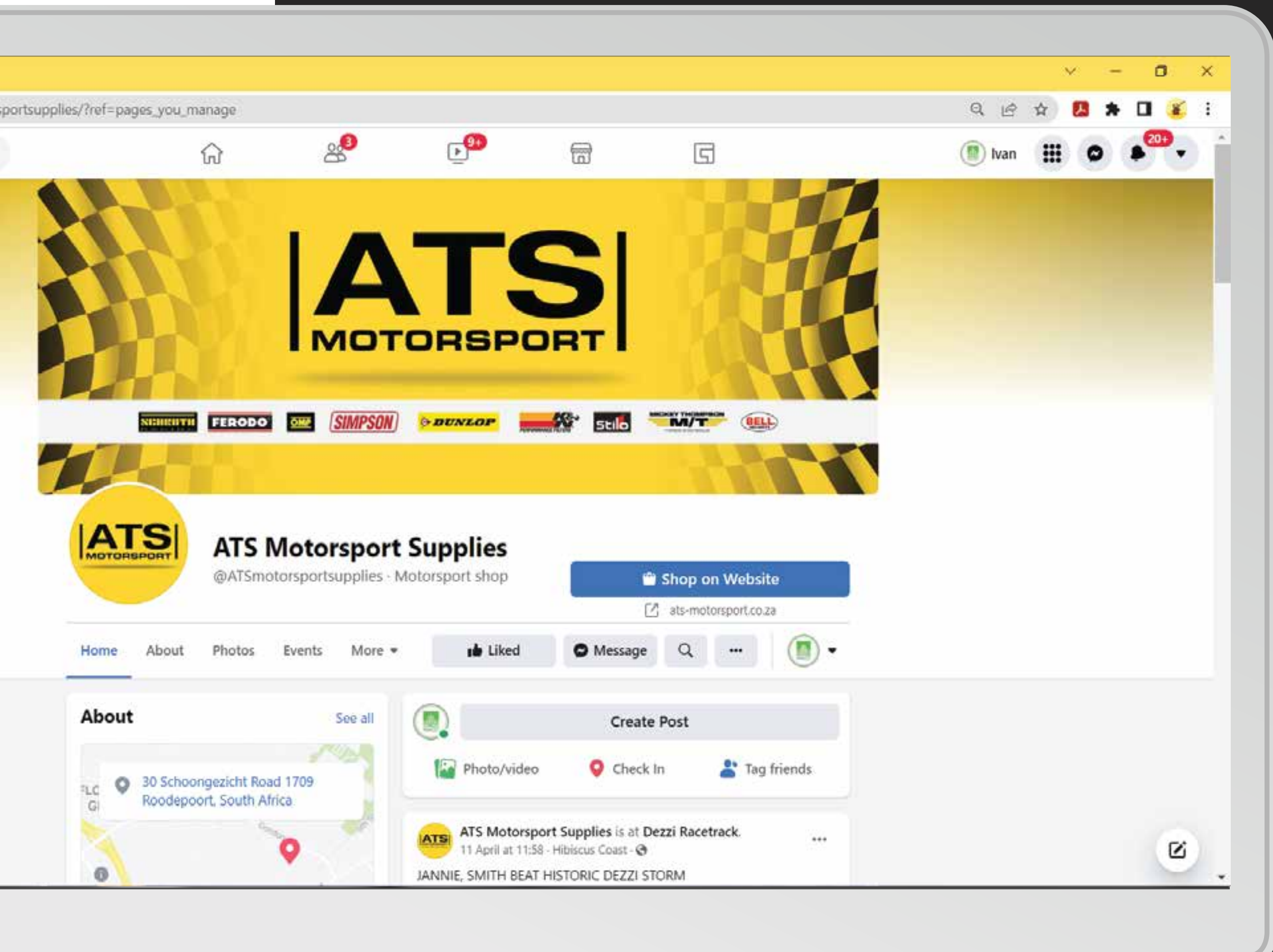


BLACK

Hex : #000
Rgb : rgb(0,0,0)
Hsl : 0°, 0%, 0%
RgbaColor : rgba(0,0,0,1.00)
lab XyzColor : 0, 0, 0
HsvaColor : hsva(0,0%,0%,1)
HsvColor : 0°, 0%, 0%
CIE L*a*b* : 0, 0, 0

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MOTORSPORT

Social Media



Facebook Page

@ATSmotorsportsupplies

ATS Partner Facebook Page

(@Mention the Following for all Dunlop Related content)

@DunlopTyresSA



Instagram Page

@ats_motorsport_store



Twitter Page

@ATSMotorsport

Associated #hashtags

#atsmotorsport
#dunloptyres
#dunlopracing
#motorsport
#racing
#ompracing
#dunloptiressa
#dunlopracing



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