



Brand Guidelines

Introduction

Welcome to Koru Racing!

We are very proud of our brand identity, and want to ensure that it is used correctly. These branding guidelines outline the different components of our brand, and how to use them.

Please see the 'Koru-Racing-Assets' folder to access to the assets referred to in this document.

If you have any questions, please email reilly@koruracing.nz.



@koruracing.nz



KoruRacing



Koru Racing



koruracing.nz

Logo Variations

Koru Racing has two logo variations intended for different use cases. The ‘primary wordmark’ is the full logo and should be used in most scenarios. The ‘icon’ is a simplified version, only featuring the koru symbol. This version is designed for smaller spaces, social media, and where the full primary wordmark is not practical.



Primary Wordmark



Icon

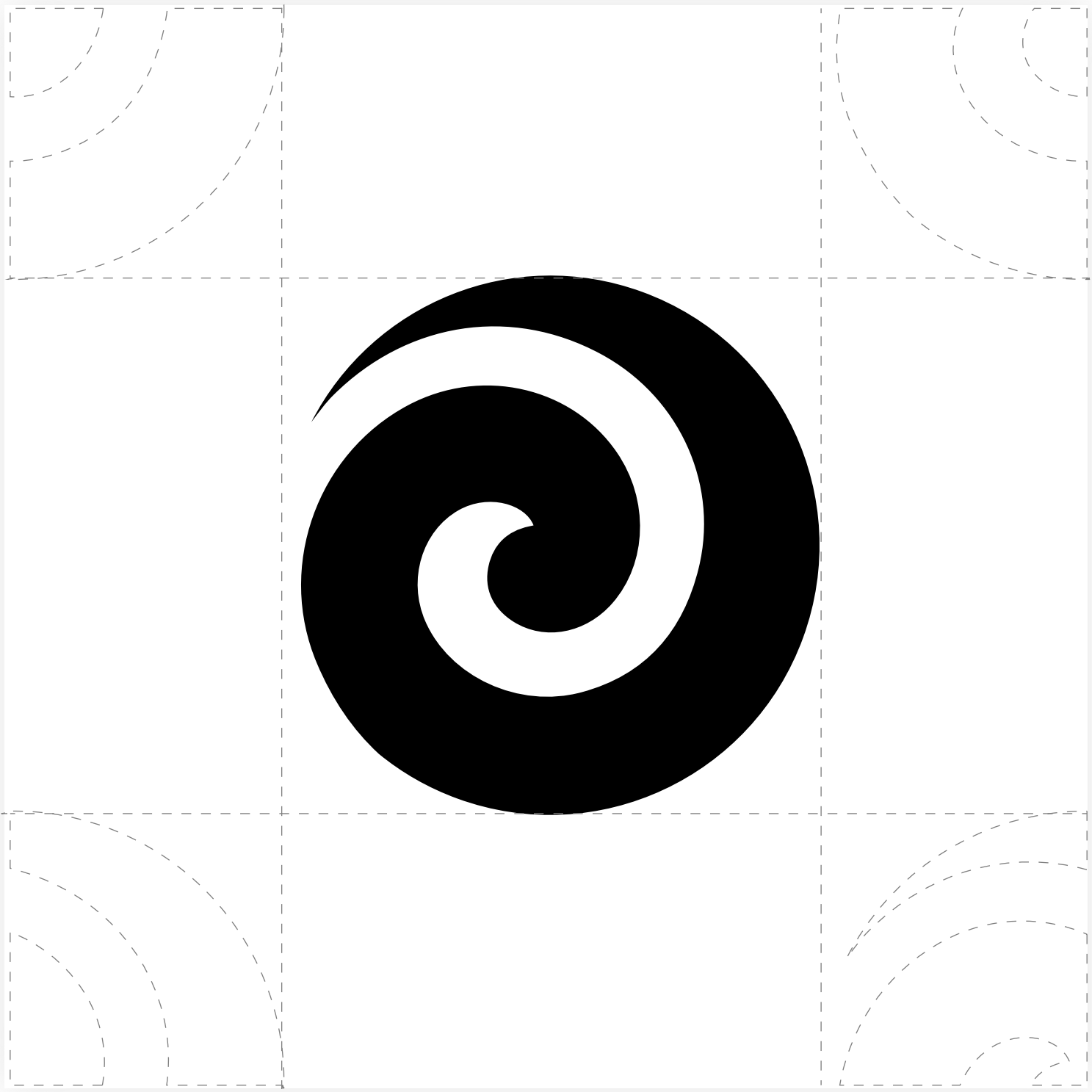
Logo Colours

The Koru Racing logo can be used in three colours: black, white, and as a mask over the Koru Racing gradient noise background. When using the Koru Racing logos, ensure you use the variation with the most contrast relative to the background.



Logo Spacing

As a general guide, the Koru Racing Primary Workmark should have at least one koru icon worth of space on each corner. The Koru Icon only requires half a koru icon worth of space on each corner.



Fonts

Koru Racing use ‘Montserrat Semibold’ for titles and ‘Poppins Regular’ for body text. The size ratio between the title and body text should be 2:1. The Koru Racing logo is a customised version of ‘Effra Bold’, for which should not be used elsewhere.

Title/Display Font

Montserrat Semibold

Body Text Heading

Poppins Semibold

Body Text

Poppins Regular

Image Styling

The Koru Racing image style involves overlaying our background texture over an image. To create this effect, place 'Koru-Racing-Background-Gradient' over an image and simply set the opacity to 95%. You may stretch or compress the background texture to fit 16:9, 5:4, 4:3, and 1:1.

Original Image



Background Overlay



