



2022 BRAND GUIDE WORLD FINALS

Welcome! We are Fibonacci, the Scottish Champions of F1 in schools 2021

F1 in Schools is an engineering centred competition which gives students like us the opportunity to create, innovate, and to inspire younger generations. In this booklet we have our brand outlined to establish which colours, fonts and style Fibonacci has.



CONTENTS

Colours and Fonts

Logo Variations

Page Layouts

F1 in Schools Brand



Colours



Dark Blue
CMYK: 96; 80; 12; 34
RGB: 0; 32; 96
HEX: 002060



Lighter Dark Blue
CMYK: 97; 80; 11; 30
RGB: 1; 34; 105
HEX: 012269



Fibonacci Orange
CMYK: 0; 43; 88; 0
RGB: 254; 152; 0
HEX: FE9800



White
CMYK: 0; 0; 0; 0
RGB: 255; 255; 255
HEX: FFFFFFFF



Dark Grey
CMYK: 81; 76; 71; 61
RGB: 32; 32; 32
HEX: 202020



Lighter Dark Grey
CMYK: 69; 60; 56; 10
RGB: 92; 92; 92
HEX: 5C5C5C



Light Blue
CMYK: 96; 73; 0; 1
RGB: 6; 61; 186
HEX: 063DBA



Black
CMYK: 74; 71; 64; 87
RGB: 0; 0; 0
HEX: 000000

Fonts

Arial

Arial Bold for main points

Arial Italic for emphasis

Sub-heading underline Pt. ½

Main page heading font size: 18

Sub-heading font size: 14

Additional heading font size: 16

Main folio text font size: 12

Vertical Separating Line Pt. 2 1/4

HEADING

SUB-HEADING

TEXT

NO. |

HEADING

SUB-HEADING UNDERLINE

Fibonacci Logos



Fibonacci Logo Square



Fibonacci

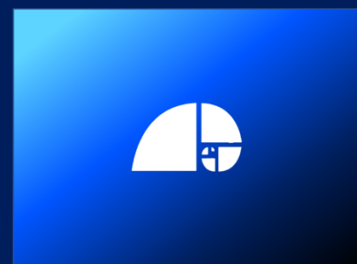
Fibonacci

Fibonacci

Fibonacci

Fibonacci Logo Gradient

Gradient background for Instagram profile logo.



Fibonacci Car Plaques



REGIONALS CAR 2021



NATIONALS CAR 2021

Fibonacci Logo Long



Page Layout

For A3 Portfolios, **split page in Fibonacci ratios** as shown. With main content in larger portion on the left, then additional information in the top right and any extra details or evaluation in bottom right.

For A4 Engineering Drawings make **landscape** and one drawing per page with data box in bottom right.

Have page number and title in **bar across top** with dimensions 0.67 x 19.92 cm.



F1 in Schools Brand

Not to Do

In the words of F1 in Schools:

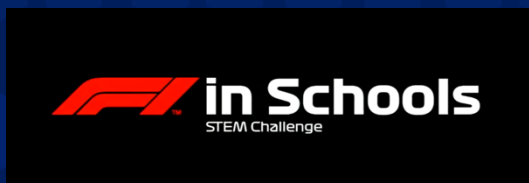
“No teams participating in the challenge are permitted to use any of the Formula One Word Marks (shown below) in their team name, logo, domain name, and/or any social media handle. For example, “infinity F1” is not allowed and should be changed to something similar such as “Infinity” or “Team Infinity”. No team will be permitted to use any of the prohibited word marks within their team name when participating in F1 in Schools from 2017 onwards.

The F1 IN SCHOOLS Logo, F1, FORMULA 1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.”

So basically no using F1 in anything.

To Do

We get points at the World Finals for effective promotion of F1 in Schools. So, wherever we have the chance: drop their name, use the F1 in Schools logos and link to the www.f1inschoolsglobal.com website.



Thank You!



Fibonacci