

Rip City Race for the Roses 2018 Style Guide



PRIMARY LOGO HORIZONTAL



PRIMARY LOGO VERTICAL

COLORS



PMS 186 C
RGB: 200, 16, 46
CMYK: 2, 100, 85, 6
HEX: C8102E



BLACK

FONTS

United Sans Condensed Medium
BODY COPY

UNITED SANS CONDENSED BOLD ALL CAPS
HEADERS

UNITED SANS CONDENSED HEAVY ALL CAPS
CALL-OUTS