

ALLEN BERG RACING SCHOOLS

BRANDING STYLE GUIDE

CREATED BY FOXXR, INC.



Logo Usage and Sizes



Website/Email Template logo
370x100



Email Signature logo
133x60

Social Media Logo
400x400

Fonts and Typography

Font family: Anton

Google font link:

<https://www.google.com/fonts/specimen/Anton>

Usage: H1 tag/title, subheading

Grumpy wizards
make toxic brew
for the evil Queen
and Jack.

Normal 400

Grumpy wizards make toxic bre

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into

Font family: PT Sans

Google font link:

<https://www.google.com/fonts/specimen/PT+Sans>

Usage: content, links, footer, text

Grumpy wizards
make toxic brew for
the evil Queen and
Jack.

Normal 400

Grumpy wizards make toxic brew for the

Normal 400 Italic

Grumpy wizards make toxic brew for the e

Bold 700

Grumpy wizards make toxic brew for the

Bold 700 Italic

Grumpy wizards make toxic brew for the e

Fonts and Typography

Heading
58px/5.8rem

FORMULA RACING SCHOOL



Sub-heading
40px/4.0rem

ONE DAY PROGRAM

In this one-day school you'll learn and apply all of the fundamentals and skills needed to control a very quick formula racecar. This program will give you sort of seat time that it takes to really understand and enjoy the kind of incredible feedback that a

TWO DAY PROGRAM

Our premier program where you will gain comprehensive insight into professional race driving. We provide thorough classroom theory, advanced driving techniques and meticulous instruction, which ultimately result in driving our Formula racecars at

Paragraph text
18px/1.8rem

Color Palettes



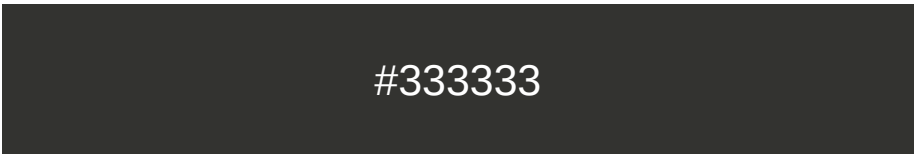
#c2171a

Used as primary link color, CTA buttons, navigation hover , heading color



#515151

Used as Navigation background, section background on some contents



#333333

Used in sub headings and texts



#ffffff

Used as primary text background