

# VELOCITY INVITATIONAL

## THE STYLE BOOK

2024



# THE STYLE BOOK

This document defines the style guidelines used for all event graphics, marketing materials and peripherals.

- 3 Visual Identity 2024
- 7 Graphics Components
- 9 Fonts / Colors
- 10 Logos
- 11 Verbal Identity 2024

# VI VISUAL IDENTITY

# OUR GUESTS ARE OUR GREATEST ASSET.

Velocity photos are portraits of the diverse range of guest experiences present at the festival. We depict people doing, seeing and enjoying all the festival has to offer, which at the heart is community. A rich community of drivers and enthusiasts who gather to share in the passion of motorsports. At Velocity we celebrate this passion, and elevate it to a level of luxury on par with other lifestyle events—proving that motorsports, too, deserves a refined and elevated treatment. We are not just gearheads. We are Velocity.





**Unparalleled access.**



**Distinctive hospitality.**



**A celebration of sport.**

ON VEHICLES.

First and foremost this event is a celebration of the history motosports. We greatly value our participant drivers and their devotion to preserving this heritage. Amongst the thousands of car photographs out there of this event, we choose thoughtful compositions, jaw dropping color and truly special moments to represent online and in print materials. Only the best may reside here.



## GRAPHIC COMPONENTS

The Velocity “S” and “Point” were adapted from Sonoma Raceway’s iconic Sear’s Point logo, both identifying the road course and drag strip features of the iconic circuit.

The “Hills” reference the beautiful Sonoma country side and pay tribute to the local Vintners and Growers who play such a big part in this festival.

The Hashtag Parade was created in 2021. This can be adapted to a variety of statements as needed.







## GRAPHIC STYLE

## FONTS

### HEADLINE FONTS:

Gotham Bold, Book or Light  
Headline Tracking: 90

### BODY FONT:

GilSans-Light (Montserrat equivalent web font)  
Body Copy Tracking: 0

# 2024

## VELOCITY INVITATIONAL

OCT. 4 TO OCT. 6, 2024

From October 4th through October 6th, the Velocity Invitational will gather an extraordinary group of vintage racing vehicles, owners, drivers and spectators for a celebration of flat-out wheel-to-wheel competition at the Illustrious Sonoma Raceway—one of the world's most notable and challenging race tracks located in the heart of Sonoma's Wine Country.

## COLORS

### VI GOLD

c: 25 m: 30 y: 64 k: 1  
#c2a972  
Headlines and background graphic elements

### BLACK

#000000  
Text, decorative elements, partner logos, backgrounds

### WHITE

#ffffff  
Text, decorative elements, partner logos, backgrounds

We use VI Gold at 50% opacity in some instances as a background element

We use White at 85% opacity to create backgrounds for text blocks in which the background should be visible through

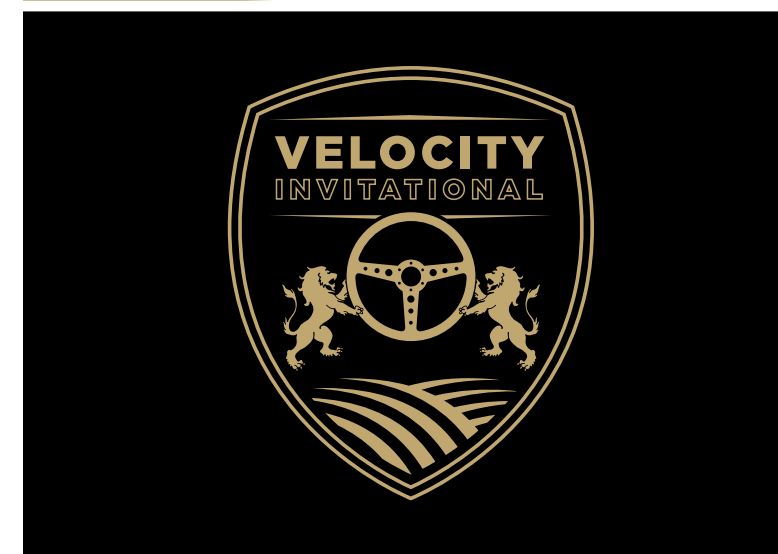
# LOGOS

**VELOCITY**  
INVITATIONAL

---

**SONOMA RACEWAY**  
**OCTOBER 4-6, 2024**

2024 Date Lock up



Shield



Web safe shield



Banner



# VI VERBAL IDENTITY

## ACTION

Velocity's communication is action based and assertive. Like our driver's we want to get to the finish line as fast as possible. Our language helps our guests get to where they want to go efficiently, and makes it clear that there is some urgency needed in their decision making if they want to get the best deal and most exciting experience.

Once on site, the urgency drops, but the clear and concise direction continues.

**Short**  
**Helpful**  
**Instructive**  
**Efficient**  
**Action Based**

While being mindful that FOMO is real. Throughout the process we will foster social connections throughout our social channels to help connect the community of folks who might only be able to attend from afar.

**PURCHASE**

**VIEW ALL**

**REGISTER**

**SIGN UP**

**DON'T MISS**

# VELOCITY INVITATIONAL

If you have any questions please let us know!

Ryan Turri

General Manager

Velocity Invitational

415-935-1190

[ryan@velocityinvitational.com](mailto:ryan@velocityinvitational.com)