Brand Guidelines Handbook

DCU SOLAR RACING

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Brand

About

DCU Solar Racing is a student-led initiative at Dublin City University dedicated to the design, construction, and racing of high-performance solar-powered vehicles. We bridge the gap between academic theory and real-world application, pushing the limits of photovoltaic efficiency and aerodynamic design to compete on the global stage.

Mission & Values

Our mission is to pioneer sustainable transport solutions through competitive excellence.

Innovation: We embrace cutting-edge materials and creative engineering.

Sustainability: We prove that the future of transport is carbon-neutral.

Collaboration: We foster a multidisciplinary environment where students from all backgrounds work together for a common goal.

Slogan

Powered by the sun, Charging ahead!

Logo



Primary Logo

The primary logo for the project is a solar racing car featuring an orange blaze-trail which is inspired by the DCU logo. The trail bends around the pillars (breadsticks) which pay homage to the notable feature on the Glasnevin campus.

This is the primary icon.
See versions with text below.

The design is placed on top of a green background for optimal legibility.

To maintain brand integrity, please avoid the following:

Stretching: Do not distort the aspect ratio of the logo.

Color Swapping: Use only the approved brand palette.

Shadowing: Do not add drop shadows or glow effects to the logo.

Overlays: Do not cover the logo over with other elements/designs.

Logo Variants

The primary logo has variants which can be used if needed.

The project name must be placed either to the right of the icon or below it.







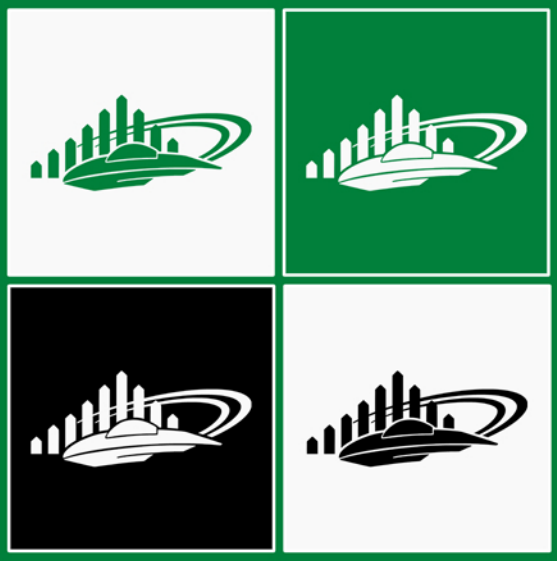
Logo

Alternatives Logos

Alternative logo compositions and colour palettes are available for various use cases.

The key is to maintain brand identity and the overall consistency throughout all branding materials. Alternatives may be used for documentation, promotional and representational purposes etc.

The original design should NOT change unless specifically requested.







Sample Case - B/W

If printing using monochrome print on paper - it may be a good idea to use a black variant of the logo.

This would prevent any issues with visibility of the logo on white paper as the standard logo is primarily white.

Likewise - using a green variant is not advised as it may result in inconsistency within the design.

The logo is most effective when placed on a clean black/green background to maintain high contrast. If featuring the DCU SOLAR RACING text along with the logo - it is preferable to place the name either to the right of the icon or below it.

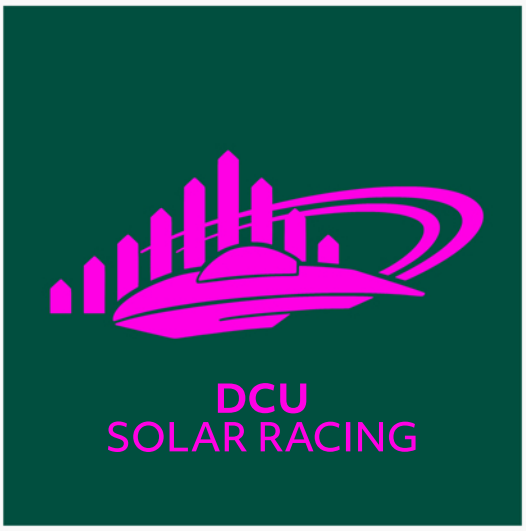
Logo

DONT's

Just don't, it looks terrible.











Colours

Brand Colours

The colour palette for the team was inspired by the design of the Irish tricolour as well as the existing DCU branding. The palette consists of 3 colours which are green, white and orange. These colours are to be used in branding and marketing materials for both digital and print content.

#00803B
00,128,59
88,25,100,12

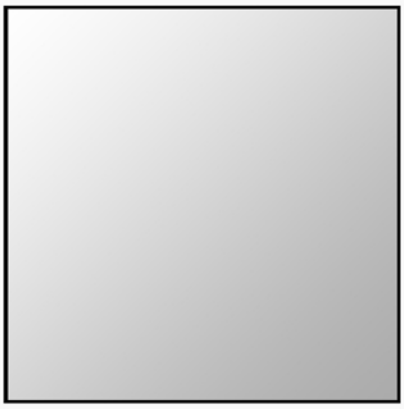
#F9F9F9
249,249,249
2,1,1,0

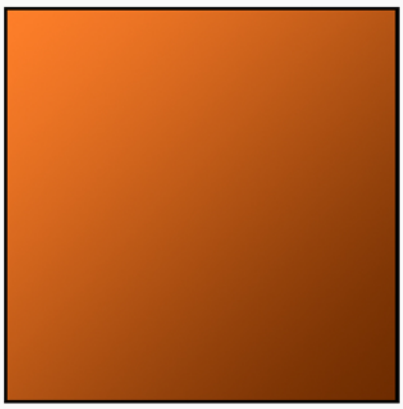
#FF7F2A
255,127,42
0,62,93,0

Gradients

The use of gradients is allowed - primarily for backgrounds and supporting materials. The logo should not be covered with a gradient unless specifically decided upon.







Typography

Fonts

Typography usage

Objektiv Mk2 - Black
Objektiv Mk2 - XBold
Objektiv Mk2 - Bold
Objektiv Mk2 - SemiBold
Objektiv Mk2 - Medium

Headlines - Bold

Body Text - Medium

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dapibus purus eu odio vehicula porta. Sed ornare ultrices dolor in imperdiet. Nullam viverra iaculis enim, eleifend luctus sem aliquet eu. Curabitur sollicitudin leo vel imperdiet placerat. Maecenas aliquam, diam id malesuada tempor, lectus diam facilisis augue, sit amet posuere massa nisi at lectus. Praesent ac neque eu lacus porta rhoncus a eu libero. Curabitur sodales sem venenatis maximus vehicula. Nulla ex tortor, tempus a velit elementum, varius condimentum erat. Aliquam eu tortor arcu. Aenean sit amet tellus lobortis, sodales enim ac, posuere diam. Suspendisse nulla justo, bibendum in augue eu, convallis condimentum est. Nam aliquet urna non sem tristique, et ullamcorper nisl mattis. Duis molestie luctus massa. Vestibulum accumsan efficitur nisi. Duis sed tortor id dolor pharetra euismod.

Sponsorships

Sponsor Recognition

The brands and institutions supporting the project are to be rewarded with social media publicity in the form of posts, videos etc.
Likewise, sponsors and supporters gain a spot on the official DCU SR uniform. All partner logos must be displayed in their original brand colors or a monochromatic white/black version if the background requires it for legibility.

We value the partners who make our journey possible. Sponsors are categorized into Tiers (Platinum, Gold, Silver etc), with logo prominence on the car chassis and team kit scaled according to the partnership level.

DO NOT DISTORT PROPORTIONS/ALTER SPONSOR LOGOS.

Example of Scaling Representation

Platinum Tier

BRIDGESTONE

Gold Tier

CHAINS LIMITED
LIFTING EQUIPMENT, TESTING & SAFETY SINCE 1960

Bernard Smith
Consulting Engineers

Silver Tier

Snickers WORKWEAR

RS

teg

Timeless Marketing