



Entertainment Reimagined

Hyper Karting Brand *Guidelines*

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Brand

Brand Story

Established in the depths of a global pandemic, brothers Andrew and Peter Richardson had set their sights on building a venue that would re-introduce exhilarating fun back into Sydney!

Hyper Karting showcases a 410m track, Australia's longest indoor go-kart track paired with a fleet of state-of-the-art, all electric go-karts from RiMO. With a variety of technical turns and wide strips, the race track feels like the real deal. The circuit caters for racers of all levels to ensure safe, family-friendly fun.

In April 2023, Hyper Karting launched it's all new attraction; Hyper Reality. The Virtual Reality gaming arena is the first of it's kind in Australia. The innovative approach to Virtual Reality from VEX Solutions makes our set-up a go-to attraction for businesses looking for next-generation entertainment. It features a 10x10 metres free roam arena that can hold up to 8 players, wireless controllers and headsets and 4D haptic gaming vests.

The venue also showcases a kid friendly go-kart track for the smallest of thrill seekers, an immersive arcade room featuring high tech attractions such as Asphalt 9 and Wangan Midnight Maximum Tune 6 and a unique hospitality servery all set up inside of a Kombi Van!

Over the past 2.5 years, this simple idea of fun has pushed the limits of what could be and reimagined into a leading-edge experience like no other. Hyper Karting sets itself on the map as Sydney's best source of Fast and Fun entertainment and has it's sights set out for the rest of the country!

Brand *Tone of Voice*

Exciting, Innovating, Redefining

Hyper Karting's tone of voice captures the essence of the brand and all that it intends to be. The never ending strive to stay up-to-date with the latest and greatest that the entertainment and amusement industries have to offer shine throughout the business. We challenge our customers to be a part of the new wave and experience the leading-edge technologies that are offered at Hyper Karting.

Section

Brand *Guidelines*

Hyper Karting

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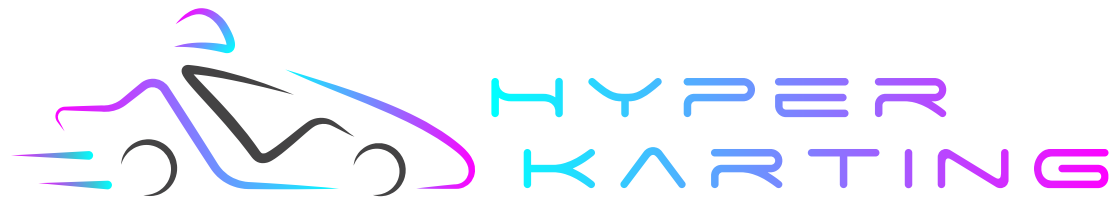
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Logos

Primary Logo

The primary logo features the Hyper Karting wordmark and go karting icon. The logo is to be used across all physical and digital applications where deemed appropriate within the guidelines. In the case that the primary logo isn't appropriate for use and ***with approval from the company before publication***, please use one of the logo variations.



Primary Logo

Hyper Reality

The primary logo features the Hyper Reality wordmark and VR icon. The logo can be used across all digital applications in conjunction with the Hyper Karting primary logo. This logo can not be used on it's own or with any Hyper Karting Logo variations.

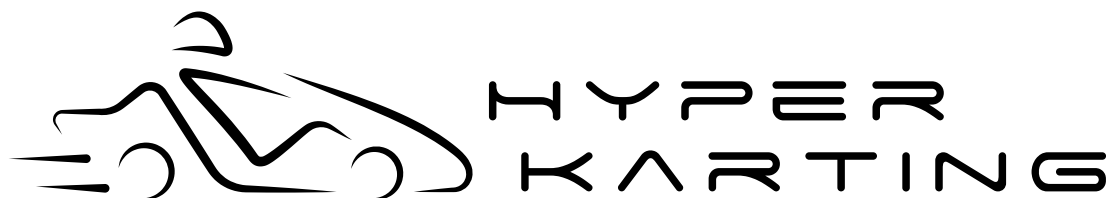


Logo

Monotone

Hyper Karting has the option of using a monotone logo for all physical and digital applications where deemed appropriate within the guidelines. The logo is deemed appropriate for black and white publications, application to a specific background colour within the brand colours **see page 14** and **with approval from the business before publication.**

Logo Monotone



Logo Variations

The logo variations for Hyper Karting include a long logo with the go-karting icon left aligned to the wordmark and a stacked logo with the wordmark centre aligned, sized down to fit underneath the go-karting icon. These variations can be used across all physical and digital applications where the primary logo isn't deemed appropriate within the guidelines **and with approval from the business before publication.**

Top: Long Logo Variation | Bottom: Stacked Logo Variation



Badge Logo

The Badge logo for Hyper Karting includes the primary logo inside of a black badge with a gradient border. This variation can be used across all digital applications where the primary logo and logo variations aren't deemed appropriate within the guidelines ***and with approval from the company before publication.***



Logo Clearspace

When using the Hyper Karting logo in any application, please ensure you are using the minimum padding of the letter 'H' around the logo. The minimum size of the Hyper Karting logo used in any application is 4cm or 113px wide.

Isolation Area and Minimum Size



4cm wide or 113px wide

Logo Clearspace

Hyper Reality

When using the Hyper Reality logo in any application, please ensure you are using the minimum padding of the letter 'H' around the logo. The minimum size of the Hyper Reality logo used in any application is 4cm or 113px wide.

Isolation Area and Minimum Size



Incorrect Logo Usage

Please ensure that when working with the Hyper Karting brand that you are not misusing the logo and it's variations. The following examples down below showcase **the incorrect ways** to use the logo. If any issues arise whilst working with the logo, please contact Dana and she will be able to assist.

Dana Price | Marketing Executive
marketing@hyperkarting.com.au

Incorrect Logo Usage



Do not apply the logo to a non specified background colour.



Do not stretch the logo to fill spaces.



Do not use unapproved colours for the logo.



Do not apply any dropshadow to the logo.



Do not rotate the logo.



Do not flip the Hyper Karting icon.

Digital and Social *Icon*

The Hyper Karting digital and social icon features a simple initial using our primary typeface and colour gradient within a circle frame and background. This icon is used across all social media platforms as the account's profile picture, web favicons and used across all digital applications in place of the primary logo when it's deemed inappropriate within the guidelines.



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	Brand Web Colours	1
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	Colour Tints	3

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Colours

Brand Web Colours

Hyper Karting's Web Brand Colours consist of an array of bright and bold colours. These set of colours are only to be used for digital applications. Under no circumstances are any of Hyper Karting's web brand colours to be used for print.

HK Neon Blue



CMYK : 52 | 0 | 12 | 0
RGB : 0 | 255 | 255
HEX : #00FFFF

HK Neon Pink



CMYK : 27 | 81 | 0 | 0
RGB : 255 | 0 | 255
HEX : #FF00FF

HK Bright Purple



CMYK : 58 | 58 | 0 | 0
RGB : 138 | 117 | 225
HEX : #8A75FF

HK Bright Magenta



CMYK : 48 | 76 | 0 | 20
RGB : 192 | 63 | 255
HEX : #C03FFF

HK Electric Purple



CMYK : 83 | 96 | 0 | 0
RGB : 81 | 14 | 168
HEX : #510EA8

HK Sky Blue



CMYK : 58 | 9 | 0 | 0
RGB : 64 | 191 | 255
HEX : #40BFFF

Brand Print Colours

Hyper Karting's Print Brand Colours consist of a set of CMYK appropriate colours that are designed for all print applications. Under no circumstances are any of Hyper Karting's web brand colours to be used for print.

HK Blue



CMYK : 69 | 14 | 0 | 0
RGB : 0 | 174 | 239
HEX : #00AEEF

HK Pink



CMYK : 1 | 99 | 0 | 0
RGB : 236 | 0 | 140
HEX : #EC008C

HK Purple



CMYK : 75 | 98 | 1 | 0
RGB : 102 | 45 | 145
HEX : #662D91

HK Magenta



CMYK : 50 | 100 | 1 | 0
RGB : 147 | 38 | 143
HEX : #93268F

HK Dark Purple



CMYK : 8 | 100 | 1 | 0
RGB : 84 | 46 | 145
HEX : #542E91

HK Sea Blue

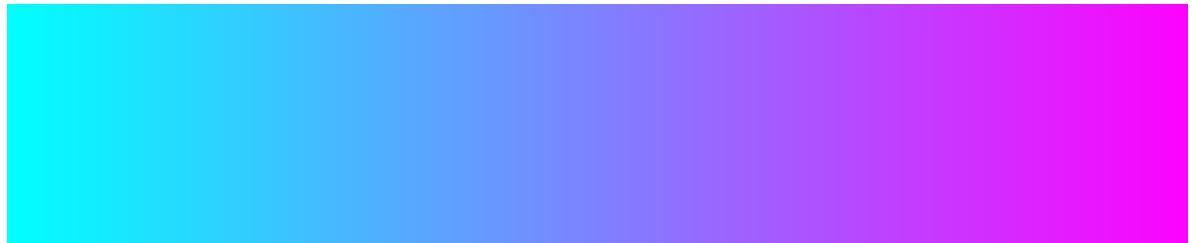


CMYK : 67 | 0 | 0 | 0
RGB : 0 | 194 | 243
HEX : #00C2F3

Colour *Gradient*

Hyper Karting features a colour gradient throughout it's brand. This gradient can be used across all physical and digital applications where deemed appropriate within the guidelines.

Hyper Karting Web Colours

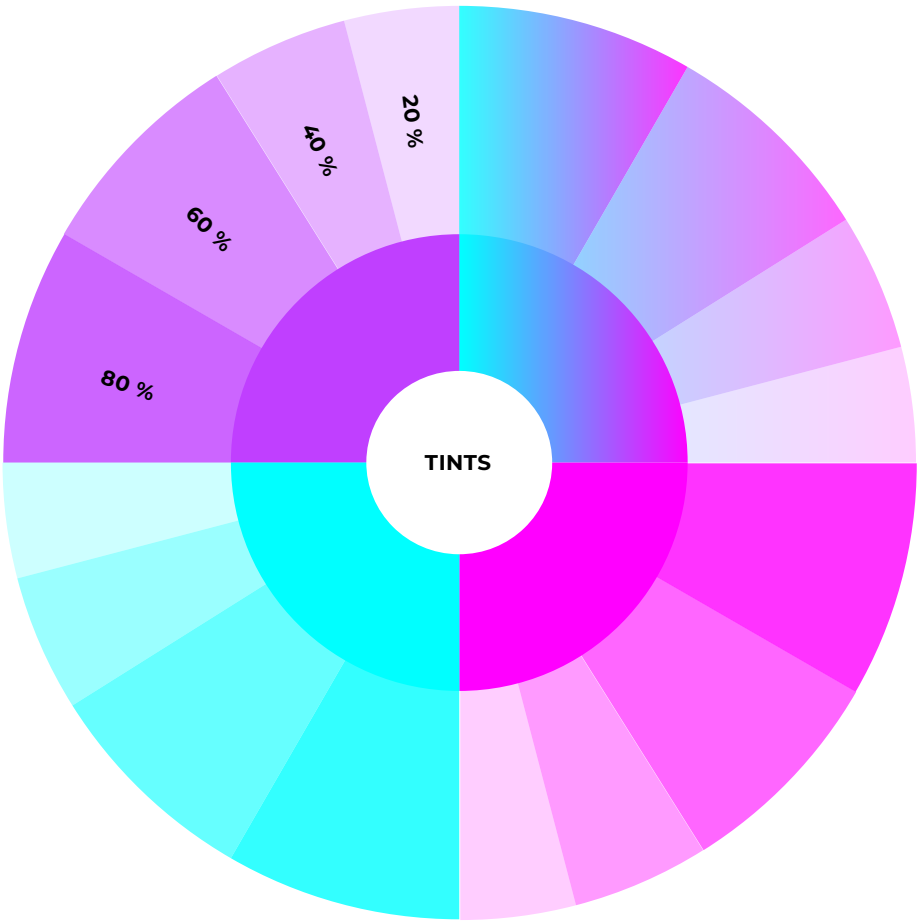


Hyper Karting Print Colours



Colour *Tints*

The Hyper Karting brand colours and gradients can be used with different opacities across all physical and digital applications where deemed appropriate within the guidelines. The opacity levels are 80%, 60%, 40% and 20%.



Section

Brand *Guidelines*

Hyper Karting

Primary *Typeface*

1

Secondary *Typeface*

2

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Typography

Primary Typeface

Thin

Thin Italic

Extra Light

Extra Light Italic

Light

Light Italic

* Regular

** Italic*

* Medium

** Medium Italic*

Semibold

Semibold Italic

* Bold

** Bold Italic*

ExtraBold

ExtraBold Italic

Black

Black Italic

Font Style.

The primary typeface for Hyper Karting is Montserrat. Montserrat is to be used across all physical and digital applications where deemed appropriate within the guidelines.

*Montserrat Regular, Medium and Bold (with italics) are the preferred weights.

Montserrat

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.

1234567890.

!@#\$%^&*()_+<>?/\

Download.

Secondary Typeface

The secondary typeface for Hyper Karting is Roboto. Roboto is only to be used across digital applications such as invoices and quotes where Montserrat can not be used.

*Roboto Regular and Bold (with italics) are the preferred weights.

Roboto

Roboto

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z.

1 2 3 4 5 6 7 8 9 0.

! @ # \$ % ^ & * () _ + < > ? / \

Download.

Thin

Thin Italic

Light

Light Italic

* Regular

** Italic*

Medium

Medium Italic

* Bold

** Bold Italic*

Black

Black Italic

Font Style.

Section

Brand *Guidelines*

Hyper Karting

Digital *Application*

1

Physical *Application*

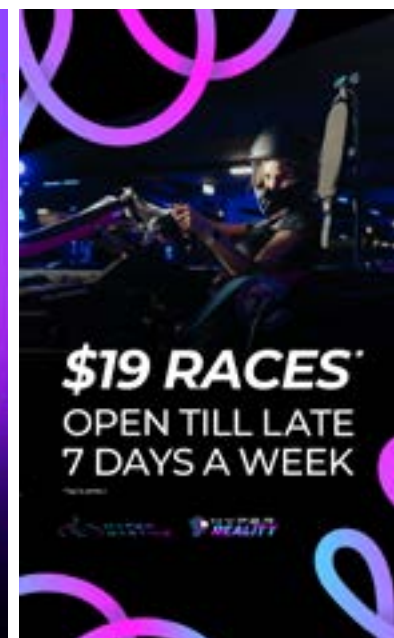
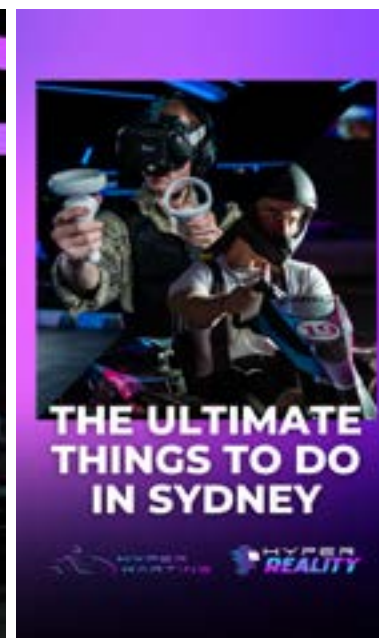
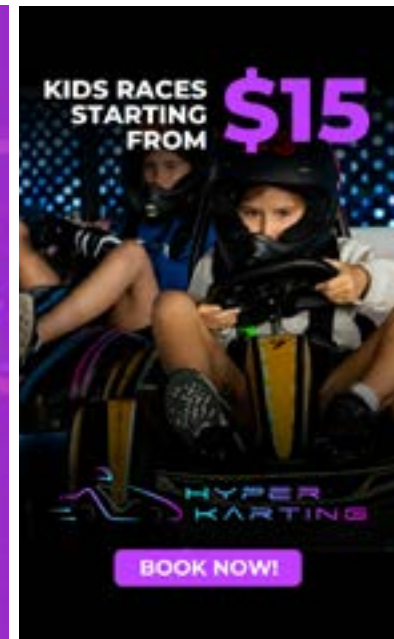
2

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Application

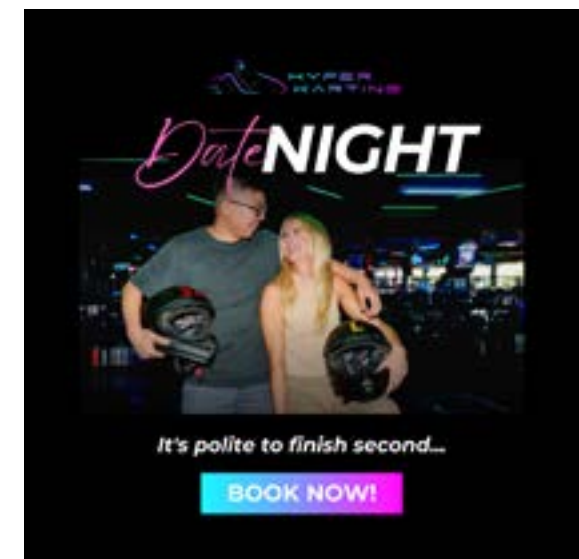
Digital Application

Google Ads /
Instagram Stories



Digital Application

Google Ads /
Instagram Tiles



Physical Application



Section

Brand *Guidelines*

Hyper Karting

Information

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Others

Infomation.

Address.

Hyper Karting
The Entertainment Quarter
Building 215, Level 2,
122 Lang Road, Moore Park, NSW 2021

Contact.

**Don't hesitate to
contact us if you need help.
Thanks for your interest.**

