



RPM

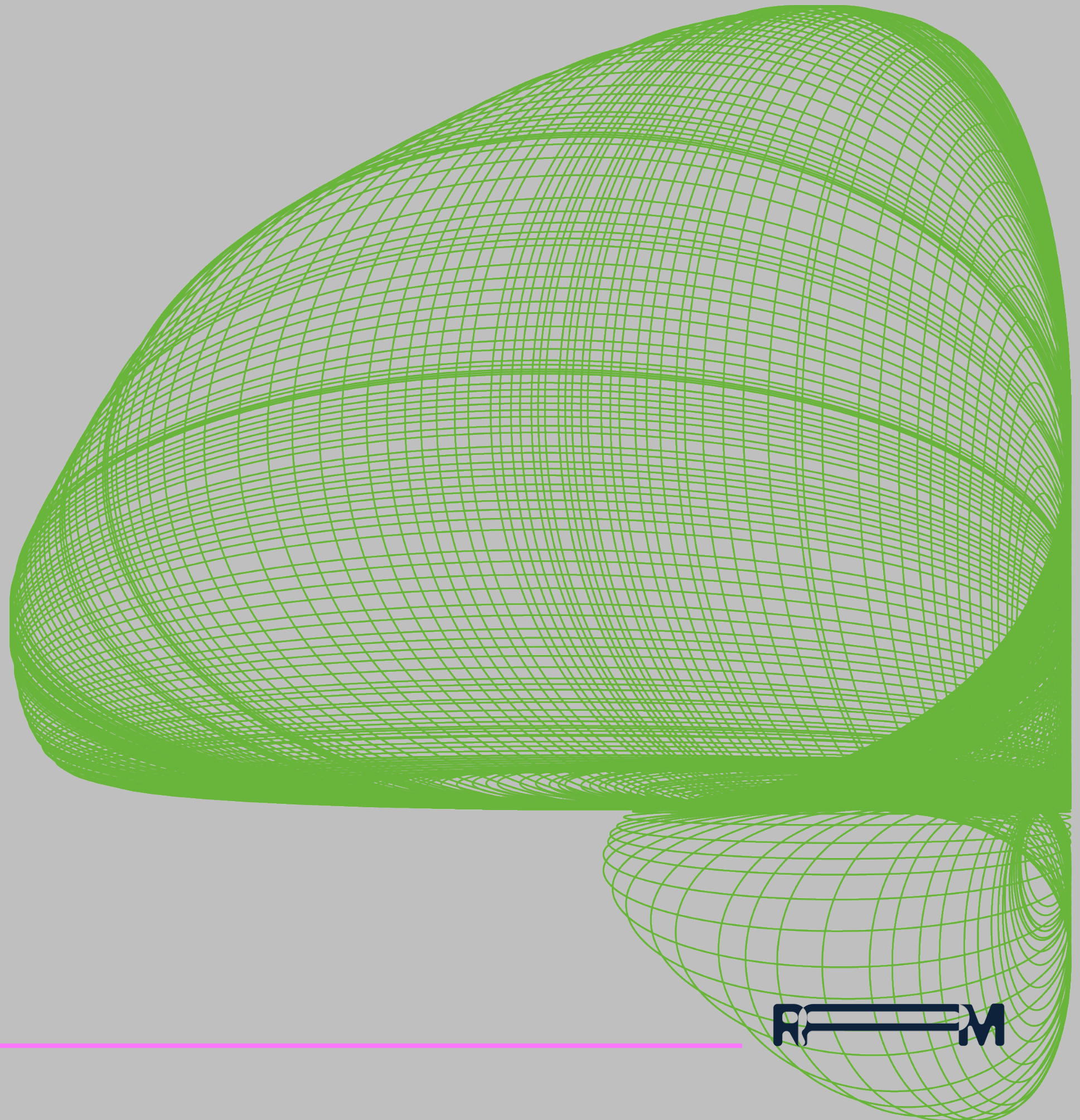
Specification Guide 2025

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Mission statement

Inspired by high energy racing and the hypnotic drive of electric beats, RPM stands for Revolutions Per Minute. Every element of the RPM brand, from its visuals to its tone of voice, is built to express movement and mirror the pulse of the music: light trails, speed lines, bold typography and a bright palette of harmonious colours. This guide outlines the identity of RPM and ensures that wherever it appears, whether on stage, on screen, or on merchandise, the brand keeps driving forward.



Our values

ENERGY

RPM is a community built on positive energy. Every space, stage and performer should move people physically and emotionally to feel upbeat, safe and ready to have a good time.

Energy



PROGRESSION

RPM strives to support rising talent, choosing new sounds and platforming fresh perspectives, always pushing things forward to better the brand.

Progression



Our vision

SUSTAINABILITY

RPM is built for the future, which means protecting it. From low impact staging and recyclable materials to eco-conscious food vendors and waste reduction strategies, we are committed to a sustainable approach. We believe festivals can be loud and bold without being harmful. Sustainability at RPM is not just a policy, it drives every part of the experience.

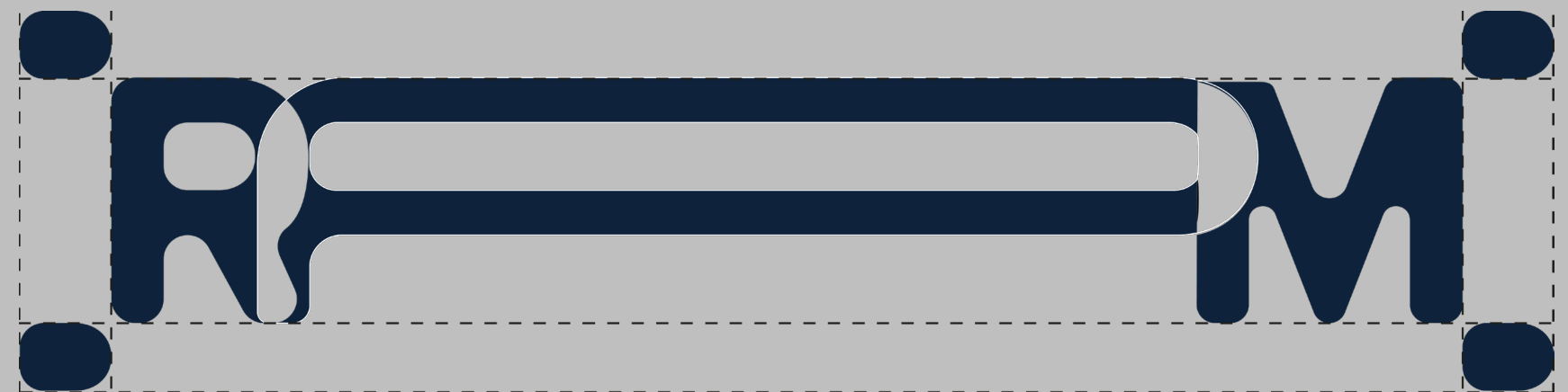
Sustainability



Logo

This is the only logo that is to be used for anything to do with RPM. As the logo is a PNG, the spacing around it is what is shown from the padding. The logo is to be used across both physical and digital branding.

The padding around the logo is the hole from the 'R' used in the logo. When the logo is in use, the spacing around it will always be the same.



Bad usage of logo

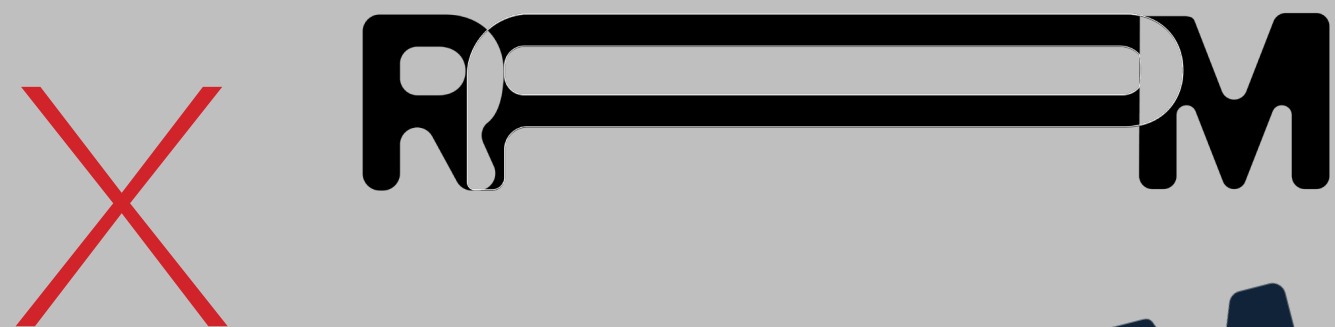
The logo should not be warped in any way.



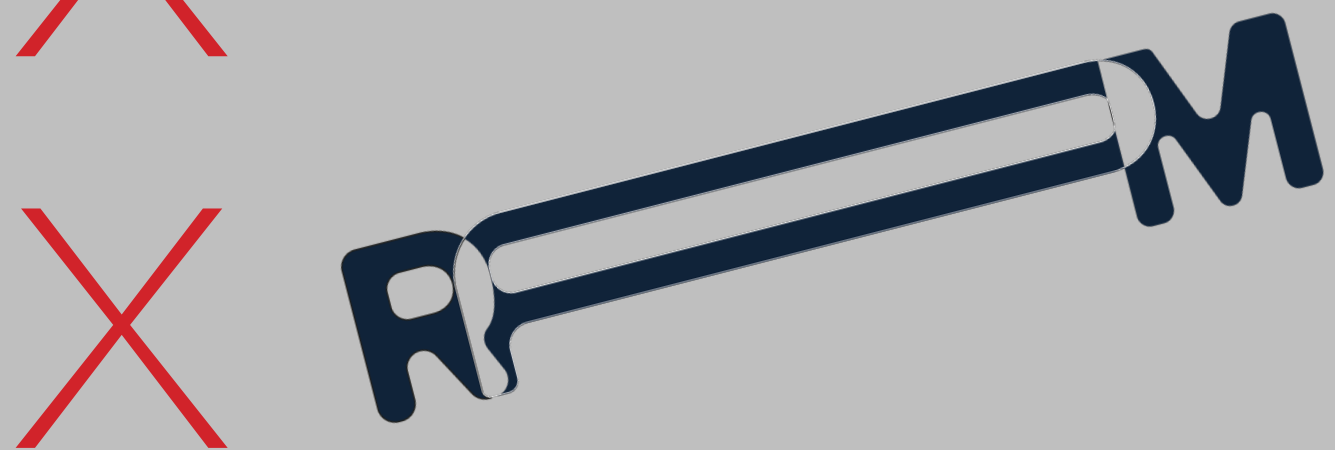
The logo should not be put in any colour other than dark blue.



The logo should not be put in black or white.



The logo should not be rotated in any way



Colour palette

The colour palette should stay the same shades for the festival. The primary colours are light grey, dark blue and midtone blue. The secondary colours are green and pink, these can only be used on patterns or as accents to make something stand out more.

The primary colour palette is inspired by the top selling car colours in the United Kingdom.



Typography

The font Proxima Nova is the only one used.
Using the shown weights across both physical
and digital branding.



The font is to be used only in dark blue and light
grey as they are clear to read.

Light grey can only be used when the
background colour is blue.

Proxima Nova Regular

AaBbCcDd

Proxima Nova Medium

AaBbCcDd

Proxima Nova Bold

AaBbCcDd

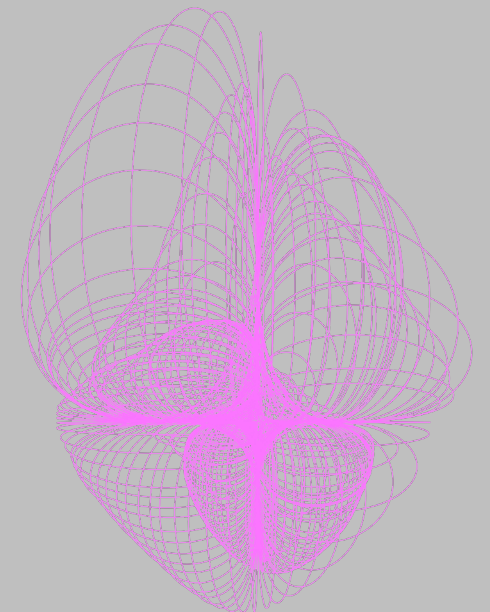
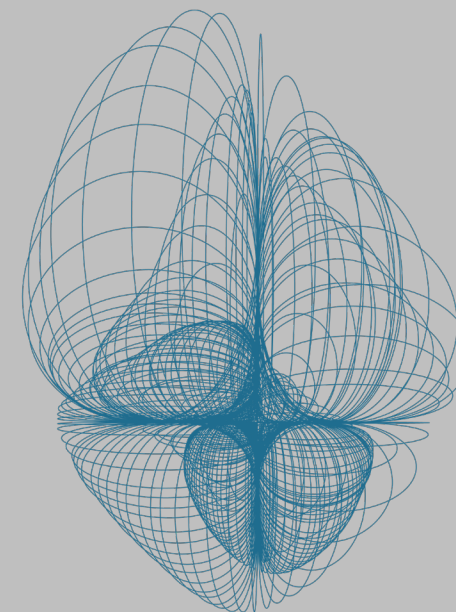
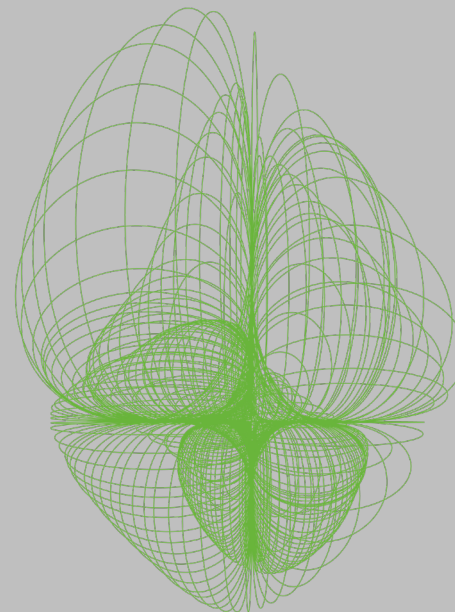
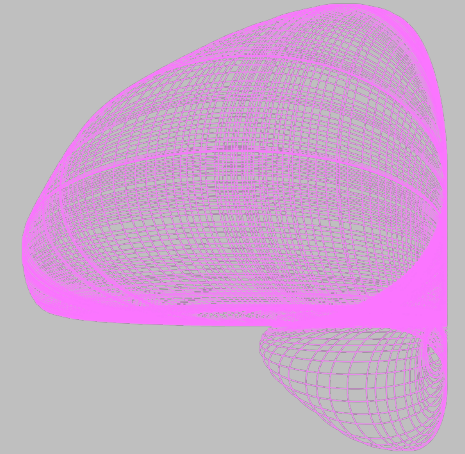
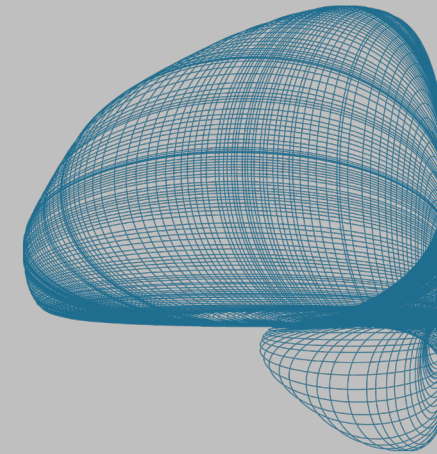
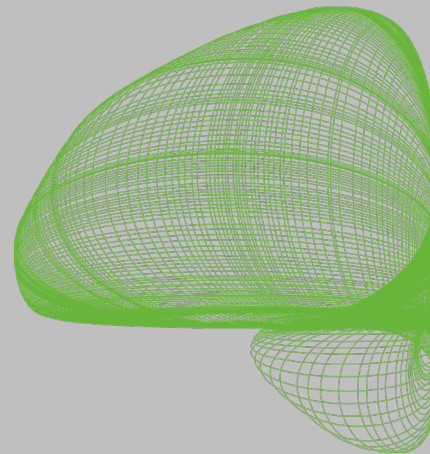
Proxima Nova Extrabold

AaBbCcDd



Patterns

The patterns that are shown may be used in any way that is suited to the digital or physical. They can be warped but must only be used in green, blue and pink. When patterns are by logo, it must be behind the brand logo.



Transport

RPM TRANSPORT: SUSTAINABLE + COMFORTABLE TRAVEL

RPM is committed to reducing its environmental impact, offering a dedicated transport system which includes eco-friendly buses and comfortable coaches which connect major cities and towns directly with the festival site. By encouraging shared travel, we significantly cut down on emissions.



Semiotics

These are the semiotics used across the event location on the signage and on the map that is given to you as you enter the RPM experience.

The semiotics cannot be warped in any way. They must be the same height and width when in use.

Parking



Food Area



Tent Area



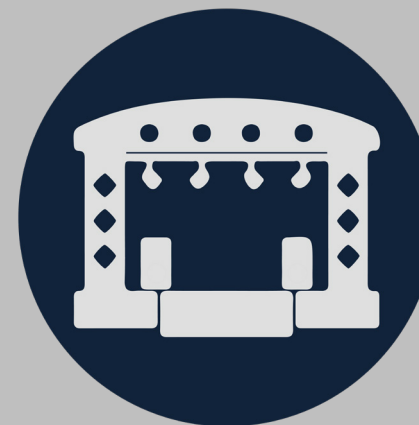
First Aid



Toilets



Main Stage



Second Stage



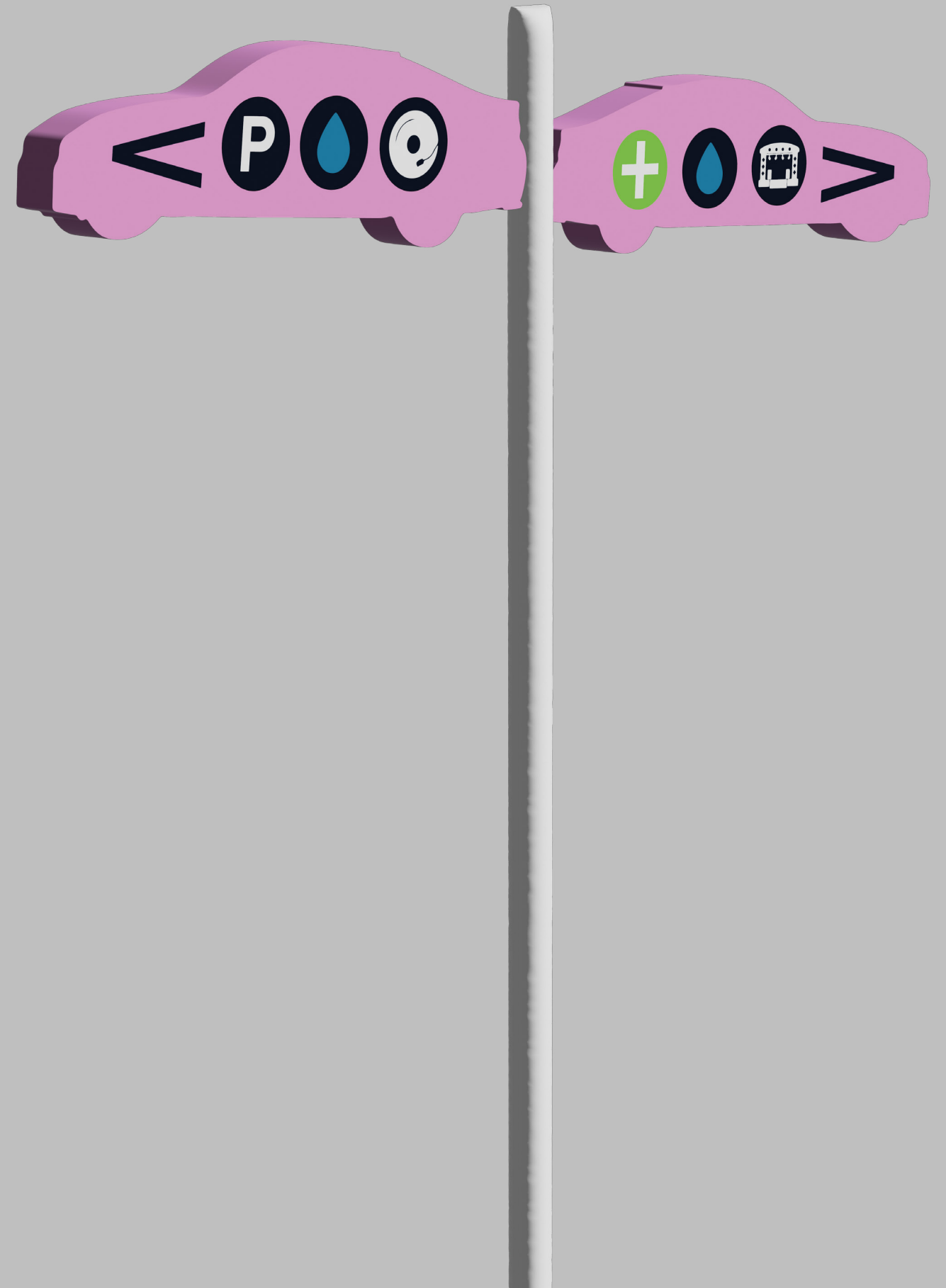
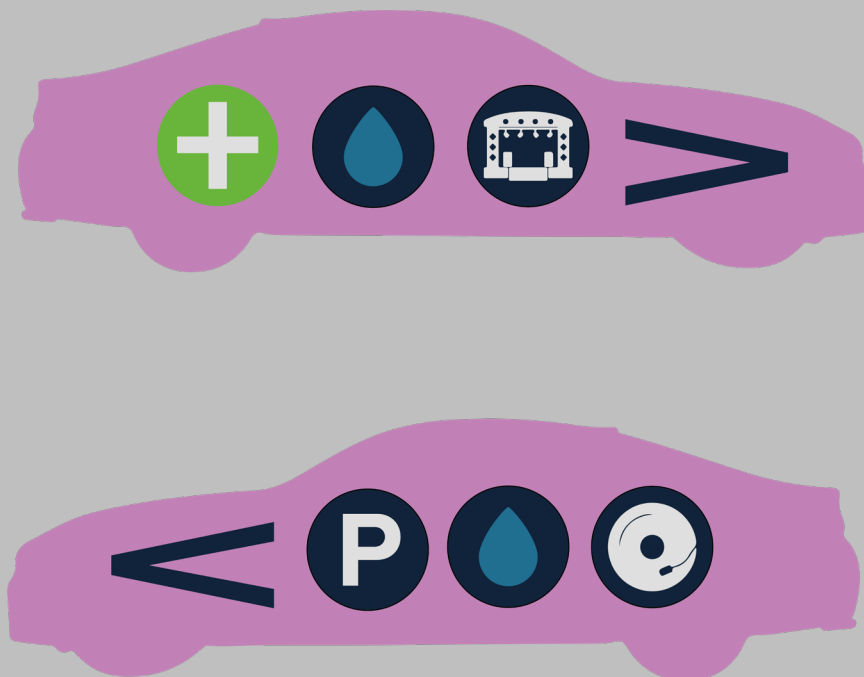
Water Station



Wayfinding

The wayfinding of the festival is based on the shape of a car silhouette, with the nose of the car directing people around the festival using the semiotics from the map to remain clear.

Signs



Wayfinding

This is Brands Hatch and the facilities are being repurposed for the festival to make the high octane experience feel surreal while at the festival, on a race track with a rich history.



Advertisement

The posters will be used to advertise the festival. This will be done by showing the main act poster as well as the overall lineup of the festival. Various forms of advertisement include billboards and bus stops. By having posters in cities and local areas people would know about RPM.

Posters



Online advertisement

The website for the festival could include the festival line-up and the transport tickets that can get you to the festival.

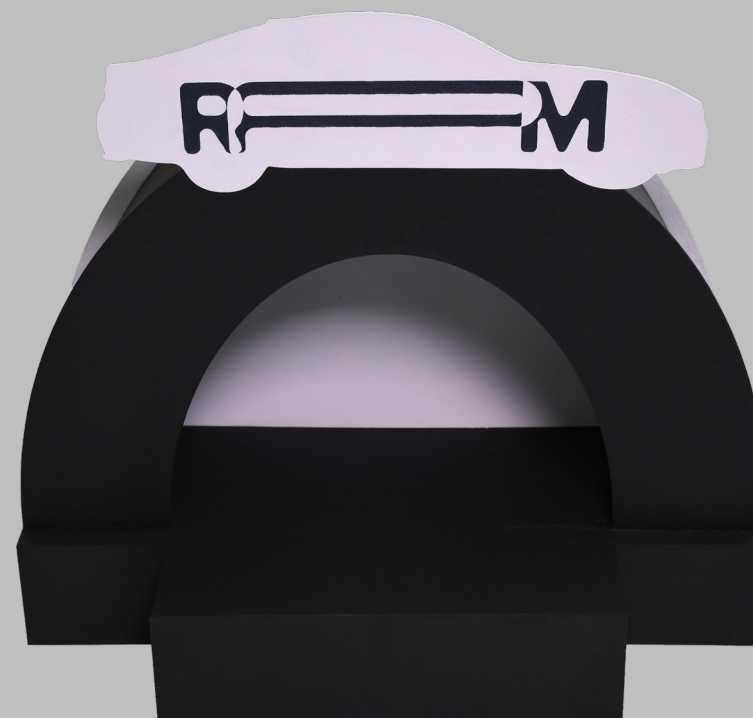
A countdown is also shown before and after purchase to lead up to the high octane festival.



Stages

Inspired by a car tyre, the main stage is constructed using black material. The RPM logo is prominently displayed at the front and centre of the stage.

The second stage is inspired by a house, as that is the music that is being performed throughout the festival. This stage is smaller than the main stage as it will create more of a connection between the festival-goers and the music.

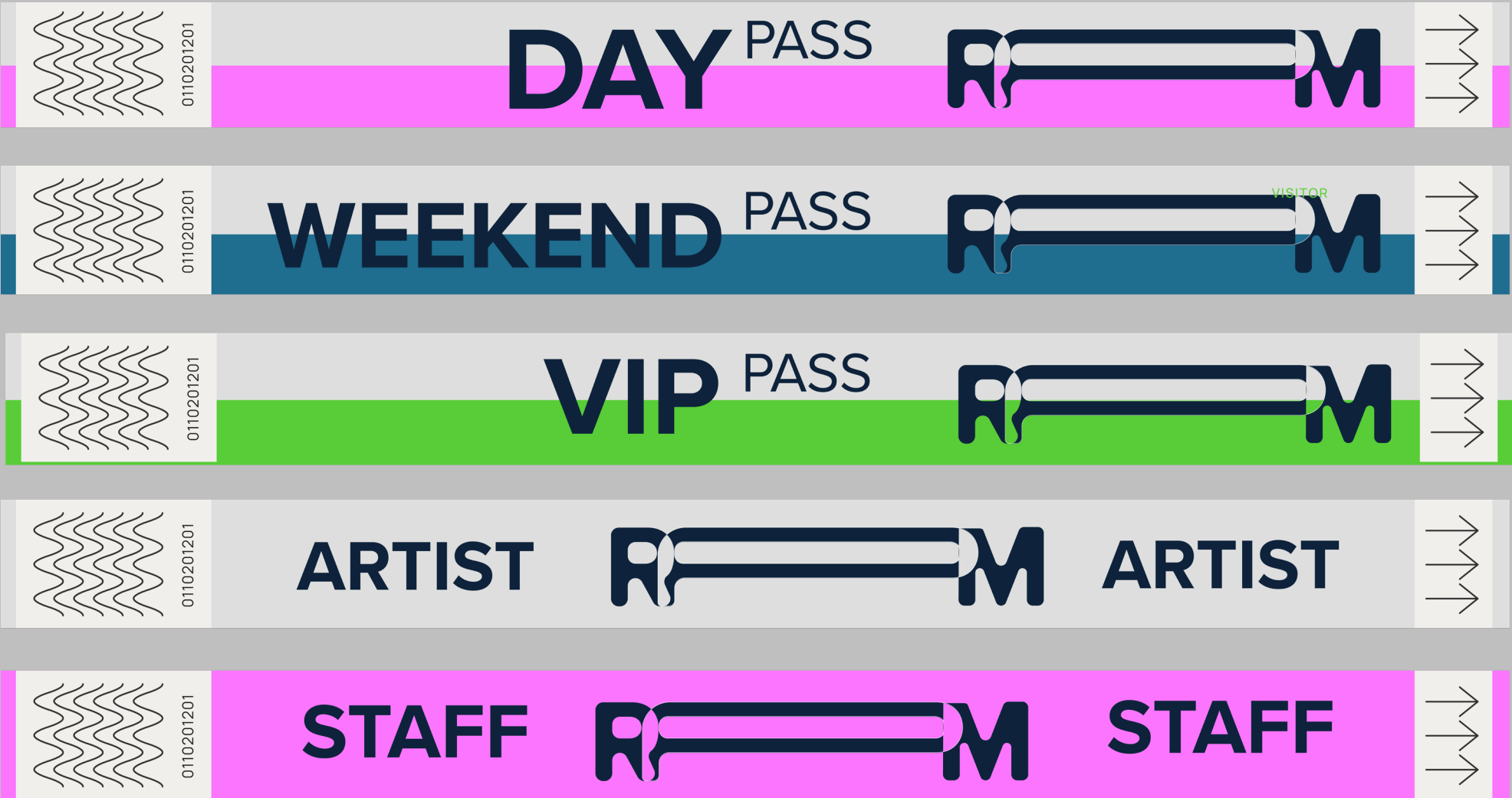


Visuals

There will be a range of different wristbands available at the festival, including:

- A Day pass,
- A Weekend pass,
- A VIP pass.

Artist passes and staff passes are the only ones that allow full access to anywhere on the festival grounds. The wristband colours clearly indicate access and permissions to staff.



Merchandise

There will be a range of festival merchandise, such as t-shirts, jumpers, water bottles that use the brand's colour palette and patterns.



Food truck visuals

Drink vans will be around the festival in the many food court sections with a blue pattern. The pink pattern is for food vendors that cook meat and the green pattern is for food vendors that cook vegan food.

Piaggio three-wheeler vehicles will be used by staff around the festival. This vehicle will provide a chance for festival-goers to buy reusable bottles and the Piaggio will be positioned near a water station to make it easier for people in need of a drink.

