



MEDIA KIT AND BRAND STYLE GUIDE

for

THE 2026 EDITIONS

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OUR WORD

Welcome to the official media resource hub for **Mud4Fun 4x4 Challenge Limited**. This document is designed to guide our corporate sponsors, activation partners, accredited media houses, and digital creators in representing Africa's Ultimate Off-Road Experience with visual consistency and legal compliance.

1. THE LOGO SUITE

Our composite mark represents the rugged engineering core of the Mud4Fun brand. It must always be reproduced using the official design files provided in the media package.

1.1 Standard Brand Mark



The primary layout features a stylized, heavy-duty off-road vehicle emerging from a detailed mud splatter device, accompanied by high-impact distressed lettering.

1.1.1 Primary Vector Mark (No Border)

Optimized for clean integration over solid black, white, or highly contrasting environmental backgrounds.

1.1.2 Sticker-Cut Version (White Keyline Border)

Optimized for application onto dark, complex backgrounds, vehicles, apparel and digital media overlays.

1.2 Layout Rules & Clear Zone Requirements

To protect the visual prominence and scan-ability of the mark:

1.2.1 The Clear Zone

Maintain an unencumbered space around the perimeter of the mark equal to the height of the letter component "M" in the typeface. No secondary corporate branding, promotional text, or busy elements may encroach on this zone.

1.2.2 Proportional Lock

The height-to-width ratio of the logo is locked. Do not stretch, shear, or distort the mark.

1.2.3 Exemption of Color

Under **Trade Mark No. 145164** our mark is registered in *any color combination*. However, creators **MUST** use the pre-compiled palette configurations provided in the official assets.



2. BRAND COLOR PALETTE

Our palette brings to life the contrast between high-performance automotive machinery and our sustainable, environmental commitments.



Category	Color Name	Hex Code	Purpose / Usage
Primary Accent	Off-Road Orange	#E36D1D	Primary brand styling, action highlights and main decals.
Primary Accent	Trackside Red	#D1262B	Winching alerts, boundaries and high-performance highlights.
Base	Muddy Charcoal	#1C1917	Standard dark background base, solid borders and text overlays.
Base	Off-White Sand	#F5F5F4	Clean light backgrounds, document body bases, and subtle contrast.
Conservation	Mud4Green Leaf	#15803D	Strictly reserved for our permanent environmental restoration initiatives.

3. TYPOGRAPHY SYSTEM

To maintain a clean balance between rugged grit and modern digital legibility, our typographical system is divided into print/display assets and web assets.

3.1 Display & Accent Typeface (Primary Branding and Merchandising)

3.1.1 Font Family

Depressionist 3 Revisited

3.1.2 Styling

Distressed, stamp-textured, uppercase display font.

3.1.3 Usage

Strictly limited to main logo variations, printed event banners, physical event signage, vehicle decals, and official merchandise.

3.2 Main Heading Typeface (Web Titles and Navigation UI)

3.2.1 Font Family

Blinker

3.2.2 Styling

Sans-serif, low-contrast, industrial, tight geometric forms.

3.2.3 Usage

Level-1, Level-2, and Level-3 document headings, web page titles, digital advertisement banners, and navigation menus.

3.3 Body & Legal Document Typeface (Paragraphs, Forms and Interface UI)

3.3.1 Font Family

Plus Jakarta Sans

3.3.2 Styling

Modern, clean geometric sans-serif, tall x-height.

3.3.3 Usage

Body text, the Master Media Policy text, application forms, digital data fields, email correspondence, and standard mobile app layouts.

4. WATERMARKING MANDATES FOR CONTENT CREATORS

To prevent unauthorized scraping, digital piracy, or un-attributed distribution of our intellectual property, all accredited creators must enforce the following watermarking specifications:



4.1 Placement

The watermark must be rendered cleanly across the center quadrant of the frame as an overlay or fixed firmly in the top and bottom corner boundaries of digital imagery and video reels.

4.2 Opacity Standard

Use a minimum opacity of 35% for on-track action captures and 65% for lifestyle/experiential recaps to ensure clear brand association.

4.3 No Secondary Overlaps

No creator's personal logo or partner's corporate logo may overlap or obscure the Mud4Fun watermark or violate its mandatory Clear Zone boundary.

5. SOCIAL MEDIA ARCHIVING AND COMMUNITY RULES

We actively encourage our community to share the adrenaline of our curated experience zones. All public digital posts must comply with our sharing framework.

5.1 Social Media Directory

To ensure uniform brand alignment, the Licensee must tag or link directly to the following verified official accounts when publishing content:

5.1.1 Official Social Media Directory

To ensure uniform brand alignment, the Licensee must tag or link directly to the following verified official accounts when publishing content:

5.1.1.1 Instagram

[@mud4fun4x4challenge](#)

5.1.1.2 Threads

[@mud4fun4x4challenge](#)

5.1.1.3 X

[@mud_4fun](#)

5.1.1.4 YouTube

[@mud4fun4x4challenge](#)

5.1.1.5 Facebook

[Mud4Fun 4x4 Challenge Official Page](#)

5.1.2 Sharing and Retweeting

5.1.2.1 Native Re-Sharing

Sharing, retweeting, or embedding native posts from the official channels is highly encouraged.

5.1.2.2 No Re-Framing

Downloading official video files and re-uploading them natively onto third-party commercial profiles without original source attribution is strictly prohibited.

5.2 Mandatory Digital Markers

All collaborative posts, spectator recaps, and accredited reports must index their content utilizing our official primary and environmental campaign hashtags:

5.2.1 Primary Brand Event Marker: **#Mud4Fun**

5.2.2 Eco-Restoration Campaign Marker: **#Mud4Green**

6. MEDIA ENQUIRIES AND LICENSING APPLICATIONS

All assets, including raw high-resolution vector logos (SVG/EPS format), desktop font files, watermarking overlays, safety briefing packages and official partner brand guidelines must be requested through our communications hub.

For any branding questions, commercial license inquiries, or sponsor coordination, please contact: media@mud4fun.com