



BRAND STRATEGY

Brand Positioning:

Apex Racing Lab is the premier destination for sim racing in the region, offering an unparalleled experience with 20 state-of-the-art simulators, onsite instructors, and access to world-class virtual tracks. We combine pro-level driving equipment with a friendly, motivating environment where racers of all skill levels can Speed Socially®.

Target Audience:

Our primary audience includes sim racers, motorsport enthusiasts, corporate groups, social event planners, and families looking for unique and engaging experiences. We cater to both casual racers and serious competitors, offering a space where everyone can come together for thrilling races and memorable gatherings.

Brand Promise:

At Apex Racing Lab, we promise to deliver the ultimate sim racing experience by providing cutting-edge technology, expert guidance, and a vibrant community. We are the largest sim racing center in the region. Our nearly 5,000 sq ft facility is designed to host the best watch parties, team competitions, corporate events, and birthday gatherings, making us the go-to venue for social racing and entertainment.

Brand Personality:

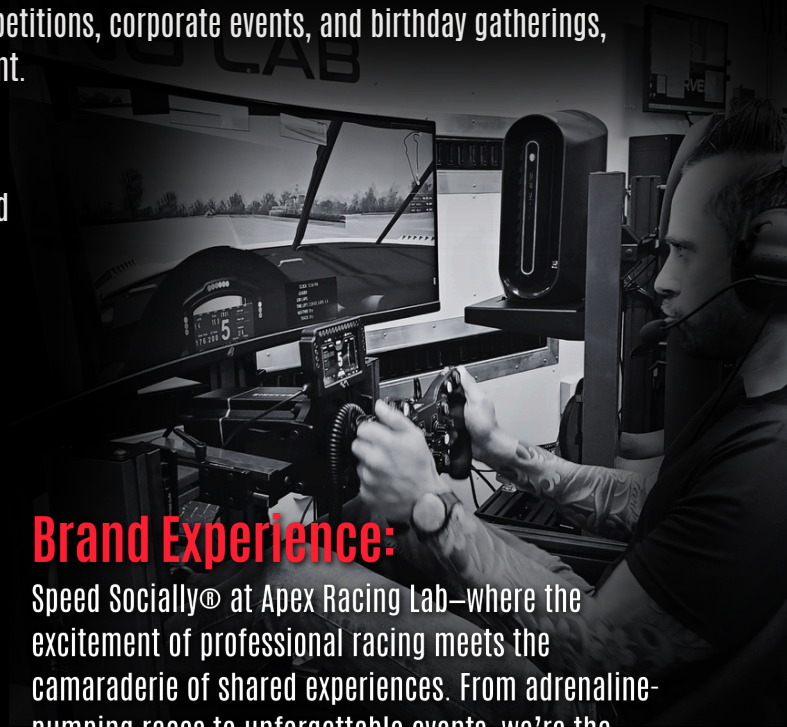
Innovative, Inclusive, Energizing, Fun, and Community-Focused

Brand Values:

- **Excellence:** We strive to provide the highest quality racing experience with top-of-the-line equipment and expert instruction.
- **Community:** We foster a welcoming environment where racers can connect, compete, and share their passion for motorsport.
- **Innovation:** We continuously seek to enhance our offerings with the latest in racing simulation technology and unique event experiences.
- **Fun:** We create an atmosphere that blends the thrill of racing with the joy of social interaction, making every visit exciting and memorable.

Brand Experience:

Speed Socially® at Apex Racing Lab—where the excitement of professional racing meets the camaraderie of shared experiences. From adrenaline-pumping races to unforgettable events, we're the ultimate hub for racing culture and social connection.



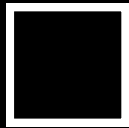


APEX RACING LAB
THE ULTIMATE SIM RACING EXPERIENCE

Colours



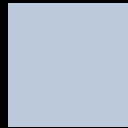
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LOGO Fonts

Conthrax SemiBold

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PRINT HEADLINE FONTS

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LOGOS

