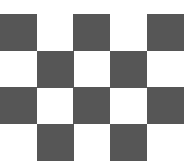




***HORSEHEART***

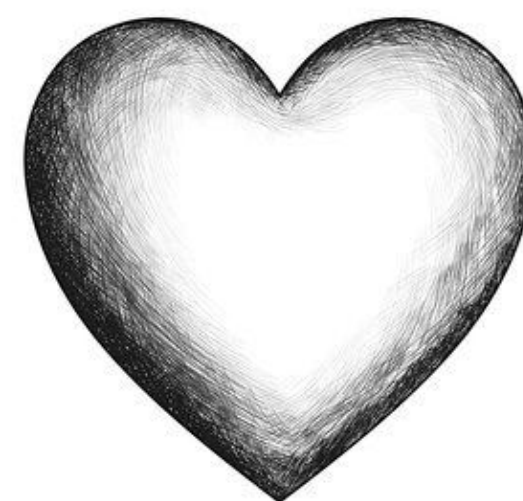
***RACING***



# Inspiration



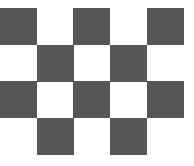
**HORSE**



**HEART**

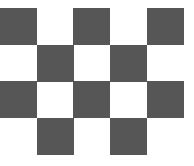


**FERRARI LOGO**



Symbol

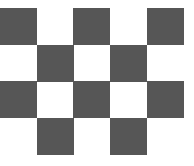




Logomark

***HORSEHEART***

***RACING***

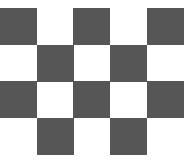


Primary Logo



***HORSEHEART***

***RACING***



Grid



21x

**HORSEHEART**

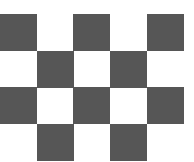
3x

7x

**RACING**

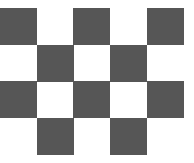
3x

3x



# Horizontal Logo - Grid





***HORSEHEART***

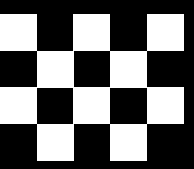
***RACING***



***HORSEHEART***

***RACING***





All Logos & Symbols - Dark Mode



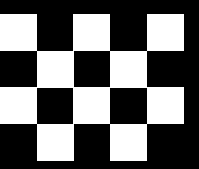
***HORSEHEART***

***RACING***



***HORSEHEART***

***RACING***



All Logos & Symbols - Negative Version



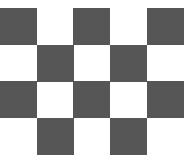
***HORSEHEART***

***RACING***



***HORSEHEART***

***RACING***



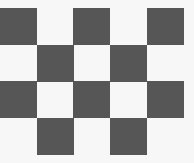
Safety Margin



***HORSEHEART***

***RACING***

***H***




# Color Pallete

## Primary Colors


## Secondary Colors

**Heart Red**

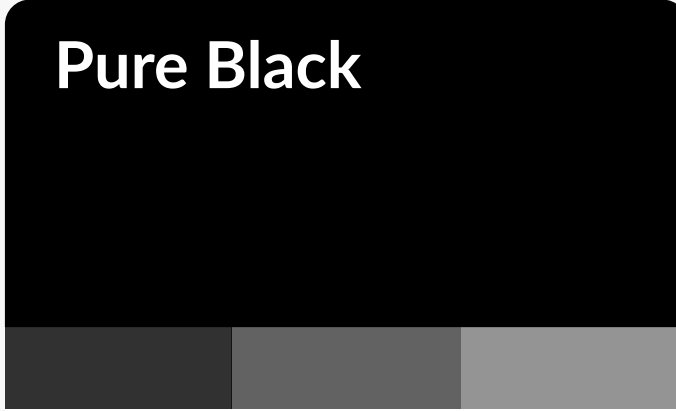


R 193  
G 028  
B 046

# C11C2E

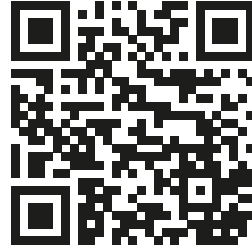


**Pure Black**

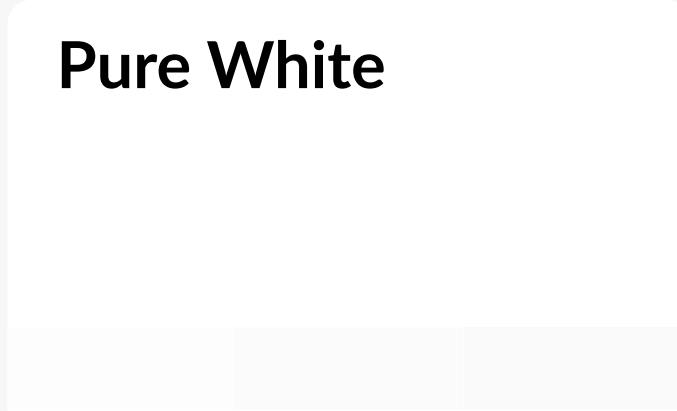


R 000  
G 000  
B 000

# 000000

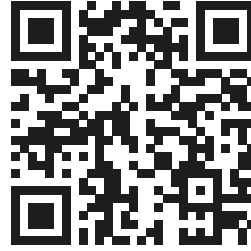


**Pure White**

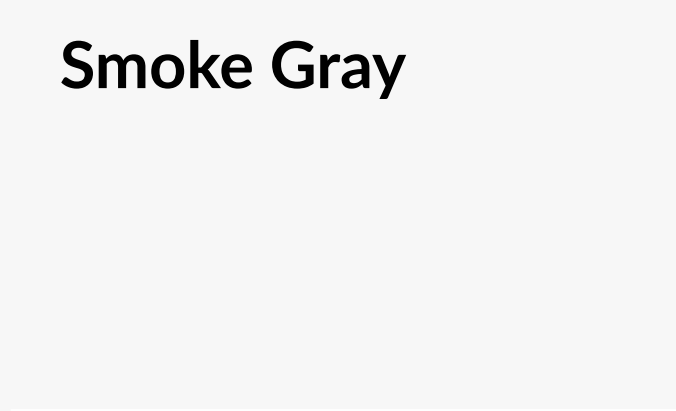


R 255  
G 255  
B 255

# FFFFFFFF

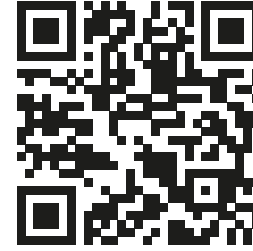


**Smoke Gray**

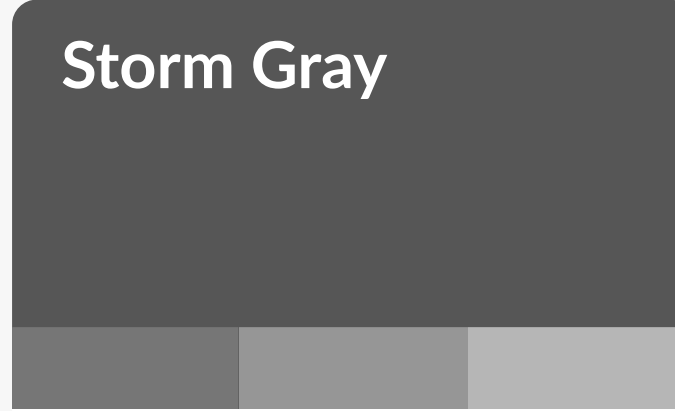


R 247  
G 247  
B 247

# F7F7F7

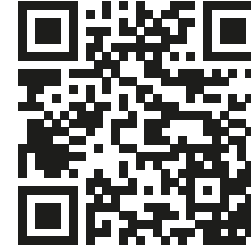


**Storm Gray**




R 086  
G 086  
B 096

# 565656

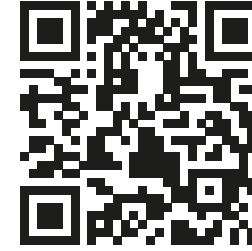


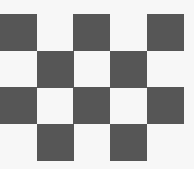
**Blood Red**



R 152  
G 028  
B 042

# 981C2A





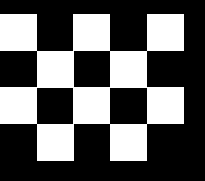
# Gilroy Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

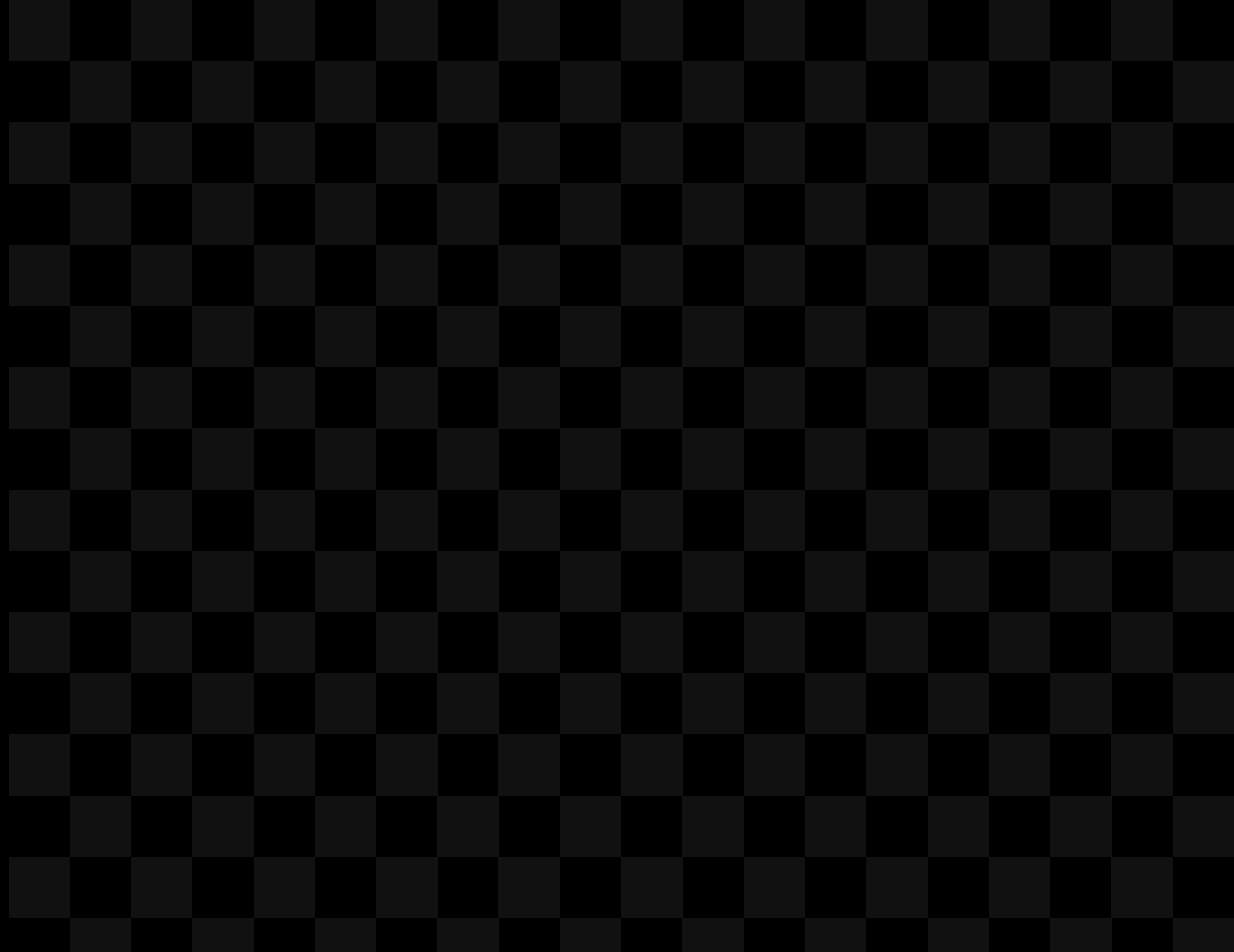
abcdefghijklmnopqrstuvwxyz

0123456789!

Aa Bb 123



Pattern





**IN-OFFICE**  
**APPLICATIONS**

**GRANT DAVIS**  
**FOUNDER**



555-555-5555  
grant@horseheartracing.com  
www.horseheartracing.com



**HORSEHEART**  
**RACING**





1234 N Burling St  
Chicago, IL 60614  
[www.horseheartracing.com](http://www.horseheartracing.com)





1234 N Burling St  
Chicago, IL 60614  
www.horsehearttracing.com



1234 N Burling St  
Chicago, IL 60614  
www.horsehearttracing.com



Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Signature

Dear Mr. Smith,

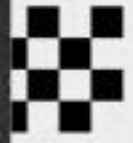
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Signature



January 20, 2024



1234 N Burling St  
Chicago, IL 60614  
[www.horseheartracing.com](http://www.horseheartracing.com)



Dear Mr. Smith,

January, 20, 2024

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

*Signature*




[www.horseheartracing.com](http://www.horseheartracing.com)

GRANT DAVIS  
FOUNDER



555-555-5555  
[grant@horseheartracing.com](mailto:grant@horseheartracing.com)  
[www.horseheartracing.com](http://www.horseheartracing.com)



 1234 N Burling St  
Chicago, IL 60614  
[www.horseheartracing.com](http://www.horseheartracing.com)





**HORSEHEART**

**RACING**

**GRANT DAVIS**

**FOUNDER**

[www.horseheartracing.com](http://www.horseheartracing.com)



**HORSEHEART**  
RACING

[www.horsehearttracing.com](http://www.horsehearttracing.com)



**MEETING ROOM**

A close-up, artistic photograph of a person's face wearing a racing helmet. The helmet is dark with a checkered pattern. The person's eyes are visible through the visor. The background is dark and textured. The text "PRODUCT APPLICATIONS" is overlaid in the center.

**PRODUCT**  
**APPLICATIONS**



**HORSEHEART**  
RACING









R A C I N G

**R A C I N G**

R A C I N G

R A C I N G

R A C I N G

R A C I N G

R A C I N G







**FLAGS & SIGNAGE**  
**APPLICATIONS**



**HORSEHEART**

**RACING**





- ↑ PARKING
- ← TICKET OFFICE
- ← ENTRANCE
- ← INFORMATION
- ↗ GAS STATION





**RACE DAY**  
**APPLICATIONS**

**HORSEHEART**  
RACING

MAY  
**01<sup>st</sup>** 2024

RACE  
FOR  
THE  
**CROWN**  
ORLANDO, FLORIDA

**HORSEHEART**  
RACING

MAY  
**01<sup>st</sup>** 2024

RACE  
FOR  
THE  
**CROWN**  
ORLANDO, FLORIDA



 **HORSEHEART**  
RACING

MAY 10  
2024

**RACE FOR THE CROWN**  
ORLANDO, FLORIDA

VIP ACCESS PASS  
**GRANT DAVIS**



MAY  
**01<sup>st</sup>** 2024

RACE  
FOR



**THE  
CROWN**

ORLANDO, FLORIDA



**HORSEHEART**  
RACING



MAY  
**01<sup>st</sup>** 2024

RACE  
FOR  
**THE CROWN**  
ORLANDO, FLORIDA



**HORSEHEART**  
RACING



MAY  
**01<sup>st</sup>** 2024

RACE  
FOR  
**THE CROWN**  
ORLANDO, FLORIDA



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No: 12345678900000000000

TICKET  
HHR



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No: 12345678900000000000





**MEDIA**  
**APPLICATIONS**

# HORSEHEART

RACING

## A NIGHT TO REMEMBER

Read the incredible story of a horse named Remy that rescued his unconscious owner from a 12 foot alligator.

### Race for the Crown

Watch the fastest horses in the world compete for "The Crown". Read details inside.

### Wild Horses

Are wild horses genetically superior to domesticated horses?

[www.horsehearttracing.com](http://www.horsehearttracing.com)





9.5k

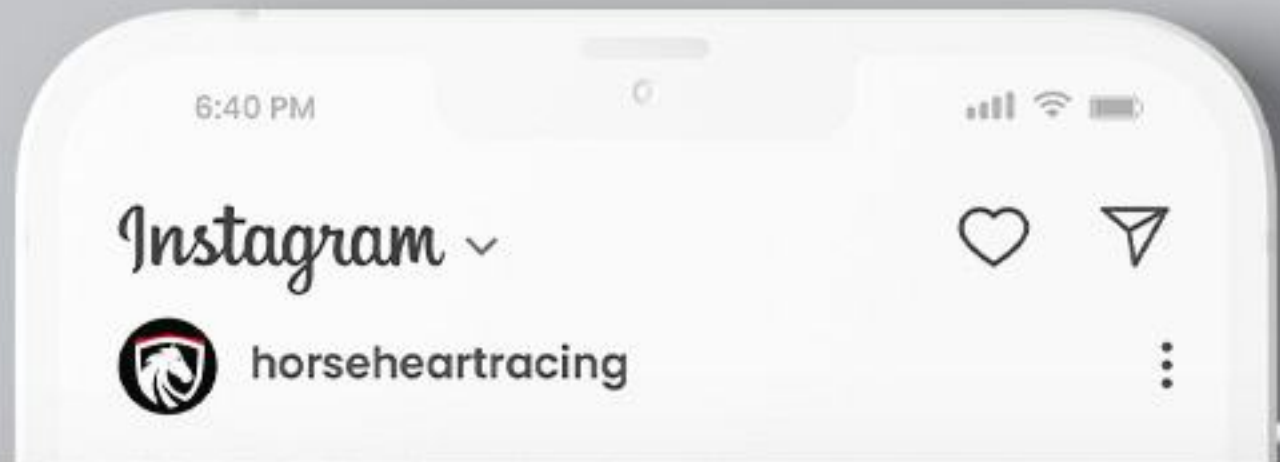
15k Comments

Like

Comment

Share



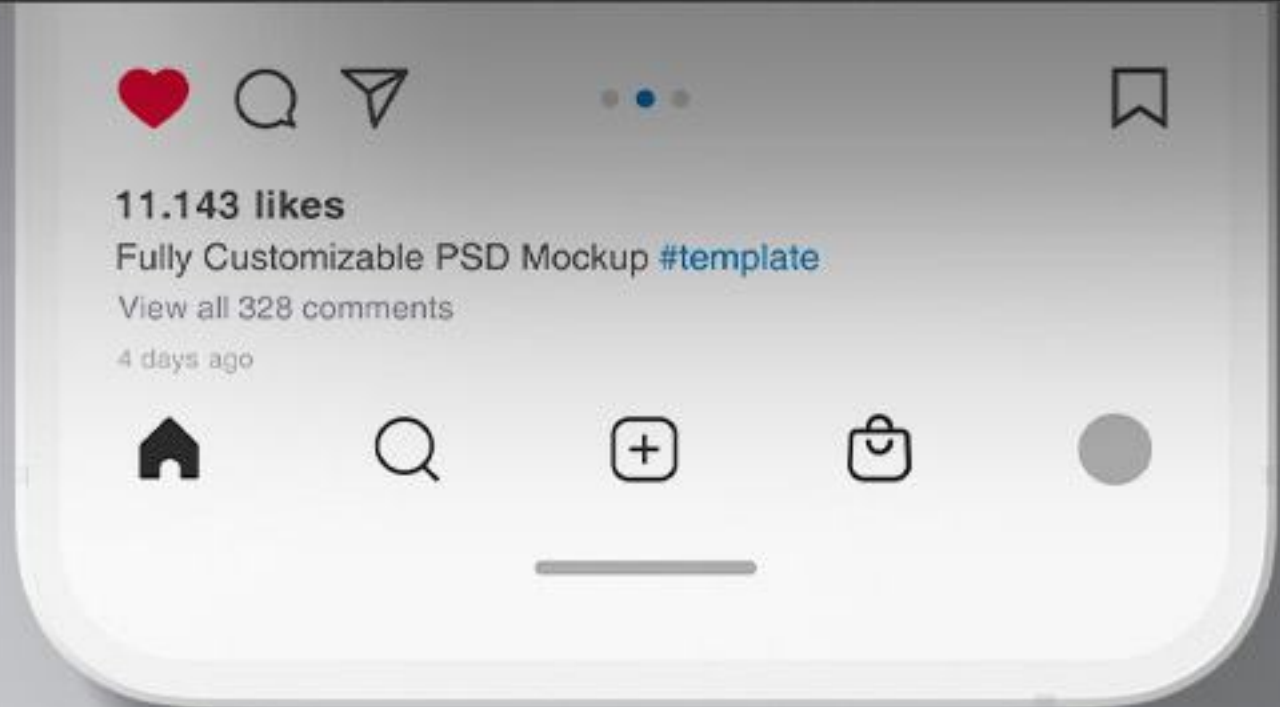


**HORSEHEART RACING**

**TOP 5**  
Last Race

	Horse	Jockey	ML ODDS
1	Plus Que Parfalt	Mr Jess Perry	10-1
2	Rolland	Favorite Trick (TB)	20-1
3	Mr. Money	One Famous Eagle	12-1
4	Chase the Ghost	Corona Cartel	30-1
5	Henley's Joy	Miss Racy Eyes	10-1

**VISA** **DIGITAL&** **Capital One** **ROLEX**





**WEBSITE**  
**APPLICATIONS**

R5 Gulfstream (US) 3.11.10  
Gulfstream Race 5 - Maiden Claiming 1500m

R8 Dundalk (IE) 14.1.7  
Dundalk Stadium Handicap 2149m

R3 Oaklawn Park (US) 10.5.12  
Oaklawn Park Race 3 - Maiden Claiming 1207m

R5 Laurel Park (US)  
Laurel Park Race 5 - Allowan

HOME RACES HORSES JOCKEYS



SHOP NOW LESSONS

BUY TICKETS

# WATCH THE WORLD'S FASTEST HORSES COMPETE FOR THE CROWN

HorseHeart Racing's 1st annual "Race for the Crown"  
will be held on May 1st, 2024 in Orlando, Florida

BUY TICKETS

LEARN MORE

SHOP OUR STORE



READ OUR STORY



RACING CALENDARS



MacBook Pro

**R5** **Gulfstream (US)** 3.11.10  
Gulfstream Race 5 - Maiden Claiming 1509m

**R8** **Dundalk (IE)** 14.1.7  
Dundalkstadium Handicap 2149m

**R3** **Oaklawn Park (US)** 10.5.12  
Oaklawn Park Race 3 - Maiden Claiming 1207m

**R5** **Laurel Park (US)**  
Laurel Park Race 5 - Allowan

[HOME](#) [RACES](#) [HORSES](#) [JOCKEYS](#)



[SHOP NOW](#) [LESSONS](#)

[BUY TICKETS](#)

# HORSEBACK RIDING LESSONS FOR ALL LEVELS

Whether you are a beginner or an expert, we have a team of professionals that will take you to the next level

[FREE FIRST LESSON](#)

[SCHEDULE A LESSON](#)

HORSEBACK RIDING LESSONS FOR:

[BEGINNERS](#)



[NOVICE](#)



[EXPERTS](#)



R5 Gulfstream (US) 3.11.10  
Gulfstream Race 5 - Maiden Claiming 1509m

R8 Dundalk (IE) 14.1.7  
Dundalk Stadium Handicap 2149m

R3 Oaklawn Park (US) 10.5.12  
Oaklawn Park Race 3 - Maiden Claiming 1207m

R5 Laurel Park (US)  
Laurel Park Race 5 - Allowa

HOME RACES HORSES JOCKEYS



SHOP NOW LESSONS

BUY TICKETS

# BUY TWO TICKETS & GET A FREE RACING MUG

For every two tickets purchased for the next race, you will get a free racing mug (\$19.99 value)

SHOP NOW

ALL PRODUCTS



PULLOVERS

SHOP NOW



HATS

SHOP NOW



ACCESSORIES

SHOP NOW







**DASHBOARD**  
**APPLICATIONS**

Sessions

**110.9K**

6.9%

Conv. (MTD)

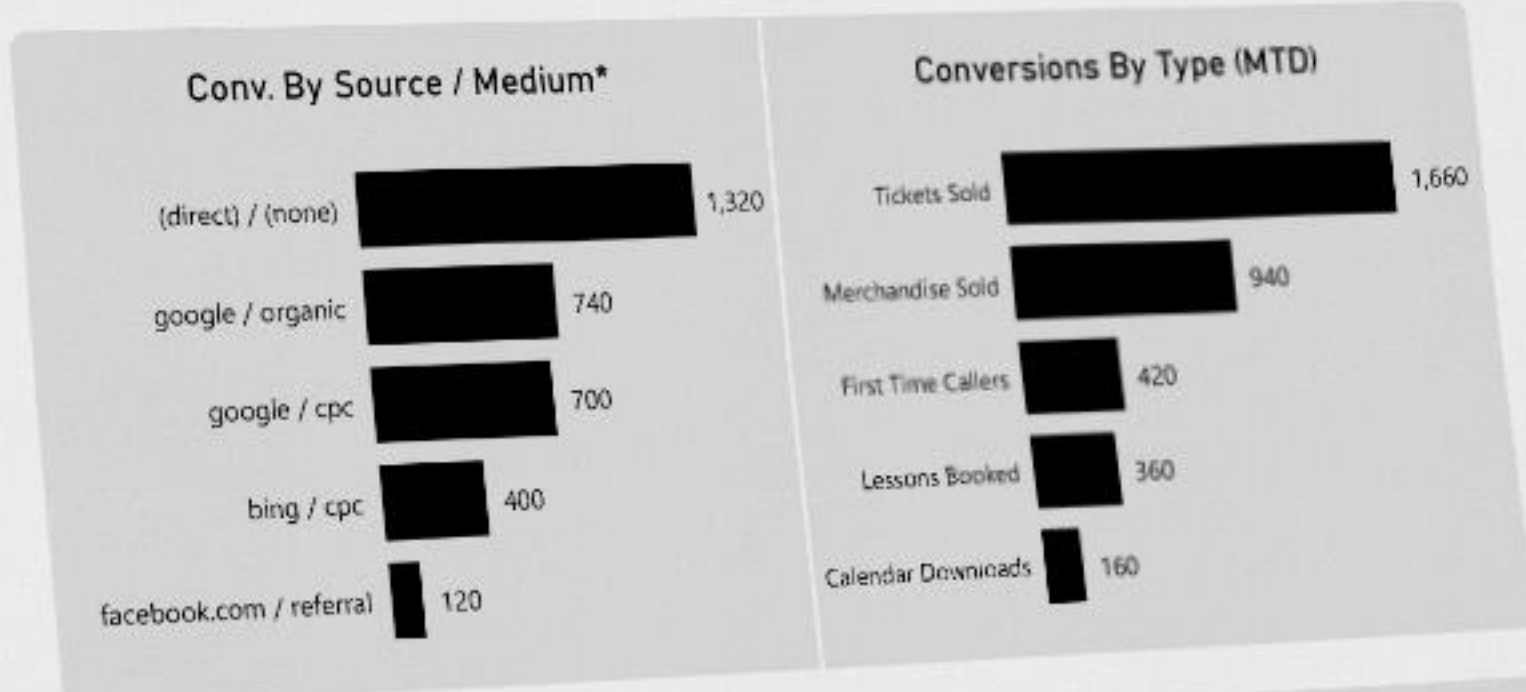
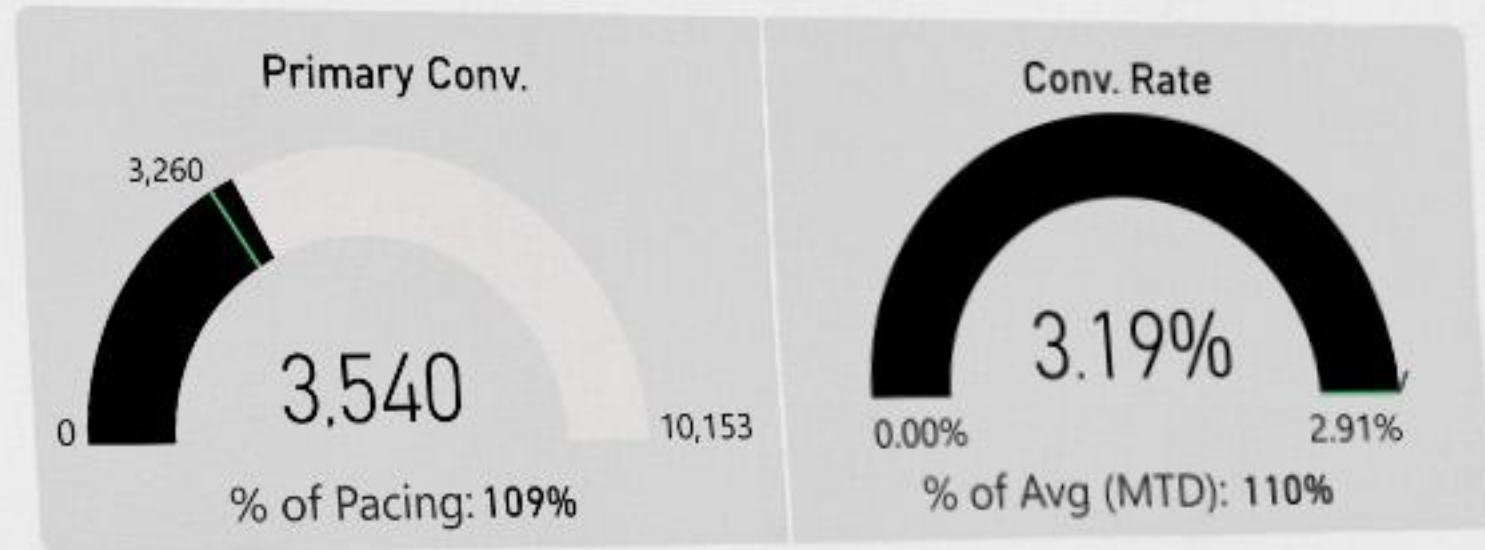
**3,540**

13.5%

Conv. Rate

**3.19%**

6.2%



Source / Medium*	Sessions	% ▲	Conv.	% ▲	Conv. Rate	% ▲
(direct) / (none)	33,480	5.4%	1,320	6.5%	3.94%	1.0%
google / organic	20,180	9.3%	740	19.4%	3.67%	9.2%
google / cpc	18,680	1.6%	700	9.4%	3.75%	7.6%
bing / cpc	13,240	2.5%	400	5.3%	3.02%	2.7%
facebook.com / referral	360	28.6%	120	0.0%	33.33%	0.0%

\*Top 5 Source / Mediums by primary conversions.

Total Cost (MTD)

**\$96.32K**

\$0K \$300K

% of Pacing: 100%

Conv. (MTD)

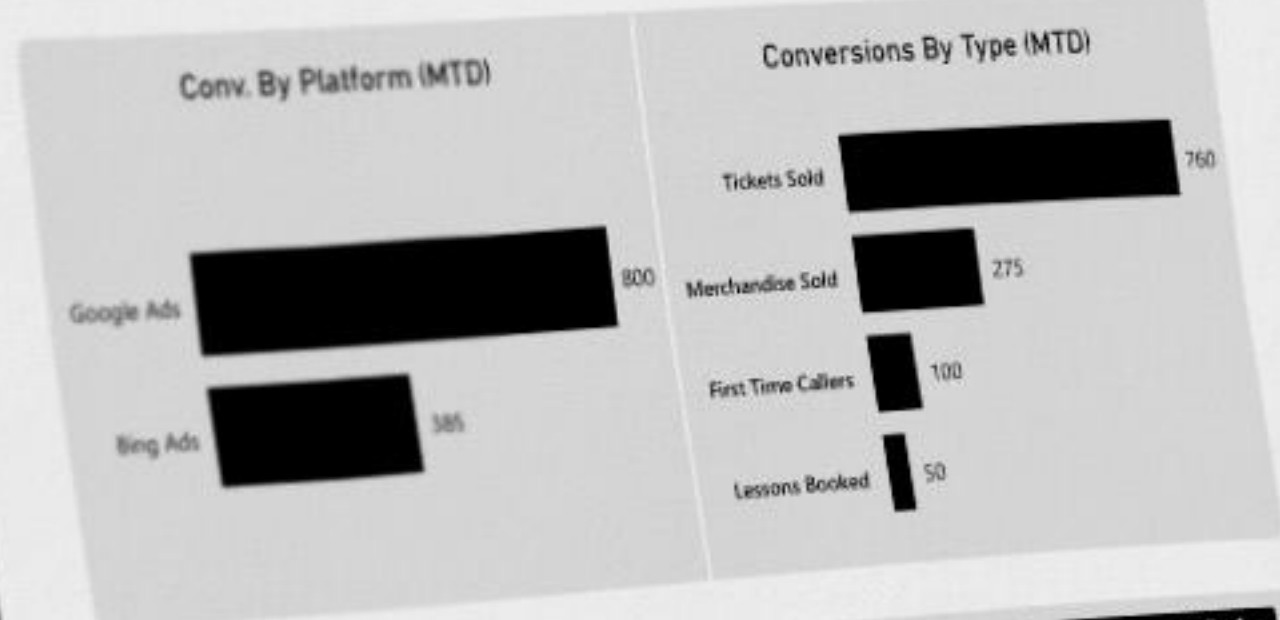
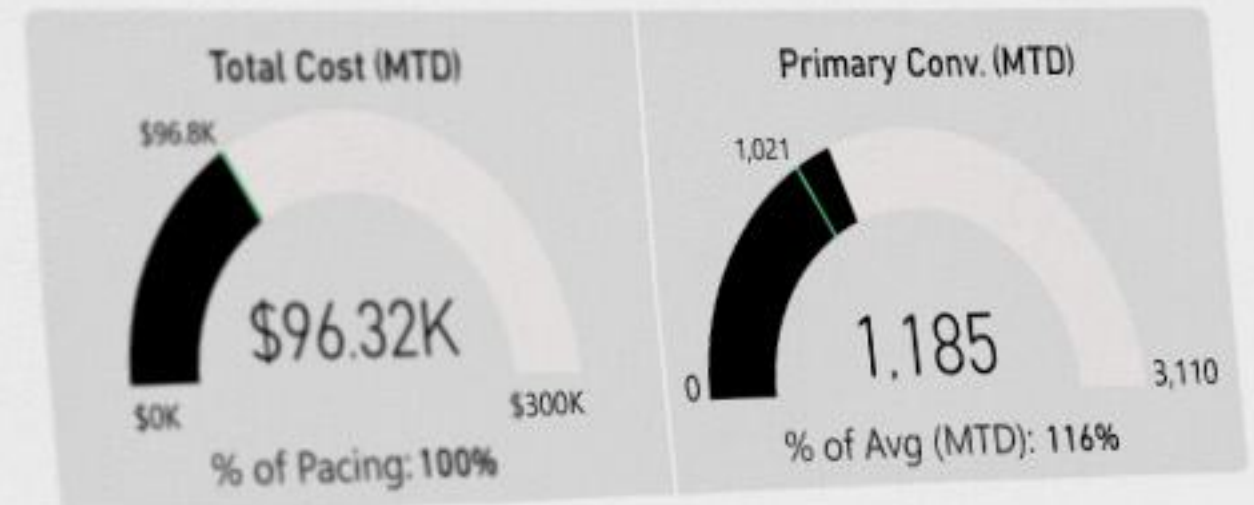
**1,185**

16.1%

Cost/Conv. (MTD)

**\$81**

-13.8%



Platform	Total Budget	Cost (MTD)	Conv. (MTD)	Cost/Conv. (MTD)	Remaining Budget	% Pacing (MTD)
Google Ads	\$191,000	\$62,280	800	\$78	\$128,720	101%
Bing Ads	\$108,000	\$34,035	385	\$88	\$74,965	97%
LinkedIn Ads	\$0	\$0	0	\$0	\$0	0%
<b>Total</b>	<b>\$300,000</b>	<b>\$96,316</b>	<b>1,185</b>	<b>\$81</b>	<b>\$203,684</b>	<b>100%</b>

**DIGITAL&**

**THANK YOU**