



BRAND STYLE GUIDE

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INTRODUCTION

In order to protect the IMSA Continental Tire SportsCar Challenge brand in the long term, we need to ensure that any Partner communication incorporating IMSA Continental Tire SportsCar Challenge Intellectual Property is consistent with our brand in terms of message, logo usage, images, graphical layout and overall impression. This document contains the general guidelines and principles for communication using IMSA Continental Tire SportsCar Challenge trademarks. **The aim is to give a reference for general cases but it should be clear that every activity is subject to a specific evaluation and final approval is always at IMSA's sole discretion.**

LEGAL NOTICE

THE IMSA PARTNERS

This document is addressed to a Partner which has entered into an agreement with International Motor Sports Association, LLC (IMSA) granting rights to use the IMSA Continental Tire SportsCar Challenge logo. The definition of Partner shall include only: Sponsors (Official, Entitlement or Presenting Sponsors including such other titles that could be developed by IMSA from time to time) and Licensees. For the avoidance of any doubt, the definition of Partner will not include Suppliers, Technical Partners or other third-parties not included in the above list.

As for IMSA Brand Management policy, Partners are the only non-media subjects entitled to create and distribute communication using IMSA Intellectual Property, the trademarks and other IMSA content, pursuant to the terms and conditions set forth in their specific agreements with IMSA and the terms of this document.

BRAND ELEMENTS

IMSA CONTINENTAL TIRE SPORTSCAR CHALLENGE MARK

The IMSA Continental Tire SportsCar Challenge Mark should be used by both internal and external employees/partners. This logo should be used on brand materials: ads, billboards, cars, brochures, letterheads, merchandise, etc.



[Full Color Logo]



[One Color Logo]



[Grayscale Logo]



[Embroidery Logo]



[One Color Embroidery Logo]

NAME USEAGE

To maintain the integrity of the brand name, it should always be referred to as

(1) IMSA Continental Tire SportsCar Challenge or (2) Continental Tire Challenge.

(1) Primary IMSA Continental Tire SportsCar Challenge

(2) Secondary Continental Tire Challenge

NOTE: IMSA should be all caps

UNACCEPTABLE NAME USEAGE

IMSA Challenge

Conti

SPORTS CAR USEAGE

SportsCar is only used as one word when it is associated with the name.


In all other circumstances it should be used as “sports car”.

The IMSA Continental
Tire SportsCar Challenge
pits the worlds premiere
sports cars head to head
on the track.

UNACCEPTABLE NAME USEAGE

The IMSA Continental
Tire SportsCar Challenge
pits the worlds premiere
SportsCars head to head
on the track.

COLOR PALETTE



PMS: 137 R:251
C:0 G:176
M:35 B:52
Y:90
K:0



PMS: BLACK 3 R:6
C:75 G:8
M:68 B:8
Y:67
K:90

FONTS (INTERNAL OFFICE USE ONLY)

Employees must use the font family listed below for daily operational use: letters, presentations, etc.

Arial BOLD • REGULAR • MEDIUM • ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FONTS (DESIGN/GRAPHICS USE ONLY)

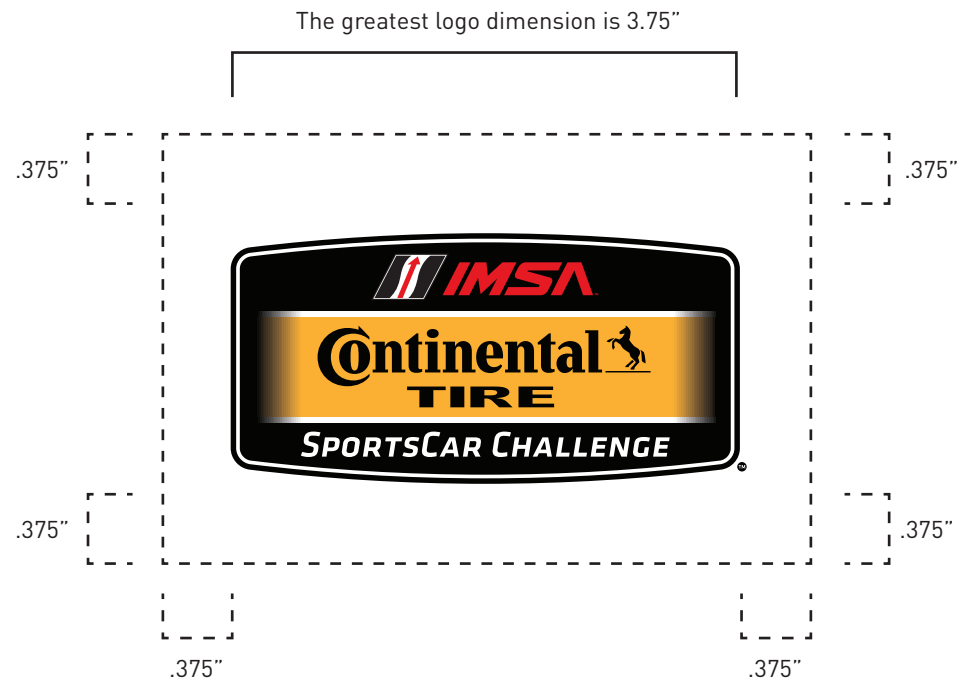
Design/graphic teams must use fonts listed below for the creation of all brand/promotional materials, ads, billboards, video, web product applications, etc.

Primary Font **DIN REG/BOLD**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font **KLAVIKA**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CLEAR SPACE

To ensure that the IMSA Continental Tire SportsCar Challenge logo maintains its visual integrity, there is a set amount of space surrounding the logo that must be clear of any other elements. Clear Space on each side of the logo must equal 10% of the logo's greatest dimension. For example if the logo is 3.75" at it's greatest dimension then there must be .375" of clear space on each side of the logo.



If the greatest logo dimension is 3.75" then
 $3.75" \times 10\% = .375"$ of Clear Space

MINIMUM SIZE IN PRINT AND WEB APPLICATIONS

In order to maintain the integrity of the IMSA Continental Tire SportsCar Challenge brand please follow the minimum size requirements for both print and web applications listed below.



PRINT VERTICAL



WEB VERTICAL

UNACCEPTABLE LOGO USAGE



DO NOT CHANGE COLOR



DO NOT CHANGE SIZE RATIO



DO NOT BLUR



DO NOT ADD STROKE



DO NOT INVADE CLEAR SPACE



DO NOT ROTATE



DO NOT STRETCH



DO NOT ADD TRANSPARENCY

COMMUNICATION

SPONSORSHIP LOCK-UPS

For use with Partner Logo



OFFICIAL PARTNER



PROUD PARTNER

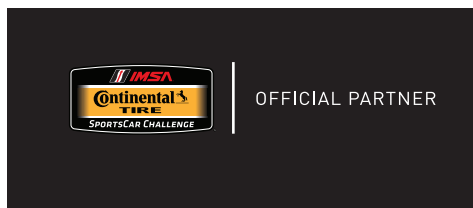


OFFICIAL PARTNER



PROUD PARTNER

For use without Partner Logo



APPLICATION RULES - ADVERTISING

The following points are applicable depending on the parties relationship to the IMSA Continental Tire SportsCar Challenge:

Sponsor Advertising

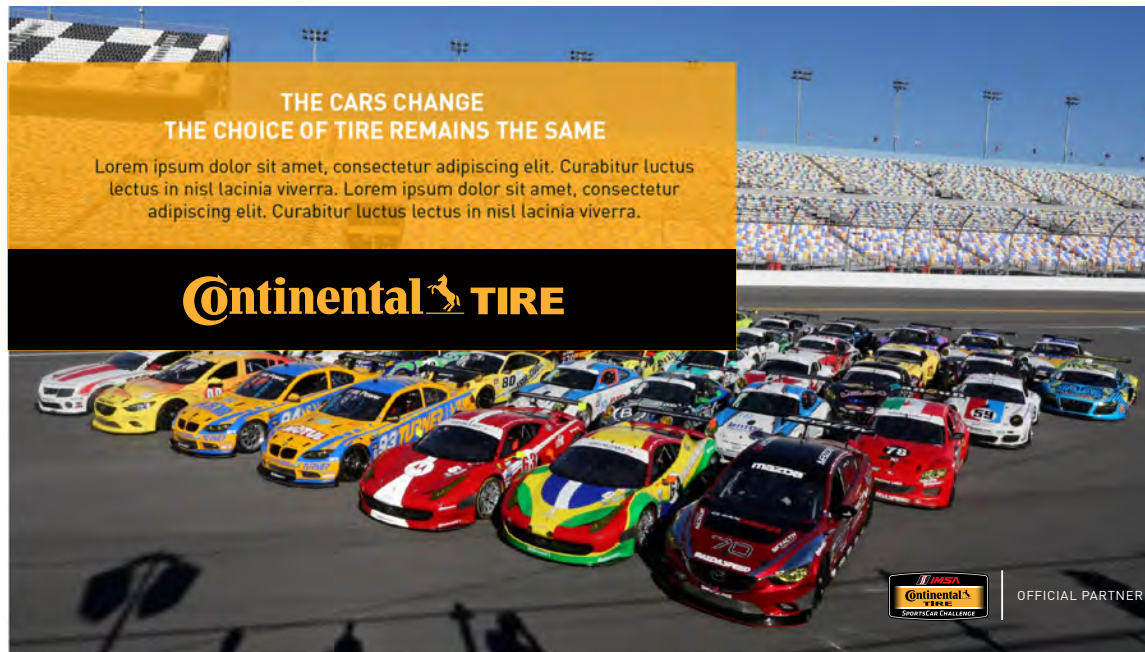
The message must be focused on the relationship and the shared values between the Partner and the IMSA Continental Tire SportsCar Challenge. The relevant sponsorship logo must be inserted in the layout.

Licensee Advertising

Licensees are entitled to advertising linked to the Official Licensed Products only. The advertising page must be dedicated to the specific product/line of products only. The Legal Lines and the logo must always be present (apart from rare exceptions). The relevant sponsorship logo must be inserted in the layout, please note that no other IMSA Continental Tire SportsCar Challenge logos can be present and used. The only exception is a logo appearing on an actual image of the licensed product but only if there is no exaggerated focus on the logo.

ADVERTISING APPLICATION STIPULATIONS - SPONSOR

Partner logo/brand should maintain primary hierarchy



IMSA Continental Tire SportsCar Challenge should always appear Secondary to the sponsor/partner brand.

APPLICATION RULES - WEB

The following rules are to be applied to all the web applications involving the IMSA Continental Tire SportsCar Challenge. The main goal in all the applications is to keep the Continental Tire Challenge content in a dedicated area, as separate as possible from any other non Continental Tire Challenge content. No downloadable Continental Tire Challenge content is allowed unless specifically agreed. 3rd party advertising on IMSA Continental Tire SportsCar Challenge dedicated pages must not conflict with existing partners and must not be detrimental to the brand's image.

Websites

Both the website layout and the chosen URL address must be approved by IMSA Continental Tire SportsCar Challenge. The words "IMSA Continental Tire SportsCar Challenge" cannot be part of the first level of the domain. 'IMSA Continental Tire SportsCar Challenge' can be present in the URL, only as a subsection of the domain, after the backslash, for instance www.partnersite.com/IMSAContinentalTireSportsCarChallenge. It is acceptable to link to the IMSA Continental Tire SportsCar Challenge institutional website (imsa.com) from the dedicated section.

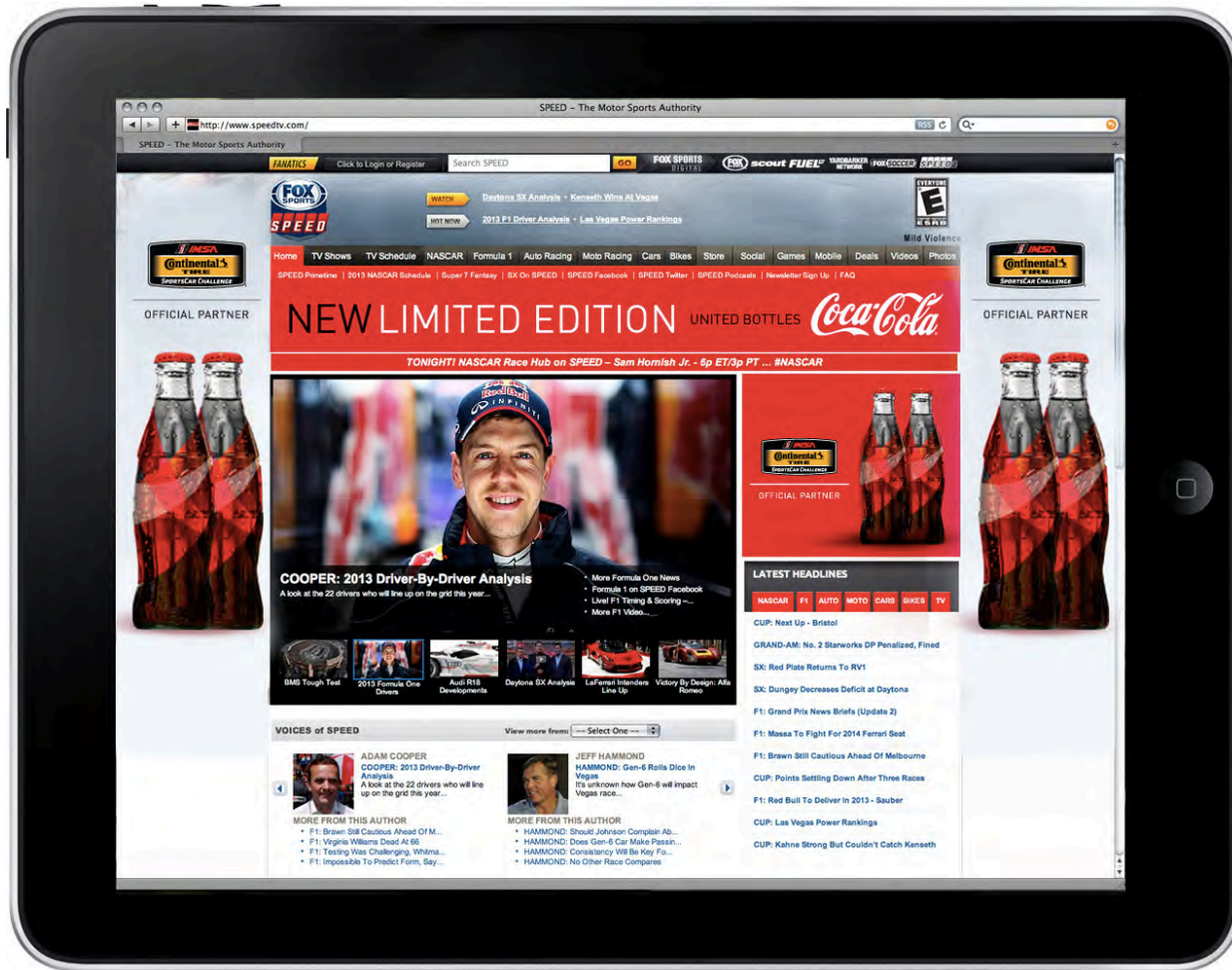
Newsletter

The Partner must be identifiable as the sender and no other logo, except the partnership logo, can be shown inside the IMSA Continental Tire SportsCar Challenge reserved space. The newsletter articles that include Continental Tire Challenge content can only link to the Partner's (or the Official Licensed Product) website or the Continental Tire Challenge website (www.imsa.com).

Banners

Banner advertisements containing IMSA Continental Tire SportsCar Challenge elements must comply to the clear space guidelines and are allowed to link to the Partner's website or the IMSA Continental Tire Challenge website. It is mandatory that the Partner's logo is clearly shown.

APPLICATION RULES - WEB



SAMPLE APPLICATION

Message is focused on relationship and values shared with the IMSA Continental Tire SportsCar Challenge.

APPLICATION RULES - SOCIAL MEDIA

IMSA understands the needs of their Partners and supports the respective development in the digital landscape. Because of the specific characteristics of the digital communication, the IMSA Continental Tire SportsCar Challenge is required to regulate the online presence. All the already approved features (existing videos etc.) are allowed for publishing but any other material is subject to prior approval. The Partner is allowed to embed any of the features published inside the Continental Tire Challenge social networks within its own official channels using the standard sharing services provided by social network platforms, including:

- **Videos from Youtube**
- **Posts from Facebook**
- **Tweets from Twitter**
- **Posts from Google+**
- **Photos from Instagram**

VIDEO APPLICATION RULES

For any produced video material (Television commercial, film, visual, etc.) a detailed storyboard/shooting board, along with the media plan, must be submitted for the approval of the project. In the case of important shoots, it is generally a good idea to involve IMSA Continental Tire SportsCar Challenge Brand Management in a pre-production meeting or on location. A licensing agreement is required for use of Continental Tire Challenge footage shot on a race weekend.

Content and Realization

Soft graphical treatments may be utilize as long as the result is in line with the brand image and overall appearance of the IMSA Continental Tire SportsCar Challenge vehicles and brand elements are not unduly altered.

TV Commercials

A TV commercial will be accepted only if the media plan foresees placement in content that is not detrimental to the brand. TV promotions (tele-promotions, TV advertorials, tele-sales, etc.) are not acceptable.

APPLICATION RULES - PRESS RELEASE

Some Partner categories have the opportunity to issue press releases regarding their Partnership with the IMSA Continental Tire SportsCar Challenge. It is important that the partner always be the primary message of the press release, which has to be written on the Partner's own letterhead. Joint press releases, with the Partner and the Continental Tire Challenge as co-senders are acceptable but require approval. The message of the press release must be consistent with the substance of the relationship between the Continental Tire Challenge and the Partner.

CLASS NAMES

CLASS NAMES

When referring to class names please attempt to use the full name (1) whenever possible. In cases where a shorter reference is necessary you may use the approved abbreviations below (2).

(1) Grand Sport

(2) GS

(1) Street Tuner

(2) ST

APPROVAL PROCESS

APPROVAL PROCESS

All uses of the logo & marks must be approved by the IMSA Continental Tire SportsCar Challenge. Please use contacts listed below to submit for approval and for any questions pertaining to this style guide or the Continental Tire Challenge brand and allow 5 business days for approval of usage.

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THANK YOU