



One Daytona Blvd.
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IMSA COMPETITION MEMO GT3 USA #18-03 Revised

To: All Porsche GT3 Cup Challenge USA by Yokohama Competitors

From: IMSA Competition

Date: 4 October 2018

Re: 2019 Fire Suit Specifications Revised

5. LOGOS, DRIVER AND CREW MEMBER UNIFORM REQUIREMENTS

5.1.1. IMSA requires specific logos to be on all Driver and Crew Member uniforms. Embroidered logos are acceptable provided they are the exact size, shape & colors of the required/supplied patch. Printed logos are acceptable for Crew Member uniforms.

5.1.2. Below are shown the official logos and only acceptable logos to be utilized on all Driver and Crew Member uniforms. All logos must follow the brand guidelines posted on imsacompetitors.com, retain the original logo aspect ratio, remain intact and must not be altered in any manner:

2019 Required Logos:



PMS
Red 200c
Black 3C

CMYK
C:5 M:100 Y:85 K:0
C:60 M:45 Y:35 K:100



PMS
Red 200c
Black 3C

CMYK
C:5 M:100 Y:85 K:0
C:60 M:45 Y:35 K:100



PMS
Red – 2347C
Black
White

CMYK
C:4 M:99 Y:100 K:1
C:77 M:68 Y:67 K:90
C:0 M:0 Y:0 K:0



PMS
Red – 1797C
Black 3C
White

CMYK
C:0 M:100 Y:99 K:4
C:75 M:68 Y:67 K:90
C:0 M:0 Y:0 K:0

Red IMSA logo – standard IMSA logo, *embroidery only* (see below for 2019 patches)



PMS
Red - 185
Blue - Reflex Blue

CMYK
C:0 M:91 Y:76 K:0
C:100 M:73 Y:0 K:2



2019 Preferred (Optional) Logos:

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<u>PMS</u>	<u>CMYK</u>	
Gold – no PMS value	C:12 M:25 Y:80 K:10	Madiera: 1673
Black 3C	C:75 M:68 Y:67 K:90	
White	C:0 M:0 Y:0 K:0	

IMSA EST 1969 (optional) - Preferred IMSA logo, 2019 only



<u>PMS</u>	<u>CMYK</u>	
Gold – no PMS value	C:12 M:25 Y:80 K:10	Madiera: 1673
Black 3C	C:75 M:68 Y:67 K:90	
White	C:0 M:0 Y:0 K:0	

Patch Only - Alternate Lockup IMSA EST 1969 logo - White background and black border are required – 2019 patch.



<u>PMS</u>	<u>CMYK</u>	
Gold – no PMS value	C:12 M:25 Y:80 K:10	Madiera: 1673
Black 3C	C:75 M:68 Y:67 K:90	
White	C:0 M:0 Y:0 K:0	
Red – 1797C	C:0 M:100 Y:99 K:4	

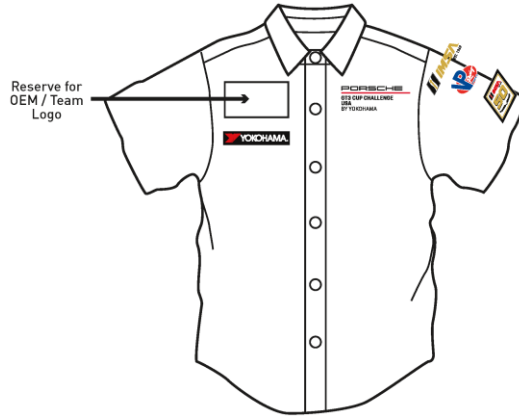
IMSA 50th Apex (optional) – 2019 season only, white background and black border are required



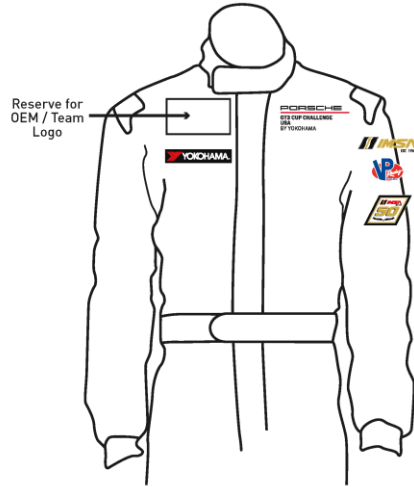
Porsche GT3 Cup Challenge USA

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Crew Uniform



Crew/Driver Fire Suit



Logos

Porsche GT3 Cup Challenge

Yokohama

IMSA EST 1969

IMSA Logo (Red)

IMSA 50th Apex

VP Racing Fuels

Minimum Size

3.5" x 1.25"

5" x 1.5"

3.75" x 1"

3.75" x .77"

4" x 2.5"

4" x 3"

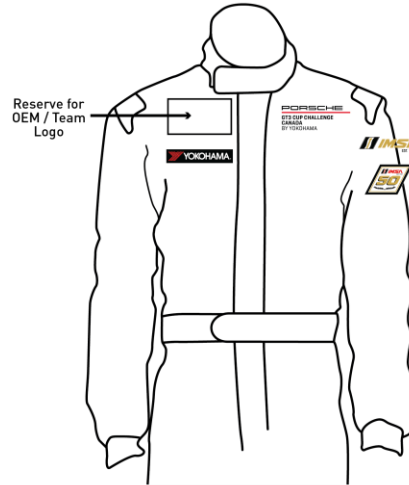
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Crew Uniform



Crew/Driver Fire Suit



Logos

Porsche GT3 Cup Challenge
Yokohama
IMSA EST 1969
IMSA Logo (Red)
IMSA 50th Apex

Minimum Size

3.5" x 1.25"
5" x 1.5"
3.75" x 1"
3.75" x .77"
4" x 2.5"

5.2. Specifics:

- 5.2.1. Porsche GT3 Cup Challenge logo must be in top position.
- 5.2.2. Yokohama Tire corporate logo must be in second position, directly below the Car Manufacturer/Team logo.
- 5.2.3. IMSA logo must be located on the left sleeve. Both the standard red and IMSA EST 1969 logo are acceptable for use in the 2019 season only. IMSA EST 1969 patchovers will be provided upon request.
- 5.2.4. IMSA 50th Apex, if used, must be located on the left sleeve of long sleeve uniforms and firesuits, and may be worn on either sleeve or the chest of short sleeve uniforms. Patches will be provided upon request. Only acceptable in 2019 season.
- 5.2.5. For GT3 Cup USA:
 - A. VP Fuels logo must be placed on the left sleeve directly below IMSA logo.

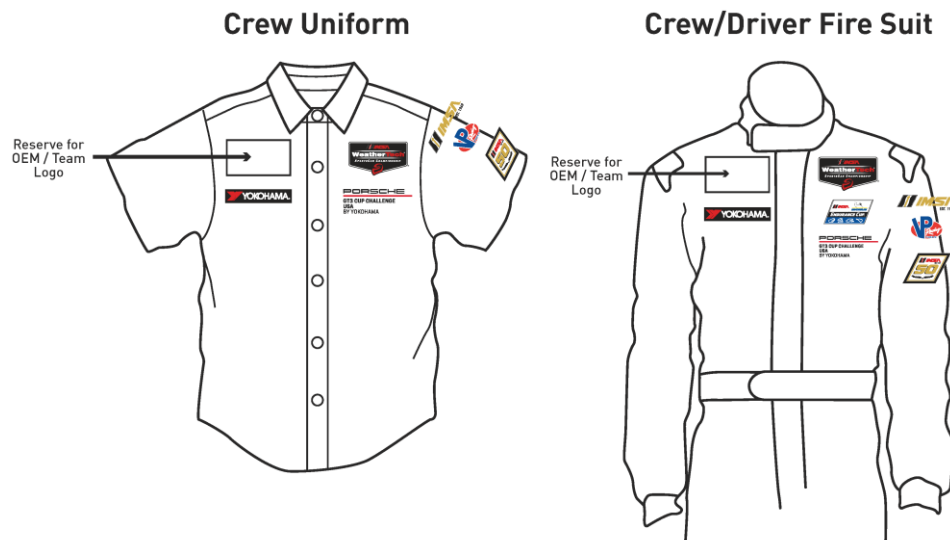
5.3. Teams/Drivers Participating in Multiple Series:

- 5.3.1. Multiple Series patches/logos are permitted on the same fire suit provided they appear in descending order (IMSA WeatherTech SportsCar Championship, IMSA Michelin Pilot Challenge,

IMSA Prototype Challenge, Porsche GT3 Cup) on the same side. Non-IMSA Series logos are prohibited.

- 5.3.2. Multiple Tire Partner logos are permitted on the same fire suit, however only the appropriate Series Tire Partner must be displayed when participating in the Series. Example, for Driver/Crew Member participating in another series and Porsche GT3 Cup Challenge, the other series' Tire Partner logo must be covered when in Porsche GT3 Cup Challenge Sessions.
- 5.3.3. VP Racing Fuels logo must be placed on the left sleeve directly below IMSA logo for GT3 USA participants.
- 5.3.4. All other required logos must be displayed at all times.

Multiple Series



5.4. Additional Specifications.

- 5.4.1. Entrant may receive a minimum \$500.00 fine for Driver(s) not in compliance.
- 5.4.2. All logos must be in their full and correct colors and are available by contacting info@imsa.com.
- 5.4.3. Blank areas where background shirt/firesuit colors are visible when embroidering logos are prohibited.
- 5.4.4. Failure to display required logos may result in penalties or ineligibility for Point Fund / Prize Money.
- 5.4.5. Uniforms must be of tasteful design and neat and clean in appearance.