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IMSA COMPETITION MEMO ICTSC #18-06 Revised

To: All IMSA Continental Tire SportsCar Challenge 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 at imsacompetitors.com, retain the original logo aspect ratio, remain intact and must not be altered in any manner:

2019 Required Logos:



PMS
Red - 1797
Blue – Reflex Blue
Yellow
Black 3C
White

CMYK
C:0 M:100 Y:99 K:4
C:100 M:70 Y:0 K:0
C:0 M:5 Y:100 K:0
C:75 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
Blue - Reflex Blue
Yellow
Black
White

CMYK
C:100 M:70 Y:0 K:0
C:0 M:5 Y:100 K:0
C:0 M:0 Y:0 K:100
C:0 M:0 Y:0 K:0

Solid blue and yellow background and white logo/Bibb are required



PMS
Red - 185
Blue - Reflex Blue

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



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2019 Preferred (Optional) Logos:



| <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 |
| Black3C | 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.

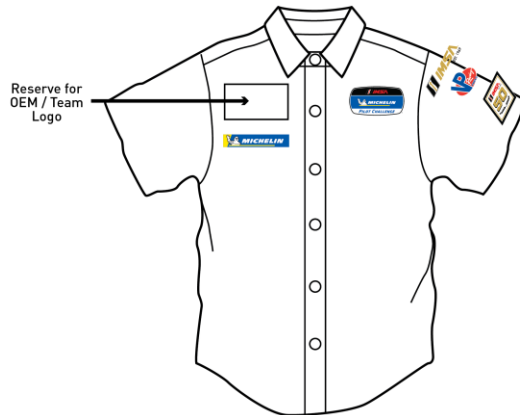


| <u>PMS</u> | <u>CMYK</u> | |
|---------------------|---------------------|---------------|
| Gold – no PMS value | C:12 M:25 Y:80 K:10 | Madiera: 1673 |
| Black3C | C:75 M:68 Y:67 K:90 | |
| White | C:0 M:0 Y:0 K:0 | |
| Red – 1797C | C:0 M:100 Y:99 K:4 | |

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

IMSA Michelin Pilot Challenge

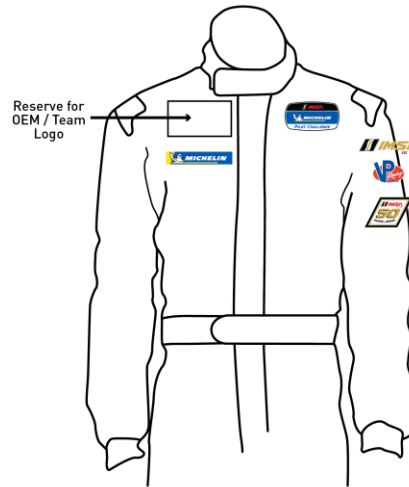
Crew Uniform



Logos

IMSA MICHELIN Pilot Challenge
IMSA Logo (Red)
IMSA EST 1969
IMSA 50th Apex
Michelin Corporate
VP Racing Fuels

Crew/Driver Fire Suit



Minimum Size (W x H)

3.75" x 2"
3.75" x .77"
3.75" x 1"
4" x 2.5"
4.5" x 0.9"
4" x 3"

5.2 Specifics:

- 5.2.1 IMSA Michelin Pilot Challenge logo must be in top position.
- 5.2.2 MICHELIN 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 VP Racing Fuels logo must be located on the left sleeve directly below IMSA.
- 5.2.5 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.

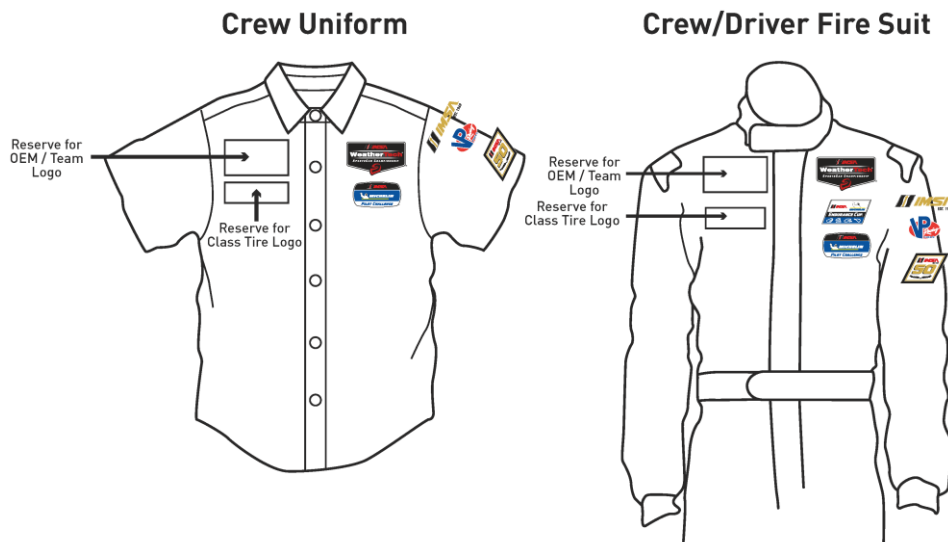
5.3 Teams/Drivers Participating in Multiple Series:

- 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 IMSA Michelin Pilot Challenge, the other series' Tire Partner logo must be covered when in IMSA Michelin Pilot Challenge Sessions.
- 5.3.3 VP Racing Fuels logo must be placed on the left sleeve directly below IMSA logo.
- 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 logos 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/fire suit 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.