



One Daytona Blvd.  
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## IMSA COMPETITION MEMO IPC #18-06 Revised

To: All IMSA Prototype Challenge Presented by Mazda Competitors

From: IMSA Competition

Date: 4 October 2018

Re: 2019 Fire Suit Specifications Revised

### 5. Driver and Crew Uniform Logo Requirements

#### 5.1. LOGOS, DRIVER AND CREW MEMBER UNIFORM REQUIREMENTS (See Also Article 10)

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](http://imsacompetitors.com), retain the original logo aspect ratio, remain intact and must not be altered in any manner:

#### 2019 Required Logos:



PMS

Red – 1797C  
Black 3C  
White  
Blue

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  
C:100 M:60 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
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 50<sup>th</sup> Apex (optional) – 2019 season only, white background and black border are required



## IMSA PROTOTYPE Challenge

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### Crew Uniform



### Crew/Driver Fire Suit



#### Logos

IMSA Prototype Challenge  
IMSA Logo (Red)  
IMSA EST 1969  
IMSA 50<sup>th</sup> Apex  
MICHELIN Corporate  
VP Racing Fuels

#### Minimum Size

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

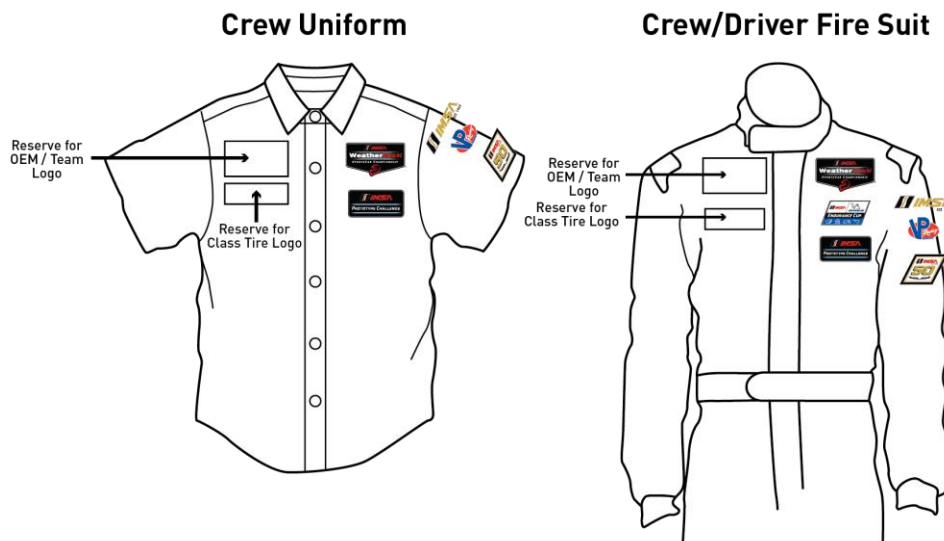
### 5.2. Specifics:

- 5.2.1. IMSA Prototype 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 50<sup>th</sup> 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 Prototype Challenge, the other series' Tire Partner logo must be covered when in IMSA Prototype 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 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](mailto: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.