



One Daytona Blvd.
Daytona Beach, FL 32114
P: +1 (386) 310-6500

IMSA COMPETITION MEMO ICTSC #18-01

To: All IMSA Continental Tire SportsCar Challenge Competitors

From: IMSA Competition

Date: 16 November 2017

Re: 2018 Logos, Drivers and Crew Member Uniform Requirements

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. 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 IMSA brand guidelines, retain the original logo aspect ratio, remain intact and must not be altered in any manner:



PMS
Red - 186C
Black3C
White

CMYK
C:0 M:100 Y:100 K:15
C:75 M:68 Y:67 K:90
C:0 M:0 Y:0 K:0



PMS
Red - 1797
Gold - 137C
Black3C
White

CMYK
C:0 M:100 Y:99 K:4
C:0 M:35 Y:90 K:0
C:75 M:68 Y:67 K:90
C:0 M:0 Y:0 K:0



PMS
Green - 386
Black3C
White

CMYK
C:50 M:0 Y:100 K:0
C:75 M:68 Y:67 K:90
C:0 M:0 Y:0 K:0



Preferred IMSA logo

PMS
Red - 1797
Black3C
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



Preferred IMSA logo on red background only

PMS
Red - 1797
Black3C
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



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PMS
Red - 1797
Black3C
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

Patch Only - Alternate Lockup IMSA Logo - White background and black border are required



PMS
Gold - 137C
Black3C

CMYK
C:0 M:35 Y:90 K:0
C:40 M:40 Y:30 K:100

Embroidered gold background and black logo 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

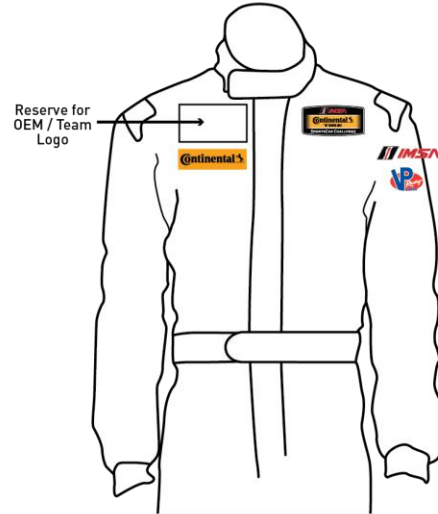
IMSA CONTINENTAL Challenge

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Crew Uniform



Crew/Driver Fire Suit



Logos

IMSA Continental Tire SportsCar Challenge
IMSA Lockup
IMSA
Continental Corporate
VP Racing Fuels

Minimum Size

3.75" x 1.75"
4.5" x 1.3"
3.75" x .77"
3.75" x 1"
4" x 3"

Specifics:

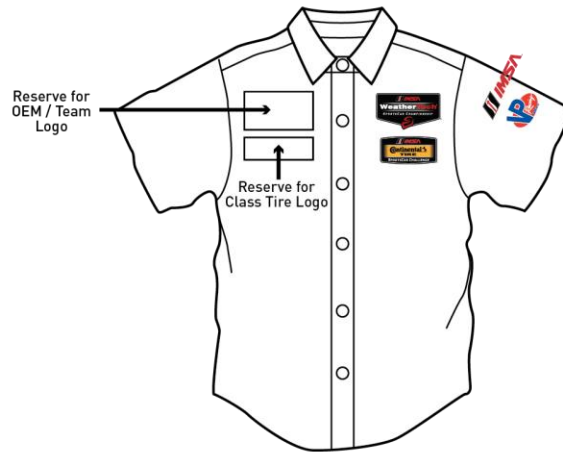
- Continental Challenge logo must be in top position.
- CONTINENTAL TIRE corporate logo must be in second position, directly below the Car Manufacturer/Team logo.
- IMSA must be located on the left sleeve.
- VP Racing Fuels logo must be located on the left sleeve directly below IMSA.

Teams/Drivers Participating in Multiple Series:

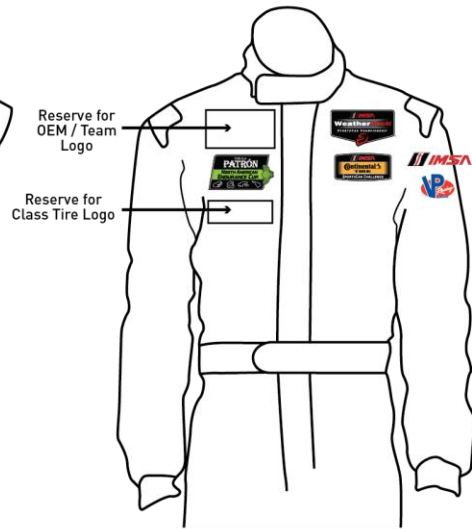
- Multiple Series patches/logos are permitted on the same fire suit provided the WeatherTech Championship logo is in the top position on the left chest and other Series are directly below on the same side (example below).
- Multiple Tire Partner logos are permitted on the same fire suit, however only the appropriate Series Tire Partner must be displayed when participating in the Series. Example, for Driver/crew participating in the WeatherTech Championship GTLM class and Continental Tire Challenge GS class, GTLM Tire Partner logo must be covered when in GS class Sessions.
- VP Racing Fuels logo must be placed on the left sleeve directly below IMSA.
- All other required logos must be displayed at all times.

Multiple Series

Crew Uniform



Crew/Driver Fire Suit



Additional Specifications.

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