



BRAND STYLE GUIDE

# TABLE OF CONTENTS

- Introduction.....3
- Legal Notice .....4
- Logos.....6
- Color Palette .....7
- Clear Space.....8
- Minimum Size .....9
- Logo Proportions .....10
- Unacceptable Logo Usage .....11
- Name Usage & Fonts.....12
- Communication ..... 16-21
- Classes.....23
- Approval Process .....25

# INTRODUCTION

In order to protect the IMSA Michelin Pilot Challenge brand in the long term, we need to ensure that any Partner communication incorporating IMSA Michelin Pilot 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 Michelin Pilot 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 Michelin Pilot 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 MICHELIN PILOT CHALLENGE MARK

The IMSA Michelin Pilot 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]



[Pantone/Spot Color Logo]



[Embroidery Logo]

# COLOR PALETTE

## **PMS: REFLEX BLUE**

C:100	R:0
M:70	G:91
Y:0	B:170
K:0	

## **PMS: YELLOW**

C:0	R:255
M:5	G:230
Y:100	B:0
K:0	

## **PMS: BLACK 3**

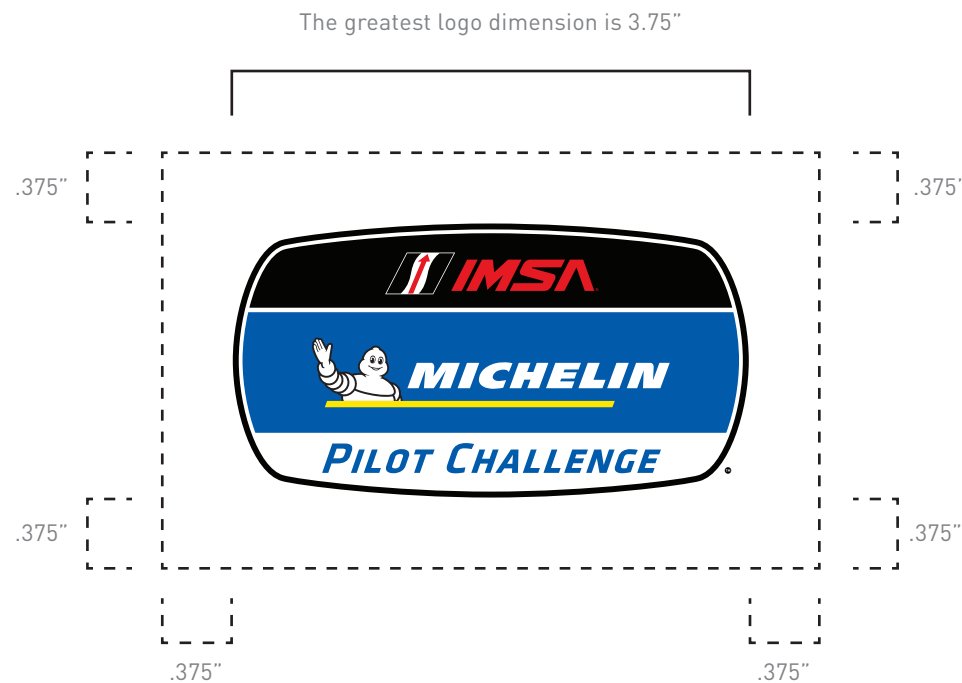
C:75	R:6
M:68	G:8
Y:67	B:8
K:90	

## **WHITE**

C:0	R:255
M:0	G:255
Y:0	B:255
K:0	

# CLEAR SPACE

To ensure that the IMSA Michelin Pilot 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 Michelin Pilot Challenge brand please follow the minimum size requirements for both print and web applications listed below.



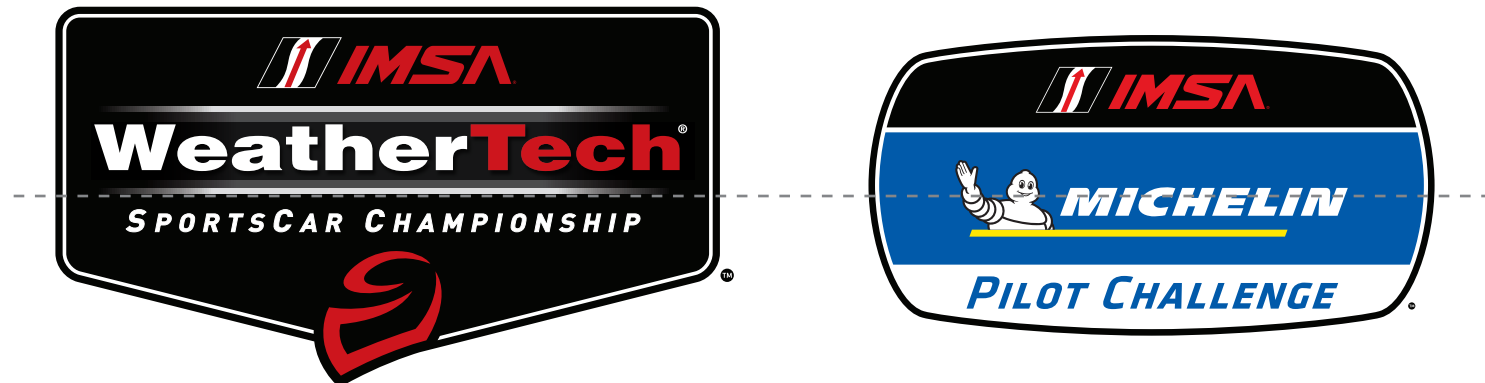
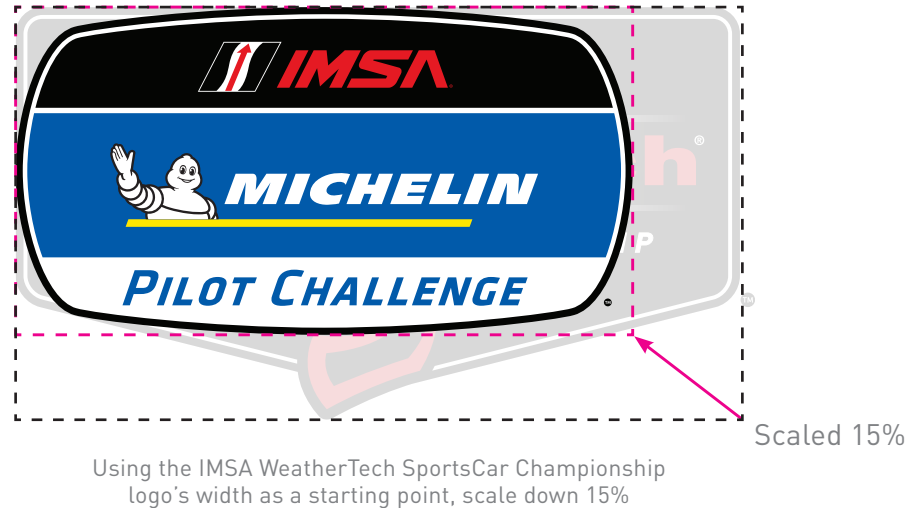
PRINT VERTICAL



WEB VERTICAL

# LOGO PROPORTIONS

When other logos are paired with the IMSA WeatherTech SportsCar Championship Logo they must be scaled down a minimum of 15% less than the WeatherTech Championship logo's width. When used together the IMSA Michelin Pilot Challenge logo must always appear to the right or below the WeatherTech Championship logo.



When set side by side align to the IWSC's center

# 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

# NAME USEAGE

To maintain the integrity of the brand name, it should always be referred to as (1) IMSA Michelin Pilot Challenge or (2) Michelin Pilot Challenge.

**(1) PRIMARY**      IMSA Michelin Pilot Challenge

**(2) SECONDARY**    Michelin Pilot Challenge

NOTE: IMSA should be all caps

## UNACCEPTABLE NAME USEAGE



# 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

## 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

# MICHELIN MOTORSPORT LOGO

Horizontal Michelin Motorsport logo is to be used with a 5:1 width to height ratio. This is the primary Michelin Motorsport application and may be used alone or in conjunction with the Sprinter Michelin Man. Aspect ratios, colors, and clear space should not be altered. In most cases, applications of this logo will be provided. For questions, please contact Sarah Robinson at [sarah.robinson@michelin.com](mailto:sarah.robinson@michelin.com).



# SPRINTER MICHELIN MAN

The sprinter Michelin Man may only be used in the context of motorsport and in association with the Michelin Motorsport logo - the Michelin logo on a blue and yellow background. This portrayal of the Michelin Man must never replace the MICHELIN logo. Its use outside of the context of motorsports is prohibited.



COMMUNICATION

# SPONSORSHIP LOCK-UPS

## FOR USE WITH PARTNER LOGO

YOUR  
LOGO HERE



OFFICIAL PARTNER

YOUR  
LOGO HERE



PROUD PARTNER

YOUR  
LOGO HERE



OFFICIAL PARTNER

YOUR  
LOGO HERE



PROUD PARTNER

## FOR USE WITHOUT PARTNER LOGO



OFFICIAL PARTNER



PROUD PARTNER



OFFICIAL PARTNER



PROUD PARTNER



# APPLICATION RULES - ADVERTISING

The following points are applicable depending on the parties relationship to the IMSA Michelin Pilot Challenge:

## **SPONSOR ADVERTISING**

The message must be focused on the relationship and the shared values between the Partner and the IMSA Michelin Pilot 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 Michelin Pilot 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.

# APPLICATION RULES - WEB

The following rules are to be applied to all the web applications involving the IMSA Michelin Pilot Challenge. The main goal in all the applications is to keep the Michelin Pilot Challenge content in a dedicated area, as separate as possible from any other non Michelin Pilot Challenge content. No downloadable Michelin Pilot Challenge content is allowed unless specifically agreed. 3rd party advertising on IMSA Michelin Pilot 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 Michelin Pilot Challenge. The words "IMSA Michelin Pilot Challenge" cannot be part of the first level of the domain. 'IMSA Michelin Pilot Challenge' can be present in the URL, only as a subsection of the domain, after the backslash, for instance [www.partnersite.com/IMSAMichelinPilotChallenge](http://www.partnersite.com/IMSAMichelinPilotChallenge). It is acceptable to link to the IMSA Michelin Pilot Challenge institutional website ([imsa.com](http://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 Michelin Pilot Challenge reserved space. The newsletter articles that include Michelin Pilot Challenge content can only link to the Partner's (or the Official Licensed Product) website or the Michelin Pilot Challenge website ([www.imsa.com](http://www.imsa.com)).

## **BANNERS**

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

# 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 Michelin Pilot 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 Michelin Pilot 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 Michelin Pilot Challenge Brand Management in a pre-production meeting or on location. A licensing agreement is required for use of Michelin Pilot 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 Michelin Pilot 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 Michelin Pilot 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 Michelin Pilot 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 Michelin Pilot 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) TOURING CAR RACING**

**(2) TCR**

# APPROVAL PROCESS



# APPROVAL PROCESS

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

## **FOR GENERAL IMSA SERIES APPROVAL, CONTACT:**

RICH MERRILL

Director, Brand and Consumer Marketing

rmerrill@imsa.com

KELSEY LEETZOW

Coordinator, Brand and Consumer Marketing

keleetzow@imsa.com

## **FOR PARTNER-SPECIFIC APPROVAL, CONTACT:**

BRANDON HUDDLESTON

Senior Director, Corporate Partnerships

bhuddleston@imsa.com

JEFF SMITH

Senior Manager, Corporate Partnership

jpsmith@imsa.com



THANK YOU