



BRAND STYLE GUIDE

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# INTRODUCTION

In order to protect the IMSA brand in the long term, we need to ensure that any Partner communication incorporating IMSA 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 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 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 MARK

The IMSA Primary Mark should be used by both internal and external employees/partners. This logo should be used on brand materials: ads, billboards, cars, uniforms, brochures, letterheads, merchandise, signage, etc. Primary mark is preferred and should be considered first. If primary mark cannot be used based on background application, the secondary mark may be used.



Primary Mark (Red Font)



Primary Mark On Dark (Red Font)



Secondary Mark (White Font)



Grayscale



Grayscale (Dark Background)



Tonal (Light Background)



Tonal (Dark Background)

# “SANCTIONED BY IMSA” MARK

Sanctioned by IMSA mark should be used to complement any of the series logos. This logo should be used on brand materials: ads, billboards, cars, uniforms, brochures, letterheads, secondary merchandise, signage, etc. Primary mark is preferred and should be considered first. If primary mark cannot be used based on background application, the secondary mark may be used.



Primary Mark (Red Font)



Primary Mark On Dark (Red Font)



Secondary Mark (White Font)



Grayscale (Light Background)



Grayscale (Dark Background)



Tonal (Light Background)



Tonal (Dark Background)

# IMSA LOCKUP MARK

The IMSA lockup mark should be used by competitors for uniforms, driver's suits, transporters, race cars, etc..

The white background and black border are required and should not be altered.



Lockup Mark



# COLOR PALETTE



**PMS: 1797** R:227  
C:0 G:27  
M:100 B:35  
Y:99  
K:4



**PMS: BLACK 3** R:6  
C:75 G:8  
M:68 B:8  
Y:67  
K:90



**PMS: 877** R:167  
C:0 G:169  
M:0 B:172  
Y:0  
K:40

## FONTS (INTERNAL OFFICE USE ONLY)

IMSA employees must use the font family listed below for daily operational use: letters, presentations, etc.

**Arial** BOLD • REGULAR • MEDIUM • ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## FONTS (DESIGN/GRAPHICS USE ONLY)

IMSA design/graphic teams must use fonts listed below for the creation of all brand/promotional materials, ads, billboards, video, web product applications, etc.

**DIN REG/BOLD**

Primary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**KLAVIKA**

Secondary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# CLEAR SPACE

In order to remain clean, consistent and prominent, all IMSA Marks should always be surrounded by a Clear Zone. To determine the minimum distance between the IMSA mark and all other graphic elements:

- Draw parallel lines across the top, bottom and both sides of the IMSA mark, as shown by the dashed lines below.
- The radius of the Clear Zone must equal the size of the bright blue box highlighting the height of the letter "A" in "IMSA". This box is then used to measure the space surrounding the mark (above, below and on both sides), represented by the light blue boxes.
- Create a rectangular border around the light blue boxes for the complete area of the Clear Zone (represented by the gray rectangle surrounding the mark). This is the Clear Zone for the IMSA mark.



# MINIMUM SIZE IN PRINT AND WEB APPLICATIONS

In order to maintain the integrity of the IMSA brand please follow the minimum size requirements for both print and web applications listed below.



# UNACCEPTABLE LOGO USAGE



COMMUNICATION

# SPONSORSHIP LOCK-UPS

For use with Partner Logo



For use without Partner Logo



# APPLICATION RULES - ADVERTISING

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

## **Sponsor Advertising**

The message must be focused on the relationship and the shared values between the Partner and IMSA. The relevant sponsorship logo must be inserted in the layout.

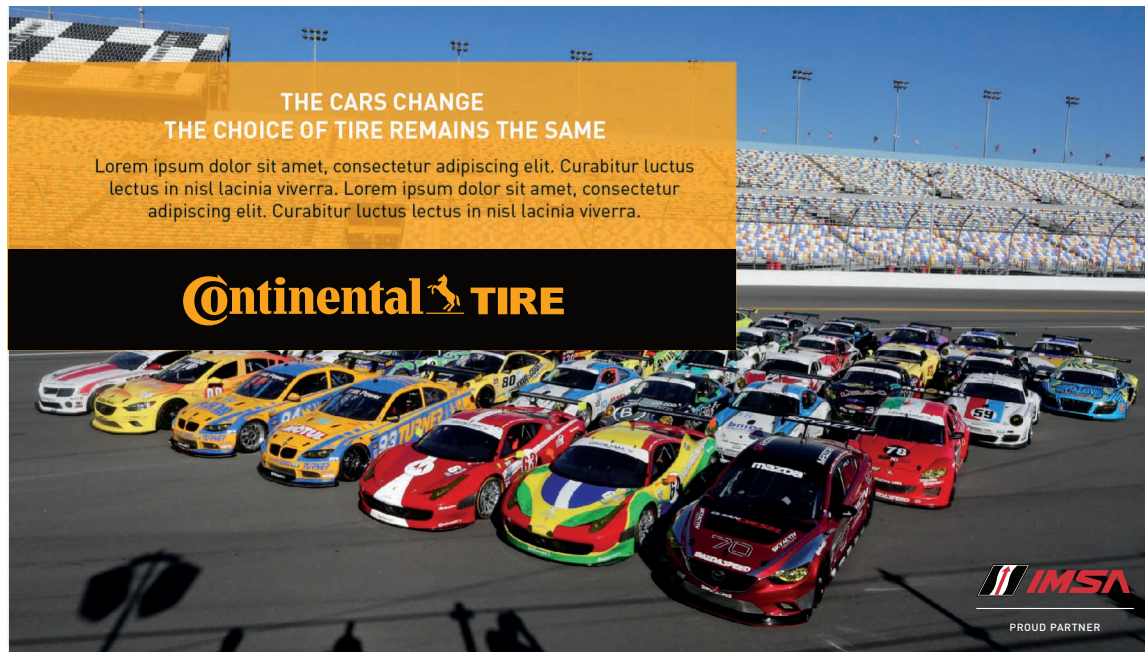
## **Licensee Advertising**

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 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.



# ADVERTISING APPLICATION STIPULATIONS - SPONSOR

Partner logo/brand should maintain primary hierarchy



IMSA should always appear Secondary to the sponsor/  
partner brand.

# APPLICATION RULES - WEB

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

## Newsletter

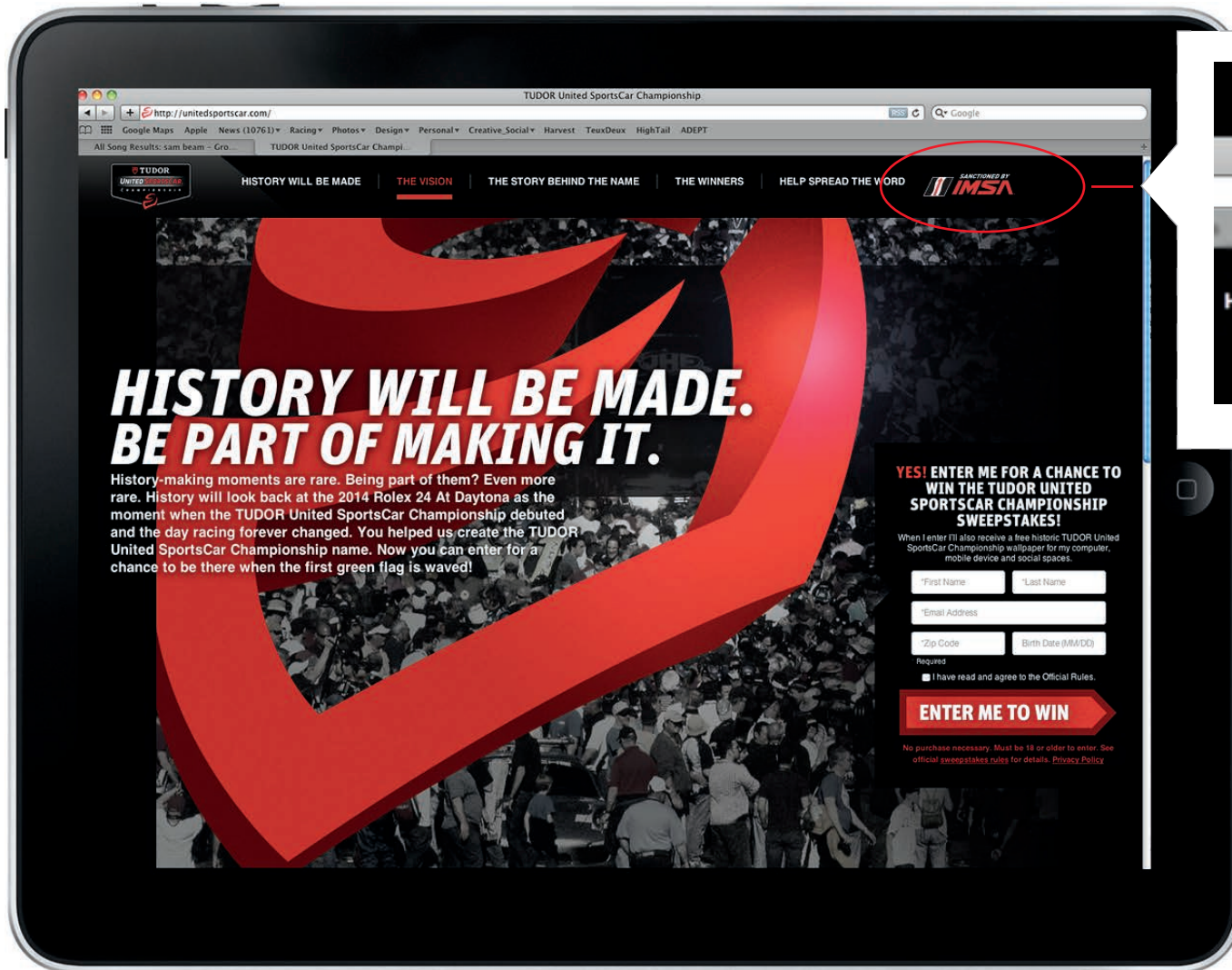
The Partner must be identifiable as the sender and no other logo, except the partnership logo, can be shown inside the IMSA reserved space. The newsletter articles that include IMSA can only link to the Partner's (or the Official Licensed Product) website or the IMSA website ([www.imsa.com](http://www.imsa.com)).

## Banners

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

# IMSA SIZE RELATIONSHIP - WEB APPLICATIONS

When IMSA logo appears on Web applications it should not be scaled below the minimum size spec listed on page 11.



# 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, IMSA 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 IMSA 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 Brand Management in a pre-production meeting or on location. A licensing agreement is required for use of IMSA footage shot on a race weekend.

## **Content and Realization**

Soft graphical treatments may be utilized as long as the result is in line with the brand image and overall appearance of the IMSA 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 IMSA. 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 IMSA as co-senders are acceptable but require IMSA approval. The message of the press release must be consistent with the substance of the relationship between IMSA 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)** Prototype

**(2)** P

**(1)** GT Le Mans

**(2)** GTLM

**(1)** GT Daytona

**(2)** GTD



# APPROVAL PROCESS

# APPROVAL PROCESS

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

## **Brandon Huddleston**

Senior Director, Corporate Partnerships  
bhuddleston@imsa.com

## **Rich Merrill**

Director, Brand and Consumer Marketing  
rmerrill@imsa.com

## **Jeff Smith**

Senior Manager, Corporate Partnership  
jpsmith@imsa.com

## **Bergen Houston**

Coordinator, Brand and Consumer Marketing  
bchouston@imsa.com



THANK YOU