



Brand Style Guide

January 2019

Introduction

Keeping a well-rounded and consistent brand is crucial in an industry filled with many logos and brands with similar graphics and colors.

The brand elements and guidelines in this document have been carefully structured to communicate the core values and key message of the brand to the target industry.

Following these guidelines will increase credibility, brand recognition and loyalty on a local, national, and global level.

Brand Story

The ChampCar Endurance Series is a non-profit motorsports membership organization created to give average people the opportunity to race wheel-to-wheel on a budget. The series has evolved from it's humble beginnings as a loosely run, "tongue-in-cheek" race enthusiast's association to a structured organization of grassroots heroes in amateur endurance motorsports.

To represent the evolution of ChampCar in a visual manner, graphic elements express a clean, professional, refinement of brand personality. To maintain the authenticity our membership values the brand characteristics retains expressions of: camaraderie, value, competition, customer service, simple rules, accessibility, diversity, low barriers of entry, track time/seat time, challenges, affordability, and fun!

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Logo

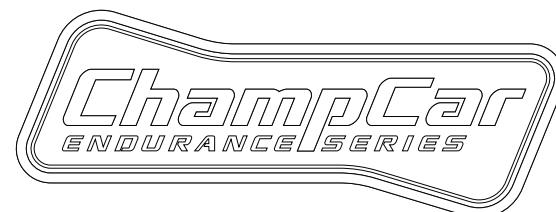


ChampCar
ENDURANCE SERIES

Logo



Full Logo



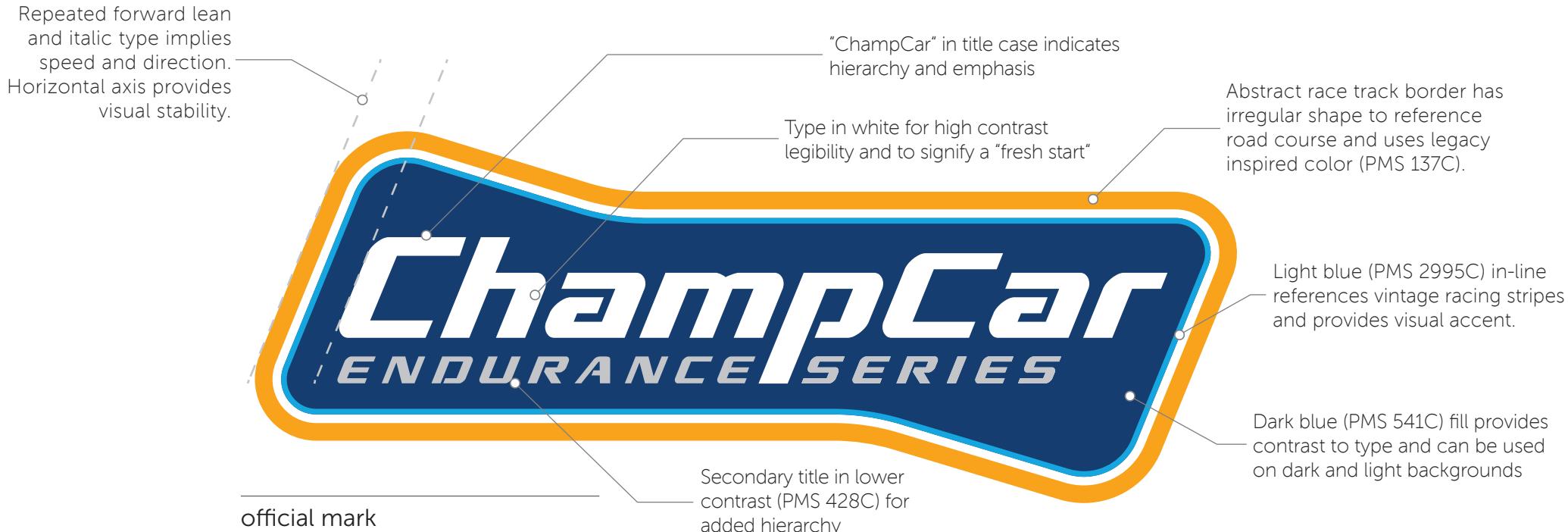
Logo



Type Only Logo



Logo Structure



Logo Colors

Color is an important part of the ChampCar identity. Using our color palette for all graphics (print and web) will retain the visual consistency which is absolutely necessary for a strong brand identity.

Colors can be adjusted according to background colors and materials. Color adjustments are limited to the variations shown in this document.

ChampCar Yellow



PMS 137C

CMYK 0,42,100,0

RGB 250,162,27

HEX #f9a21a

ChampCar Blue



PMS 541C

CMYK 100,80,32,22

RGB 27,62,111

HEX #1a3d6e

ChampCar Electric Blue



PMS 2995C

CMYK 80,13,1,0

RGB 6,167,224

HEX #05a6df

Black



PMS Process Black

CMYK 0,0,0,100

RGB 0,0,0

HEX #000000

Grey



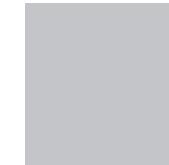
PMS 431C

CMYK 66,52,44,17

RGB 93,103,113

HEX #5d6770

Silver



PMS 428C

CMYK 23,17,17,0

RGB 196,198,201

HEX #c3c5c8

White



PMS Process White

CMYK 0,0,0,0

RGB 255,255,255

HEX #ffffff

Logo Colors



When using the full color logo on a white or light background, the ChampCar blue field should be maintained for Visual consistency of logo type

full color application



When using the full color logo on black or dark background the ChampCar Blue field can be omitted if the background provides high contrast with the logo type.



Highlight in-line must remain



Logo Colors

On dark backgrounds the one color logo should be used in white to maintain high contrast.



one color application
dark backgrounds

one color application light/med
color backgrounds

one color application on
ChampCar yellow

One color application on light
background

when using the one color logo on
ChampCar yellow, white or black
are recommended. When using gray
it should have a value no less than
75%

Logo Colors

On dark backgrounds, logos with high contrast should be used. Minimum of 100% contrast with background value.



When using one color logo on light or med color backgrounds, use of black or darker to maintain contrast with "ChampCar" is recommended.



When using the one color logo on ChampCar yellow, white or black are recommended. When using gray it should have a value no less than 75%



When using one color logo on light backgrounds black or gray with a value of no less than 75% are recommended



light color logo application on dark backgrounds

acceptable applications on light/med color backgrounds

acceptable applications on ChampCar yellow

acceptable applications on light color background

Typography

ChampCar's identity consists of two main typefaces for print materials and allows for versatile options when working on web related content.

Primary Titles

Grand National Expanded Italic*

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

*Grand National Expanded Italic should be exclusively used for titles and headers. When using this typeface, use in ALL CAPS.

Primary Body Copy

Gotham (Bold)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
. ! ? : ; , @ # \$ % & * () - _ + =**

Gotham (Book)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
. ! ? : ; , @ # \$ % & * () - _ + =**

Web Use Only

Montserrat

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
. ! ? : ; , @ # \$ % & * () - _ + =**

Secondary Body Copy

Gotham (Medium)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
. ! ? : ; , @ # \$ % & * () - _ + =**

Gotham (Light)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
. ! ? : ; , @ # \$ % & * () - _ + =**

Logo Sizing

You may notice that when logos are sized down, they may lose details. It is important to follow these guidelines to optimize the legibility of the logo.



As long as the subtitles are clear and legible, the standard logo should always be used.



If logo is going to be viewed at a width of $\leq 3/4"$, use the single color logo without subtitles. This will allow the logo to be fully legible.

Logo Usage

The rules shown below apply to all ChampCar logo marks and logo lockups, even if not explicitly illustrated here.



Do not change the color of any logo elements.



Do not change any logo elements, including typefaces.



Do not use old or phased-out versions of branding or logo.



Do not cover logo, entire logo must be always visible.

graphics Elements



Never stretch logo. Always keep in original proportion.



sizing and distortion



Logo to be placed on image or solid colors only. Should not be placed between the two.



Avoid placing logo on colored backgrounds that do not provide contrast.



Avoid placing on busy backgrounds or patterns



OK to place logo over backgrounds that provide great contrast.

backgrounds

Clearspace

Placement of the logo requires consistent clearspace. Clearspace is the "blank" space ("C"/"a") around the entire logo that is free of text and other graphics. The clearspace has been set according to specific dimensions of the different logo components. 1x is the minimum amount of clearspace needed. Clearspace exceptions can be made only as specified in this guidelines document.



Brand Behaviors

Additional graphic elements have been created to expand the brand kit of parts that can be used to for information and graphic treatments.

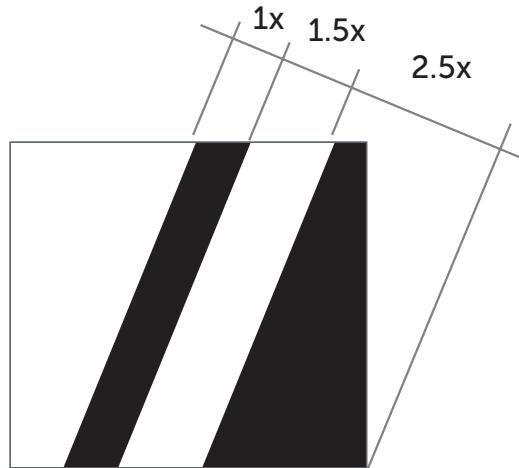


angled



horizontal

stripe orientations



stripe element in background

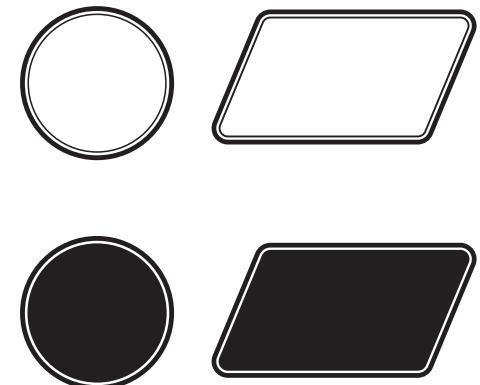


stripe element proportions



Virginia International Raceway

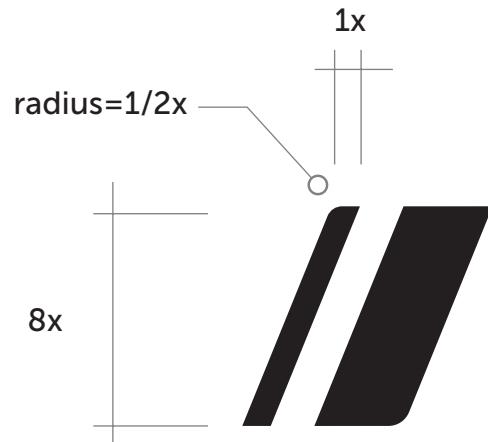
Oregon Raceway Park



Example of graphic elements

Sub-brand Marks

Additional emblem can be used. Stripe should typically be followed by a specific ChampCar resource, e.g. ChampCar Live, ChampCast, etc.



stripe element detail

CHAMPCAST //

use with text

Grand National Expanded (ALL-CAPS)
should always be used with stripe.

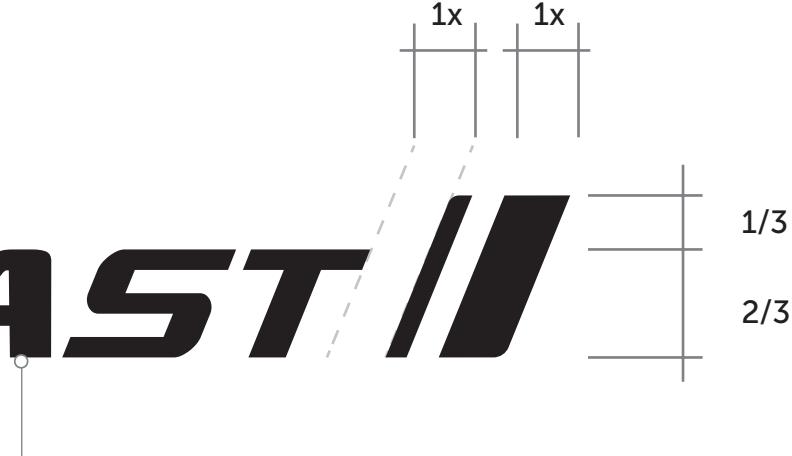
OFFICIAL //

CHAMPCAR.ORG //

TRACKNOTES //

CHAMPCAR LIVE //

example of secondary mark



Backdrop Element

These two elements can be used as backgrounds for photo backdrops, powerpoint presentations, videos, promotional materials, advertisements, or websites. High resolution files can be found in the brand file library. Images should not be stretched or otherwise modified aside from cropping to fit the application.



backgrounds

Introduction

For further questions, please contact Bill Strong.

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