



## 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

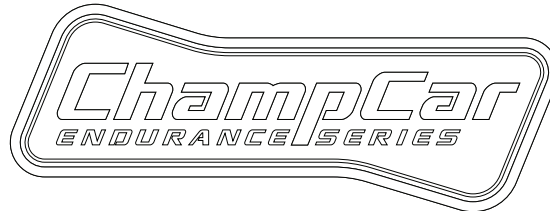


***ChampCar***  
***ENDURANCE SERIES***

Logo



Full Logo



Logo

**ChampCar**  
ENDURANCE SERIES

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Type Only Logo

**ChampCar**  
ENDURANCE SERIES

**ChampCar**  
ENDURANCE SERIES

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**ChampCar**  
ENDURANCE SERIES

## Logo Structure

Repeated forward lean and italic type implies speed and direction. Horizontal axis provides visual stability.

"ChampCar" in title case indicates hierarchy and emphasis

Abstract race track border has irregular shape to reference road course and uses legacy inspired color (PMS 137C).

Type in white for high contrast legibility and to signify a "fresh start"



Light blue (PMS 2995C) in-line references vintage racing stripes and provides visual accent.

Dark blue (PMS 541C) fill provides contrast to type and can be used on dark and light backgrounds

Secondary title in lower contrast (PMS 428C) for added hierarchy

official mark

***ChampCar***  
***ENDURANCE SERIES***

Type in black for high contrast with white background

Secondary title in lower contrast (PMS 431C) for added hierarchy


official mark type only

## 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

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



one color application light/med color backgrounds

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



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%



one color application on ChampCar yellow

## Logo Colors

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



light color logo application on dark backgrounds

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



acceptable applications on light/med color backgrounds



acceptable applications on ChampCar yellow

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



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.

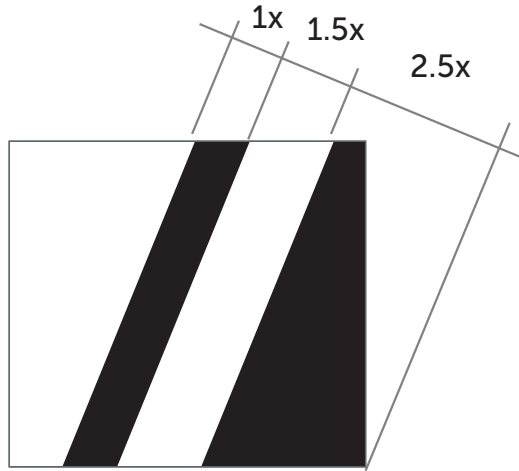


# Brand Behaviors

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



angled



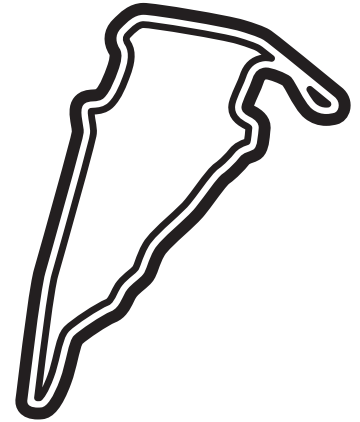
stripe element in background



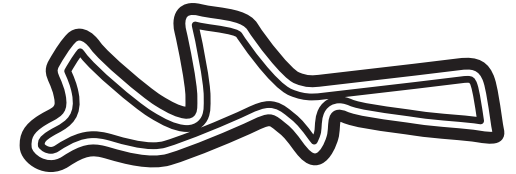
stripe orientations



stripe element proportions



Virginia International Raceway



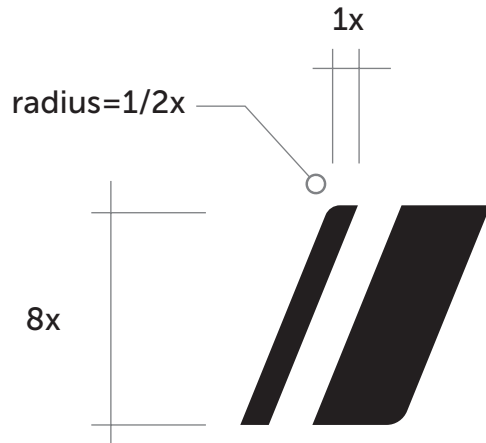
Oregon Raceway Park



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

**OFFICIAL** 

**CHAMPCAR.ORG** 

**TRACKNOTES** 

**CHAMPCAR LIVE** 

example of secondary mark



use with text

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



## 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.



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backgrounds

## **Introduction**

For further questions, please contact Bill Strong.

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