



AMERICAN RALLY
ASSOCIATION®

LOGO USAGE &
GUIDELINES

ABOUT THESE GUIDELINES

This information has been designed and presented to ensure that the American Rally Association brand is represented in an appropriate and consistent manner.

It is essential that the quality and reliability of the American Rally Association brand is upheld and adhered to in all circumstances.

To help guide you, we have separated the information into distinct, user-friendly sections.

You'll find everything from logos, Typefaces and Colors to Livery and rules surrounding the use of any American Rally Association materials.

Please read these guidelines carefully and ensure that they are implemented as rigorously as possible.

Thank you in advance for your cooperation.

TABLE OF CONTENTS

1. Table of Contents & About These Guidelines	2
2. American Rally Association Colors	3
3. Logos	4-6
Standard Logo	4
Alternate Color Variations	4
Horizontal Logo	5
Specifications	5
Incorrect Use	6
4. Typography	7
5. Competitor Vehicle Applications	8-10
Placement Guide	8
Competitor Number Placards	9
Visor Logo	9
6. File Formats & Contact Details	10

AMERICAN RALLY ASSOCIATION COLORS

We have created the following American Rally Association color palette to present a uniform look for the brand.

Although the selection of colors appear simple, we should by no means take them for granted.

Users of these guidelines should be aware that colors are and can be dramatically different when applied to a variety of materials. Care must be taken when quality controlling any of the many forms of print and color outputting.

On the right is an illustration of the colors used and their respective breakdowns.

PRIMARY COLORS

ARA Red
Pantone 185 C
C0 M100 Y100 K0
R237 G28 B36
Web-safe ED1C24

Black
Process Black 100%
C0 M0 Y0 K100
R0 G0 B0
Web-safe 000

SECONDARY COLORS

Gray
Pantone Cool Gray 4 C
C0 M0 Y0 K30
R188 G190 B192
Web-safe #bcbec0

STANDARD LOGO

This is the American Rally Association Standard logo. The Standard Logo is the preferred logo and should be used whenever possible. This version of the logo should never be converted to grayscale. Please see Alternate Color Variations below for proper logo usage where colors are limited.

The Standard Reverse logo uses white text for use on dark backgrounds. This allows the standard version of the logo to be used for all applications where full color is permitted.

Alternate Color Variations

These color variations are available as substitutes for the standard version of the logo when color or sizing limitations favor a simplified version.

- 1 1-Color Black:**
For use where application is limited to one color. Must be printed in solid black.
- 2 1-Color Red:**
For use where application is limited to one color. Must be printed in PMS 185.
- 3 1-Color Reverse:**
For use over dark backgrounds.

The American Rally Association logo and all associated logos must never be altered or recreated without the permission of The American Rally Association.

The logo should only be reproduced from master digital artwork supplied specifically for this purpose by The American Rally Association Marketing department.



1 HORIZONTAL LOGO

When available space and proportion are appropriate (such as pens) the horizontal variation of the logo is available and preferred. All color variations are available in this version.

SPECIFICATIONS

2 Spacing

When placing the logo please observe a safe distance from other logos and art assets. The letter E taken from the word "AMERICAN" in the logo is used to measure a safe distance around the logo and is also the distance between the logomark and the wordmark.

3 Minimum Size

In order to maintain readability, a minimum allowed size must be followed.



1



2



3

0.25"
(6mm)



1.25"
(32mm)

INCORRECT USE

Do not alter the ARA logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

Don'ts

- ❶ Don't distort, skew or alter the logo proportions in any way
- ❷ Don't change the font or attempt to recreate any element of the logo
- ❸ Don't recolor the logo
- ❹ Don't reposition the elements of the logo
- ❺ Don't place the logo over backgrounds or patterns which will compete with the readability of the logo
- ❻ Don't apply any effects.
- ❼ Don't remove the ARA logomark

Not shown:

- Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Don't display the logo in a way that suggests that a product or third party is affiliated with the American Rally Association.



TYPOGRAPHY

As with our logo, consistent use of our corporate typefaces—Eurostile Extended & Helvetica Neue Condensed—reinforces ARA's brand identity.

- 1 Primary Typeface - Eurostile Extended
- 2 Secondary Typeface - Helvetica Neue Condensed

1

EUROSTILE EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Eurostile Extended should be used for headlines and may be used for copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

Avoid the use of the non-extended version of Eurostile.

Eurostile Extended

Eurostile Bold Extended

2

HELVETICA NEUE CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Condensed should be used primarily for running body copy. It may be used for captions and labels but should be avoided for larger copy and headlines. Non-condensed versions of Helvetica Neue should be avoided.

Helvetica Neue 37 Thin Condensed

Helvetica Neue 47 Light Condensed

Helvetica Neue 57 Condensed

Helvetica Neue 67 Medium Condensed

Helvetica Neue 77 Bold Condensed

Helvetica Neue 37 Thin Condensed Oblique

Helvetica Neue 47 Light Condensed Oblique

Helvetica Neue 57 Condensed Oblique

Helvetica Neue 67 Medium Condensed Oblique

Helvetica Neue 77 Bold Condensed Oblique

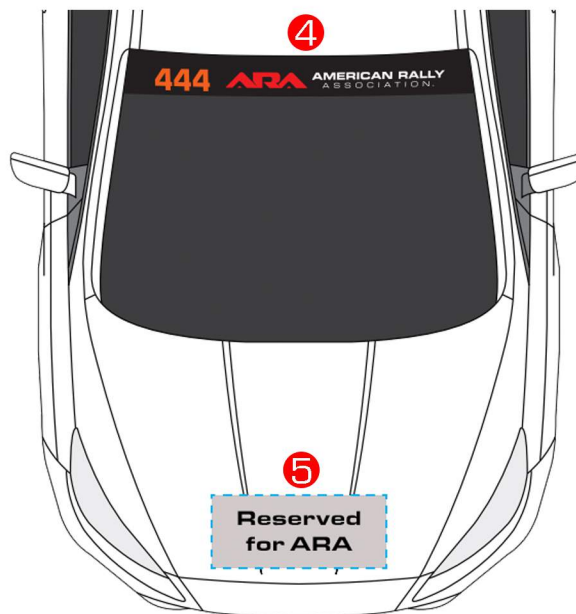
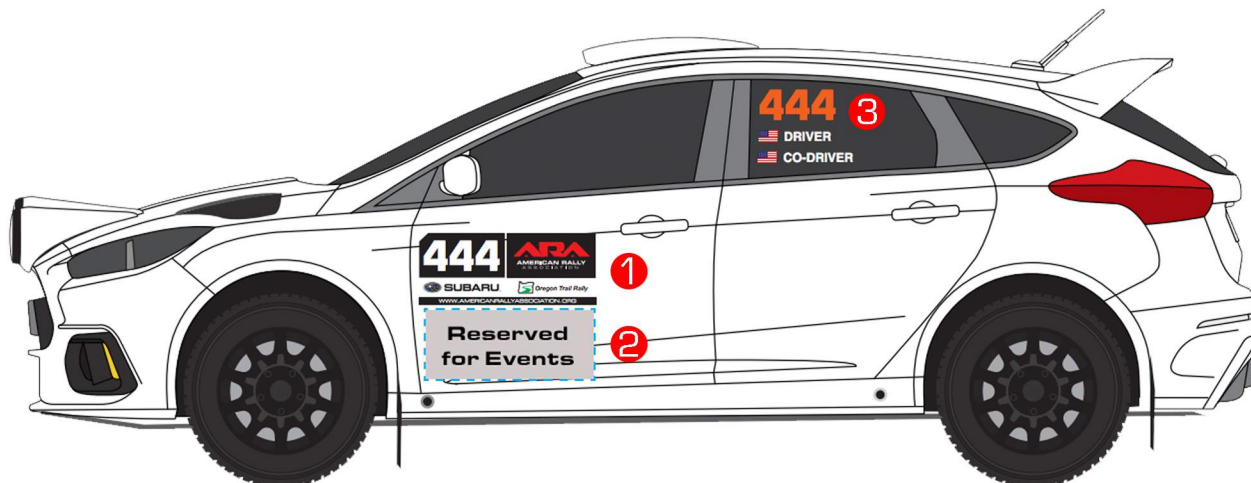
COMPETITOR VEHICLE APPLICATIONS

Every vehicle competing must follow the ARA Brand Standards for vinyl graphics being displayed during the event. These guidelines provide approximate positions for each of the required graphics. Not all vehicles have the same spaces available so use best judgment in keeping in mind consistency for the benefit of timing and safety personnel.

- ① Door Number Placards
- ② Event Organizer Use Decal
- ③ Rear Window Numbers
- ④ Windshield Visor Decal
- ⑤ ARA Use Decal

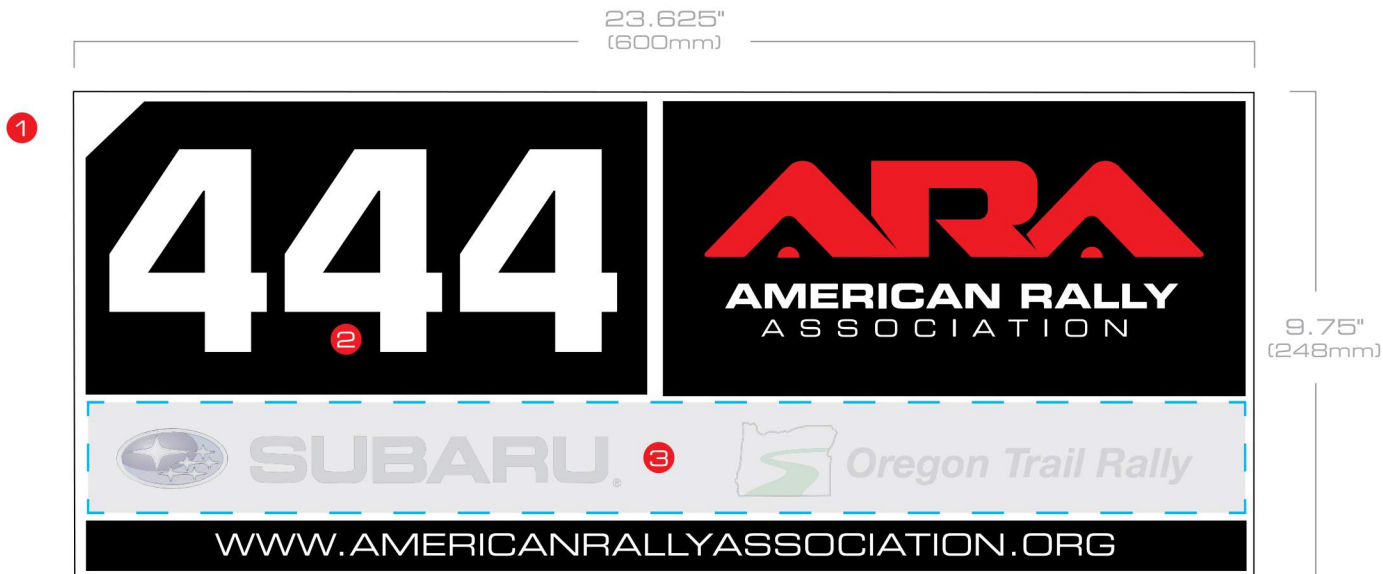
See Pages 9 and 10 for size and specification details

Competitor Vinyl Packages are available from the ARA. Please see your competitor information package for pricing and details.



COMPETITOR DOOR NUMBER PLACARDS

- 1 The notch element on the placard is used to signify the forward motion. This element helps identify which of the graphics is placed on the driver's side vs. the co-driver's side. The notch should be oriented towards the front of the vehicle.
- 2 Competitor numbers are set in 380pt Eurostile Bold. Where branded numbers are substituted, numeral height must not exceed 4" (102mm).
- 3 Organization & Event sponsor logo area. This area is reserved for primary event sponsor and organizer logos.
Live area for logo placement is 22.5" x 2" (571mm x 50mm).



(Driver's Side)



(Passenger's Side)

WINDSHIELD VISOR

- ① The vinyl visor graphic is a 60" horizontal decal. This decal must be placed in the top center of the vehicle's windshield. There is a 10" safe trim area on either end to allow for narrower windshields and 2" of safe trim area on top to allow for cutting along the windshield's contour.

Note: No third party messaging or branding may occupy this space.

- ② Visor number is printed in PMS Bright Orange and placed in the space left of the ARA logo. The numbers are 3" tall.

REAR WINDOW NUMBER

- ③ The rear number is printed in PMS Bright Orange and placed in the rear side windows of the vehicle. The numbers are 4" tall.

ORGANIZER USE HOOD GRAPHIC

- ④ A 10" x 24" decal area is reserved for Event Organizer use. This decal is placed in the front center area of the vehicle's hood.



Window Number Orange
Pantone Bright Orange C
C0 M76 Y100 K0
R255 G95 B0
Web-safe #FF5F00

