The FIA World Rally Championship (WRC) holds a long tradition as the epic motorsport adventure for man and machine. Competitors battle the clock over some of nature’s most extreme driving conditions across the globe, in high technology cars derived from production vehicles. Since its inception in 1973, the WRC has attracted iconic car brands as well as motorsport’s best all-round drivers.

The extraordinary efforts of the WRC’s drivers and their cars, coupled with its rich heritage, make the WRC a unique and recognisable brand in the world of sport. The WRC Logo represents the WRC Brand in graphic applications and is an important asset.

These Brand & Visual Identity Guidelines explain how eligible WRC stakeholders may apply the WRC Logo. The Guidelines outline the dos-and-don’ts for using the WRC Logo, as well as providing context for partners integrating it into their own productions. Any use of the WRC Logo is subject to these Guidelines, which must be respected at all times to ensure a consistent and appropriate application.

For more information, to apply for permission to use the WRC Logo and/or to request files, assets and artwork mentioned hereafter, please contact the WRC Promoter by email at: brand@WRC.com

Note:
The WRC Logo is a registered trademark and is the property of the Fédération Internationale de l’Automobile (FIA). All commercial rights for the championship are assigned by the FIA to WRC Promoter GmbH, which exercises control of the WRC brand in its day-to-day role of marketing the series worldwide. The usage of the expression ‘WRC’ and the WRC Logo for any purpose is subject to the WRC Promoter’s express written permission.
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AN OVERVIEW OF THE WRC
The FIA World Rally Championship takes your breath away. At its core, it is a dramatic sport in which every tenth of a second counts. It demands peak performance, under intense pressure, in the most challenging circumstances.

But there are many more ways to describe the WRC: It is extreme, energetic, exciting, engaging, uncompromising and action-packed; it requires power, technology and reliability provided by the world’s leading automotive companies, applied with skill and consideration by the world’s greatest drivers, aided by the cool heads and steady voices of the world’s most capable co-drivers; it is a global challenge, characterised by courage, passion, endurance and the ability to constantly adapt to ever-changing environments and unpredictable driving conditions.

Real Cars on Real Roads: The FIA World Rally Championship is an iconic challenge that attracts more than 800 million viewers and visitors each year. It is an image that many ordinary motorists can identify with. It is an heroic story that many children with their toy cars have re-enacted. It is a contest that all rally drivers dream of conquering.

All of this makes the WRC more than a sport!
01| STORY LAYERS
WRC’s rich imagery is built around multiple layers interwoven to bring the dramatic narrative. Each layer contributes a level of fascination and excitement, each element tells a different perspective of the story that is the WRC. The drivers, cars, teams, locations and, ultimately, the fans all play a role in bringing the drama of WRC to life. Underneath each storyline are sub-plots featuring characters, personalities, technologies, histories and ever-changing conditions.

02| HERITAGE
Rallying started when the car was invented – the oldest WRC rally was first held in 1911. The early rallies were city-to-city driving competitions, held over increasingly long distances and arduous roads. Today’s oldest WRC event, the Rallye Monte-Carlo, was first held in 1911. Over years, technology and rules have evolved – but the fundamental competition against time remains. The WRC has created many iconic images, driving heroes and legendary cars. Today’s WRC builds on this heritage.

03| EXTREME CHALLENGES
The ‘routine’ of driving is taken to the extreme in WRC, testing people and technology. WRC is an ultimate proving ground for man and machine, set in breath-taking scenery. Overcoming the challenges is an achievement that is cherished and recognised, giving credence, character and endorsement to those who succeed. Success in WRC requires skill, stamina, durability, resourcefulness and teamwork - competencies that are universally perceived as positive.

04| CONTRAST
The WRC holds many visual opposites that add depth and dimension to the sport. These contrasts, which at first appear irreconcilable, all come together in rallying and contribute to the colourful pictorial that is the WRC:

- HEAT & DUST
- HEAT & DUST
- CLEAN
- CLEAN
- HI-TECH
- HI-TECH
- CALM & COMPOSURE
- CALM & COMPOSURE
- METICULOUS PLANNING
- METICULOUS PLANNING
- PRECISE SKILL
- PRECISE SKILL

- SNOW & ICE
- SNOW & ICE
- DIRT
- DIRT
- ELEMENTAL
- ELEMENTAL
- EXCITEMENT & EMOTION
- EXCITEMENT & EMOTION
- GUT INSTINCT
- GUT INSTINCT
- AWESOME POWER
- AWESOME POWER
Rallying is a battle fought against the clock on Special Stages. In each competing car, a driver and co-driver work together and the crew which takes the shortest time to complete all Special Stages is the winner.

Special Stages are high-speed sections on closed public roads or tracks over distances of up to 80km. Competitors start Special Stages at two-minute intervals, with times recorded to a tenth of a second. Drivers must follow the given route and may make pace notes ahead of the event to describe hazards on the road – which the co-driver reads out.

There are typically between 15 and 25 Special Stages in each WRC round, connected by Road Sections where crews must abide by traffic regulations. The route regularly passes a Service Park where mechanics may perform repairs and maintenance.

The FIA World Rally Championship is the world’s most prestigious and demanding motorsport series for production-based cars. First held in 1973, it is sanctioned by the Fédération Internationale de l’Automobile (FIA), motorsport’s global governing body.

Each WRC rally is a three-day event consisting of Special Stages totalling between 300-500 competitive kilometres, with championship points awarded to the top 10 drivers. The final stage is the televised Power Stage where extra bonus points are awarded. The results of all WRC rallies in a season count towards the FIA World Rally Championship, with world titles awarded to the winning driver, co-driver and manufacturer.

The elite drivers compete in near 400bhp, four-wheel drive World Rally Cars – the top category of WRC. Additional trophies are awarded to winners of other classes.

A unique partnership of driver and co-driver faces a constant battle against the elements. Their goal is to get to the finish of each Special Stage in the fastest time – but simple foot-to-the-floor tactics alone won’t win any titles. A top-class WRC driver must be instinctive, brave, mechanically sympathetic - and a little bit crazy!

When flat-out through the stages, the most important person in a driver’s life is the co-driver. Teamwork is the key and the trust between them must be absolute. It’s the co-driver’s job to navigate through the course using handwritten pace notes - a form of shorthand detailing every corner, pothole, surface and potential hazard.

These are read to the driver as they power through the stage, and at speeds of up to 200kph a slight mistake or split-second delay in delivery can have rally-ending consequences.
World Rally Cars are based on their road-going cousins, the kind we drive every day. But underneath that familiar exterior lies up to €500,000 of high-tension steel, carbon fibre and titanium packed with sophisticated hardware. It would take six mechanics, working flat-out and full-time, three weeks to build a World Rally Car from scratch - but only a second for a driver travelling at 150kph to write it off.

When a car returns home to the team service area after a gruelling set of stages, the mechanics have a limited time to restore it to full health, whether that means simply changing the tyres, replacing the windscreen, or overhauling the suspension and replacing the gearbox. Crews need to be quick, efficient, dextrous and calm under intense pressure to avoid time penalties for exceeding the service time allowed.

The FIA World Rally Championship is designed to test man and machine in the toughest of environments on surfaces ranging from snow and ice to rock-strewn gravel tracks and narrow ribbons of broken asphalt. Temperatures range from -25°C in the frozen winter of Scandinavia to +35°C in the heat of high summer in Europe’s Mediterranean.

Each rally takes place in a different country across five continents, offering wonderful lifestyle experiences on and off the stages. Set against the dramatic backdrop of some of the world’s most spectacular landscapes, the WRC is a sport of diversity, high contrasts and variety. Across the season, it takes in the toughest roads and conditions nature has to offer.

Whether they’re crowding the forests of Finland or braving the heights of Argentina’s Traslasierra mountain range, the dedicated fans of the WRC are as committed as the rallying heroes they follow. In all weather conditions, an impressive 3.8 million fans attend WRC events every year.

The WRC fans give the sport an extra dimension. They are sociable, passionate and go to great lengths to see their heroes and enjoy their sport – and they are ready to lend a hand to rally crews in need when called upon. The fans, the teams, the cultures, the languages and the scenery combine to make the WRC a championship that’s truly like no other.
THE WRC BRAND BASICS

WRC PRIMARY LOGO
WRC SECONDARY LOGO
WRC LOGO APPLICATION
WRC LOGO MISUSE
WRC COLOUR PALETTE
WRC FONTS
The WRC Primary Logo represents the attributes and values of the WRC Brand. It is a unique mark that sets us apart from our competitors and should be central to all communications. It should be used as the first choice wherever possible (size and area permitting). Only when legibility is compromised should the WRC Secondary Logo be used.

01| THE WRC PRIMARY LOGO
The WRC Primary Logo must be displayed in Black, or white reversed (out of black). When using the WRC Primary Logo in black, the ‘FIA World Rally’ text must remain in white and not be transparent. When using the WRC Primary Logo in the White reversed variant, the letters ‘FIA World Rally’ must remain in black. This is particularly important when reproducing the logo on a coloured background or photograph.

02| THE EXCLUSION ZONE
Any WRC Logo needs a clear area around it to ensure maximum stand out. This area is the exclusion zone and must be kept free of other logos, graphics, text or the edge of the printed piece. The exclusion zone for any WRC Logo should be equal to the height of the ‘C’ on each side, top and bottom.

03| MINIMUM LOGO SIZE
Minimum sizes of the logo have been developed to ensure legibility when used on small applications. The minimum size of the WRC Primary Logo for digital/screen and print based design work use is 27mm or 77px wide.
WRC SECONDARY LOGO

The WRC Secondary Logo is available for additional design flexibility and to protect the clarity and legibility of the WRC trademarks. If the design space does not have enough area for the WRC Primary Logo, or when the application is part of a composite logo, the WRC Secondary Logo should be used.

01| THE WRC SECONDARY LOGO
The WRC Secondary Logo must be displayed in Black, or white reversed (out of black)

02| THE EXCLUSION ZONE
Any WRC Logo needs a clear area around it to ensure maximum stand out. This area is the exclusion zone and must be kept free of other logos, graphics, text or the edge of the printed piece. The exclusion zone for any WRC Logo should be equal to the height of the 'C' on each side, top and bottom.

03| MINIMUM LOGO SIZE
Minimum sizes of the logo have been developed to ensure legibility when used on small applications. The minimum size of the WRC Secondary Logo for digital/screen and print based design work use is 15mm or 43px wide.

Note: ‘WRC’ and the WRC Logo are registered trademarks of the Fédération Internationale de l’Automobile and may only be used under license from WRC Promoter GmbH. Usage is subject to the Legal Notice. For artwork and approval process, please see page 36.
01| WRC LOGOS AND BACKGROUNDS
Primarily the WRC Logo should be black on a white background or white reversed out of black. As a secondary usage a logo reversed out of a coloured background may be used – as long as the background is not the WRC Highlight Green or Red (see page 16).

When using the black logo the “FIA World Rally” text must remain in white and not be transparent. When using the white logo the “FIA World Rally” text must remain in black.

02| WRC LOGOS ON PHOTOGRAPHIC BACKGROUNDS
The logo can be placed on an image, providing the area in the exclusion zone is free of clutter. The examples alongside illustrate the correct and incorrect use of the logo and an image. The WRC trademark must be the hero brand, leading the creative and serving as an anchor within the artwork. It can be placed anywhere, although top or bottom right is the preferred position.

03| USE OF THE WRC LOGO ALONGSIDE THE FIA LOGO
The use of the FIA Logo is strictly reserved for parties who have obtained the express authorisation of the Fédération Internationale d’Automobile and subject to the brand guidelines issued by the FIA. Under no circumstances must the FIA Logo be used alongside the WRC Logo in any application that could be considered as commercial.

04| USE OF THE WRC’S PREVIOUS LOGOS
The old logo of the WRC must not be used, except in historic context of the WRC pre-dating the year 2000.
The WRC Logo is a registered trademark owned by FIA and must not be altered in any way.

A| Don’t alter the logo colour
B| Don’t alter the logo texture
C| Don’t crop into the logo
D| Don’t “Photoshop” the logo
E| Don’t rotate the logo
F| Don’t let text, graphics or images trespass into the exclusion zone
G| Don’t bastardise the logo or attempt to create a composite
H| Don’t distort, copy, alter or merge
I| Don’t use the logo without the letters ‘FIA’
J| Don’t let any logo form part of a text or sentence
K| Don’t place other commercial logos next to or near the WRC Logo (unless with express permission from the WRC Promoter)
WRC COLOUR PALETTE

WRC LOGO COLOURS
The WRC Logos must be reproduced in either Black, or White reversed (see page 10).

01| PRIMARY COLOURS
These colours have been chosen for maximum and consistent standout in a world of varying colours and locations. The colours should be used in a balanced manner and equally represented across an entire creative wherever possible. Emphasis may be given to one colour over another to ensure legibility in accordance with the media used (eg: online bias to white background for on screen clarity).

02| HIGHLIGHT COLOUR
The highlight colour should never represent more than 15% of the overall colour palette. This colour symbolizes growth and positivity and is used to create dynamism and to achieve stand out against the black, white and silver grey.

03| RED COLOUR (FOR WARNING MESSAGES ONLY)
The use of red in any graphic materials involving the WRC Logo is reserved to emphasise warning messages that are displayed in the context of the WRC events. Hence, the use of red alongside the WRC Logo in other graphic applications should be avoided where possible.

04| OTHER COLOURS
Other colours are used in the WRC environment for distinct purposes and categorisations – such as supporting championships or passes.

Note: For digital/screen based design work, use RGB values only. For print based design work, use CMYK values or Pantone numbers.
WRC FONTS

The FIA World Rally Championship has a unique font called ‘WRC’. It is available in three variants and is an integral part of the WRC brand. It should only be used in communications relating to the FIA World Rally Championship.

01| WRC CLEAN

The Clean version represents the precision of the sport – the exactness of the engineers, the times to a tenth of a second. WRC Clean is available in two variants. The WRC Clean Roman and WRC Clean Bold typefaces can be used in titles, subtitles and body copy, but should not be used smaller than 6pt.

02| WRC DIRTY

The Dirty version represents the sport’s more elemental aspects: the mud, the thunderstorms and the damage to the cars when a driver makes an error. The Dirty font has been created for headlines and titles, providing contrast and variety. It should be used sparingly to emphasise individual words or phrases and should never be used for body copy. It should not be used smaller than 24pt.

03| ALTERNATIVE FONT

WRC Fonts may not be suitable for use in HTML and for longer text documents.

• All Headers and titles bigger than 9pt should always use the official WRC Fonts

• Body text should be created in a standard Calibri font

TYPOGRAPHIC APPROACH

The WRC Font may be used as a design feature to deliver the WRC message. Colour, font and size may be applied and mixed freely to communicate the emotion and competitiveness of the Championship.
03 USING THE WRC BRAND IN DESIGN

- WRC DESIGN PRINCIPLES
- WRC IN TEXT
- WRC IN PHOTOGRAPHY
- WRC IN VIDEO
- WRC DESIGN ELEMENTS
WRC DESIGN PRINCIPLES

Over the years, the WRC Brand and Logo have become synonymous with representing the core qualities, as well as symbolising the strength of the structure that drives the sport. Our visual identity capitalises on the brand equity that has been created, using the logo as an anchor to design a flexible and dynamic brand backdrop.

01 | BASIC PRINCIPLES

• The overall content must always represent the Championship as a whole and not focus on any one component – as illustrated in the approach outlined in WRC Brand Layers on page 7 and 8

• The WRC trademark must be the hero brand, leading the creative and serving as an anchor within the artwork. It can be placed anywhere, although top or bottom right is the preferred position – see page 12 for details

• The primary brand colours should be balanced and the highlight green must not exceed 15% of the overall scheme – as outlined on page 14

• Pages 21 and 22 suggest a number of design elements that can be used in connection with WRC when creating designs around the WRC Brand

02 | RESTRICTIONS

• Any permission granted to use the WRC Marks, and specifically the WRC Logo, are subject to compliance with the Guidelines in this document

• The WRC Logo must be displayed as an official mark of authority and is not to be treated as a ‘design feature’

• The WRC Primary Logo is to be used in full on every occasion, unless in specific cases complying with the Guidelines

• The WRC Logo must not be placed alongside any other trademarks or logos with the exception of the WRC Partner Panel

03 | REQUIREMENTS

• All artwork must be submitted to the WRC Promoter for approval in writing prior to production or publication (see page 36)

• The appropriate copyright notice must be used (see page 31)

• Permission to use the WRC Marks cannot, and may not, be passed on to third parties, unless with the express written permission of the WRC Promoter
The WRC Brand values drive the tone of voice of our written communications. Anyone reading about the FIA World Rally Championship must be excited, inspired, entertained and educated. When writing about the FIA World Rally Championship, there are basic yet essential guidelines that must be followed:

- In text, the first reference should always use the full title of 'FIA World Rally Championship'. This may be shortened to 'World Rally Championship', 'the Championship' or 'WRC' in following text.
- ‘WRC’ has become an internationally recognised acronym for the FIA World Rally Championship. ‘The WRC’ may be used as a stand-alone expression representing the Championship in any language.
- ‘WRC’ should not be used as an abbreviation for any other series of words with the same letters, such as World Rally Car. (Note: In the name of the competing vehicles, ‘WRC’ stands for ‘World Rally Championship’ and these cars are eligible to compete in the WRC).

01| CORRECT RALLY TERMINOLOGY

Rally uses some specific terminology that differs from other motorsport disciplines and care should be taken to use the appropriate expressions.

02| WRC CHAMPIONSHIP ABBREVIATIONS

In the title of the various Support Championships, the letters ‘WRC’ are used as a stand-alone expression, not as an abbreviation. When writing about the WRC’s support categories please remember to separate ‘WRC’ from the number.

03| WRC CHAMPIONSHIP WORD MARKS

Logos exist for the FIA World Rally Championship and the FIA Junior WRC Championship but no specific logos were created for other supporting championships. For all series, the Championship word mark in WRC Clean Font may be used in relevant applications.
WRC IN PHOTOGRAPHY

The FIA World Rally Championship is a visually spectacular championship and photography is an effective way of showing the WRC at its most exciting. Use of Video and/or Photography is always subject to the relevant copyright holders. In case of any doubt, always contact the WRC Promoter.

01| STYLE
The most important principle is to represent the Championship as a whole. To fully reflect the WRC Brand and its characteristics (as described in pages 6-9), there should be a mix of images to emphasise the essence, to show the contrasts and to reflect the multiple layers: Emotion, Driver, Car, Team, Fans and Locations.

02| COMMERCIAL IMPLICATIONS
For editorial purposes, the images of individual competitors are not restricted. However, any Photography and Video used must always provide a fair, impartial and accurate representation of the event and/or competition.

For all non-editorial applications, the rights to use individual team and driver imagery are subject to agreement and would generally require explicit approval. Images where the car is obscured (by mud, fog or water) and/or not recognisable (due to distance, focus or lighting conditions) may be exempt from this requirement. In any application, branding on the car or trackside must never be digitally altered or manipulated. Do avoid images of excessively damaged cars (post crash) unless editorially relevant.

The use of the picture should never state, imply or suggest the endorsement of a product or service by an individual competitor, unless with the approval of the competitor involved. Without such individual prior permissions, a minimum of three different competitors (manufacturers/drivers) must be used with each given equal prominence. If a creative consists of multiple pages, this principle may be spread over the entire content rather than each page treated individually.
WRC IN VIDEO

The excitement and drama of the FIA World Rally Championship is encapsulated by moving images. The spectacle of a driver attacking a special stage flat-out against the backdrop of a jaw-dropping landscape, cool determination etched on a face which belies a maelstrom of emotions behind the visage, is a powerful means of displaying the WRC at its best. Location, atmosphere, desire and competition portray what the WRC is about.

01| DO USE VIDEO THAT

- brings to life the drama of the WRC
- showcases spectacular locations
- conveys the passion of competitors
- conveys the excitement of fans

02| DON’T USE VIDEO THAT

- shows fans watching from viewpoints that could be potentially dangerous
- is materially detrimental to the goodwill or reputation of the WRC and its stakeholders

Note: Rights to use team and driver imagery are subject to agreement and may require approval from the intellectual property owner.
WRC Design Elements provide an exciting medium to express the energy, speed and passion of the FIA World Rally Championship in an eye-catching format. They allow designers to add excitement and liveliness to any WRC brand composition.

The illustration can take the form of rally route maps, pace notes or rally symbols and can be combined with photography and typography to create an interesting layered image. Don’t be afraid to experiment – just remember to capture the brand essence.

The standard WRC Design Elements include:

**01| WRC ROAD BOOK SYMBOLS**
Road book symbols can be found in all road books supplied to competitors before an event. Stylised versions of these symbols have been developed and can be used by designers as part of their creative tool kit. In colour applications, the road book symbols should preferably be reproduced in the WRC green highlights colour.

**02| PACE NOTES SCRIPTS**
Pace notes are the co-drivers’ hand written notes made in a special form of shorthand during a course recce. They are read during the special stages to alert the driver about forthcoming hazards, the terrain, the severity of corners, distances and the ideal gear for any given section of road. A selection of pace note scripts is available.
03| EVENT RALLY PLATES & FLAGS
Each rally organiser has a unique rally plate, a plaque that generally includes the rally name and year. These plates are updated for each season.

The detailed writing within the plates may make these elements unsuitable for small-size printing. In these circumstances the national flags of the events offer a suitable alternative.

04| OTHER NAVIGATIONAL AND TOPOGRAPHICAL ELEMENTS
Navigation and maps are central to a rally, and imagery that draws from navigation, topography and mapping may be used to illustrate WRC.
04 COMPOSITE & ALIGNED WRC LOGOS

WRC MEDIA LOGOS
WRC COMPOSITE LOGOS
WRC OFFICIAL PRODUCT LOGOS
WRC OFFICIAL PARTNER LOGOS
USE BY WRC STAKEHOLDERS
USE BY WRC LICENSEES
**WRC MEDIA LOGOS**

The WRC Promoter has developed logos for the official WRC digital media channels of the Championship:

**01 | WRC.com LOGO**
The WRC.com Logo represents the official WRC.com website. It should be used where reference is made to WRC.com, except in part of a sentence. The WRC.com Logo must be displayed in either Black, or White reversed (out of a black background).

**02 | WRC+ LOGO**
The WRC+ Logo represents the official WRC+ interactive digital platform. It should be used where reference is made to WRC+, except in part of a sentence. In colour applications, the WRC+ Logo must be displayed in White reversed with the green '+' out of a black background.

**03 | WRC APP LOGO**
This WRC App Logo is made exceptionally for online App stores and similar digital applications where the size is restricted, but resolution is high enough to guarantee that the WRC Logo remains legible. It is the only application where the exclusion zone is waived.

**04 | WRC LIVE LOGO**
The WRC Live Logo represents the interactive digital dashboard with real-time information, results and radio. WRC Live is hosted on WRC.com and the WRC App and is operational during WRC events. This logo should be used where reference is made to WRC Live, except in part of a sentence. In colour applications, the WRC Live Logo must be displayed in White reversed with the Green “LIVE” out of a black background.

*Note: For all WRC Media Logos and WRC Composite Logos, the minimum logo size and exclusion zone follow the same rules as for the WRC Secondary Logo. Please see page 11 for details.*
A WRC Composite Logo uses the WRC Secondary Logo in conjunction with other elements. They are exceptional and the creation must be authorised in writing by the WRC Promoter. Composite logos are effective tools to communicate a relationship with the WRC in a descriptive manner and are for specific purposes only. Use of a Composite Logo incorporating the WRC Logo is subject to these WRC Brand Guidelines as well as to the following conditions:

- Only the WRC Secondary Logo displayed in black or white (reversed) may be used within the composite logo
- Other text must not be larger than the WRC Secondary Logo
- Any composite logo must have an exclusion zone that is no smaller than the exclusion zone for the WRC Secondary Logo (see page 11)

No corporate logos may be integrated in a WRC Composite Logo unless with the specific written permission of WRC Promoter GmbH. Usage is restricted to eligible partners authorised in writing by WRC Promoter.

**Note:** Any WRC Composite Logo incorporating the WRC Logo is and remains the property of the FIA at all times and must be accompanied by the relevant copyright notice. 'WRC' and the WRC Logo are registered trademarks of the Fédération Internationale de l’Automobile and may only be used under license from WRC Promoter GmbH.
The Official Product Logo is a visual illustration of the relationship between the WRC and an official Partner’s product, service or event. The Official Product Logo incorporates the WRC primary logo. It symbolises quality and consistency with the WRC’s brand essence.

01| THE OFFICIAL PRODUCT LOGO
This logo is for use exclusively by official Partners in all communications. No other logos can be placed in this proximity side by side with the Official Product Logo. The Official Product Logo may not be used unless formally approved by the WRC Promoter.

The exclusion zone around the Official Product Logo must be no less than 50% of the dimensions of the Official Product Logo. Within the Official Product Logo, the rules for the exclusion zone and colours for the WRC Primary Logo must be respected (see page 10).

02| WRC OFFICIAL PRODUCT WORD MARK
In certain applications, the use of the WRC Official Product Word Mark in WRC Clean Font may be used in the following format:

- Official Product of the FIA World Rally Championship – Black (stand alone)
- Official Product of the FIA World Rally Championship – White (stand alone)
WRC OFFICIAL PARTNER LOGOS

The WRC Partner Logos are a visual illustration of the relationship between the WRC and an official WRC Partner brand.

01| WRC ALIGNED LOGO
The Aligned Logo is a fusion of two logos arranged to promote strong brand presence when describing the relationship between the two properties. The Aligned Logo incorporates the WRC Primary Logo.

The Aligned Logo is for use exclusively by official WRC Partners in any communications (including advertising) when referencing the FIA World Rally Championship. No other logos may be placed in this proximity, side by side with the WRC Logo.

Key rules apply to create clarity and equal emphasis when positioning the WRC Logo with Partner logos:

- The elements are fixed and should never be altered
- The aligned logo should be used in colour wherever possible
- Both logos should be of equal height and/or proportion

The text Official [Partner] of the FIA World Rally Championship can be added by mutual agreement. The Aligned Logo is available on request from the WRC Promoter

02| WRC PARTNER PANEL
The WRC Partner Panel should be used wherever the WRC Championship Partners are displayed collectively. It is implemented in all cases where the commercial messages from all WRC Partners are to be integrated alongside each other. Event organisers should refer to the “Event Operations Manual” available from WRC Promoter for further details.
**USE BY WRC STAKEHOLDERS**

**01| WRC EVENT ORGANISERS**
Under the terms of the Event Promoter Agreement(s), the WRC Promoter grants WRC Event Organisers permission to use the WRC Logos for the purpose of communicating official endorsement and the involvement of each event in the FIA World Rally Championship. The WRC Promoter has published the Event Branding Guidelines, comprising the specific guidelines for the reproduction of the WRC Logo as well as the WRC Partner Branding on WRC Events. This document is available on request and must be respected.

**02| WRC COMPETITORS**
Under the terms of its Competitor Marketing Agreement(s), the WRC Promoter may give WRC Competitors permission to use certain WRC Marks and Expressions in a specific manner for the purpose of promoting its engagement in the WRC. Two particular examples of WRC Expressions include:

- ‘World Rally Team’ may be used within the entrant’s name of a competitor who has entered the FIA World Rally Championship in the current season
- ‘WRC’ may be used within the name of the competition car registered with FIA in compliance with technical and homologation regulations for world rally cars only
- The wordmark must be of a uniform design, with consistent letter height and should never use a WRC Logo or Font

For these two specific applications only, a WRC Competitor may design a wordmark incorporating the WRC Expression. Such wordmark may never be registered as a trademark.

**03| WRC CHAMPIONSHIP IDENTIFICATION**
The WRC Championship Identification stickers in place for the current season may be reproduced, but its design, location and appearance may not be altered.
USE BY WRC LICENSEES

Under the terms of its License Agreement(s), the WRC Promoter grants WRC Licensees permission to use the WRC marks in a specific and controlled manner for the purpose of producing and/or commercialising products, services or events.

The WRC Promoter has published the WRC Licensing Style Guide(s), containing the specific guidelines for the reproduction of the WRC Logo within various licensing applications. This document is available on request and must be respected. Individual applications and variations of the Licensing Style Guide must be agreed in advance with the WRC Promoter.

No application containing a WRC Logo or WRC Expression may ever be registered, and no application may be licensed for commercial use to any third parties (including producers of toys, games, road cars, merchandise, or other applications) without the express written consent of the WRC Promoter.

Note: Use by WRC Event Organisers, Competitors and Licensees is always subject to the terms and conditions of their respective Agreement(s) with the WRC Promoter. ‘WRC’ and the WRC Logo are registered trademarks of the Fédération Internationale de l’Automobile and may only be used under license from WRC Promoter GmbH. Please consult pages 31 for legal notices, artwork availability and approval process.
05

LEGAL NOTICE & APPROVAL PROCESS

LEGAL NOTICE
CONTACT
**LEGAL NOTICE**

01 | USE OF WRC IS SUBJECT TO PERMISSION
The WRC Logo is a trademark owned by the FIA. All commercial rights for the championship are assigned by the FIA to WRC Promoter GmbH, which exercises control of the WRC brand in its day-to-day role of marketing the series worldwide. Permission to use the WRC Logo can only be granted by WRC Promoter GmbH and is always subject to the approval process described below. Use of the WRC Logo alongside other (commercial) logos is strictly prohibited unless with specific written permission from WRC Promoter GmbH.

02 | REGISTRATION
No application containing a WRC Logo or WRC Expression may ever be registered and no application may be licensed for commercial use to any third parties (including producers of toys, games, road cars, merchandise, or other applications) without the express written consent of the WRC Promoter.

03 | FIA REGULATION ON CHAMPIONSHIP RIGHTS
Competitors, organisers and their sponsors are reminded of the Appendix IX of the Sporting Regulations for the FIA World Rally Championship, published annually by the Fédération Internationale de l’Automobile.

04 | LOGO ARTWORK
The WRC Logo is available on request in .jpeg, and .eps files from brand@WRC.com

Trademark & Copyright Notice:
Where the WRC Logo is used, the following copyright notice must always accompany it: © FIA 201x. ‘WRC’ and the WRC Logo are registered trademarks of the Fédération Internationale de l’Automobile and are used under license from WRC Promoter GmbH by [Licensee’s Legal Name].’ Note: where space is restricted, ‘© FIA 201x’ may be used.
**WRC Promoter GmbH** is responsible for all commercial aspects of the FIA World Rally Championship, including broadcast formats, TV production and the marketing of global media and sponsorship rights. The promoter also has responsibility to increase the field of participants and to propose the venues that form the FIA WRC calendar.

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