



# FIA EUROPEAN AUTOCROSS & CROSS CAR BRAND GUIDELINES

14 March 2024

Appendix 2

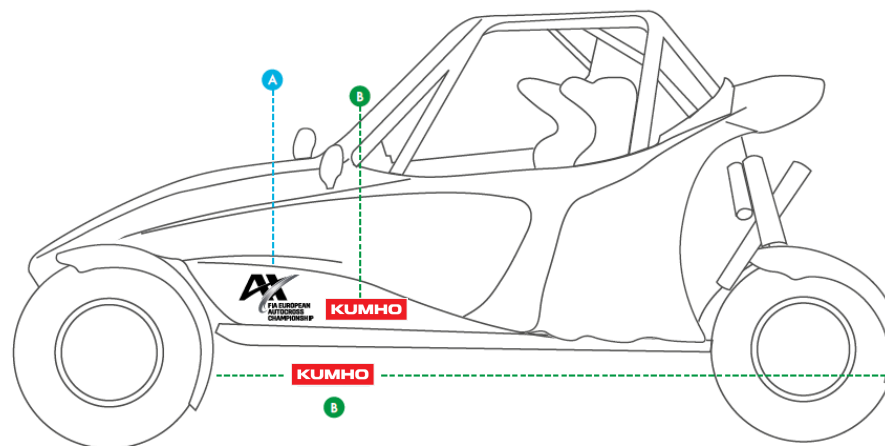
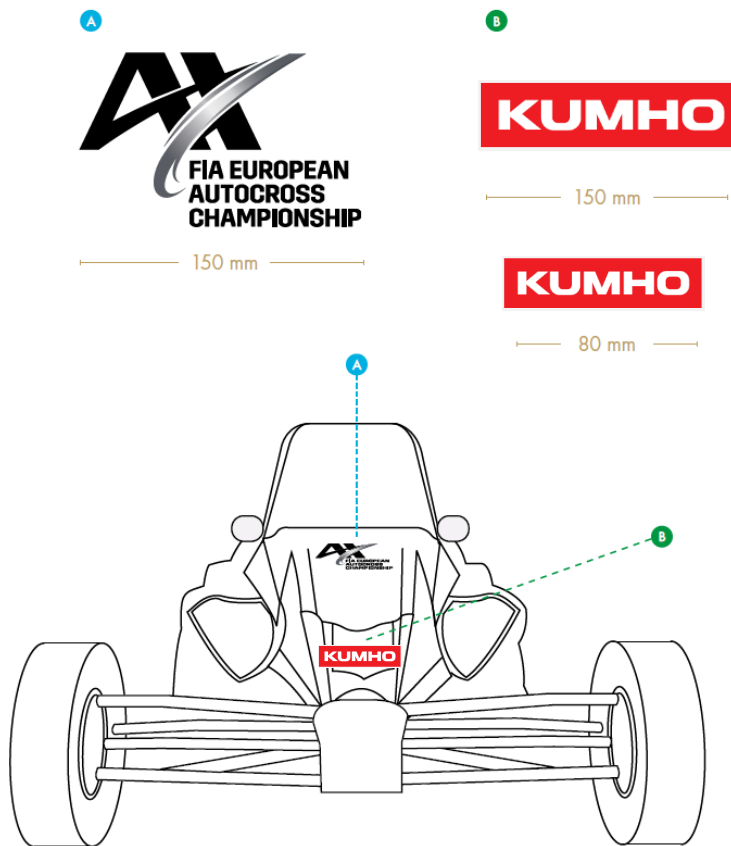


# FIA AUTOCROSS LOGO APPLICATION

It is crucial that the FIA Autocross brand elements are displayed as shown here, and in a consistent manner on all touchpoints and materials.

# CAR BODYWORK - COMPULSORY

## EXAMPLE ILLUSTRATION



### APPLICATION AND USAGE

The car livery should clearly display these logos;

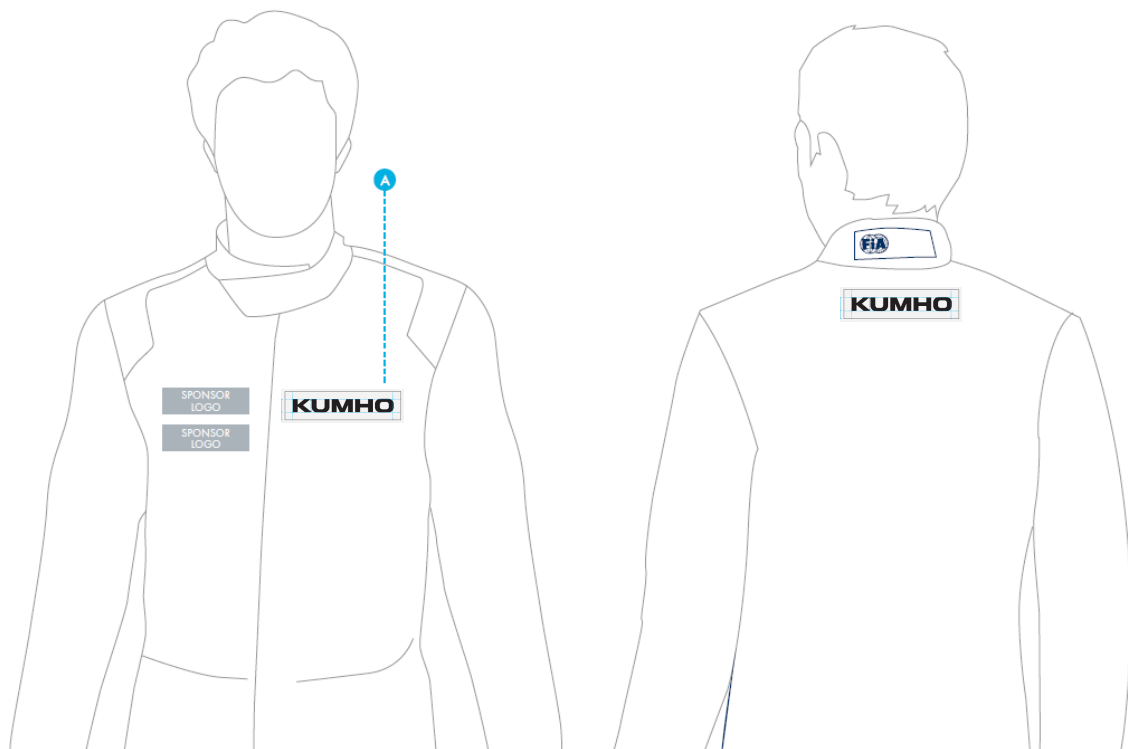
- FIA European Autocross Championship Logo
- Cooper Tires Logo

Minimum recommended Logo sizes:

- 3 x FIA Euro AutoX Logo x3 (nose & sides): 150 mm
- 3 x Kumho Logo (1 Line) (nose & sides): 150 mm
- 4 x Kumho Logo (1 Line) (back of mudguards): 80 mm
- Kumho – White lettering on Red background.

## DRIVERS OVERALLS - COMPULSORY

### EXAMPLE ILLUSTRATION



### APPLICATION AND USAGE

Driver overalls should clearly display the Kumho Tires logo as shown here.

- 1 x Kumho Logo (1 line) embroidered or printed onto driver overalls, placed in both 'A' and 'B' location. (Front Chest and Rear below Collar)
- Black Text on White Background.
- Min 80mm Text plus 8mm clear space all around.



80 mm

## TRACKSIDE BRANDING - COMPULSORY

### EXAMPLE ILLUSTRATION



### APPLICATION AND USAGE

#### Trackside Branding

- KUMHO Tire – 2 Lines
- White on Red Background
- Respect Clear Space Guidelines as below.



## PODIUM BACKDROP - COMPULSORY

### EXAMPLE ILLUSTRATION



### APPLICATION AND USAGE

#### Podium Backdrop

- KUMHO Tire – 2 Lines
- Black on White Background
- Respect Clear Space Guidelines as below.



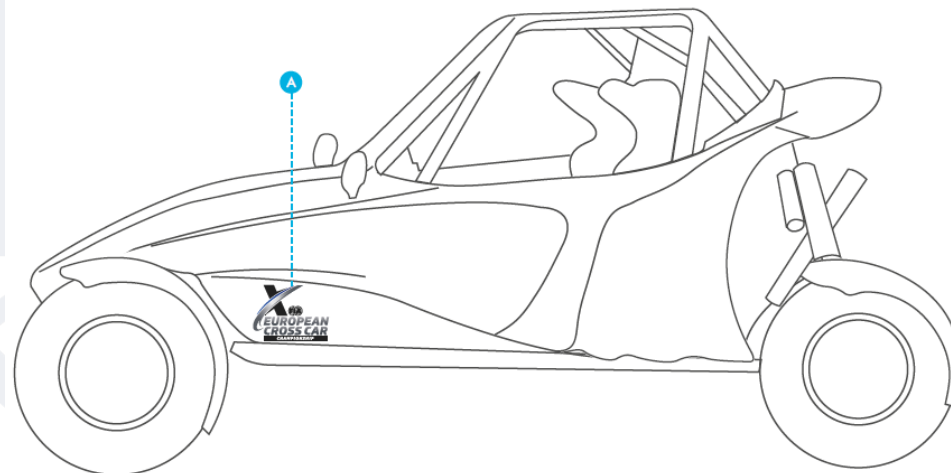
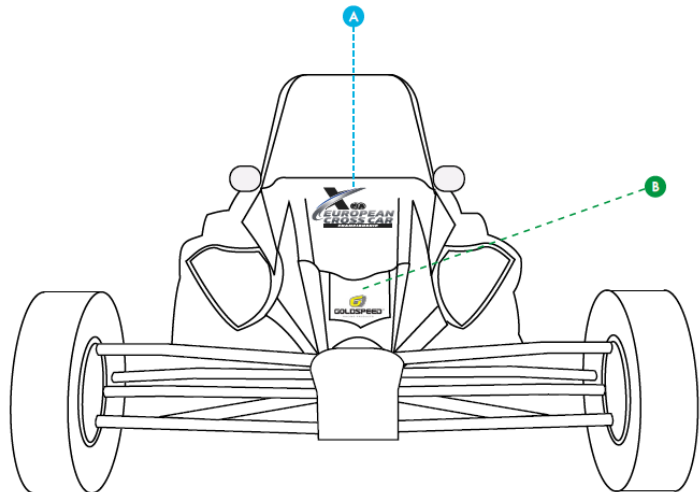
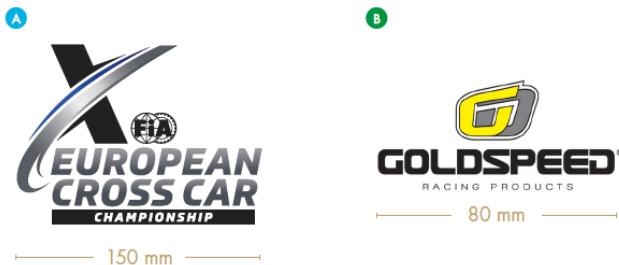


# FIA CROSS CAR LOGO APPLICATION

It is crucial that the FIA Autocross brand elements are displayed as shown here, and in a consistent manner on all touchpoints and materials.

# CAR BODYWORK - COMPULSORY

## EXAMPLE ILLUSTRATION



### APPLICATION AND USAGE

The car livery should clearly display these logos in whichever colour or mono format that will give the greatest stand-out:

- FIA European Cross Car Championship Logo
- Goldspeed Logo

Minimum recommended Logo sizes:

- 3 x FIA Euro XCar Logo (nose & sides): 150 mm
- 1 x Goldspeed Logo (nose only): 80 mm

# KUMHO TIRE BRAND GUIDELINES

## CLEAR SPACE



## COLOUR



KT Red (PANTONE\*485C or 485U)

CMYK: 0.100.100.0

RGB: 239.0.16

HEX: EF.00.10



# CONTACTS

For enquiries and questions about using the FIA European Autocross guidelines, please contact our team;

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