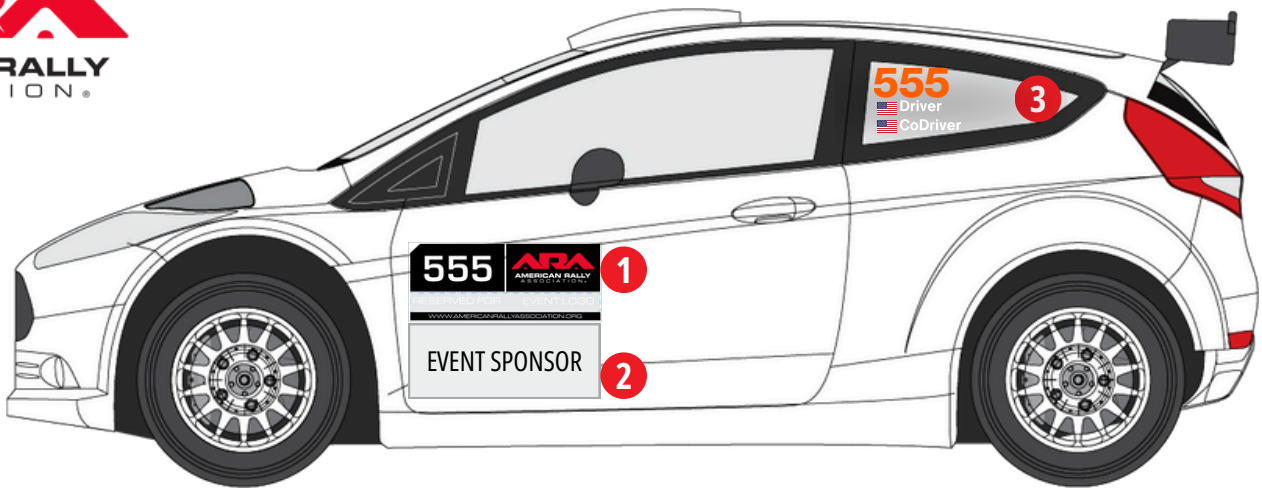
ARA 2026 VISUAL PACKAGE - QUICK REFERENCE GUIDE

AMERICAN RALLY ASSOCIATION

RTR 3.2



1 Door Placards: Area reserved on both doors
- 24"w x 10"h
- Notch toward front of car
- Door Numbers - White - Eurostile Bold - 4"H
- Event will provide Event Logo Strip

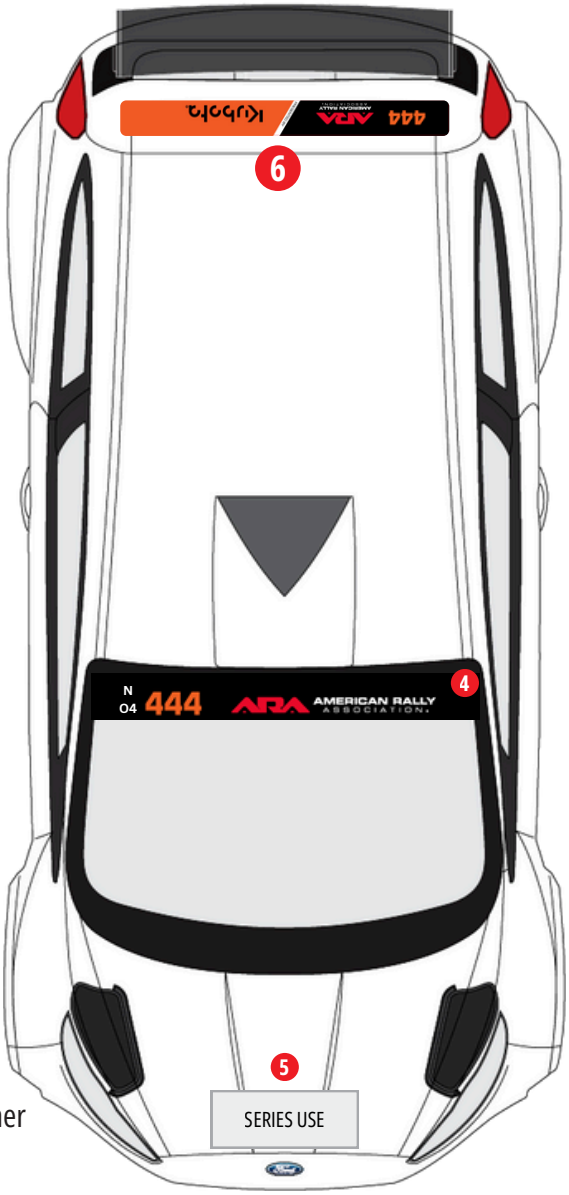
2 Event Sponsor:
Area just under Door Placards is reserved
24"w x 10"h - Event will provide if required

3 Rear Window Decals:
- Number - Orange - Eurostile Bold - 4"H
- Names - White - Helvetica - 2"H
- Flags - 2" H
- Driver Side: Driver Name on Top
- Passenger Side: Co-Driver Name on Top

4 Windshield Banner:
- 60"w x 6"h - oversized to allow for trim to fit
- Number - Orange - Eurostile Bold - 3"H
- Group/Class - White - Eurostile Bold - 1.5"H

5 Series Sponsor Space:
- Reserved Space on Hood - 24"w x 10"h - ARA Will provide if required

6 Rear Windshield Banner AND numbers (*New for 2026)
- 60"w x 6"h - oversized to allow for trim to fit
- Number - Orange - Eurostile Bold - 3"H
- Number placement - preferred on banner, allowed elsewhere
- Number MUST BE Visible
- Banner available for purchase
- Numbers will be provided at tech for competitors with a 2025 rear banner



FONTS: Numbers = Eurostile Bold Names = Helvetica

Black	ARA Red	Gray	Orange
Process Black 100% C0 M0 Y0 K100 R0 G0 B0 Web-safe 000	Pantone 185 C C0 M100 Y100 K0 R237 G28 B36 Web-safe ED1C24	Pantone Cool Gray 4 C C0 M0 Y0 K30 R188 G190 B192 Web-safe #BCBEC0	Pantone Bright Orange C C0 M76 Y100 K0 R255 G95 B0 Web-safe #FF5F00

Competitor Vinyl Packages are available, visit AmericanRallyAssociation.org for details