



**AMERICAN RALLY**  
ASSOCIATION®

## LOGO USAGE & GUIDELINES

20  
26

Photo by: Austin Shimek

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

Thank you in advance for your cooperation.

## 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 for proper usage where colors are limited.

The Standard Reversed logo uses white text for use on dark backgrounds.



STANDARD LOGO



REVERSED LOGO

## 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.

## TYPOGRAPHY

As with our logo, consistent use of our corporate typefaces reinforces ARA's brand identity.

Primary Typeface - Eurostile Extended

Secondary Typeface - Helvetica Neue Condensed

Canva Compatible - Montserrat, Open Sans Condensed

### PRIMARY COLORS

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

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

### SECONDARY COLORS

Gray  
Pantone Cool Gray 4  
C C0 M0 Y0 K30  
R188 G190 B192  
Web-safe #BCBEC0

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

### EUROSTILE EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

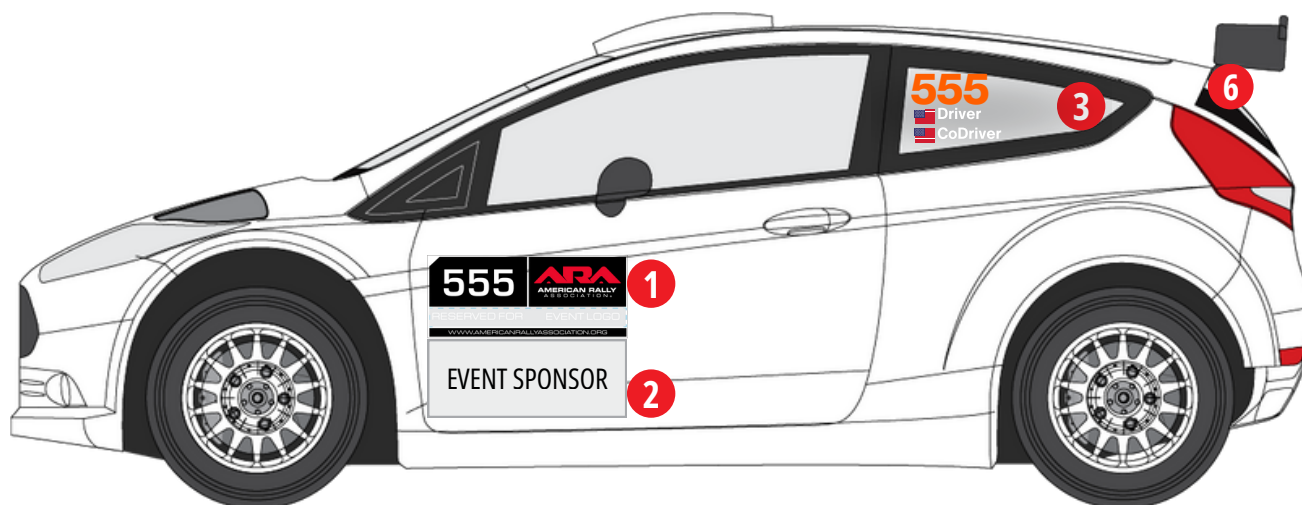
### HELVETICA NEUE CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

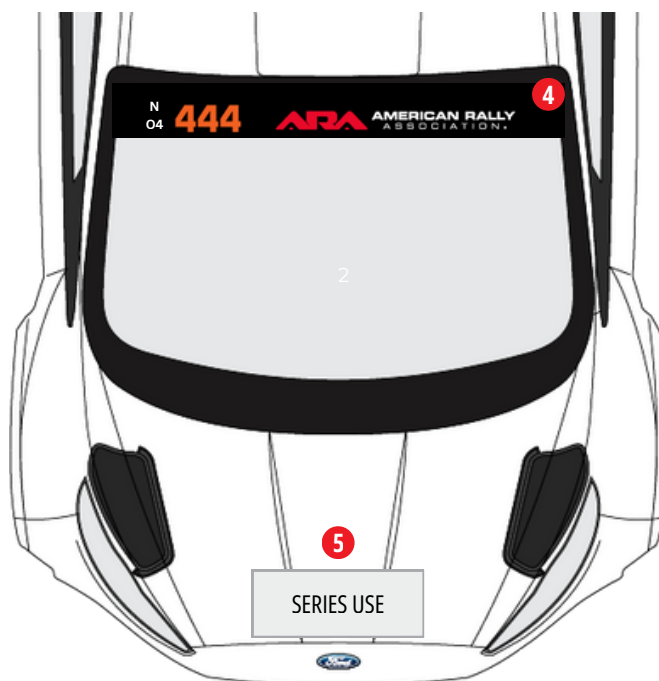
## COMPETITOR VEHICLE APPLICATIONS

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.

RTR 3.2 - Identification of Vehicles



- 1 Door Placards: 24"w x 10"h
- 2 Event Sponsor: 24"w x 10"h
- 3 Rear Window Decals
- 4 Windshield Banner
- 5 Series Sponsor Space: 24"w x 10"h
- 6 Rear Windshield Banner



Competitor Vinyl Packages are available, visit [AmericanRallyAssociation.org](http://AmericanRallyAssociation.org) for details

## DOOR 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.

- Car Numbers are Eurostile Bold - White - 380pt or 4"H
- Event Logo - will be provided by each event - Size is 22.5" x 2" and should be placed in the open space on placards
- RTR 3.2.2



(Driver's Side)



(Passenger's Side)

## EVENT SPONSOR 2

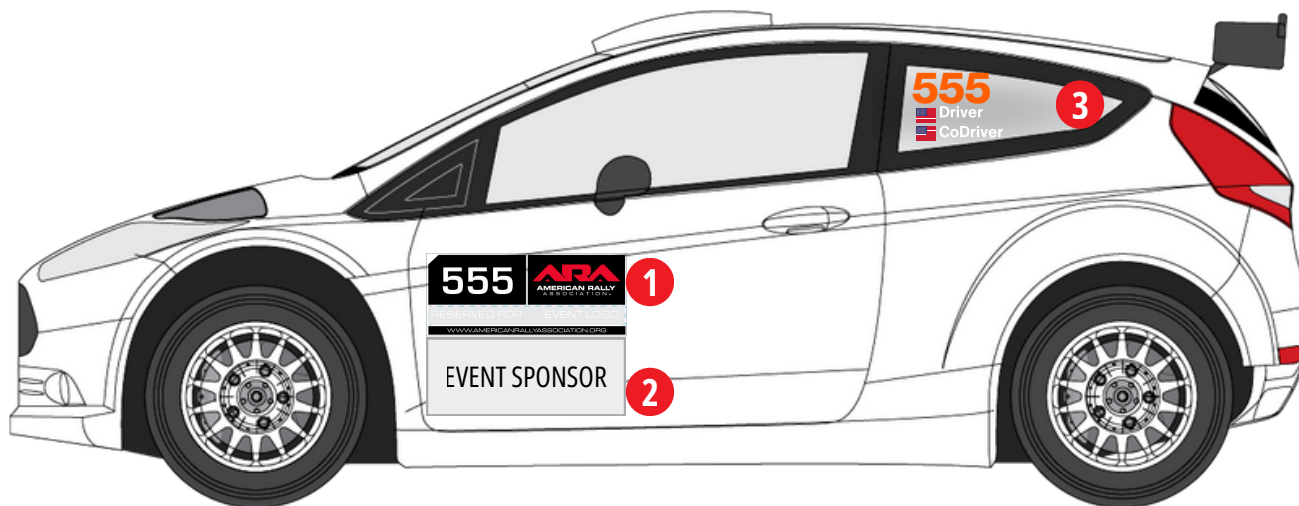
The area just below the Door Placards is reserved for event sponsor logos

- Size is 24"L x 10"H
- This decal will be provided by the event

## REAR SIDE WINDOW 3

The rear window on both sides of the car should have:

- Car Number - Eurostile Bold - Orange - 4"H
- Driver & Co-Driver Names - Helvetica Bold - Upper/Lower Case - White - 2"H
- Driver & Co-Driver National Flags - 2"H - Placed toward front of car from names
- The Top Name should be the Driver on the Driver Side and the Co-Driver on the Passenger Side
- RTR 3.2.3



## Windshield Banner 4

The top 4 inches of the windshield is reserved for use by ARA and/or its sponsors. No other advertising is permitted anywhere on the windshield. RTR 3.2.4

- Decal is 60"L x 6"H to accommodate all vehicles
- Decal should be centered on windshield
- Competitor may trim the SIDES and TOP of the decal to fit.
- Car Number - Eurostile Bold - Orange - 3"H
- Car Number - placed to the LEFT of ARA Logo
- Group - Eurostile Bold - White - 1.5"H      N = National, R=Regional
- Class - Eurostile Bold - White - 1.5"H      O4, O2, L4, L2, N4, RC
- Group and Class Designators - placed to the LEFT of the Car Number

60" L



## SERIES SPONSOR

An area at the front center of the hood and on the rear windshield is reserved for the exclusive use of the ARA Series Sponsors

- 5 • Hood Size is 24"L x 10"H - RTR 3.2.5
  - If applicable: will be provided by ARA
- 6 • Rear Windshield is 60" x 6" - it should be centered on the window and can be trimmed on the sides and top - RTR 3.2.4
  - Will be in use for 2026
  - Available for purchase
- **\*New - Car Numbers will be required on Rear Windshield**
  - Same Font, Color and Size as Front Windshield
  - Placement on Rear Windshield banner preferred, but other locations of rear windshield allowed if banner is obscured
  - Must be visible by marshalls
  - 2025 Competitors with the Rear Windshield decal already installed can get one free set of these numbers at Tech



## CONTACTS

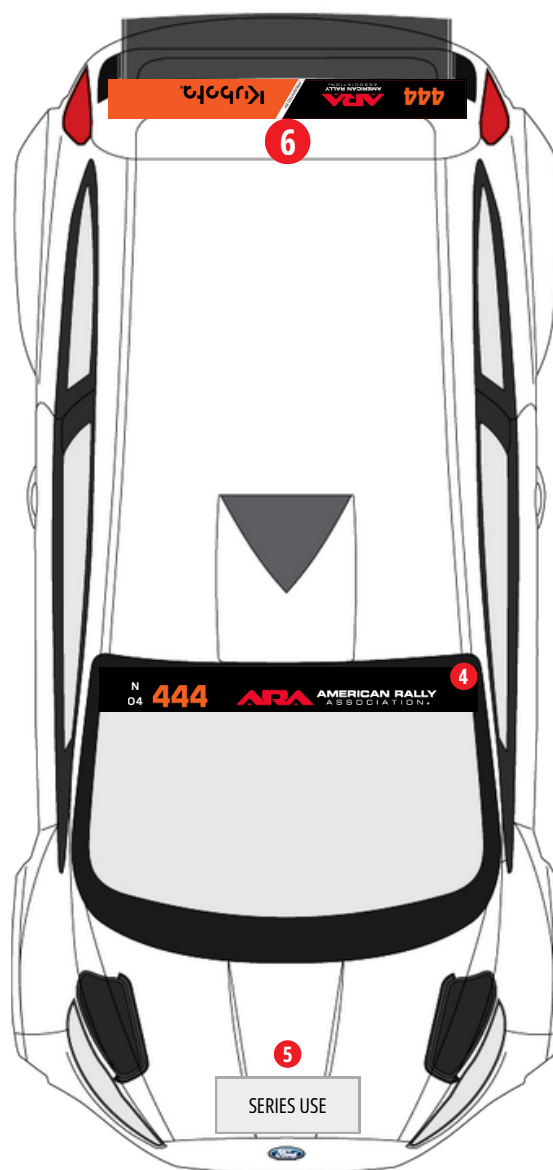
Series Manager      Business Manager  
**Preston OSBORN**      **Marni NAGY**  
 preston@ara-rally.com      marni@ara-rally.com

## LOGO & FILES DOWNLOADS

All logo files and support graphics described in this guide are available for download.

[www.americanrallyassociation.org/branding](http://www.americanrallyassociation.org/branding)

Please feel free to contact ARA for any questions regarding logo usage or special artwork requests.



## ALTERNATE LOGO COLORS

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

### 1-Color Black:

For use where application is limited to one color.  
Must be printed in solid black.



### 1-Color Red:

For use where application is limited to one color.  
Must be printed in PMS 185.



### 1-Color Reverse:

For use over dark backgrounds.



## 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.



Horizontal Standard



Horizontal Reversed



Horizontal Red



Horizontal Black



Horizontal White

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.

## SPECIFICATIONS

### 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.



### MINIMUM SIZE:

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

0.25"  
(6 mm)



1.25"  
(32 mm)

## 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

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



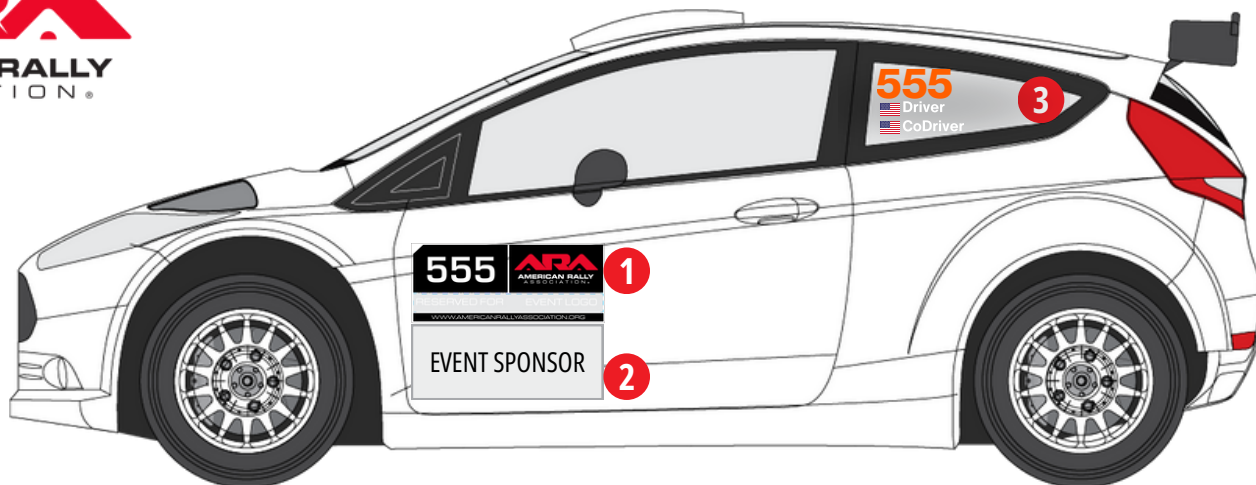
Not shown:

- 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.

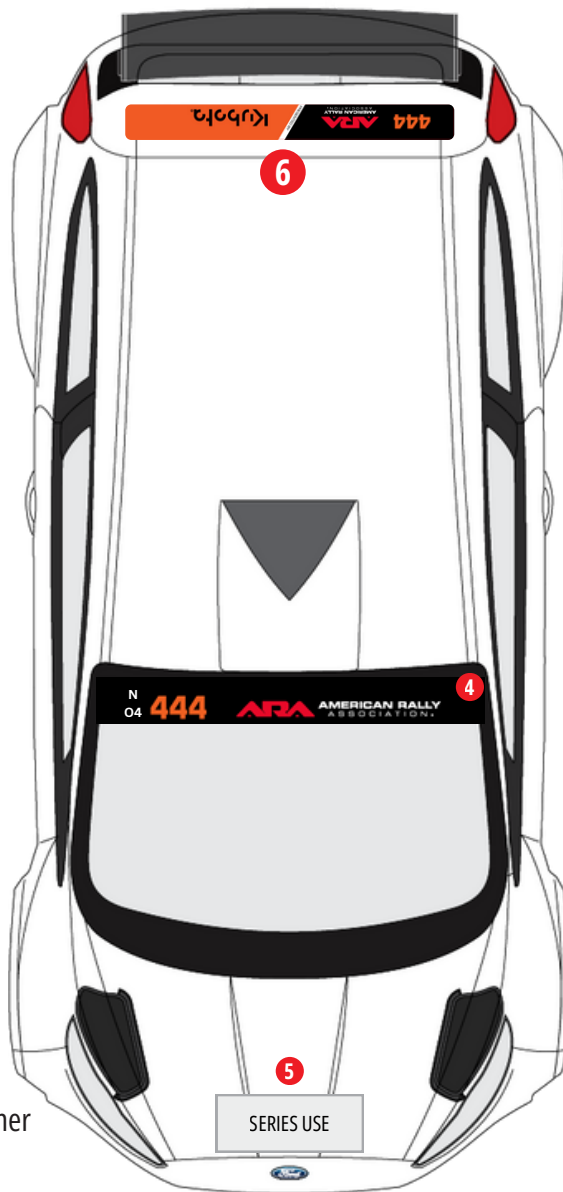
# ARA 2026 VISUAL PACKAGE - QUICK REFERENCE GUIDE



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

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

Gray  
Pantone Cool Gray 4  
C C0 M0 Y0 K30  
R188 G190 B192  
Web-safe #BCBEC0

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

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