Audi Sport

PERFORMANCE IS AN ATTITUDE

Audi Motorsport CI/CD Guideline
Status 10/2019
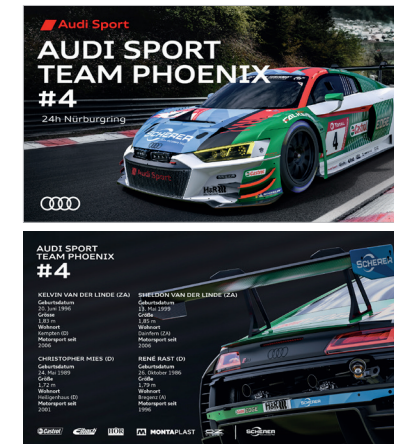
CONTENT

1.1   LOOK & FEEL

The Audi Motorsport picture world shows emotional and authentic motorsport moments. Unconventional, striking and memorable snapshots show adrenalin-packed experiences. Thrilling perspectives, proximity to the subject and spatial depth create an intense sensation of direct experience.
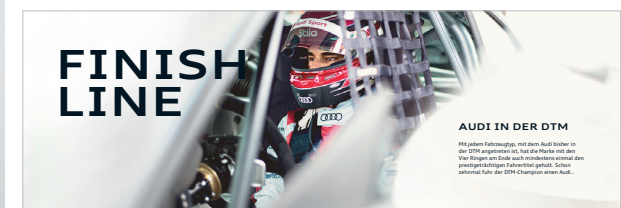

Sample wall feature

Sample poster

Sample autograph cards

Sample info brochure

Sample inside pages of info brochure

1.2   OVERVIEW OF DESIGN ELEMENTS

Audi Sport represents Audi at all its worldwide motorsport appearances.

The definitions of the Audi Motorsport design elements are described on the following pages.

The elements include:
› Audi rings
› Audi Sport logo
› Typography
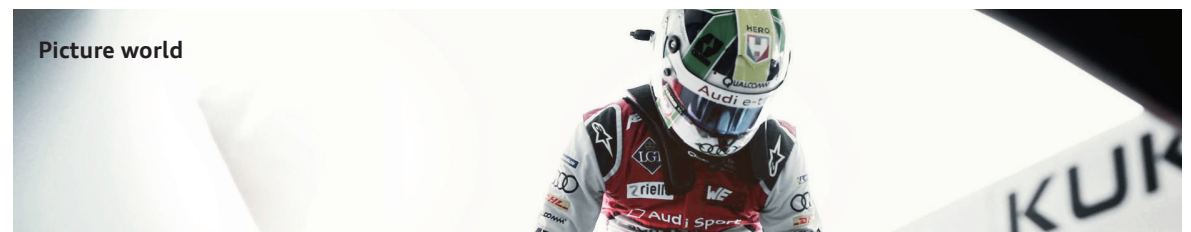› Colour code
› Picture world

Audi rings

Audi Sport logo

Typography

LIMIT? WHAT LIMIT?

Colour code

Picture world

2.1 THE AUDI SPORT LOGO

Basic version

The Audi Sport logo is always used on all backgrounds in
Audi Sport Red. The logo is set in Audi Type Extended Bold.

For Motorsport there is a special form of the logo for
TV-related representations; this is shown on page 8.

The outline version of the logo is used only as a special form on a red background.

The rhombus is always depicted in red.

2.1 THE AUDI SPORT LOGO

Team identifier/logotypes

The Audi Sport logo can be combined with team identifiers and logotypes for various applications. To highlight Audi as the sender, the team identifier/logotype is set in a smaller type size.

The Audi Sport logo is set in Audi Type Extended Bold, the team identifier logo/logotype logo is set in Audi Type Extended Normal. The type size of the team identifier is 75% and the line spacing is 95% of the type size of "Audi Sport".

"Audi Sport" and the team identifier are set in Audi Sport Red 0/100/100/0.

The protected area for the Audi Sport logo and the team identifier is equivalent to the height of the Audi rhombus.

Sample application

Type size   100%

Type size   75%
Line spacing 95%

2.1   THE AUDI SPORT LOGO

Logo adaptation - special formats

A special version is also used in the field of motorsport, for better logo visibility.

On the striking red background (Audi Sport Dark Red), the Audi Sport logo can, in exceptional cases, be depicted in a white typeface and with a white outline. Examples include banners that will feature on TV, team clothing, pit design or the vehicle stickers on vehicles that are used for racing.
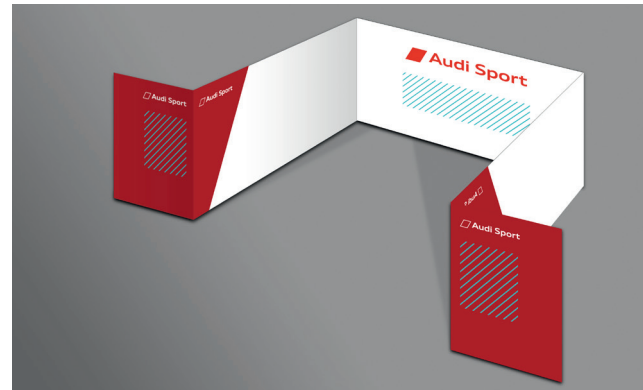
Pit design

Team clothing

Vehicle stickers

2.1   THE AUDI SPORT LOGO

Logo adaptation - special formats

The Audi Sport logo must not be placed on a red background
if the application is so distinctive that the Audi Sport logo
is seen as a key element (large banners, printed material).
In this context no further typefaces or motifs are allowed to
distract from the USP.

Sample applications, large banners

2.1   THE AUDI SPORT LOGO

Positioning and alignment

The Audi Sport logo is located above or below
the statement/message Logo and text elements are set
flush left.

The spacing between the headline and the Audi Sport logo
is the height of one rhombus (outer edge).

Logo and headline block must be set flush left.

The spacing between headline block and logo is too great.
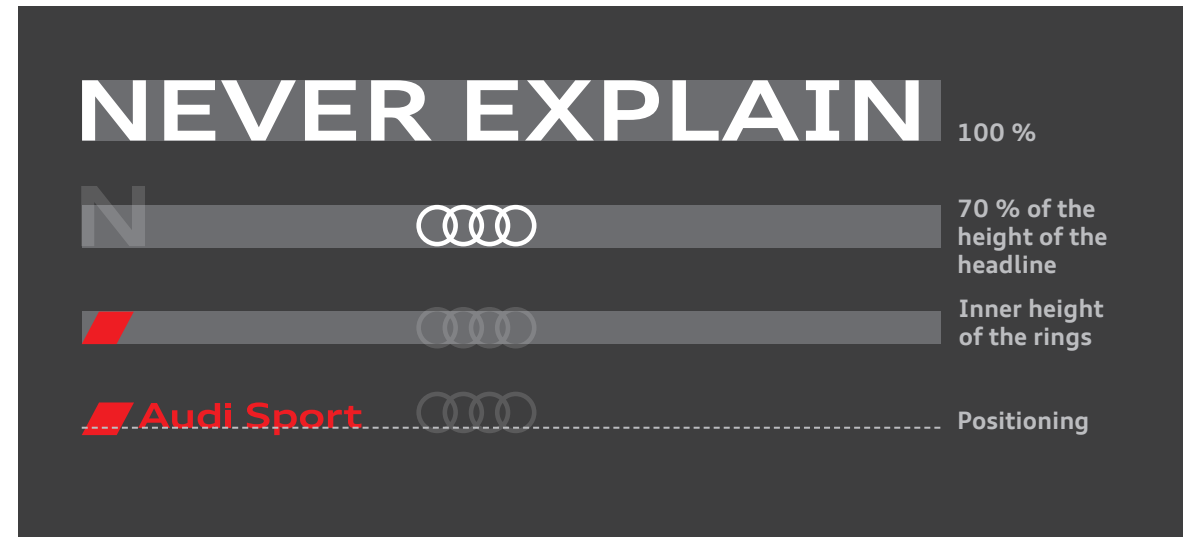
2.1   THE AUDI SPORT LOGO

Size ratio

The size ratio of the Audi Sport logo to the
Audi rings is dependent on the headline.

The perfect ratio of the rings to the headline exists when
the outer ring height is 70% of the cap height and the
inner height of the rings defines the height of the rhombus.

However, the proportional ratio is only for guidance and
can be flexibly adapted.

In special cases where the Audi Sport logo stands level
with the Audi rings, the typography is to be aligned to
the inner edge of the rings.

NEVER EXPLAIN

100 %

70 % of the
height of the
headline

Inner height
of the rings

Audi Sport

Positioning

**FINISH
LINE**

Audi Sport

Audi Sport logo is too small.

Audi Sport

**FINISH
LINE**

Audi Sport logo is too large.

2.1   THE AUDI SPORT LOGO

Visual correction

In order to visually align the logo to the left edge of the text, it is moved out slightly to the left.

In the case of one-line headlines, the rhombus is moved out by at least a quarter of its height beyond the edge of the text.

In the case of four-line headlines, the rhombus is moved out by up to half its height beyond the edge of the text

**Minimum:
1/4 rhombus
height**

◢ Audi Sport

HIGH VOLTAGE

**Maximum:
1/2 rhombus
height**

◢ Audi Sport

NEVER
EXPLAIN
NEVER
APOLOGIZE

◢ Audi Sport

RACER

Visual correction too large.

◢ Audi Sport

RACER

No visual correction.

2.2 THE AUDI RINGS

Positioning of the Audi rings

The Audi rings are positioned flush left above or below
the message (headline)

The Audi rings are always positioned opposite the
Audi Sport logo in the layout. The distance from the
Audi Sport logo to the Audi rings is thus as large as possible.

The headline is positioned vertically in relation to the
inner edge of the rings.

In the event that the two elements are positioned at the
same height, there must be a minimum spacing of three
ring widths. It is important for the Audi Sport logo
to be always to the left of the Audi rings, insofar as the two
elements are positioned horizontally to one another.

Colours of the Audi rings

The Audi rings appear exclusively in black or white.

The colour of the Audi rings corresponds with the colour
of the message (headline).
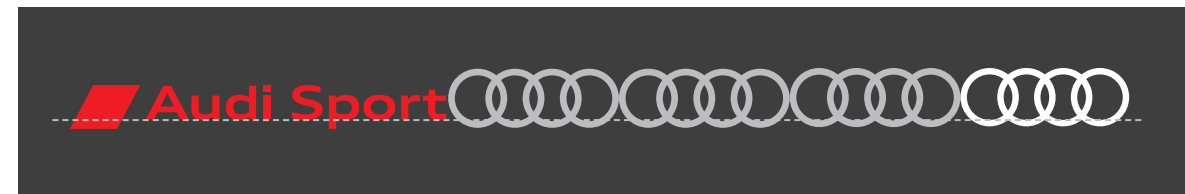
Message and Audi rings are not the same colour.

The Audi rings are not to the right of the Audi Sport logo.

2.3 TYPOGRAPHY

Type colour and type design

Our corporate typeface is Audi Type. It is by default set in white on dark backgrounds, in black on light backgrounds.

Headlines: Audi Type Extended Bold (upper case)
Subheadline: Audi Type Extended Normal
Copy text: Audi Type Normal (print)
or Screen Normal (digital)
Buttons and text buttons: Screen Normal

Headlines are set in upper case, all other text in mixed case.

Highlights in text and tables are set in Audi Type Bold or Audi Type Screen Bold.

Visual spacing is at most −45 for headlines and −15 for subheadlines and copy.

Digital elements
In addition to the typeface, the design of the graphic elements (buttons, icons, form fields, etc.) for digital applications must be defined in the Audi CI Portal. These guidelines will be adopted unchanged for the visual identity in Motorsport:

THIS IS THE HEADLINE
The Subheadline

The body copy. Lorem ipsum dolor sit amet, consetetur sadipscing elitr. Invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

FIRST HEADLINE SECOND HEADLINE
The Subheadline

The body copy. Lorem ipsum dolor sit amet, consetetur sadipscing elitr. Invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

FIRST HEADLINE SECOND HEADLINE
The Subheadline in two lines

The body copy. Lorem ipsum dolor sit amet, consetetur sadipscing elitr. Invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

2.4 COLOUR CODE

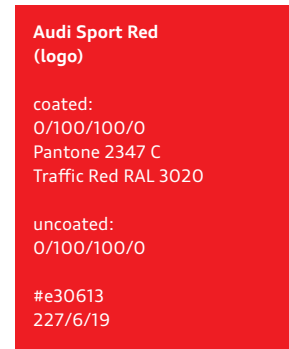The Audi Sport brand colours are: Audi Sport Red,
Audi Sport Dark Red, White, Audi Black and
Audi Aluminium Silver.

The brand colours are always used as solid tones
(no screening).

Audi Sport Dark Red is used exclusively as a
background colour. The logo appears in Audi Sport Red.
The typography is in each case adapted to the
background. White typography is used on dark
backgrounds, black typography on light backgrounds.

Grey shades can be used in support of the colour pallet.
Unlike Audi Black, these do not contain any cyan.

Logo

Audi Sport Red (logo) coated: 0/100/100/0 Pantone 2347 C Traffic Red RAL 3020 uncoated: 0/100/100/0 #e30613 227/6/19

Background colours

Audi Sport Dark Red: coated: 15/100/90/20 Pantone 7622 C Ruby Red RAL 3003 uncoated: 0/100/80/25 #961423 150/20/35	**White** 0/0/0/0 RAL 9010 #ffffff 255/255/255	**Audi Black** 60/50/50/100 Pantone Black RAL 9005 #000000 0/0/0	**Audi Aluminium Silver** 30/20/20/10 Pantone 877 RAL 9006 #b3b3b3 179/179/179

Grey shades

0/0/0/90 #1a1a1a 26/26/26	0/0/0/80 #333333 51/51/51	0/0/0/70 #4c4c4c 76/76/76	0/0/0/60 #666666 102/102/102	0/0/0/50 #808080 128/128/128	0/0/0/40 #999999 153/153/153
0/0/0/30 #b3b3b3 179/179/179	0/0/0/20 #cccccc 204/204/204	0/0/0/15 #d9d9d9 217/217/217	0/0/0/10 #e5e5e5 229/229/229	0/0/0/5 #f2f2f2 242/242/242	

2.5 PICTURE WORLD
Motif selection

With its choice of motifs, the picture world conveys
emotional and authentic motorsport moments.
Unconventional, striking and memorable snapshots
show adrenaline-packed experiences.

Thrilling perspectives, proximity to the subject
and spatial depth create an intense sensation of direct
experience. Onlookers find themselves in the midst
of events, "in the moment".

2.5 PICTURE WORLD
Image processing:

In all cases, the processing of images must not look artificial or unnatural.

Colour
We find ourselves in a desaturated colour world. Red is the brand colour. If it is a component of the motif it can be used as a natural highlight.
›   Reduce saturation somewhat
›   Highlight red tones slightly

Contrast
The motifs are very high-contrast and come either as a dark focus from the light or as a light focus from the dark.
›   Create contrast (gradation curves)

Bleed and composition
Vehicles and people can be bled off
to create an exciting perspective.
›   Create exciting bleed/composition

Create uncluttered areas
To create an uncluttered area in the background, the images are always shot with the background well out of focus.

If the motif is very cluttered and the legibility and effectiveness of the design elements are disrupted, the background can be made brighter or darker.
›   Fade out into light/dark (e.g. gradation curve)

Original image

Processed image

Too much contrast

Faded out too much into white

3.1 AUTOGRAPH CARDS

Front

› Full-surface picture motifs
› Headline block, flush left
  (Audi Sport logo, headline, race series, Audi rings)
› All design elements are directly integrated
  into the picture motif

Back

› Full-surface picture motifs
› Headlines, such as drivers' names, are
  set in Audi Type Extended Bold, black or
  white and upper case
› Subheadlines are set in
  Audi Type Extended Normal, in white or
  black, in mixed case.
› Copy text is set in Audi Type Normal,
  also in white or black
› Sponsors' logos are exclusively
  monochrome (black/white)
› All design elements are directly integrated
  into the picture motif

Autograph cards, front

Autograph cards, rear

3.2 POSTERS

› Full-surface picture motifs
› Headline block, flush left
  (Audi Sport logo, headline, race series, Audi rings)
› Copy texts (e.g. race calendars)
  appear in black or white and in
  Audi Type Normal
› Sponsors' logos are exclusively
  monochrome (black/white)
› All design elements are directly integrated
  into the picture motif

3.3 BANNERS

Full-surface typography design
› Red background (Audi Sport Dark Red)
› Audi Sport logo and headline are flush left
› Audi rings are level with the Audi Sport logo
› Audi Sport logo special version (see page 8)

Picture motif design
› Full-surface picture motifs
› Audi Sport logo, headline and race series are aligned flush left
› Audi rings are level with the Audi Sport logo
› All design elements are directly integrated into the picture motif

Banner, full-surface typography design

Formula E banner

DTM banner

Customer Racing banner

3.3 BANNERS

Large-graphic banners

› Full-surface picture motifs
› Audi Sport logo and headline are flush left
› Audi rings are level with the Audi Sport logo
› Optional: Headline block, flush left
  (Audi Sport logo, headline, race series, Audi rings)
› All design elements are directly integrated
  into the picture motif

Large-graphic Formula E banner
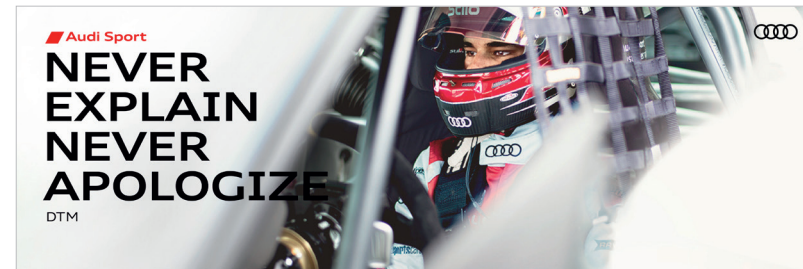
Large-graphic DTM banner

Large-graphic Customer Racing banner

3.4 MENU CARD

Full-surface typography design
› Red background (Audi Sport Dark Red)
› Headline block, flush left
   (Audi Sport logo, headline, race series, Audi rings)
› Audi Sport logo special version (see page 8)

Picture motif design
› Full-surface picture motifs
› Headline block, flush left
   (Audi Sport logo, headline, race series, Audi rings)
› All design elements are directly integrated
   into the picture motif

3.5 WELCOME COUNTERS

Counter rear walls
› Full-surface picture motifs
› Audi Sport logo and headline (possibly race series) are flush left
› Audi rings are level with the Audi Sport logo
› Optional: Headline block, flush left
› Audi Sport logo, headline, possibly race series, Audi rings)
› All design elements are directly integrated into the picture motif
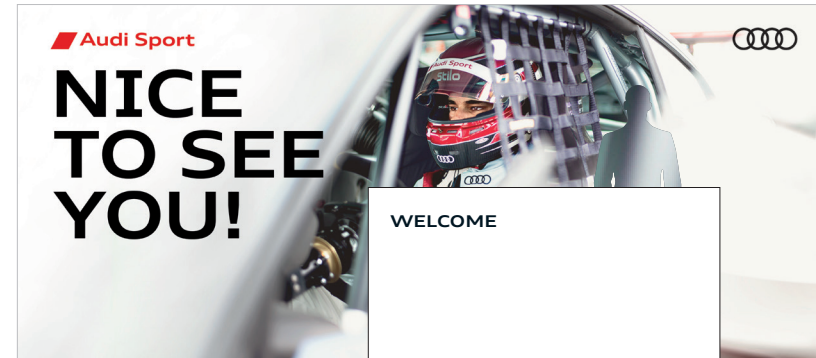
Counter
› Audi Sport logo and headline are aligned flush left
› Audi rings are level with the Audi Sport logo

Welcome counter with rear wall
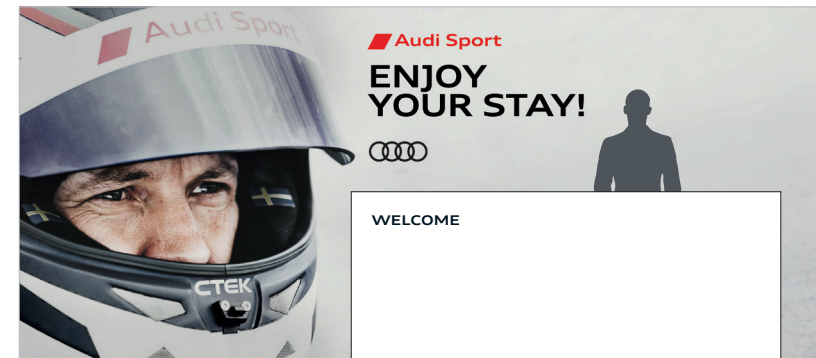

Welcome counter with rear wall
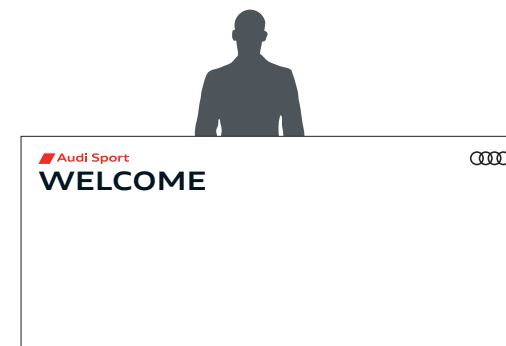
Welcome counter

3.6 FLAGS

Full-surface typography design
› Audi Sport logo on a white background
  (one rhombus height spacing from the edge all round)
› Audi Sport logo Special version (see page 8)
  on a red background(Audi Sport Dark Red)
  (one rhombus-height spacing from the edge all round)
› When applied, there are either only white
  flags (Audi Sport logo on a white background)
  or only red flags (Audi Sport logo special version
 on a red background) in a row
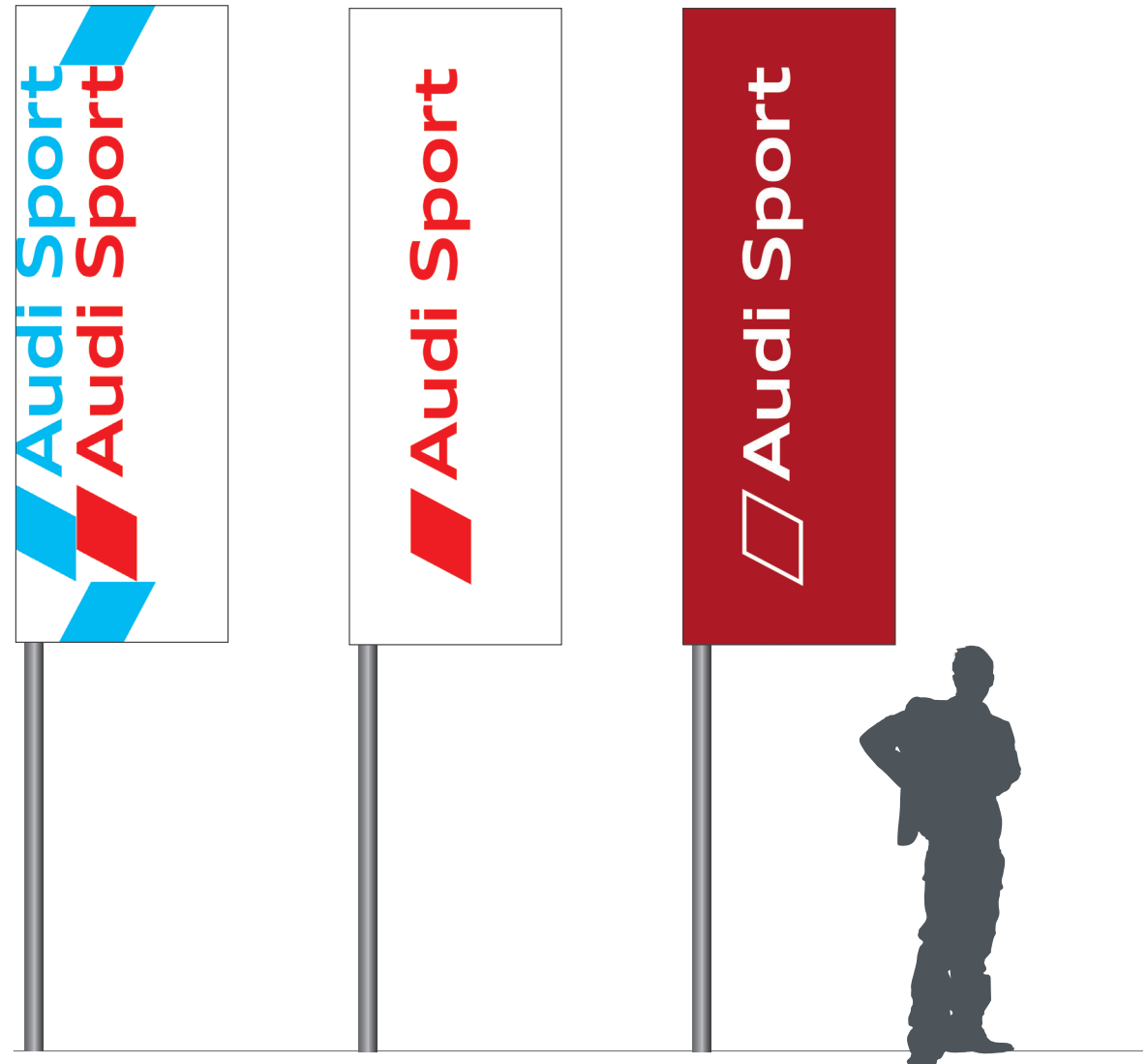
3.7 VEHICLE LETTERING

Basic rules for the vehicle lettering of Audi Sport trucks:

› The Audi Sport logo appears on the available
  surface, spaced at one rhombus-height
  from the edges in each case.
› In individual instances, the positioning
  of the logo should be adapted for the type
  of vehicle (to take account of seams, door gaps,
  body arches)
› The Audi rings are level with the Audi Sport
  logo. The inner edges of the rings
  are matched to the height of the Audi Sport rhombus.
› On trucks, the sponsors are positioned in
  the hatched area.
› Basic colour of semitrailer and tractor:
  Aluminium Silver
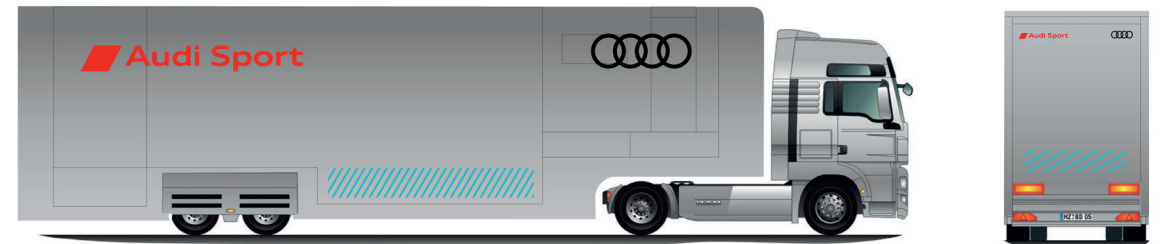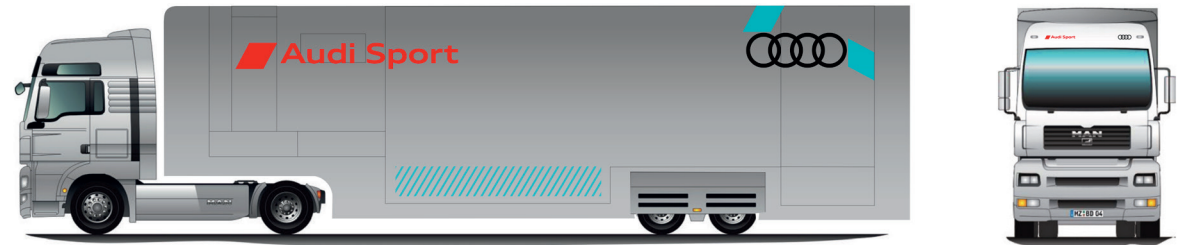
Audi Sport truck stickers
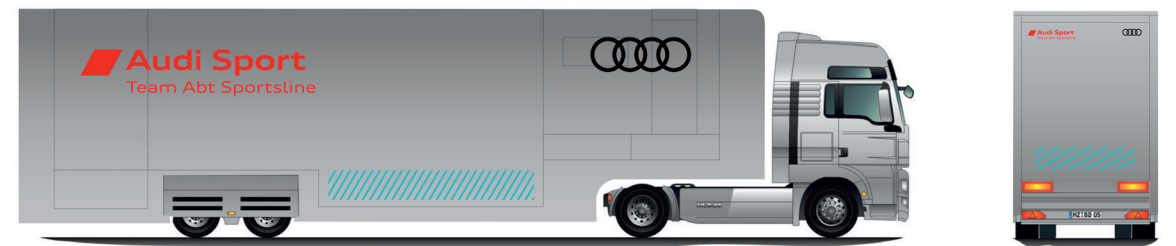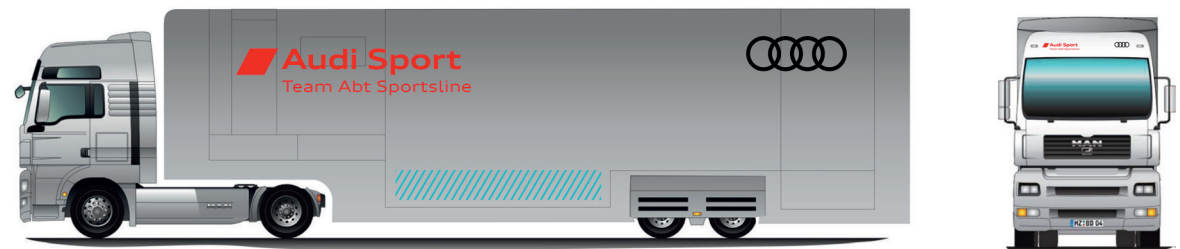
Audi Sport truck team stickers

  Area for sponsor logos
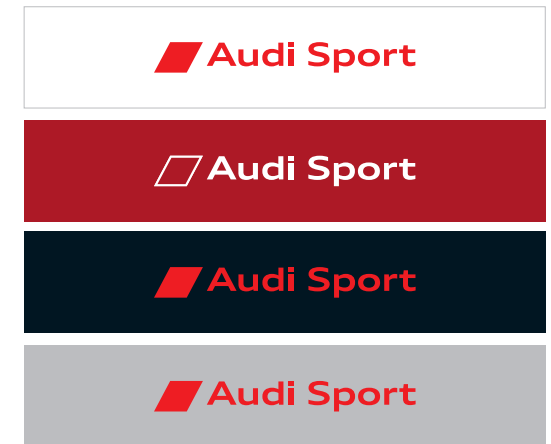
3.8 TEAM CLOTHING

Basic rules for the design of team clothing:
› In keeping with the primary colours, the following basic colours are defined for the team clothing: White and Pantone 7622C (Audi Sport Dark Red)
› The Audi Sport logo appears on the left of the chest
› The Audi Sport emblem is placed on the chest in a width of approx. 100 mm, and on the back in a width of approx. 280 mm.
› On white shirt: logo in red (Pantone 2347C)
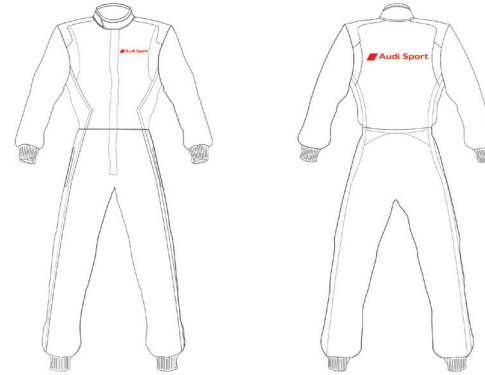› On red shirt: Audi Sport logo special version (see page 8)

Polo shirt

Jackets

3.8 TEAM CLOTHING
DRIVERS' OVERALLS

› Drivers' overalls branded with Audi Sport
  or Audi Sport team logo
› On white overalls:
  logo in red (Pantone 2347C)
› On black overalls:
  logo in red (Pantone 2347C)
  Team identifier in red (Pantone 2347C)
› On red overalls:
  Audi Sport logo special version (see page 8)
  Team identifier in white

Example:
Logo on a white background

Example:
Logo on a dark background

Example:
Logo on a red background

3.9 PIT DESIGN

› Front sides red (Pantone 7622C | Audi Sport Dark Red)
  with Audi Sport logo special version (see page 8)
  and sponsors in white on red
› Left and right inside:
  Exit in red, sloping (angle of Audi Sport rhombus
  28 degrees). Positioned on red surface:
  Audi Sport logo, special version (see page 8)
› Rear, white with Audi Sport logo
  (Audi Sport in Pantone 2347C)
› Optional: Rear, Audi Sport Dark Red with
  Audi Sport logo special version (see page 8)

Sample pit design, Audi Sport logo

Sample pit design, Audi Sport logo with rhombus and white centre element

Sample pit design, Audi Sport logo with rhombus and red centre element

Area for sponsor logos

GENERAL INFORMATION

Responsible for content:
AUDI AG
Brand Strategy, Marketing/Sales Strategy
Corporate Identity | Corporate Design I/VS
85045 Ingolstadt

Note:
The colours may vary, depending on output medium
The colours of the illustrations are not binding and in some cases
they are shown reduced or enlarged.