






Audi Sport - Motorsport

Corporate design guideline
Version dated: 01/2016




1 Overview of the Audi Sport logo versions in the field of motorsport

Emblem versions	Range of use
	<ul style="list-style-type: none"> - Printed business stationery for Audi Sport - Striking uses that require maximum visibility and legibility, e.g. racing cars, pits, Audi Sport trucks - Communication materials on the topic of Audi Sport, e.g. brochures, flyers, invitations
	<ul style="list-style-type: none"> - Communication materials on the topic of works teams in coordination with Audi Sport, e.g. team equipment, trucks/semitrailers, possibly team clothing - Approval by Audi Sport
	<ul style="list-style-type: none"> - For use in communications by official sponsors of Audi Sport - Approval by Audi Sport

2 The national and team identifiers

The Audi Sport emblem in combination with the Audi brand claim is available as an EPS file for Mac and PC for various areas of application. They can be found on the Audi Corporate Design Portal at www.audi.com/ci | Audi Sport | Downloads

Colour versions of the team logo, for example the “Abt Sportsline” team logo

Basic versions of emblem	Use	Pantone special colour	4C process colours	White
	on aluminium-coloured or light background	AS-Abt_SC_pos_red.eps	AS-Abt_4C_pos_red.eps	
	on black or dark background	AS-Abt_SC_neg_red.eps	AS-Abt_4C_neg_red.eps	
	on red background			AS-Abt_W_neg.eps

AS „Audi Sport“
 SC Special colour
 4C 4C process colours
 (Offset/screen printing)
 W negative white version

3 Alignment and size ratio

► Alignment

The Audi Sport emblem in combination with the national and team identifier is positioned at a distance of at least one ring width to the left, to the right or below the Audi rings. The emblem is preferably to the left of the Audi rings.

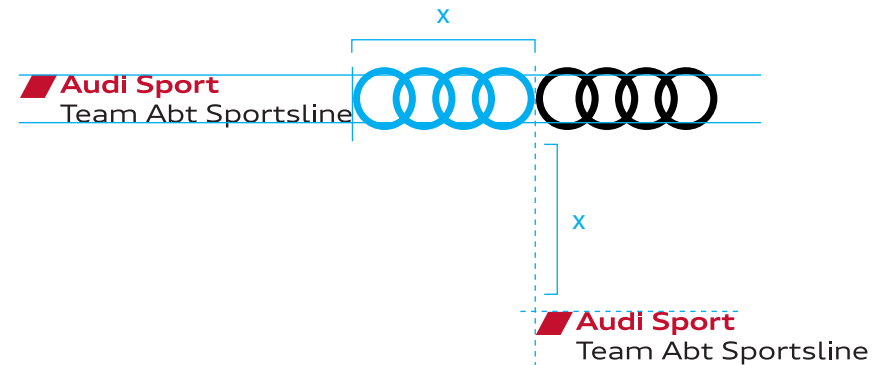
► Size ratio

The maximum and minimum ratios between the Audi Sport team logo and the rings are defined. The team logo may vary within this size range.

The height of the team logo with the maximum size difference corresponds to the height of the inner rings.

With the minimum size difference, the rhombus of the team logo corresponds to the height of the inner rings.

Except in the case of the maximum size difference, the bottom edge of the rhombus always stands in the inner edges of the rings.



Above: Maximum size difference, the height of the team logo corresponds to the height of the inner rings and is also aligned on them.

Below: Minimum size difference, the height of the rhombus of the team logo corresponds to the height of the inner rings, the bottom edge of the rhombus stands on the inner edges of the rings.



4 Examples of uses

The basic design of Audi Sport's visual identity is presented below based on uses on various media. This basic design forms the basis for customised and team-specific applications, but its essence may not be modified.

Embroidered logo on clothing

Basic rules for the design with embroidered logo:

- ▶ When embroidering the rings, the first ring (seen from the left) crosses over the second one at the bottom and passes under the second one at the top. The same principle applies for the remaining rings.
- ▶ The maximum size difference applies between the Audi Sport emblem and the Audi rings.
- ▶ The type line of the "Audi Sport" lettering is the lower inner edge of the rings.
- ▶ Data for Audi rings:
Rings_Solid-bl.eps
Rings_Solid-wh.eps



Embroidery principle



Positive version on polo shirt



Negative version on polo shirt

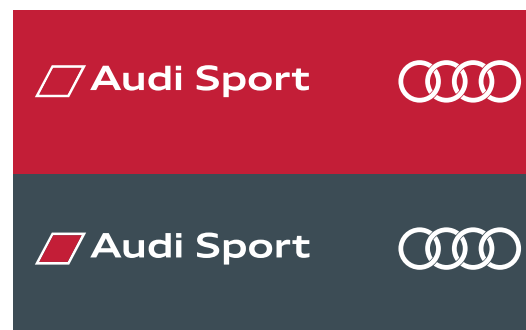
Team clothing

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, Pantone 187 and Pantone 432.
- ▶ The Audi logo is positioned on the left of the chest, and the Audi Sport emblem on the right.
- ▶ The Audi logo is used in a version 50 mm wide (corresponds to 50% of the EPS file).
- ▶ The same percentage of Audi logo and Audi Sport emblem should preferably be used.
- ▶ The Audi Sport rhombus is aligned on the inner edges of the Audi rings.

Use of the artwork files on T-shirts

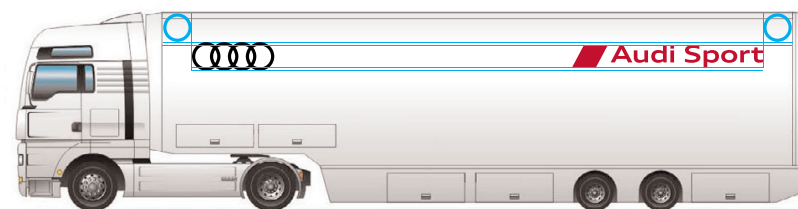
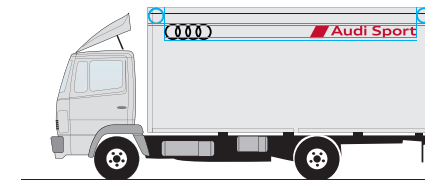
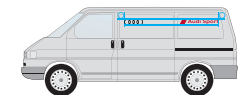
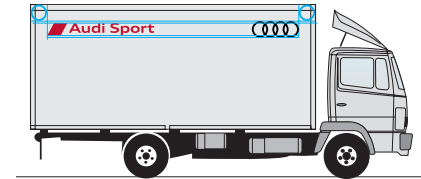
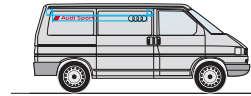
- ▶ **On white**
Sport emblem: AS_SC_pos_red.eps
Logo: Rings_Solid-bl.eps
Application in Pantone 187 and black
- ▶ **On red**
Sport emblem: AS_W_neg.eps
Logo: Rings_Solid-wh.eps
Application in white
- ▶ **On dark grey**
Sport emblem: AS_SC_neg_red.eps
Rings: Rings_Solid-wh.eps
Application in Pantone 187 and white



Vehicle lettering

Basic rules for the vehicle lettering of Audi Sport trucks:

- ▶ The Audi logo and Audi Sport emblem appear alongside each other on the surface available.
- ▶ The Audi Sport rhombus is aligned on the inner edges of the Audi rings.
- ▶ The emblems are always the width of one ring from the edges.
- ▶ The rings are always on the front of the truck or semitrailer.
- ▶ In individual instances, the positioning of the emblems should be adapted for the type of vehicle. (To take account of seams, door gaps, body bulges.)
- ▶ For notes on correct use of the logo on vehicles, please refer to the Corporate Design Portal on the internet under www.audi.com/ci | Vehicle lettering.
- ▶ On trucks, the sponsors are always positioned below the Audi Sport emblem.



Downloads

Additional information and templates can be found in the Audi Corporate Identity Portal on: www.audi.com/ci, Audi Sport

General information

Responsible for content:
AUDI AG
Brand Identity / User Interface
85045 Ingolstadt

Note:

The reproduction of colours can vary depending on the output device used. The colours of the illustrations are not binding, and in some cases illustrations are shown reduced or enlarged.