

Audi Sport

The ten basic design rules

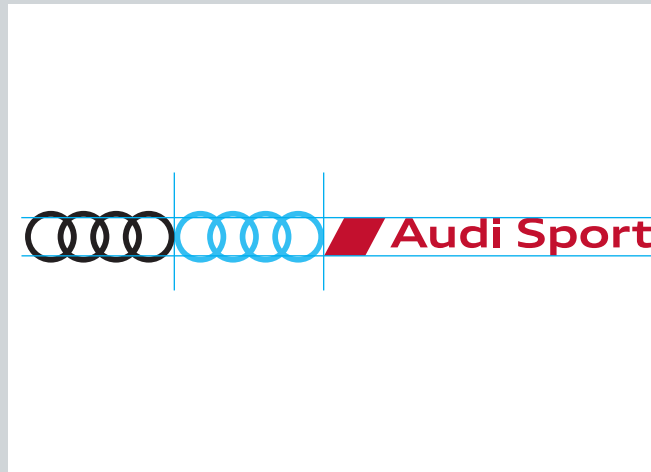
- ▶ As a rule, the Audi Sport emblem always appears together with the Audi rings
- ▶ The rings and the Sport emblem should be used in the various media so that Audi Sport is perceived as the main brand signature
- ▶ The “Vorsprung durch Technik” brand claim is not used in Audi Sport communications
- ▶ The size of the Audi Sport emblem is derived from the Audi rings; the size definitions for their use also apply to Audi Sport
- ▶ The Audi Sport emblem is positioned at least one width of the Audi rings away from the Audi rings
- ▶ The protective zone around the Audi Sport emblem is the height of one ring
- ▶ The rings and the Sport emblem are aligned horizontally or vertically to each other at the edges of the format – diagonal alignments are not permitted
- ▶ When positioned horizontally, the Audi Sport rhombus is aligned with the inside of the Audi rings; when positioned vertically, the logo and the emblem are both either left- or right-aligned
- ▶ The corresponding basic versions of the emblem are used depending on the background colour

Brand signature



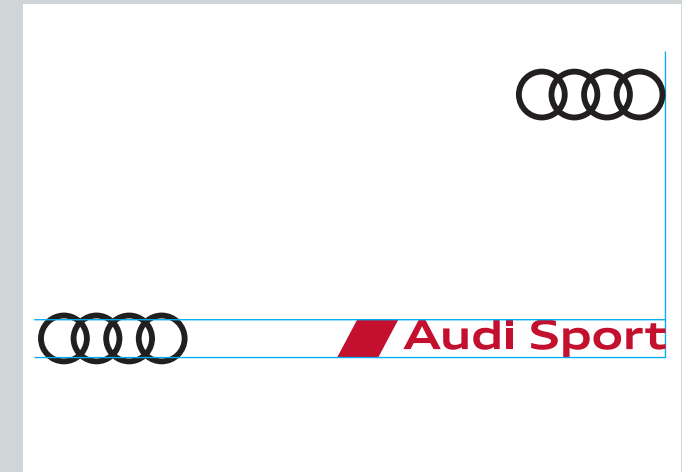
- ▶ The emblem is used together with the Audi rings
- ▶ No claim
- ▶ Audi Sport as the main brand signature

Size and position



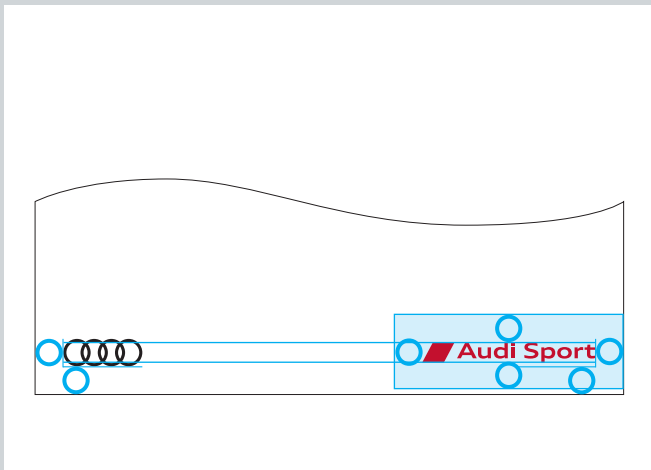
- ▶ Height of Audi Sport emblem = inner edges of rings
- ▶ Minimum space = 1 width of the Audi rings

Protective zone



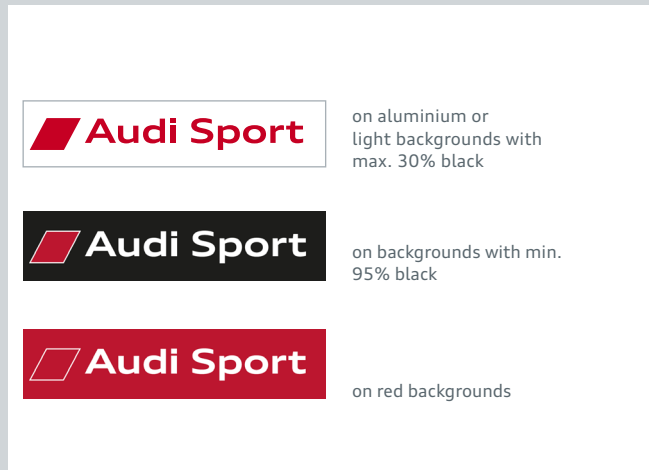
- ▶ Horizontal positioning or
- ▶ vertical positioning

Placement within the format



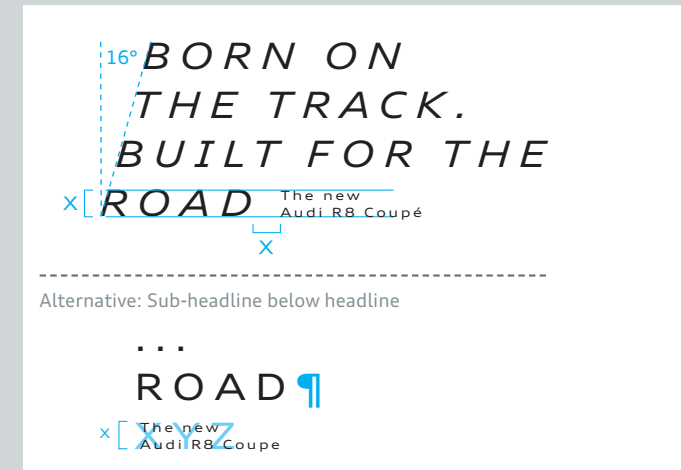
- ▶ Protective zone = 1 ring height
- ▶ Distance from format edge = 1 ring height

Background



- ▶ Three different colour variations
- ▶ Available to download on the CI Portal (10/2015)
- ▶ The rings are set in white on a black or red background

Typography in headlines/sub-headlines



- ▶ Audi Type Extended italic, capital letters, character spacing 100
- ▶ Size of sub-headline = 35% of the size of the headline
- ▶ Headline/sub-headline line spacing: 135% of the type size
- ▶ Sub-headline beside or below the headline