Performance is an attitude

Audi Motorsport CI/CD Guideline
Status 03/2021

Contents

1.1   Look & feel

The Audi motorsport picture world shows emotional and authentic moments from motor racing. Unconventional, striking and memorable snapshots show adrenaline-packed experiences. Exciting perspectives, closeness to the motif and spatial depth create an intense sense of immediacy.
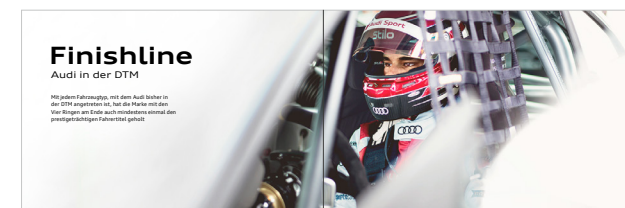

Sample wall feature

Sample poster

Sample autograph cards

Sample info brochure

Sample inside pages of info brochure

1.2   Overview of basic elements

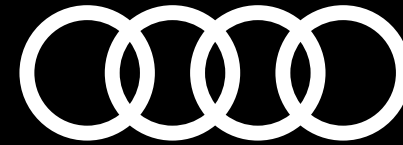Audi Sport represents Audi at all its worldwide motorsport appearances.

The only differentiating feature in the visual identity is that the Audi Sport logo is used. All other brand elements (rings, colours, typography, etc.) are as described in the Basics section in the CI portal.
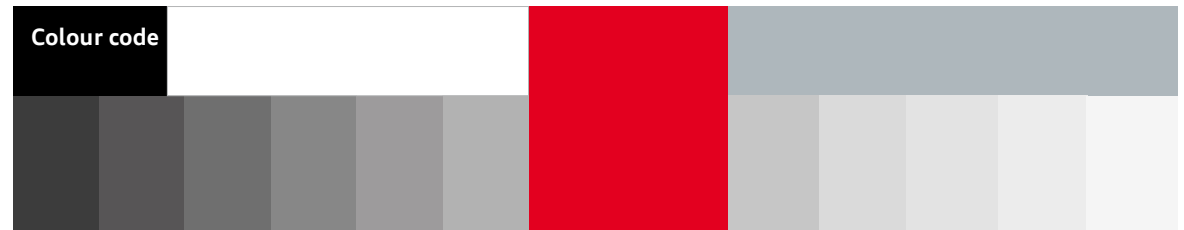www.audi.com/ci

Audi Sport logo

Audi rings

Typography

Performance is an attitude

Colour code

Picture world

2.1   Audi Sport logo

Basic version

The Audi Sport logo is used in progressive red on all light or dark backgrounds.

The Audi Sport logo is displayed against the progressive, red background with the logo lettering in white and a white rhombus outline.

Audi Type Extended Bold is used for the logo lettering of the Audi Sport logo.

The files for the Audi Sport logo are available to download from the CI portal, under Audi Motorsport.

The Audi Sport logo with white logo lettering and white rhombus outline is only used against a red background.

On a red background, the rhombus is presented as an outline.

2.1   Audi Sport logo

Team identifier/logotypes

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

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

"Audi Sport" and the team identifier/logotype are set in progressive red 0/100/90/0.

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

	Type size	100%
	Type size	75%
	Line spacing	95%
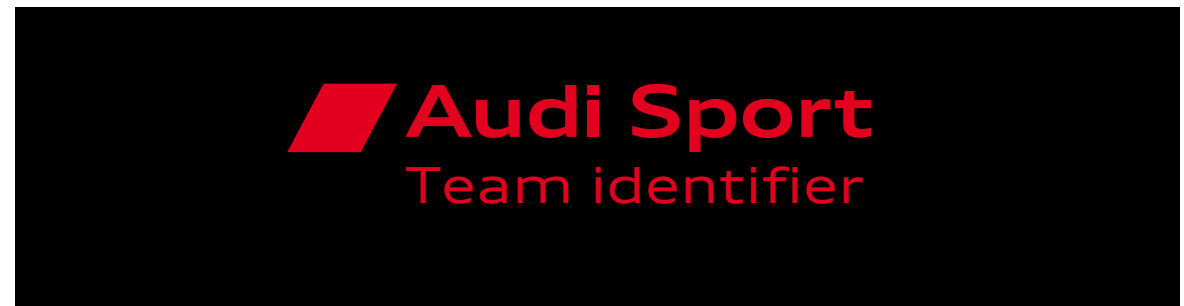
Sample application

2.1   Audi Sport logo

Position and alignment

The Audi Sport logo is positioned at least the height of one rhombus above or below the headline. The Audi rings are positioned opposite the Audi Sport logo in the layout. This maintains a maximum distance between the Audi Sport logo and the Audi rings.

The Audi Sport logo is aligned vertically with the text or rings, preferably flush left.

If the Audi Sport logo and Audi rings are aligned horizontally, the Audi Sport logo is positioned to the left of the rings. The typographical baseline of the Audi Sport logo is aligned with the inside edge of the rings. Once again, this maintains a maximum distance between the Audi Sport logo and the Audi rings. A minimum distance of one ring must be observed.
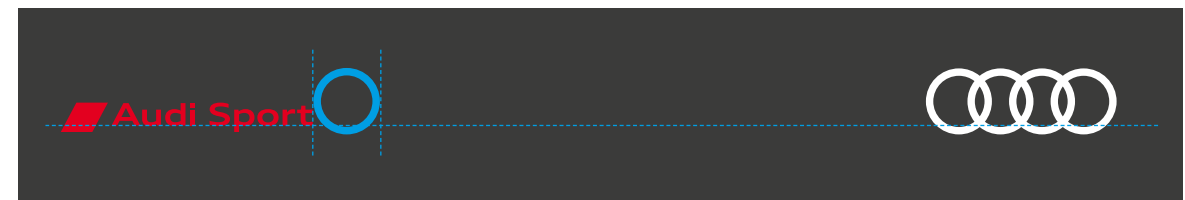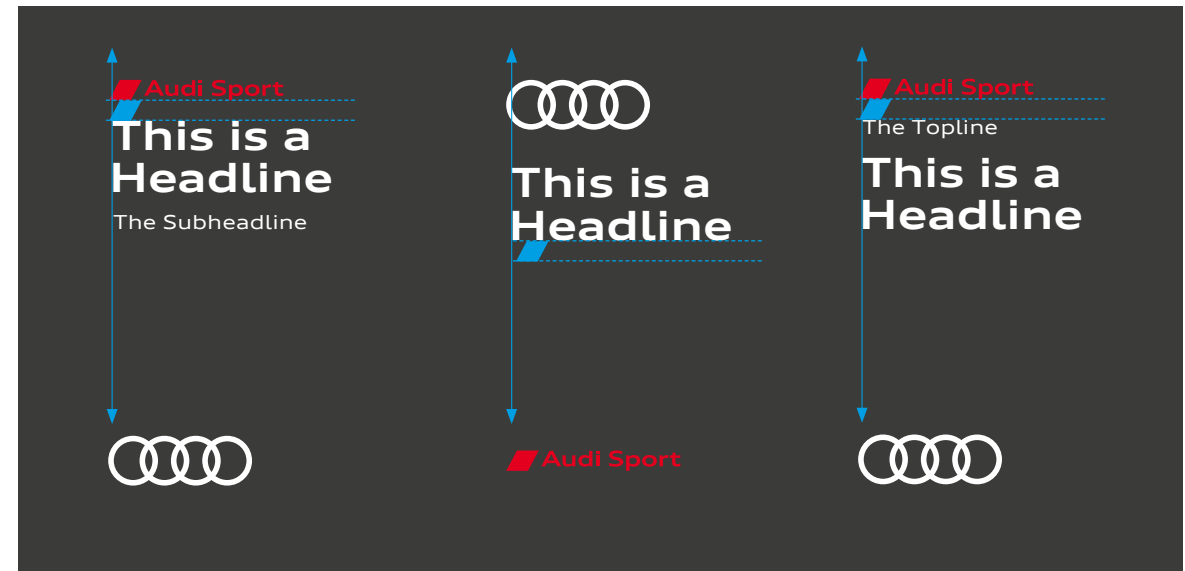
The Audi Sport logo is not aligned vertically with the Audi rings.
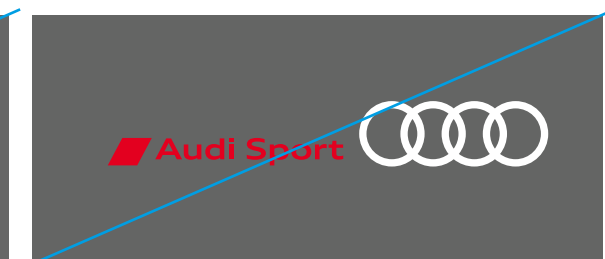
The minimum distance from the rings was not observed.

2.1   Audi Sport logo

Size ratio

There is a free choice of the size of the Audi Sport logo.
However it never dominates the Audi rings, and it is never
the centre of attention.

For a balanced ratio between Audi Sport logo and headline,
the height of the rhombus is 70% of the cap height.
The height of the Audi Sport logo can then be reduced to
a minimum of 30% of the cap height. These proportions
between eadline and Audi Sport logo are intended exclusively
as a guide and can be adapted flexibly.

Visual correction

If the headline is aligned vertically with the rings,
it should be aligned with the inside edge of the rings.
For visual correction, the rhombus is moved out
as far as the outside edge of the rings.

This is a Headline 100%

Audi Sport 70% - 30%

This is a Headline

Audi Sport

This is a Headline

Audi Sport

No visual correction.

This is a Headline
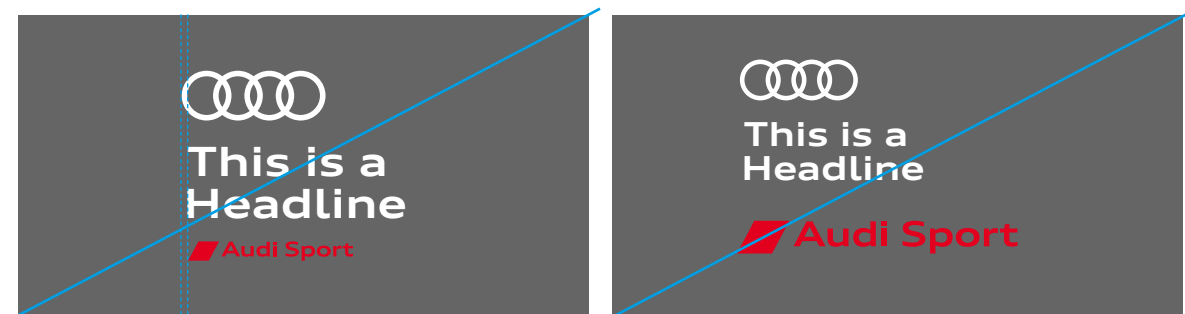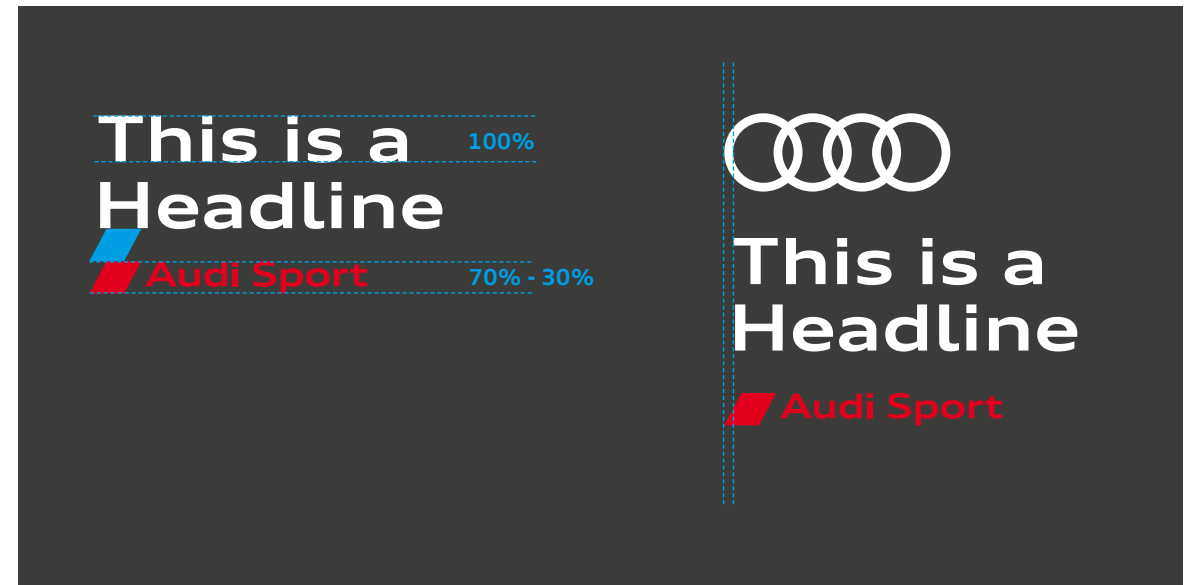
Audi Sport

The Audi Sport logo is too dominant relative to the headline
and Audi rings.

2.2 Audi rings

Variable Audi rings

The variable rings can be used as a logo font and are also available as a file package in three different line widths. The line widths of the rings can be used variable in communications.

If the emphasis is on the branding (e.g. perimeter ads, flags, vehicle, team clothing), "Audi Rings Standard" is always used.

If the thin rings are used, the background needs to be calm with no other graphic elements or bold structures.
If the design is meant to be seen from a long distance, ring line widths such as "Audi Rings Medium" to "Audi Rings Standard" are suitable. The rings should not be manipulated or combined with other elements.

Colours of the Audi rings

The Audi rings appear exclusively in black or white and stand out clearly from the background.

The colour of the Audi rings corresponds to the colour of the message (headline).

Audi Rings Light
line width: 200

Audi Rings Medium
line width:300

Audi Rings Standard
line width:400
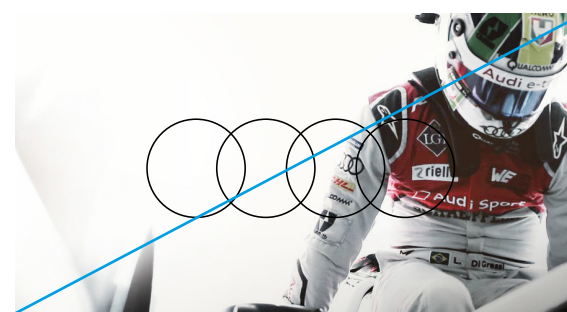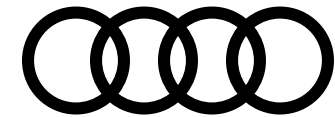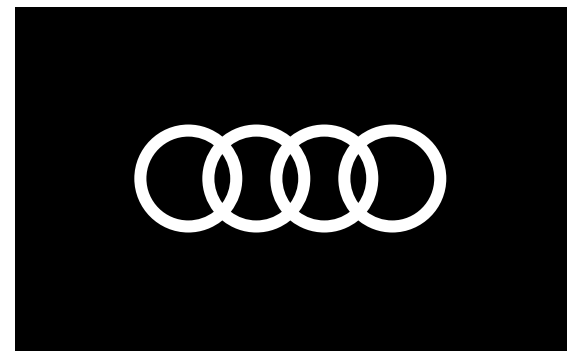
Rings with a thin line should not be used on top of busy images.

The Audi rings appear exclusively in black or white.

2.2 Audi rings

Audi rings bled off

The Audi rings are fundamentally only bled off in bold communication media. Where the branding is the focus of the medium (such as perimeter ads, counters, vehicle stickers) the rings are not cropped.

It is possible to crop the Audi rings horizontally from below and/or vertically.

The rings should not be cropped from above.

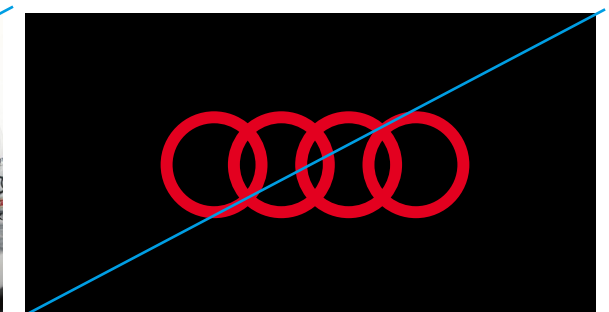The Audi rings may extend into the bleed on one side up to a maximum of half an outer ring. If they are bled off on both sides, the outer rings may disappear up to a maximum of one third.

Horizontal bleeding-off is only from below, up to a maximum of the first point of intersection of the overlapping rings.

The rings are not bled off by side-by-side images and/or sections.

Size ratio

There is fundamentally a free choice of ratio between the rings and the typography and Audi Sport logo. The rings appear especially harmonious in relation to the typography if the cap height is 70% of the outer ring height and the height of the rhombus is 70% of the cap height.

100%

70% of the outer ring height

70% of the cap height
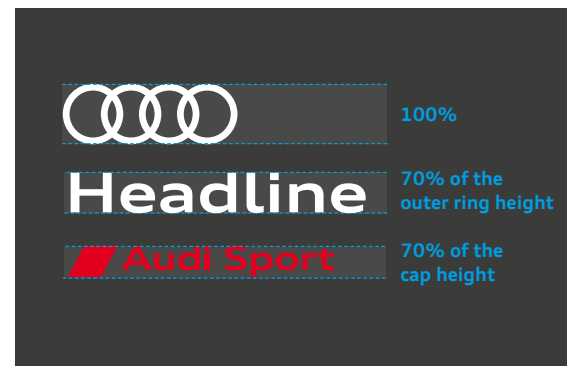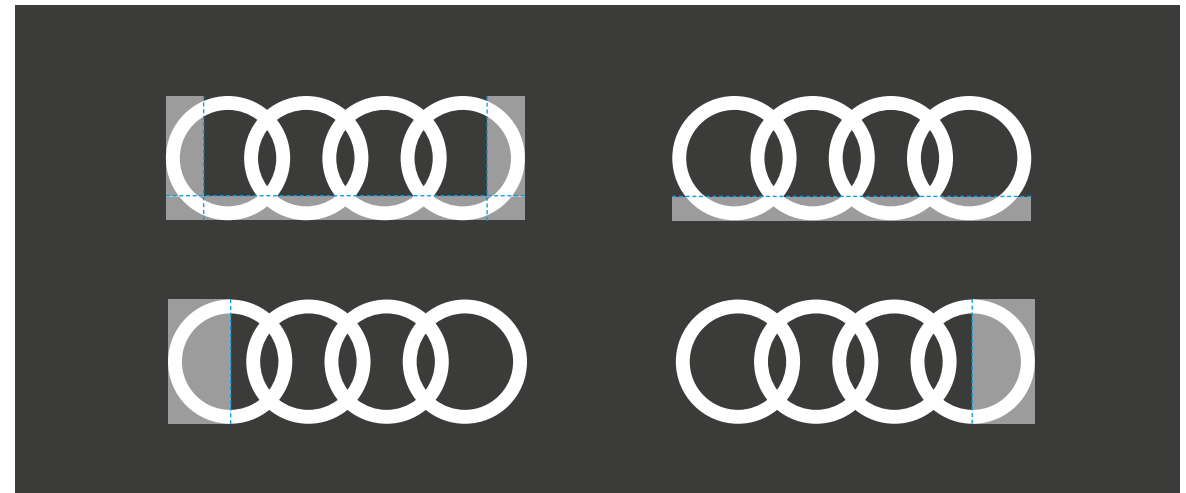
The Audi rings are bled off excessively.
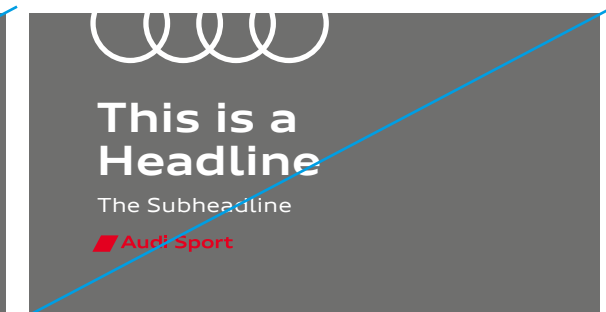
The Audi rings are not bled off from above.

2.2 Audi rings

Position and alignment

The rings may be positioned at any point in the layout and in any size. They may be superimposed on sections and images. The rings should always be clear to make out.

The typography is aligned with the inside edge of the Audi rings if the two elements are set directly above or below each other.

There is a free choice of the distance between rings and typography, to enable the rings to be presented confidently and freely. For reference, however, maintain a minimum distance of half a ring's height above and below the Audi rings. At the left and/or right edge of the Audi rings, the minimum distance is one full ring's height.

2.3 Typography

Type colour and type design

Our corporate typeface is Audi Type. By default it is
set in white on dark backgrounds, and in black on light
backgrounds.

Headlines and sub-headlines
in Extended, Normal to Bold,
Copy text in Audi Type Wide and/or Audi Type,
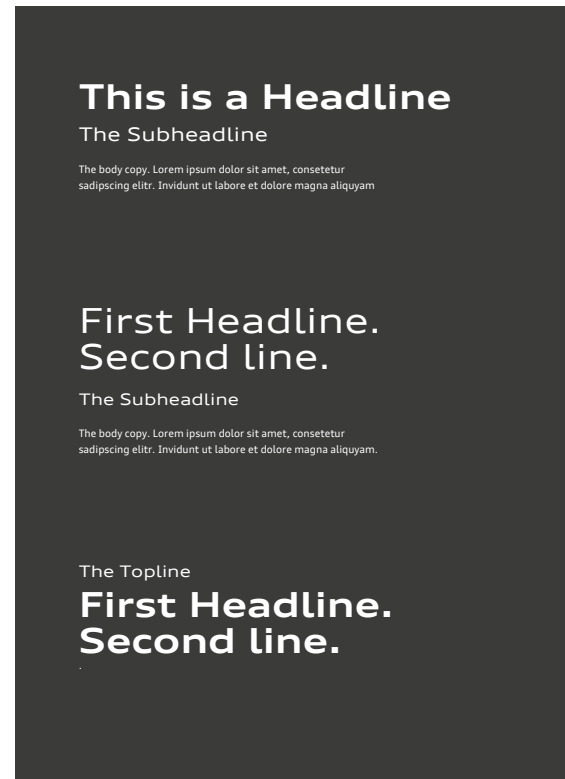**Buttons and text buttons** in Audi Type Wide,
Interactive text elements in Audi Type Wide,
Emphasis in Bold
Footnote and comments in Audi Type.

There is a free choice of type sizes, line spacings and the
spacings in the hierarchy of texts.

The typography is always wrapped ragged, preferably flush
left or right and using upper and lower case lettering.

This is a Headline
The Subheadline

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

First Headline.
Second line.

The Subheadline

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

The Topline
First Headline.
Second line.

This is a Headline.

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

The Topline
First Headline
Second line.

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

Big Headline.

And than there is a
Subline in two lines.

THIS IS A
HEADLINE

Text is not set in all-caps.

Headline

Typography is not rotated.

2.4 Colour code

White, Black and a progressive Red: these are the brand colours of Audi Sport.

The brand colours enjoy equal status and are used exclusively as solid tones. They may not be tinted, lightened or presented transparently.

Progressive Red is used for the Audi Sport logo and as a background colour for the various communication media.

In each case the typography is adapted to the background. White typography is used on dark backgrounds and black typography on light backgrounds.

For functional applications, grey tones ranging from white to black can be used to extend the colour range.

Audi Sport brand colours

White	**Black**	**progressive Red**
RGB: 255/255/255	RGB: 0/0/0	RGB: 245/5/55
HEX: #ffffff	HEX: #000000	HEX: #f50537
CMYK: 0/0/0/0	CMYK: 40/0/0/100	CMYK: 0/100/90/00
–	Pantone Black	Pantone 032C
RAL: 9010	RAL: 9005	RAL: 3028
NCS: S 0500-N	NCS: S 9000-N	NCS: S 0580-Y90R
Avery 900: 900	Avery 900: 901	Avery 900: 906
3M Scotchcal: SC 50-10 White	3M Scotchcal: SC 50-12 Black	3M Scotchcal: SC 50-475
(Vehicle lettering)	(Vehicle lettering)	(Vehicle lettering)

Functional grey tones

RGB: 26/26/26	RGB: 51/51/51	RGB: 76/76/76	RGB: 102/102/102	RGB: 128/128/128
HEX: #1a1a1a	HEX: #333333	HEX: #4c4c4c	HEX: #666666	HEX: #808080
RGB: 153/153/153	RGB: 179/179/179	RGB: 217/217/217	RGB: 229/229/229	RGB: 242/242/242
HEX: #999999	HEX: #b3b3b3	HEX: #d9d9d9	HEX: #e5e5e5	HEX: #f2f2f2

2.5 Picture world

Motif selection

Through its choice of motifs, the picture world conveys
emotional and authentic moments from motor racing.
Unconventional, striking snapshots show adrenaline-packed
experiences.

Exciting perspectives, closeness to the motif and spatial
depth create an intense sense of immediacy. The onlooker finds
themselves in the midst of events, "in the moment".

The picture style is reduced and clear, and the individual situation
is presented authentically and confidently with the focus on
the essentials. Dynamism and speed are the centre of attention
in the world of motorsport, but the motifs should not be
presented artificially and overly retouched.

2.5 Picture world

Image editing

The way the images are processed should fundamentally not come across as artificial and unnatural.

Colours
We find ourselves in a desaturated colour world.
› Reduce saturation somewhat

Contrast
The use of contrasts creates tension and dynamism. The motifs either emerge from the light as a dark focus or from the dark as a light focus.
› Create contrast (gradation curves)

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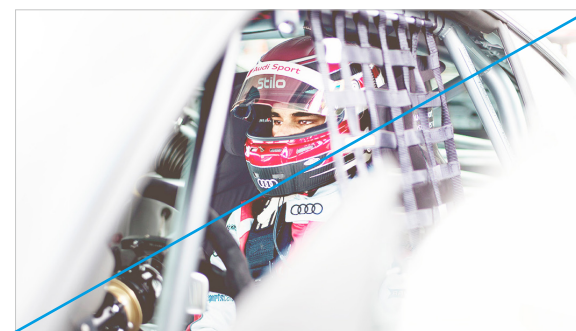Vehicles and people can be bled off to create an exciting perspective.
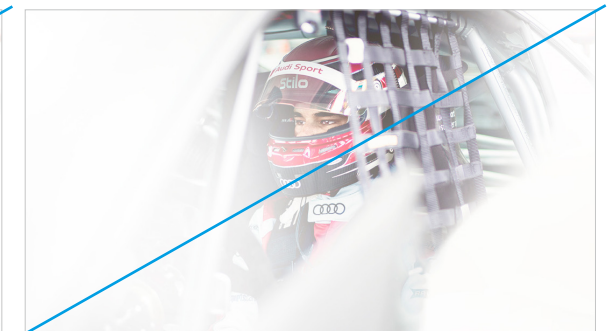› Create exciting bleed/composition

Original image

Processed image

Too much contrast

Faded out too much into white

2.6   Layout structure

Use of the layout structure

Layouts can be divided one or multiple times horizontally and vertically. The division is straight, right-angled, bled off and always either symmetrical or overtly asymmetrical. The size ratio of the sections is flexible, as is their number.

Despite this flexibility, the clarity of the overall impression must be preserved. For that reason, sections and images are not superimposed on each other, nor are transparency, sloping lines, boxes or other geometrical shapes used.

Sections can be filled in solid tones in all brand colours or comprise bled-off images. These solid-tone sections are used to accentuate the typography.

As a design element, the Audi rings may be superimposed on several sections to connect them visually. However typography is only positioned within one section.

A design comprising high-contrast, carefully planned layout structures avoids a fragmented impression.
The layout structure makes it possible to communicate content unambiguously and tell stories flexibly.
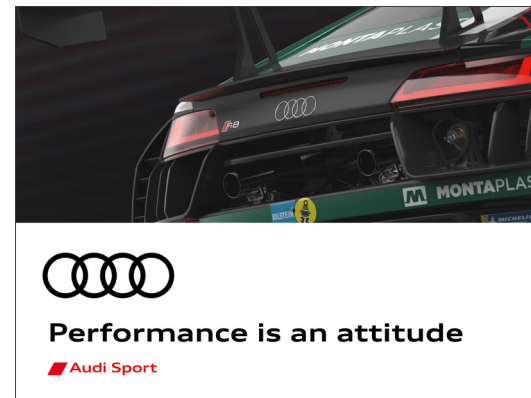
3.1   Autograph cards

Audi rings and Audi Sport logo

› Vertical relationship between Audi rings
  and Audi Sport logo
› Set preferably flush left
› Flexible use of the variable Audi rings

Sponsors' logos

› Sponsors' logos are set exclusively in black or white

Layout structure

› Especially on very text-heavy autograph cards,
  it is appropriate to use calming sections in one of
  the three brand colours

Autograph cards, front

Autograph cards, reverse

3.2 Posters

Audi rings and Audi Sport logo
› Vertical relationship between Audi rings
  and Audi Sport logo
› Set preferably flush left
› Flexible use of the variable Audi rings

Sponsors' logos
› Sponsors' logos are set exclusively in black or white

Layout structure
› All basic elements are integrated into the
  full-section picture motif (bold effect)

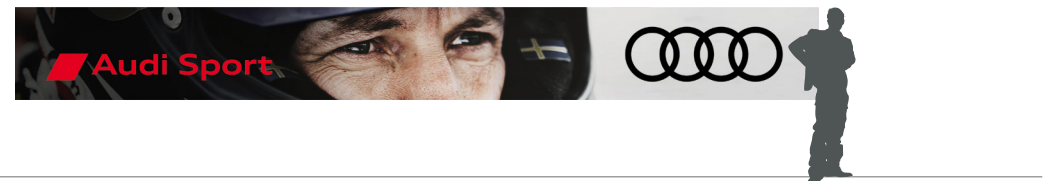## 3.3 Banners

Audi rings and Audi Sport logo

›   Horizontal relationship between Audi rings
    and Audi Sport logo
›   The typographical baseline of the Audi Sport logo
    is aligned with the inside edge of the rings
›   The "Audi Rings Standard" are used in large graphics
    for a long-distance effect
›   For perimeter ads on a red background, the Audi Sport
    logo with white logo lettering and a white rhombus
    outline appear alternately with large Audi rings
›   The Audi rings are always positioned on the right

Banner branding

Perimeter communication

Banner with picture motif

Banner with picture motif and calming section

3.3 Banners

Large-graphic banners

Audi rings and Audi Sport logo
› The Audi rings and Audi Sport logo can be
   positioned in vertical or horizontal alignment
› The "Audi Rings Standard" are used in large
   graphics for a long-distance effect

Layout structure
› For large graphics, the lower half of the layout is
   not occupied by typography, the Audi Sport logo or rings
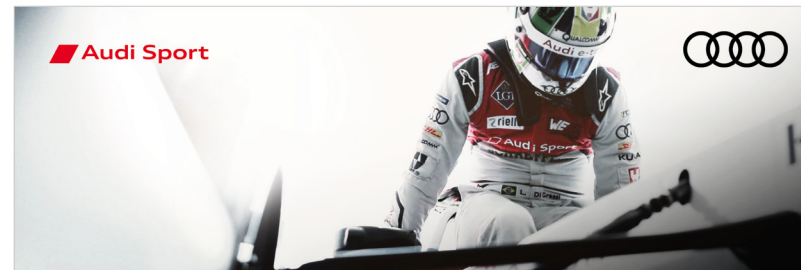
3.4 Menu card

Audi rings and Audi Sport logo
› Vertical relationship between Audi rings
   and Audi Sport logo
› Set preferably flush left
› Flexible use of the variable Audi rings
› The Audi Sport logo is used against the progressive,
   red background with the logo lettering in white
   and a white rhombus outline
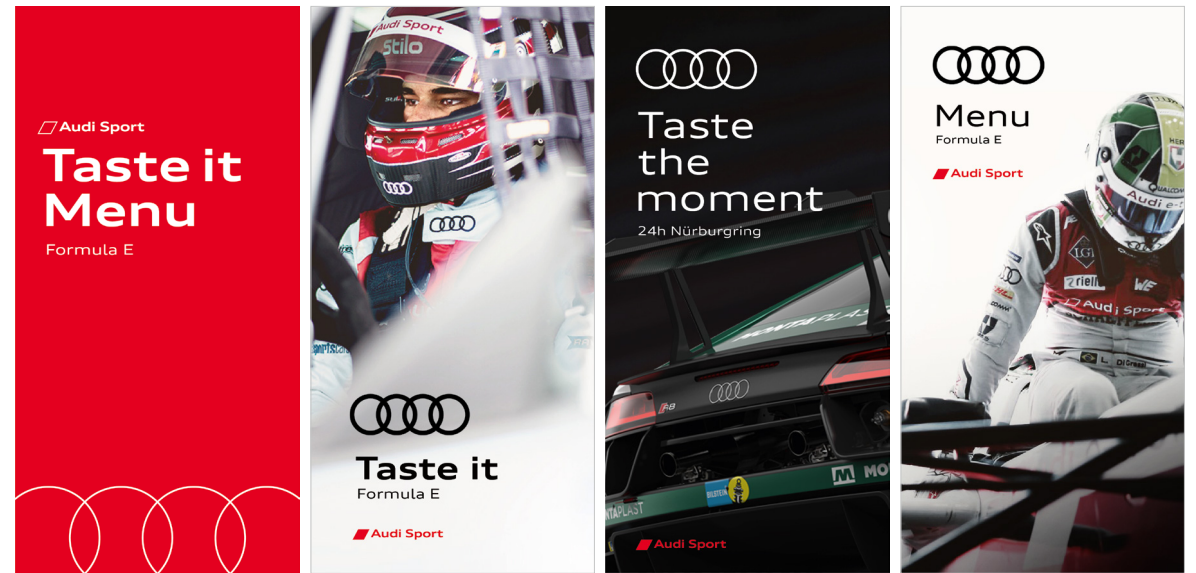
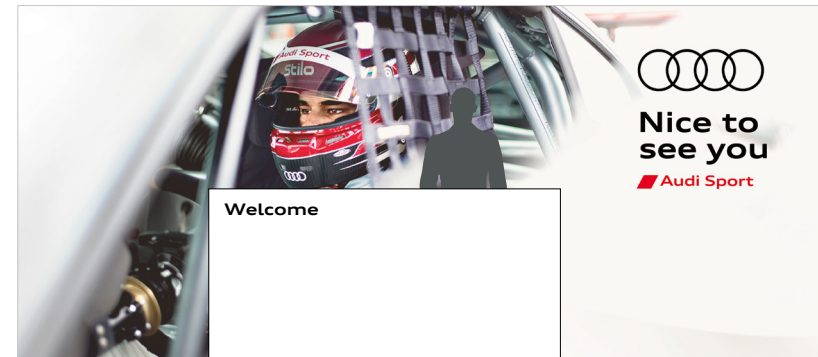## 3.5 Welcome counters

Audi rings and Audi Sport logo
› Horizontal relationship between Audi rings
  and Audi Sport logo
› The typographical baseline of the Audi Sport logo
  is aligned with the inside edge of the rings
› Audi rings are set at a minimum distance of one ring from
  the outer edges of the counter, preferably on the right
› If there is a counter rear wall with branding
  (Audi Sport logo and Audi rings) behind the counter,
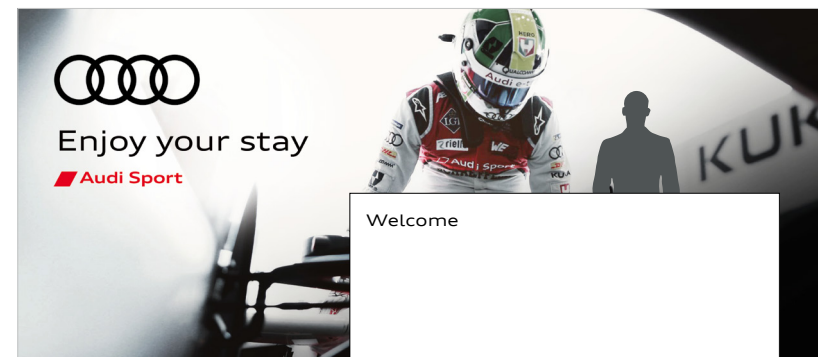 the latter does not need branding separately

Typography
› Welcome: in Extended, Normal to Bold
› Typography is always set in mixed upper/lower case
  letters, preferably flush left and in black or white
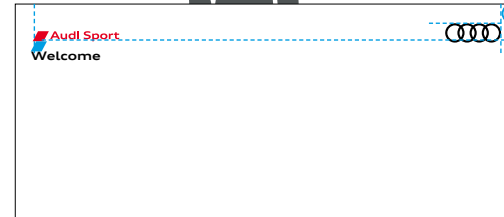
Welcome counter

Welcome counter with rear wall

Welcome counter with rear wall

3.0   Sample applications

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3.6 Flags

Basic rules for the use of flags:
› There are two versions of the Audi motorsport flag.
  It is always displayed in combination with a brand flag
  (Audi rings and brand claim on a white background).
› Logotype flag comprising Audi Sport logo on a white
  background
› Logotype flag comprising Audi Sport logo with
  white logo lettering and white rhombus outline on
  the progressive, red background
› Always at least one red flag with Audi Sport logo used
  together with a brand flag
› Do not mix white and red Audi Sport flags
› In the Audi Sport logotype, the rhombus sits at
  the outer edge of the rings. See the table below for
  the dimensions of the type area margins
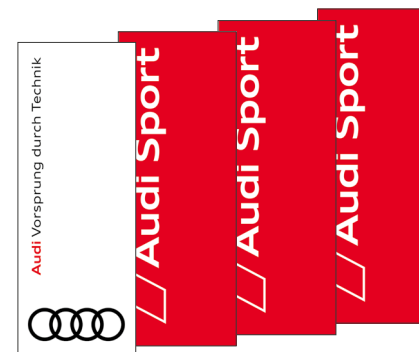
Brand flags

Logotype flag
Audi Sport on a red
background

Logotype flag
Audi Sport on a white
background

Dimensions
Audi Sport logo

Example of hanging flags with Audi Sport
on a red background

Example of hanging flags with Audi Sport
on a white background

| Format	1.000 x 3.000 mm	1.500 x 4.000 mm	2.000 x 6.000 mm
Type area margins	140 mm at top	211,5 mm at top	280 mm at top
Logotype flags	187 mm at bottom	282 mm at bottom	374 mm at bottom
Audi Sport	125 mm at left	189 mm at left	250 mm at left

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3.7 Vehicle lettering

Basic rules for vehicle lettering
Audi Sport trucks:

› The Audi rings are aligned horizontally at the same height as the Audi Sport logo and are set a distance of at least one ring from the edge of the vehicle surface
› In individual instances, the positioning of the emblem should be adapted to the type of vehicle (to take account of seams, door gaps, body bulges)
› The typographical baseline of the Audi Sport logo is aligned with the inside edge of the rings
› On trucks, the sponsors are positioned in the hatched area.
› Basic colour of semitrailer and tractor: aluminium silver
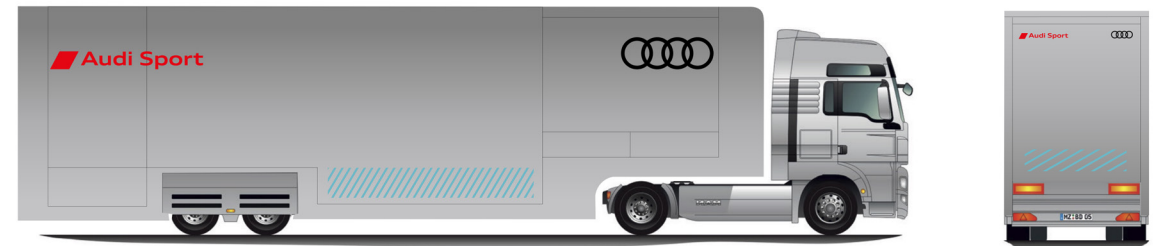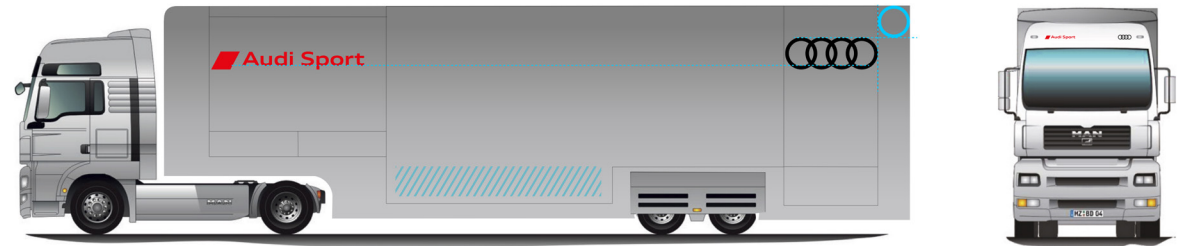
Audi Sport truck team stickers
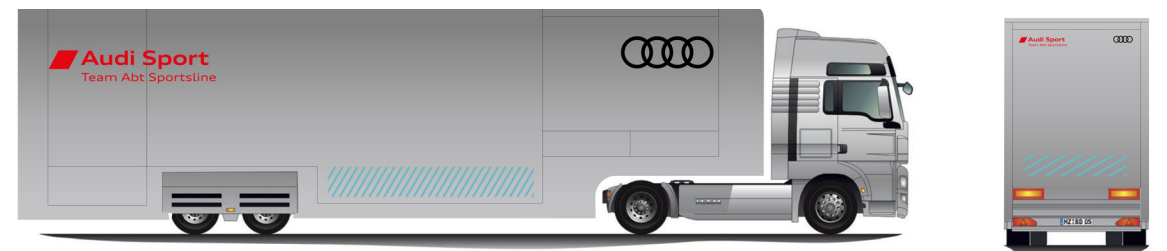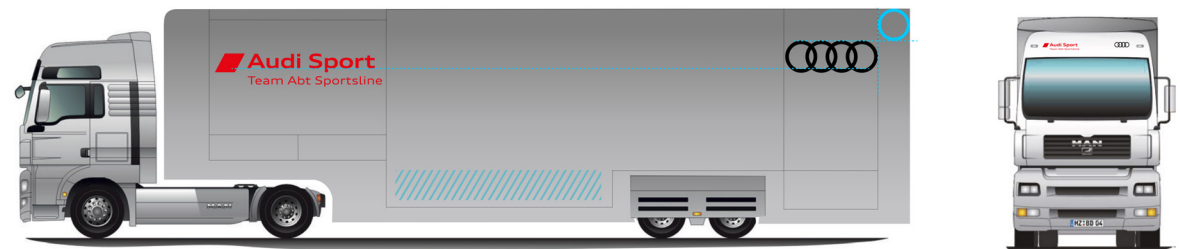
Audi Sport truck team stickers

 Area for sponsors' logos

3.8 Team clothing

Basic rules for the design of team clothing:
› In keeping with the brand colours, the following
  basic colours are defined for the team clothing:
  White and Pantone 032C
› The Audi Sport logo is aligned horizontally with the
  "Audi Rings Standard"
› Audi rings are always positioned on the left side of the chest
› The "Audi Rings Standard" are displayed on the back in
  a width of approx. 280 mm
› On white shirt: Audi Sport logo in Pantone 032C,
  Audi rings in black
› On red shirt: Audi Sport logo with white logo lettering
  and white rhombus outline, Audi rings in white

Polo shirt

Jackets

3.8 Team clothing
Driver overalls

Basic rules for the design of driver overalls:

› **On white overalls:**
   Front:
   › Audi Sport logo in red (Pantone 032C)
   › On the collar "Audi Rings Standard" in black
   Back:
   "Audi Rings Standard" in black

› **On black overalls:**
   Front:
   › Audi Sport logo in red (Pantone 032C)
   › On the collar "Audi Rings Standard" in white
   Back:
   "Audi Rings Standard" in white

› **On red overalls:**
   Front:
   › Audi Sport logo with white logo lettering
   and white rhombus outline
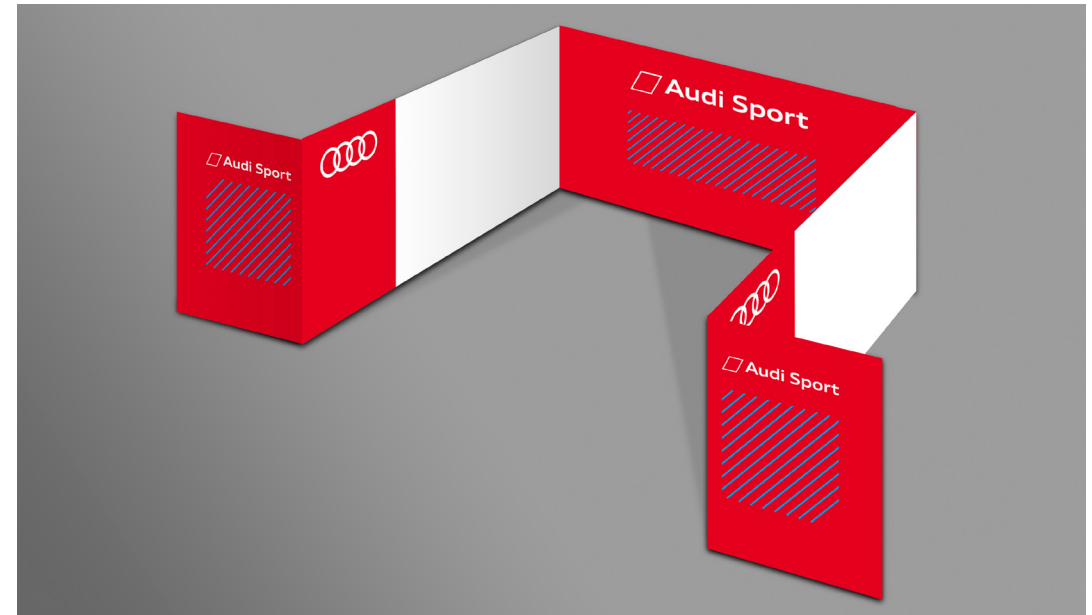   › On the collar "Audi Rings Standard" in white
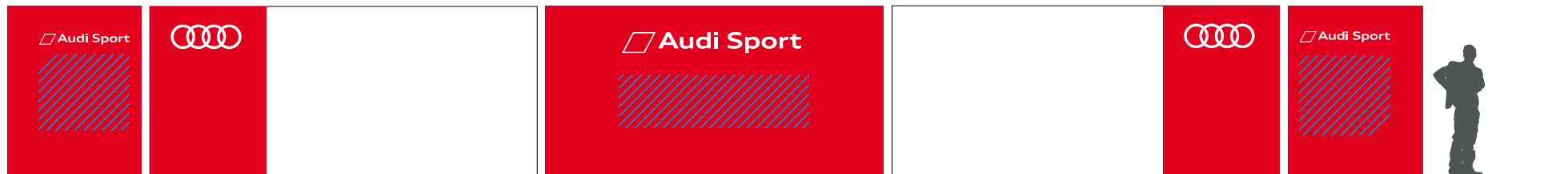   Back:
   "Audi Rings Standard" in white

3.9 Pit design

Example of pit design

Basic rules for pit design:

› The three brand colours Black, White and progressive
  Red can fundamentally be used for the background
  areas in the design of the pit

› **Front walls**
  Red background:
  Audi Sport logo with white logo lettering and white
  rhombus outline and sponsors in white
  White background:
  Audi Sport logo in red and sponsors in black
  Black background:
  Audi Sport logo in red and sponsors in white

› **Left and right inside walls:**
  Red or black surface:
  "Audi Rings Standard" in white
  White surface:
  "Audi Rings Standard" in black

› **Rear wall**
  Red background:
  Audi Sport logo with white logo lettering and white
  rhombus outline and sponsors in white
  White background:
  Audi Sport logo in red and sponsors in black
  Black background:
  Audi Sport logo in red and sponsors in white

Example of pit design with progressive, red background

////// Area for sponsors' logos

General information

Responsible for content:
AUDI AG
I/VM-11
Brand Strategy | Brand Management | Corporate Identity
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.