

A close-up, low-angle shot of the rear of a dark-colored Audi R3 race car. The car features a large rear wing, a prominent rear spoiler, and a rear window with a red light bar. The Audi four-rings logo is visible on the rear panel. The car is equipped with racing components, including a roll-over protection system (ROPS) and a rear bumper with a red 'Audi Sport' logo. The background is dark and out of focus.

**Audi Sport**  
customer racing

# Performance is an attitude

Audi Sport customer racing | Corporate Design Guideline  
Status 05/2021



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### Note:

This Guideline is exclusively for customers of Audi Sport customer racing.

## 1. The Audi Sport customer racing symbol

Customer racing teams may use the Audi Sport logo in combination with the lettering „customer racing“ by agreement with Audi Sport customer racing.

The Audi Sport logo is set in Audi Type Extended Bold, the lettering „customer racing“ is set in Audi Type Extended Normal. The type size of "customer racing" is 75% and the line spacing is 95% of the type size of "Audi Sport".

The Audi Sport customer racing symbol is used on all light or dark backgrounds in the brand colour "progressive red".

On the progressive red background, the Audi Sport customer racing symbol is set with white lettering and white outline of the rhombus.

The protected area for the Audi Sport customer racing symbol is equivalent to the height of the Audi rhombus.







_____	Type size	100%
_____	Type size	75%
	Line spacing	95%

## 2. The Audi Sport customer racing symbol in combination with the rings

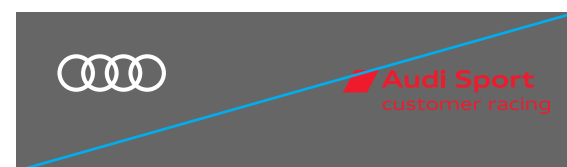
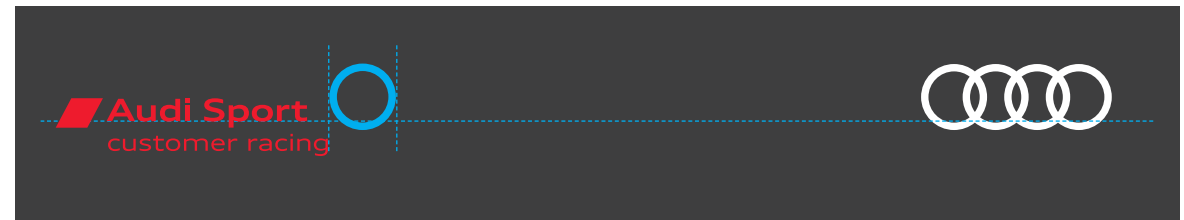
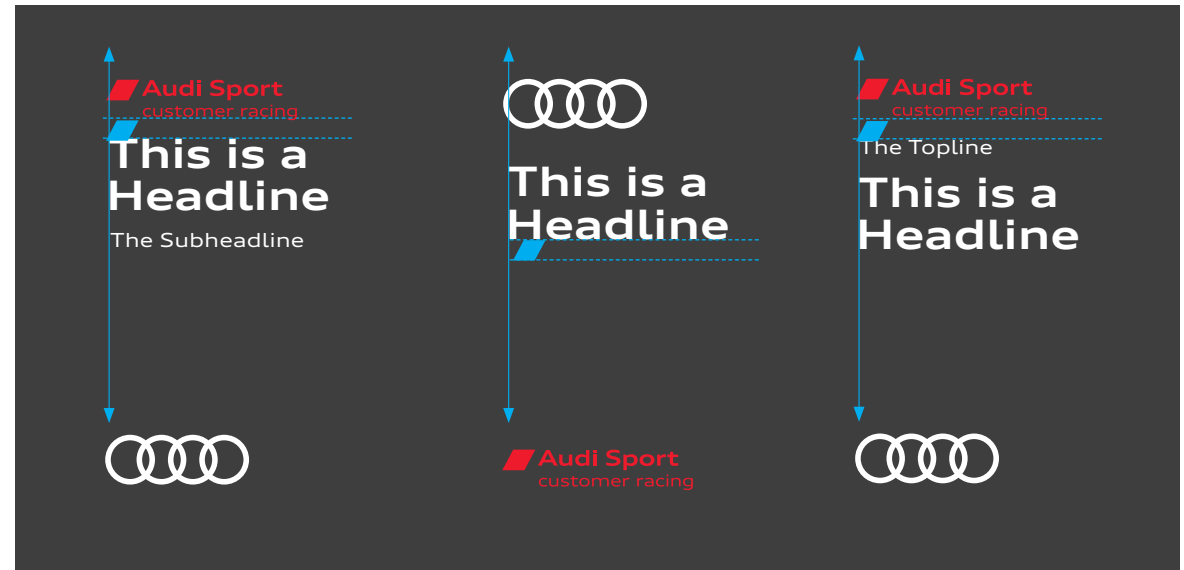
### Position and alignment

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

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

If the Audi Sport customer racing symbol and Audi rings are aligned horizontally, the Audi Sport customer racing symbol is positioned to the left of the rings. The typographical base line of the Audi Sport customer racing symbol is aligned with the inside edge of the rings. Once again, this maintains a maximum distance between the Audi Sport customer racing symbol and the Audi rings. A minimum distance of one ring must be observed.

The Audi rings appear exclusively in black or white and stand out clearly from the background. The color scheme of the Audi rings corresponds to the color of the message (headline).



The Audi rings are not to the right of the Audi Sport customer racing symbol.



The spacing between the Audi Rings and the logo ist too small.



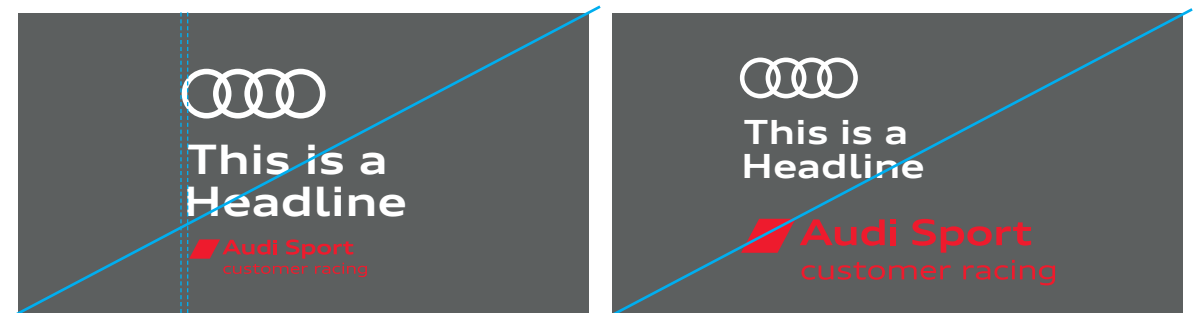
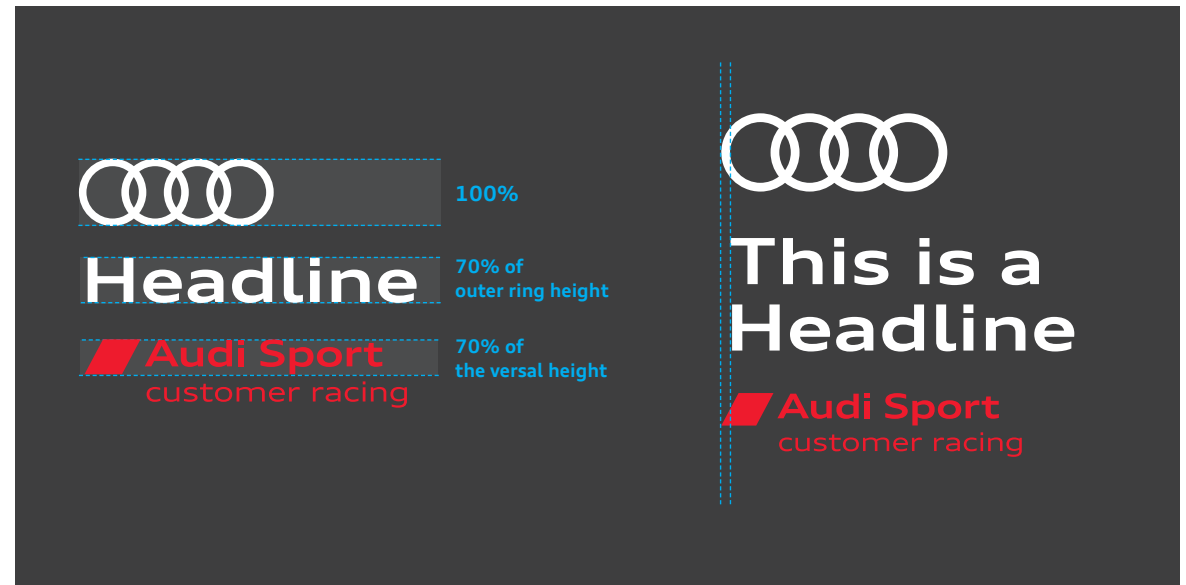
### Size ratio

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

The relationship between the Audi Sport customer racing symbol, rings and typography is particularly harmonious when the cap height is 70% of the outer ring height and the height of the rhombus is 70% of the cap height.

### 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.



No visual correction.

The Audi Sport customer racing symbol is too dominant relative to the headline and Audi rings.

### 3. 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 customer racing symbol 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

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

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

## 4. Sample Applications

### Website

- › The Audi Sport customer racing symbol and the rings are horizontally aligned with each other
- › The Audi Sport customer racing symbol appears to the left of the rings
- › The inner circle of the rings and the Audi Sport lettering form a line

### Autograph cards & poster

#### Audi Sport customer racing symbol and Audi rings

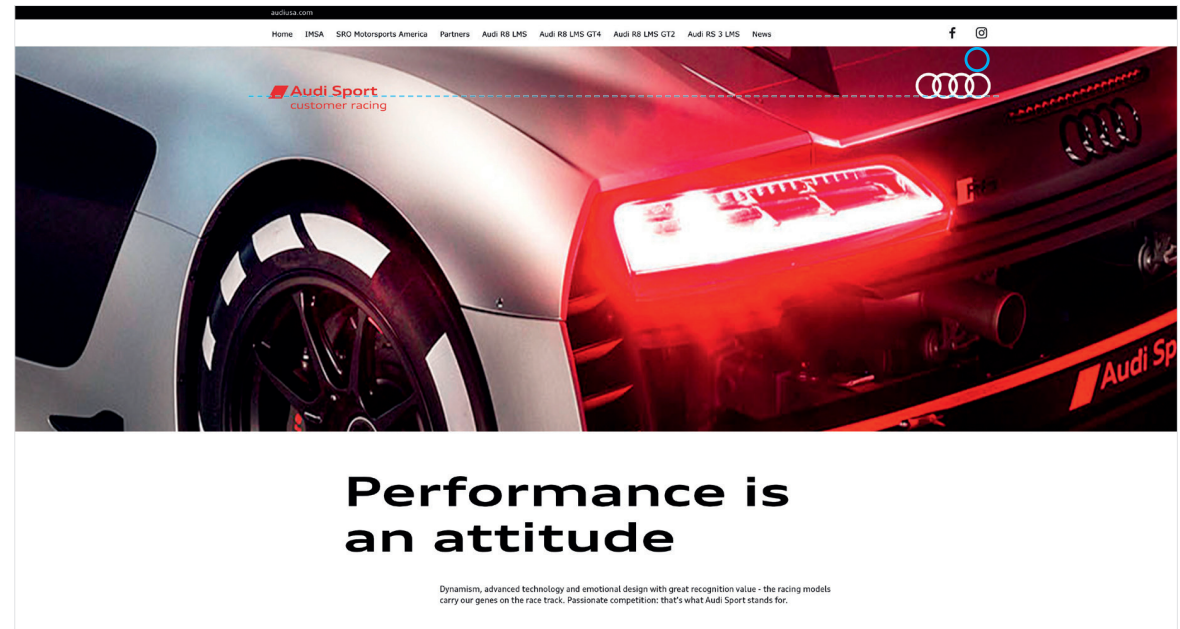
- › Vertical relationship between Audi rings and Audi Sport customer racing symbol
- › Set preferably flush left
- › Flexible use of the variable Audi rings

#### Typography

- › Headlines and sub-headlines in Extended Normal to Bold
- › Copy text in Audi Type Wide or Audi Type Normal
- › The font color is set to white for dark backgrounds and black for light backgrounds.

#### Sponsors' logos

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



Website



Autograph cards

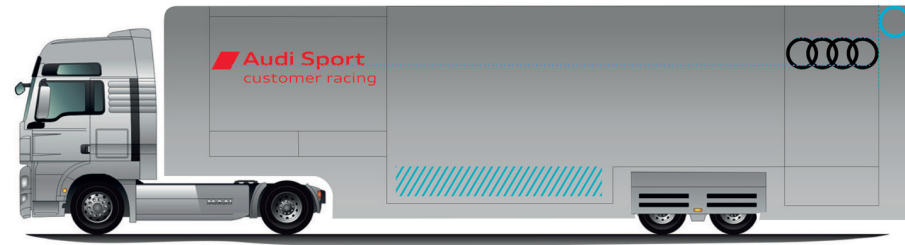


Poster

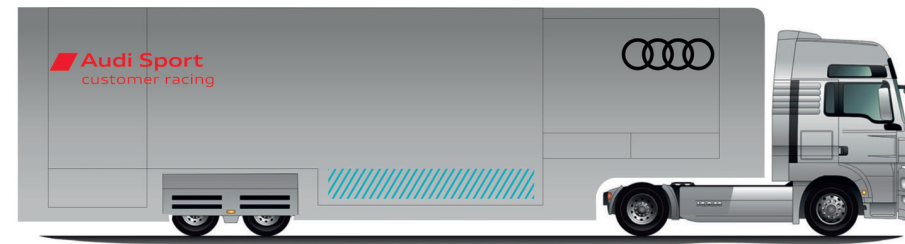
## Vehicle lettering

### Audi Sport trucks:

- › The Audi rings are aligned horizontally at the same height as the Audi Sport customer racing symbol 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 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



Driver side



Passenger side



Front



Back

## Team clothing

### Polo shirt and jacket:

- › In keeping with the brand colours, the following basic colours are defined for the team clothing:  
White and Pantone 032C
- › The Audi Sport customer racing symbol 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 customer racing symbol in Pantone 032C, Audi rings in black
- › On red shirt: Audi Sport customer racing symbol with white logo lettering and white rhombus outline, Audi rings in white



Polo shirt



Jacket



## Team clothing

### Driver overalls:

#### › On white overalls:

Front:

- › Audi Sport customer racing symbol in red (Pantone 032C)
- › On the collar “Audi Rings Standard” in black

Back:

“Audi Rings Standard” in black

#### › On black overalls:

Front:

- › Audi Sport customer racing symbol in red (Pantone 032C)
- › On the collar “Audi Rings Standard” in white

Back:

“Audi Rings Standard” in white

#### › On red overalls:

Front:

- › Audi Sport customer racing symbol with white logo lettering and white rhombus outline
- › On the collar “Audi Rings Standard” in white

Back:

“Audi Rings Standard” in white



## Downloads

Digital templates and logos are available for download at the following URL:

<https://www.audi.com/ci/en/guides/motorsport/customer-racing.html>

## General information

### Responsible for content:

AUDI AG

Brand Strategy / Brand Management / Corporate Identity

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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.

The use of Audi trademarks, registered designs, lettering, and names by the team is permissible for purposes of designating the team, internally and externally, on clothing accessories, team clothing, vehicles, stickers, patches etc. Any usage for commercial purposes (e. g. selling clothing) without the permission from Audi licensing department is strictly forbidden.