



Graphic Standards

Rev. 9/21

Philosophy

The SCCA Pro Racing Logo is the single most recognizable symbol of the sanctioning body. It is critical for the Logo to be used appropriately to help maintain the integrity of the brand.

The following will guide you through the proper graphic elements to be used in materials using and referencing the SCCA Pro Racing Brand. If you have any questions about usage, please reach out to the SCCA Creative Manager.



Visual Identity

Photos used in conjunction with the SCCA Pro Racing Brand are immersive. They depict situations that make the viewer desire to take the place of the subject. They are dynamic and exciting.

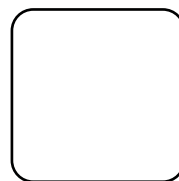
Images used for print applications must have a resolution of at least 300 ppi (pixels per inch). Images used for web or digital applications must have a resolution of at least 72 ppi.

Color Identity

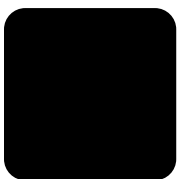
SCCA Red conveys the boldness of spirit and excitement in every SCCA Pro Racing event. The consistency of this color is essential to the universal familiarity of the logo. The other primary colors used throughout the SCCA Pro Racing Brand are white, black, and gray as defined below.



C= 0 M=95 Y=100 K=0
R= 218 G=41 B=25
HEX/HTML: DA291C
PANTONE: 485C



C= 0 M=0 Y=0 K=0
R= 255 G=255 B=255
HEX/HTML: FFFFFFFF
Opaque White



C= 0 M=0 Y=0 K=100
R= 39 G=37 B=31
HEX/HTML: 24251F
PANTONE: Process Black C



C= 20 M=14 Y=12 K=40
R= 218 G=41 B=25
HEX/HTML: DA291C
PANTONE: Cool Gray 7 C



Graphic Standards

Rev. 9/21

Standard Logo & Acceptable Variations

The standard logo is the default logo option when in doubt and is available for use in four color variations, defined below, to ensure consistency across applications color backgrounds that provide appropriate contrast. On textured backgrounds, contrast is especially imperative.



Standard Positive

Available in EPS, JPG & PNG for print and digital applications with light backgrounds



Standard 1 Color Positive

Available in EPS, JPG & PNG for print and digital applications with light backgrounds



Standard Negative

Available in EPS & PNG for print and digital applications with dark backgrounds



Standard 1 Color Negative

Available in EPS & PNG for print and digital applications with dark backgrounds

Standard Logo & Unacceptable Variations

The standard logo is not to be used as a ghosted image, stretched, transformed or manipulated.



Insufficient contrast



Stretching is not allowed



Ghosting of this logo is not allowed



Transformation/manipulation is not allowed



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Rev. 9/21

Logotype & Acceptable Variations

The logotype is a text-only variety on the logo. It is used when a balanced and rectangular logo is desired. This logo is a modern variation for the brand and is used strategically. The logotype is available for use in four color variations to ensure consistency across applications and may be used on color backgrounds that provide appropriate contrast. On textured backgrounds, contrast is especially imperative.



Positive Logotype
Available in EPS, JPG & PNG for print and digital applications with light backgrounds



1 Color Positive Logotype
Available in EPS, JPG & PNG for print and digital applications with light backgrounds



Negative Logotype
Available in EPS & PNG for print and digital applications with dark backgrounds



1 Color Negative Logotype
Available in EPS & PNG for print and digital applications with dark backgrounds

Logotype & Unacceptable Variations

The logotype is not to be used as a ghosted image, stretched, transformed or manipulated.



Insufficient contrast



Stretching is not allowed



Ghosting of this logo is not allowed



Changing the color of the logotype is not permitted