



Ferrari Challenge

Trofeo **PIRELLI**



UNITED KINGDOM

2020

FERRARI CHALLENGE TEAMS' GUIDELINES



Trofeo **PIRELLI**

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FERRARI CHALLENGE LOGO

These guidelines (the “Guidelines”) set forth the terms and conditions under which teams (the “Team(s)”) taking part to the Ferrari Challenge Championship (the “Championship”) are allowed to make use of the “Ferrari Challenge Logo” reproduced in Table #1, property of Ferrari S.p.A. (“Ferrari”).

As a general rule, each use by a Team of the “Ferrari Challenge Logo” is subject to Ferrari’s prior written approval. The approval can be requested by sending an e-mail to FerrariChallenge@ferrari.com keeping copied one of the following emails:

- for Ferrari Challenge Europe: andrea.mladosic@ferrari.com
- for Ferrari Challenge North America: louis.colmache@ferrari.com
- for Ferrari Challenge Asia Pacific: filippo.zanier@ferrari.com
- for Ferrari Challenge United Kingdom: marco.gasparet@ferrari.com

The Guidelines include also rules regarding the use of the Team’s logo and of the Team’s sponsors logos.

Save as for the rights granted under these Guidelines, the Teams and/or their sponsor/partner are not allowed to use / produce:

- i. images, drawing and other representations (both still and moving) of Ferrari (the “Ferrari Images”)
- ii. any name, logo, trade/service mark, identifications, designations or other element owned by, pertaining to or directly or indirectly referred or referable to, Ferrari, including (but not limited to) predominantly red elements or components (collectively, the “Ferrari Elements”)
- iii. items (including merchandising and/or other promotional products / materials) bearing and/or reproducing the Ferrari Images and/or the Ferrari Elements

FERRARI RESERVES THE RIGHT TO ACT AGAINST THOSE TEAMS WHICH WILL NOT COMPLY WITH THESE GUIDELINES.

The Teams are entitled to affix the “Ferrari Challenge Logo” on the following materials only:

- the Team’s support vehicles attending the races of the Championship, in accordance with the branding guidelines and instructions as set forth in Table #3
- the Team’s apparel, in accordance with the branding guidelines and instructions as set forth in Table #4.
The Teams shall affix on the Team clothing items bearing the “Ferrari Challenge Logo”, the anti-counterfeiting “Not for sale” tag/label (the “Tag”) purchased from Artigrafiche Pagani, Italy, the official Tag’s supplier of Ferrari.
The Tags can be requested by email to agp@artigrafichepagani.it, always copied ferrarichallenge@ferrari.com, in addition with one of the following emails:
 - for Ferrari Challenge Europe: andrea.mladosic@ferrari.com
 - for Ferrari Challenge North America: louis.colmache@ferrari.com
 - for Ferrari Challenge Asia Pacific: filippo.zanier@ferrari.com
 - for Ferrari Challenge United Kingdom: marco.gasparet@ferrari.com
- the Team’s communications’ materials (e.g. newsletter, press releases), in accordance with the branding guidelines and instructions as set forth in Table #5 and Table #6
- the Team’s website, in accordance with the branding guidelines and instructions as set forth in Table #7

THE LOGO ON TEAM CLOTHING

Appendix (A) TABLE 1

Racing Shield

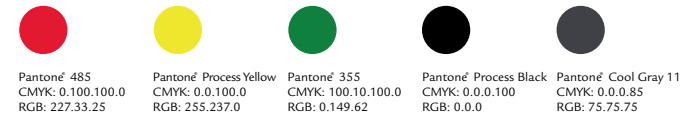
Large size and Small size



There are two variants of the logo, according to the total height of the Shield: Large Size - to be used for heights greater than 90 mm; Small Size - to be used for heights less than or equal to 90 mm. In each case both versions are provided in their folders.

Colour Palette and conversion

Pantone, Four Colours and RGB



All colours are applied to the files in their folders: CMYK, or Pantone.

Cmyk, Pantone and Rgb versions

Positive

Negative



Descriptors such as Sponsor, Places or Years are editable in the file. The Font used is ITC Legacy Sans Regular.

Negative version for black or dark backgrounds.

Greyscale and One colour versions

Positive

Negative



LOGOS ON CHALLENGE CAR

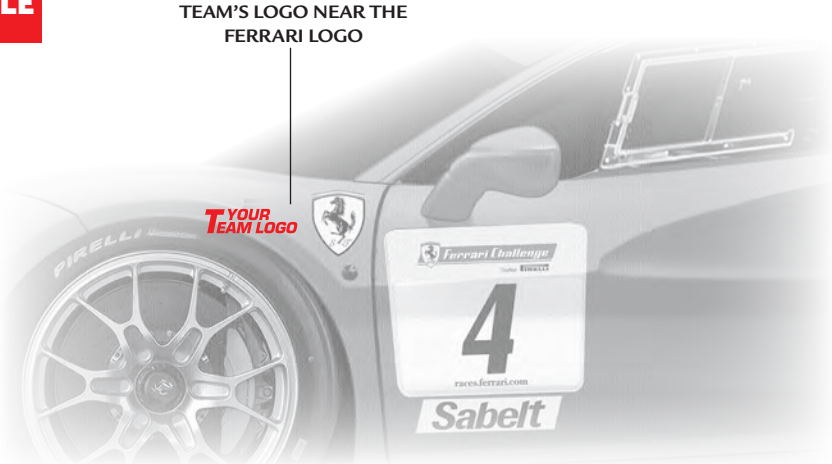


TABLE 2

The sponsor and team logos cannot be too close or cover the official Ferrari brand on the car. This rule is also valid for the logo of the Team partners on the car.



ALL NOT APPROVABLE



LOGO ON SUPPORT VEHICLES

TABLE 3

The Ferrari Challenge logo on support and assistance trucks can be used in the configuration set for the aim, that features the combination with the Championship sponsors. That configuration is set with red or white background.



- ONLY 1 LOGO EACH SIDE
- THE LOGO MUST NOT BE CLOSE TO THE SPONSOR LOGOS
- MAX LOGO HEIGHT = 1 / 3 THE HEIGHT OF THE TRUCK

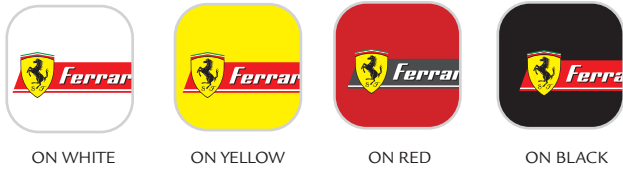


THE LOGO ON TEAM CLOTHING

TABLE 4

OK

- ONLY ONE LOGO
- NO OTHERS LOGO PRESENT ON THE ITEMS
- NOT COMBINED WITH THE TEAM LOGO



NOT APPROVABLE



THE LOGO ON TEAM CLOTHING

Appendix (B) TABLE 4

The Teams shall affix on the Team clothing items bearing the “Ferrari Challenge Logo”, the anti-counterfeiting “Not for sale” tag/label (the “Tag”) purchased from Artigrafiche Pagani, Italy, the official Tag’s supplier of Ferrari.

The Tags can be requested by email to agp@artigrafcichepagani.it, always copied ferrarichallenge@ferrari.com, in addition with one of the following emails:

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- for Ferrari Challenge North America: louis.colmache@ferrari.com
- for Ferrari Challenge Asia Pacific: filippo.zanier@ferrari.com
- per Ferrari Challenge United Kingdom: marco.gasparet@ferrari.com

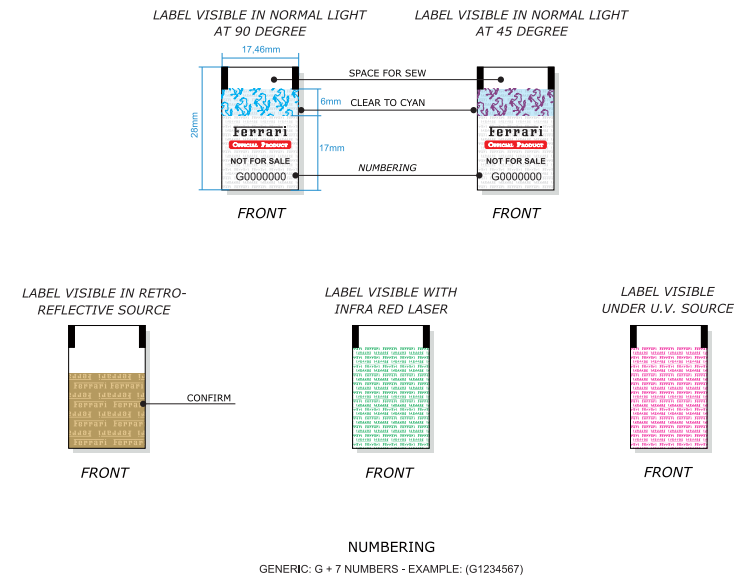
Cost of each label: 0,06 €

Ferrari

AG 28 SYSTEM

ANTI-COUNTERFEIT
P R O J E C T

TECHNICAL DRAWING - 1:1 scale



LOGO ON TEAM'S COMMUNICATION



TABLE 5

Ferrari Challenge logo can be used in TEAM's communications: newsletters, press releases, advertising pages, printed gadgets. The only restriction is that the logo must be separate from the other logos on the printed item or page. Its purpose must remain as an element that describes the Championship affiliation.



NOT APPROVABLE

COMBINED WITH TEAM LOGO



CHALLENGE LOGO REMAINS IN AN ISOLATED AREA WITH RESPECT TO THE OTHER BRANDS

THE LOGO ON HEADED PAPER

TABLE 6

Ferrari Challenge logo can be used in TEAM's headed paper. The only restriction is that the logo must be separate from the other logos on the printed item or page. Its purpose must remain as an element that describes the Championship affiliation.



CHALLENGE LOGO
REMAINS IN AN
ISOLATED AREA WITH
RESPECT TO THE OTHER
BRANDS

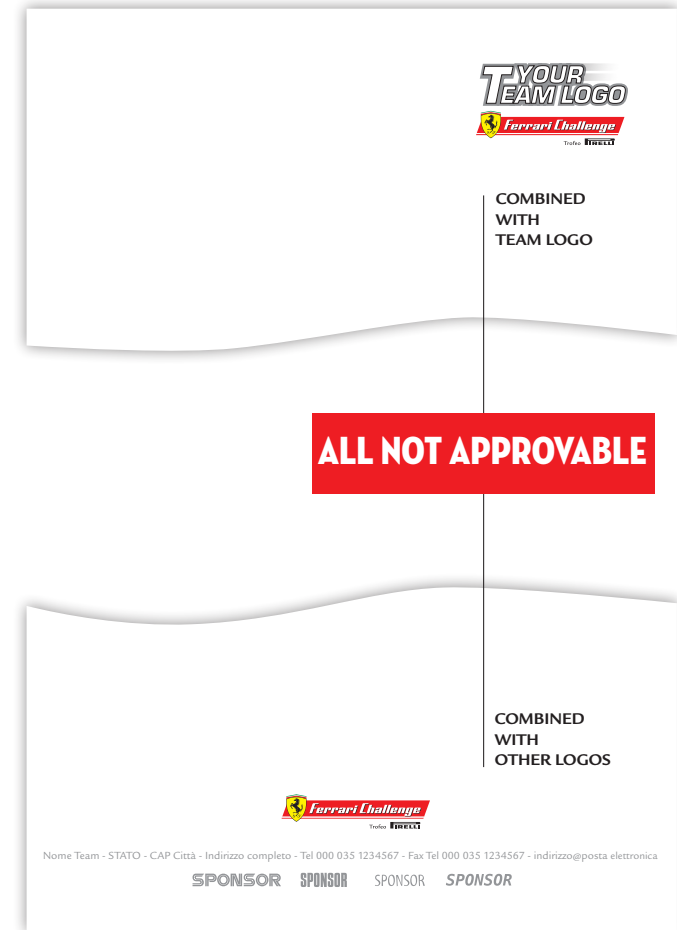
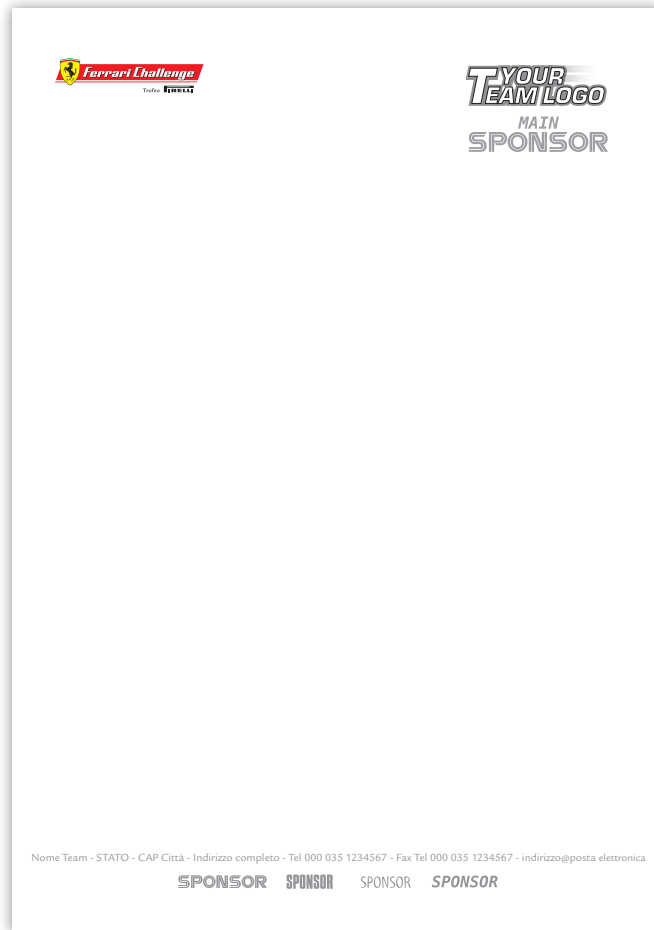


TABLE 7

A

THE LOGO IS PLACED IN THE SECTIONS ILLUSTRATING THE ACTIVITY WITH FERRARI



B

IF THE TEAM RACE WITH FERRARI ONLY, THE LOGO CAN BE PLACED ON THE HOME-PAGE RESPECTING THE MAXIMUM HEIGHT OF 1/10 OF THE PAGE'S HEIGHT



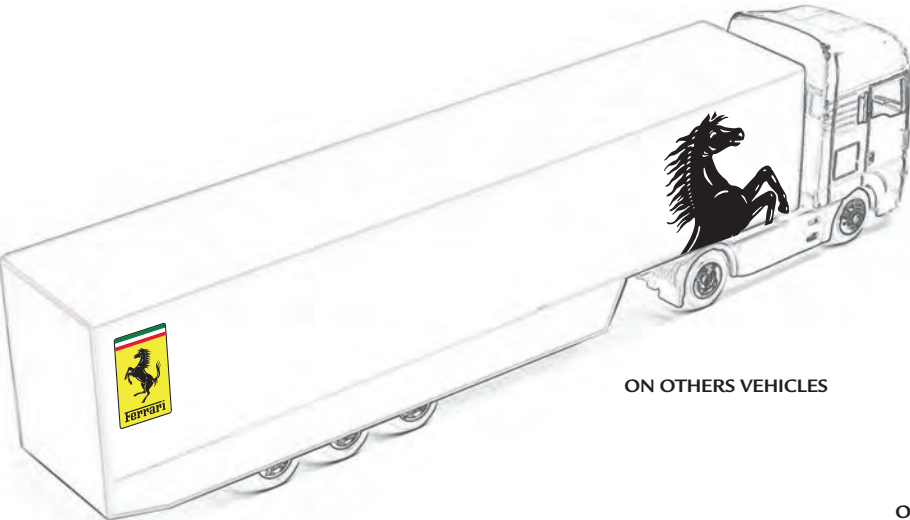
OTHER LOGOS

TABLE 8

Save as otherwise indicated in these Guidelines, Teams are not allowed to use Ferrari Images and/or Ferrari Elements (see definitions on page 2), including the logos. **Below some examples of incorrect uses of Ferrari Images and of Ferrari Elements.**



ALL NOT APPROVABLE



THE CAR'S LIVRY

TABLE 9

THE OFFICIAL LIVRY IS SPECIFIED IN THE SEASON SPORTING REGULATIONS.

Here below the car's livery with the only series's sponsor areas placed, so you can use the drawing as the guideline to follow to design your car's livery. Please note that the assigned spaces are not subject to changes in dimensions or branding. Once done, please send the drawing to: ferrarichallenge@ferrari.com so we can approve your proposal before producing your partners stickers and finalize the livery project. Ferrari logo (or parts of it). Below some incorrect uses of the logo.

OFFICIAL SPONSOR STICKERS DEDICATED AREA

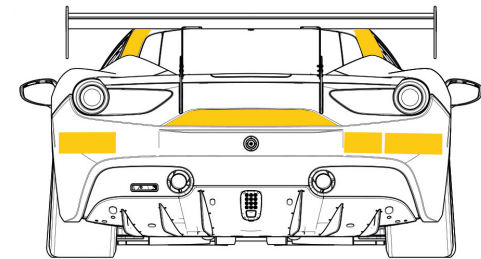
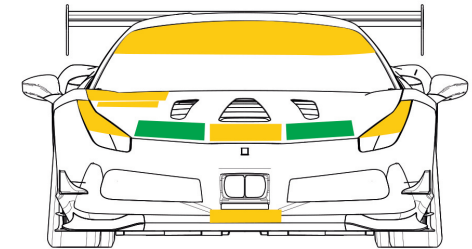
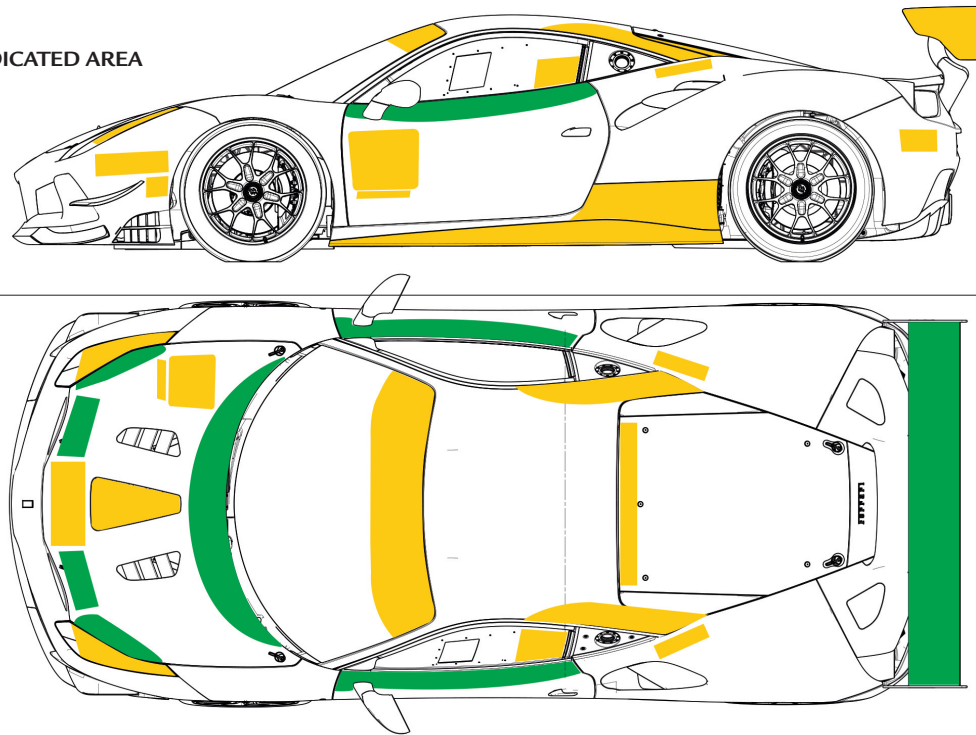


CHAMPIONSHIP STICKERS DEDICATED AREA



THE SPACES HIGHLIGHTED IN GREEN ARE AVAILABLE FOR THE TEAMS. HOWEVER FERRARI RESERVES THE RIGHT TO USE THEM FOR ITS OWN PARTNERS DURING THE CURRENT RACING SEASON.

The area below the Sky logo must have a single background colour without drawings or lines



FILE DOWNLOADABLE AT: <http://images.ferrari.com/challenge/livery.zip>



Correct position Sky / Shell

THE OVERALL'S CUSTOMIZATION

TABLE 10

The same is valid for the overalls, so here's the drawing of the suit with all the series logos correctly placed. You can place your sponsors in the white spots, and resend the drawing to us ferrarichallenge@ferrari.com for approval before the production of the overalls.



FILE DOWNLOADABLE AT: http://images.ferrari.com/challenge/sabelt_uk.zip

THE TRUCK'S CUSTOMIZATION



TABLE 11

Truck stickering: here's an example of a truck with the correct series' logos placing. As for the car and the overall, please send us the project for approval at ferrarichallenge@ferrari.com



APPROXIMATE POSITION.
LOOK THE RULE ON TABLE 3

FILE DOWNLOADABLE AT: <http://images.ferrari.com/challenge/truck.zip>

THE OFFICIAL LIVERY IS SPECIFIED IN THE SEASON SPORTING REGULATIONS.



— SHARE YOUR PASSION —
FERRARIRACES

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