

PORSCHE MOTORSPORT NEW COMMUNICATION GUIDELINES

2025



Start Your Engines!

Racing Teams make a significant contribution to Porsche Motorsport culture, their involvement turning them into temporary ambassadors for the Porsche brand. Porsche Motorsport grants the teams specific communication rights in connection with their involvement with the Porsche brand.

The involvement of each Racing Team forms the basis for communication using a **platform signet**.

Communications must always relate to the involvement on the respective platform and is limited to the period of involvement.

Thanks to the Porsche Motorsport image, a uniform identity is possible for all teams, while at the same time retaining their individual visual identity. This strengthens the Porsche image across the range of motorsport activities, which benefits both the brand and the individual teams.

These guidelines are intended to give an overview of the correct and legally compliant use and application of the platform signet.

General Communication Guidelines

The **combined platform signet** and the **simple platform signet with additional status information** are provided centrally by Porsche.

In principle, communication using the platform signet is only permitted in conjunction with communications directly related to the involvement of the Team. The use of the platform signet in conjunction with image advertising is permitted; it is not permitted in conjunction with product advertising. A clear connection to the team must be evident in all communications. Porsche must not appear too dominantly.

The platform signet must be positioned on a horizontal or vertical line with the team logo on all of the team's communications. The minimum clearance for this must be twice the height of the Porsche logo bar.

The use of the platform signet and Porsche marques for the production and sale of items of merchandise is not permitted. Team wear can be used for marketing purposes, but may not exceed 50 pieces per design. Upon request, the logo of a team partner may be integrated into the platform signet. Use of the combined platform signet with the logo of the team sponsor is limited to the team. It may not be used by the team partner or the driver of the team. The combined platform signet may never be designed solely with the logo of the team partner. When using the combined platform signet with the logo of the team sponsor in the team's communications, it is imperative that the team logo is used twice.

General Communication Guidelines

The use of the Porsche Motorsport platform signet is reserved exclusively for Porsche works motorsport. The use of other Porsche marques is not permitted. An exception is the clothing, on which the Porsche wordmark may be used on defined places. The image material provided by Porsche is, as a rule, copyright-free and may be used in accordance with the guidelines. As Porsche emblems can generally be seen on vehicles and Porsche is the owner of the trademarks (e.g. the shape of the 911 Cup vehicle), the following points are to be observed:

Clips are to be chosen in such a way that the Porsche emblems are not brought to the fore, leading to the presumption of their use as a trademark.

All users of the marque must ensure that the tonality and imagery of their communications are in no way aggressive or arrogant, but are pleasant, open, sophisticated, intelligent, and socially acceptable.

The use of TV and film material is only possible after prior requests and written approval from Porsche.

Please note that all forms of use of the platform signet and all communications that create a reference to Porsche require prior approval from Porsche.

Combined platform signet and status information

Race teams receive a uniform **platform signet** with their team name or the title "team" in the status information.

Furthermore, racing teams receive a **combined platform signet**, in which the team logo (and in certain cases the logo of the team sponsor) is integrated with a designated place. Please note that Porsche trademarks and Porsche model silhouettes may not be part of a team logo. A strictly defined line in the Porsche Next corporate typeface shows the status of the team (and in certain cases of the team sponsor).

The following title is used for the status designation: "**Team**" for racing teams in Porsche One-Make-Series and for racing teams competing with other brands, and "**Team partner**" for team sponsors in both forms of competition.

This status information therefore creates the visual and thematic connection between the team and Porsche, and the respective platform. The use of the platform signets is only permitted for Porsche customer teams; team partners of Porsche customer teams do not have any communication rights.

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This status information therefore creates the visual and thematic connection between the team and Porsche, and the respective platform. The use of the platform signets is only permitted for Porsche customer teams; team partners of Porsche customer teams do not have any communication rights.

Combined platform signet and status information

In communications that already feature the team logo in an alternative format, the simple platform signet may also be used. The line containing the status information is then placed above the Porsche logo. In this case, the status information is replaced with the team name. This also appears in the Porsche Next corporate typeface and is thereby immediately connected with the Porsche Motorsport image. The use of the simple platform signet without status information is not permitted.

If required for reasons of production technology, a reduced or black and white (inverted) version (completely white or completely black) of the platform signet can be used in exceptional cases.

In principle, the platform signet is the same for the teams in the Porsche One-Make-Series and for the teams competing with other brands.

The combined platform signet and the simple platform signet with additional status information are made centrally available by Porsche. **Teams are strictly prohibited from creating their own platform signets.**

Signet construction

Composition of the simple platform signet:

PORSCHE

**TITLE SPONSOR
DESIGNATION
SUPPLEMENT**

Platform signet in its original form.
Not permitted for use by customer team.

STATUS INFORMATION/TEAM NAME
PORSCHE

**TITLE SPONSOR
DESIGNATION
SUPPLEMENT**

Platform signet in its original form.
Not permitted for use by customer team.

Signet construction

Composition of the normal variant of the combined platform signet (vertical placement)



Normal variant of the combined platform signet with team logo



Normal variant of the combined platform signet with team logo and logo of the team partner

Signet construction

Normal variant of the combined platform signet
(horizontal placement)



Normal variant of the combined platform signet with
team logo

Normal variant of the combined platform signet
with team logo and logo of the team partner

Signet construction

Color Variants:

We set signets in black or white type with the Porsche red separator line. We place white type on dark backgrounds; and black type on light backgrounds.



Signet with black typography and a red separator line on a light image motif



Signet with white typography and a red separator line on a dark image motif

Signet construction

Color Variants:

If a platform signet is placed on a background that does not offer enough color contrast with the separator line, we set all of the signet elements in either white or black. This creates a sense of harmony with the other typographic elements.



Avoid too little contrast between the separator line and background. Modify the separator line to ensure that there is enough contrast.

Signet construction

Color Variants:

We modify the platform signets when we print a publication in black and white. The separator line becomes either black or white to match the font color.



Exception: Monochrome implementation negative for media with monochrome black backgrounds.



Exception: Monochrome implementation negative for media with monochrome black backgrounds.

Signet construction

Color Code:



Porsche Red

HEX #D5001C
RGB 213, 0, 28
CMYK 5, 100, 85, 0
RAL 3020
ORA 028
PMS 200 C/1797 U
PMS-TCX 18-1763



Black

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
RAL 9005 Classic
ORA 070
PMS Black C
PMS-TCX 19-3911

Usage rights

Racing teams in the Porsche One-Make-Series have the rights of use designated with a circle in the following.

1. Image material from series requires approval by the series organization.

2. The corresponding products are subject to Porsche quality controls. In case of conflict with existing license holders or with other existing contracts, Porsche may decline the request. Acquisition occurs through the PLX | Porsche Lifestyle GmbH & Co. KG. In each case, the activity must be agreed upon with Porsche in advance.

3. Approval required.

Rights of use for racing teams in the different categories		Image rights			Logo			Claim	Other regulations	
		Use of			Use of the			Use of the		
in Porsche One-Make-Series and in competing with other brands		Official Porsche image material	Image material of racing series vehicles ¹	Porsche image material of works vehicles	Porsche Crest	Porsche wordmark	Porsche silhouette	Platform signets with status information / integrated team logo / integrated team and team partner logo	Porsche Claim	Conditions are specified in the relevant location
On Location	Race cars					•*			•	*Possible under certain conditions and approval from Porsche. Please consult your specialist contact.
	Driver equipment					•		•	•	
	Team clothing					•		•	•	
	Trucks/equipment							•	•	
	Hospitality		•	•				•	•	
Traditional advertising	Catalogues/brochures		•	•				•	•	
	Print advertisements		•	•				•	•	
	Posters/billboard advertising		•	•				•	•	
Sales promotion	Direct marketing		•	•				•	•	
	Point of Sale		•	•				•	•	
	Promotional gifts								•	Possible under certain conditions. ²
	Competitions								•	Possible upon agreement and approval from Porsche. Please consult your specialist contact.
	Other promotions								•	
New media	Mobile		•	•				•	•	
	Internet		•	•				•	•	
	Banners		•	•				•	•	
	Links							•	•	
Further uses	Events		•	•				•	•	
	Public relations/press relations							•	•	Press relations possible in connection with Porsche. ³
	Incentives (internal)							•	•	
	Presentations (internal)							•	•	

Platform signet for racing teams in Porsche One-Make-Series

Normal variant of the combined platform signet (vertical positioning)



Normal variant of the combined platform signet with team logo



Normal variant of the combined platform signet with team logo and team partner logo*

*As part of their activities and media, the teams can also use a combined platform signet with their logo and the logo of their team partner. As part of the combined platform signet, the team partner's logo may only ever appear in conjunction with the team logo.

Platform signet for racing teams in Porsche One-Make-Series

Normal variant of the combined platform signet (horizontal positioning)



When used in extreme landscape areas, a horizontal variant of the combined platform signet may be applied, in which the space for the team logo is positioned on the right-hand side next to the platform signet. The platform signet and the team logo are separated by a vertical line.

Platform signet for racing teams in Porsche One-Make-Series

Simple platform signet with status information

TEAM
PORSCHE
CARRERA CUP
GREAT BRITAIN

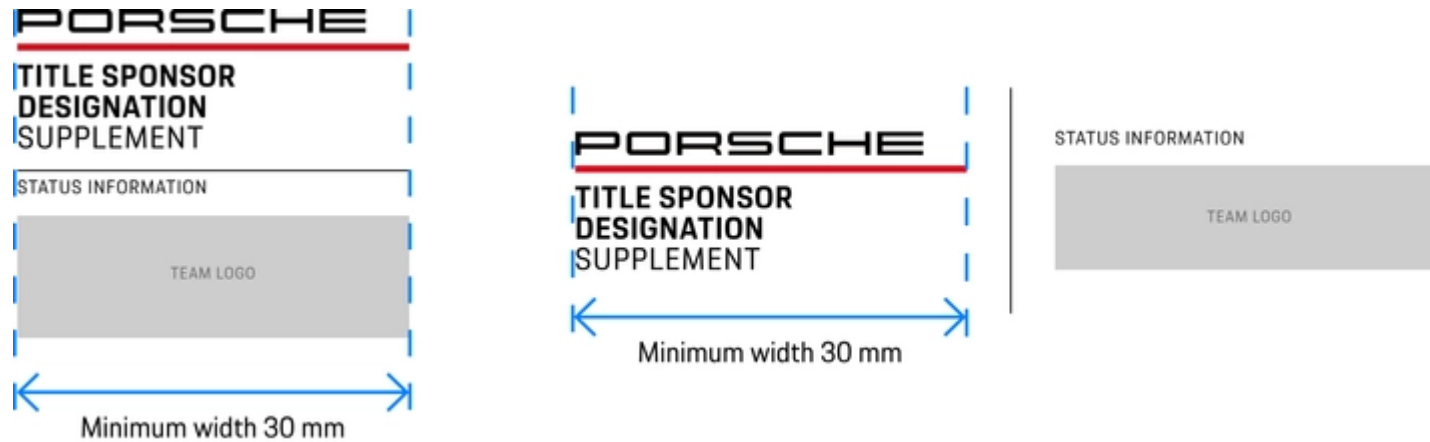
ABC MOTORSPORT
PORSCHE
CARRERA CUP
GREAT BRITAIN

For communications that already feature the team logo, the platform signet may be used to avoid duplication. The status information "Team", set in the Porsche Next corporate typeface, is implemented as an additional line above the platform signet.

In these cases, the name of the team in the Porsche Next corporate typeface may replace the status information.

Minimum width

Platform signets may not be less than the minimum width of 30 mm.



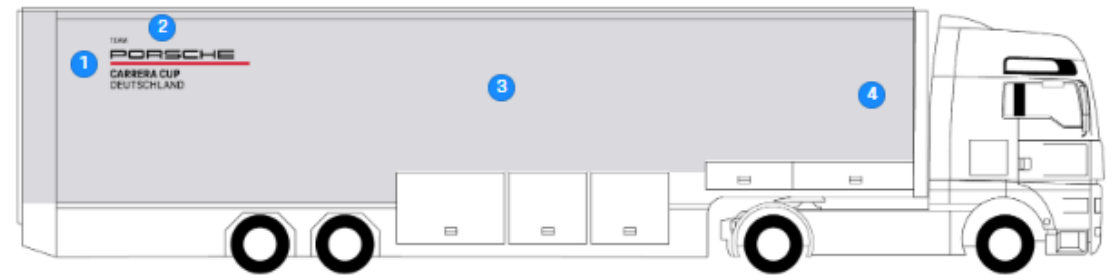
Applications for racing teams in Porsche One-Make-Series

For the teams' trucks, team clothing and communications (advertising and promotion), use may be made of the specified applications of the platform signet.

The platform signet is positioned flush left in the top left corner in driving direction with a width of 16% of the HGV trailer width.

The combined platform signet (horizontal layout) is positioned flush left in the top left corner in driving direction with a height of 33.8% of the HGV trailer width.

Placement of the normal platform signet with status information:



- 1 Left clearance: 5 X
- 2 Top clearance: 3 X
- 3 Width of the platform signet: 16% of the trailer width
- 4 Gray area: option for placement of the team and/or partner logos

The variable X is determined by the width of the platform signet $B : 15 = X$.



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Placement of the normal platform signet with status information:



- 1 Distance left: 2 X
- 2 Distance top: 2 X
- 3 Distance right: 4 X

The variable X is determined by the width of the platform signet B : $9 = X$.

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Placement of the combined platform signet (vertical positioning)



1 Left clearance: 5 X

2 Top clearance: 3 X

3 Width of the platform signet: 16% of the trailer width

The variable X is determined by the width of the platform signet $B : 15 = X$.



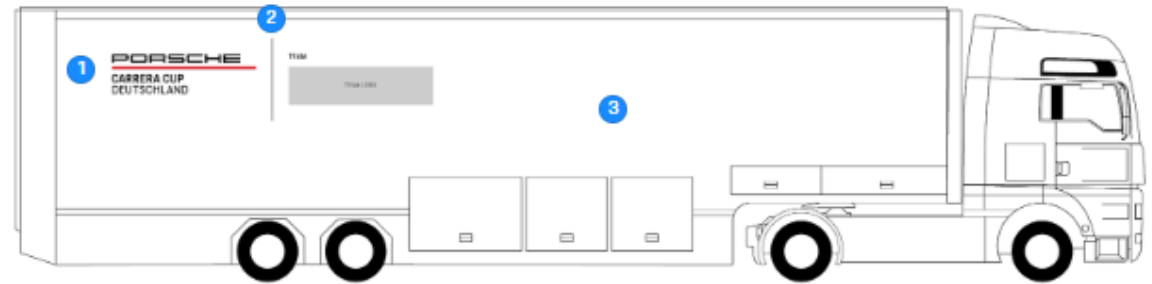
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Placement of the combined platform signet (horizontal positioning)



1 Left clearance: 5 X

2 Top clearance: 3 X

3 Height of the combined platform signet: 33.8% of the trailer height

The variable X is determined by the width of the platform signet B : $15 = X$.



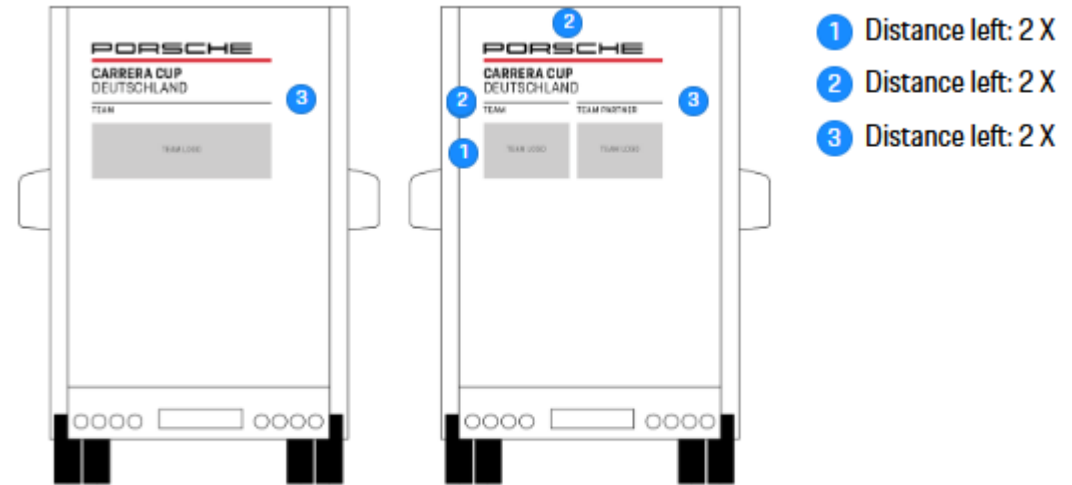
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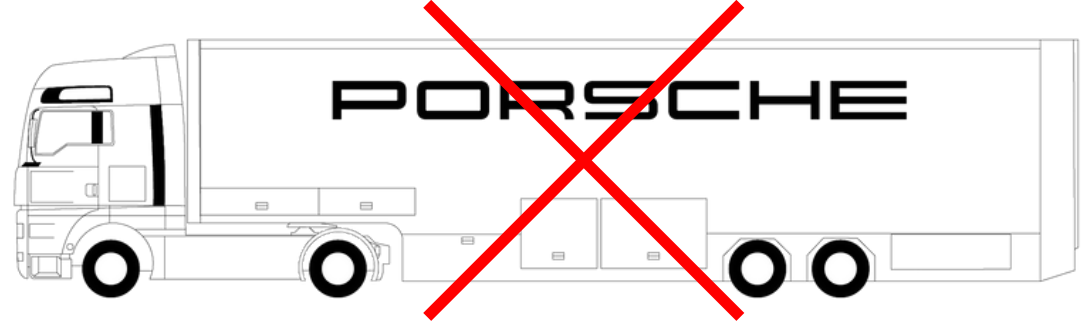
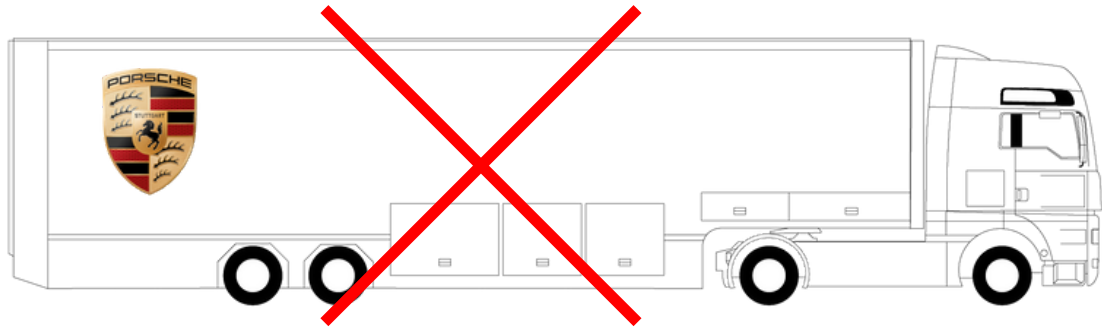
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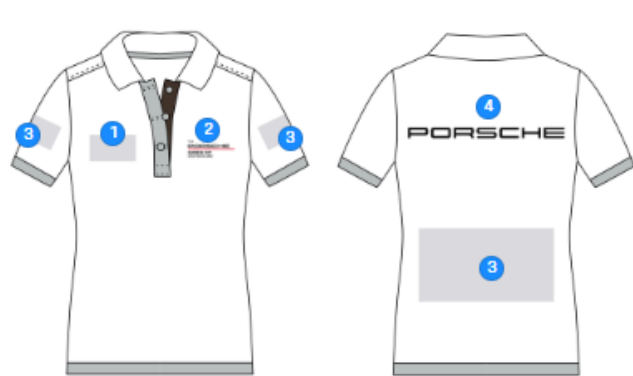
Applications for racing teams in Porsche One-Make-Series

In principle, teams are not permitted to use the Porsche logo and the Porsche marque.



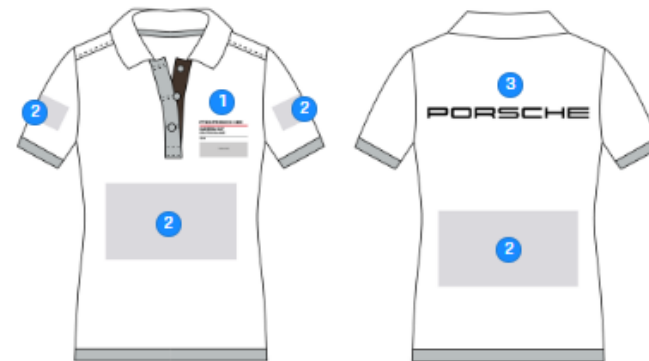
Applications for racing teams in Porsche One-Make-Series

Placement of the **normal** platform signet with team logo on team gear



- 1 Placement of the team logo
- 2 Placement of the simple platform signet with status information
- 3 Option for placement of the team partner's logo
- 4 One-Make series teams may now also use the Porsche wordmark on team gear and racing suits

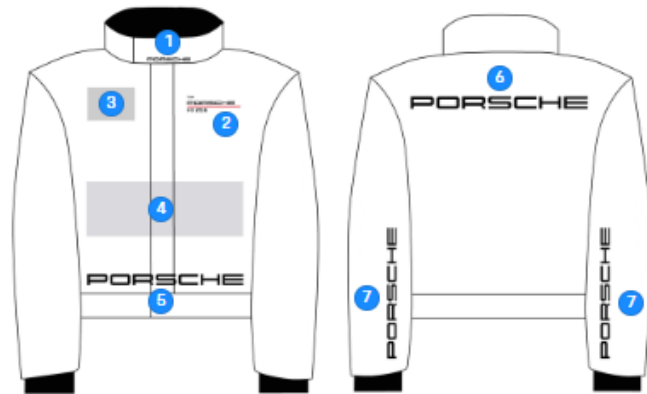
Placement of the **combined** platform signet with team logo on team gear T-shirts



- 1 Placement of the combined platform signet with team logo
- 2 Option for placement of the team partner's logo
- 3 One-Make series teams may now also use the Porsche logo on team gear and racing suits

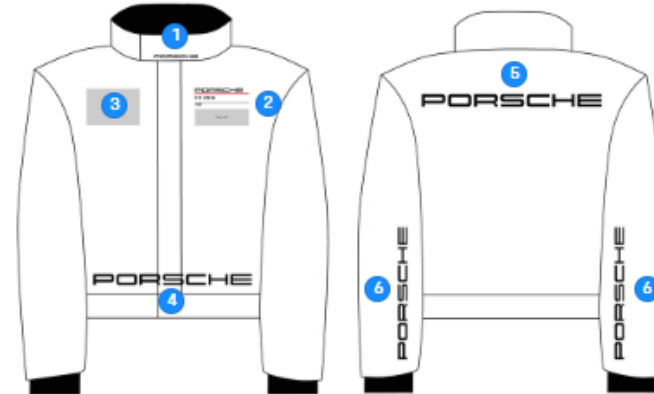
Applications for racing teams in Porsche One-Make-Series

Placement of the **normal** platform signet with team logo on race suits



- 1 Porsche wordmark (black or white) on the collar, 9 cm wide
- 2 Platform signet with status information or team name
- 3 Team logo
- 4 Option for placement of the team partner's logo
- 5 Porsche wordmark (black or white), 10 cm above the belt, 30 cm wide
- 6 Porsche wordmark (black or white), 20 cm under the collar, 30 cm wide
- 7 Porsche wordmark (black or white), optionally on the back of the sleeves, 30 cm wide

Placement of the **combined** platform signet with team logo on race suits

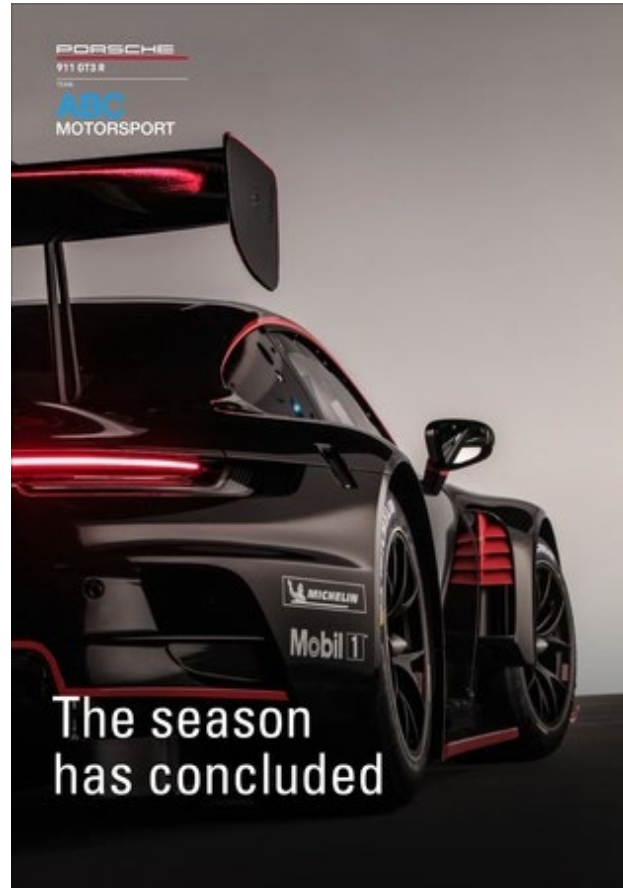


- 1 Porsche wordmark (black or white) on the collar, 9 cm wide
- 2 Combined platform signet
- 3 Option for placement of the team partner's logo
- 4 Porsche wordmark (black or white), 10 cm above the belt, 30 cm wide
- 5 Porsche wordmark (black or white), 20 cm under the collar, 30 cm wide
- 6 Porsche wordmark (black or white), optionally on the back of the sleeves, 30 cm wide

Media examples in the teams' communications

Examples of platform signets used on different media in the teams' communications using an advertisement as an example.

The platform signets are always left aligned in the layout.



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