



PORSCHE



Motorsport

Communication guidelines for partners

Winning together

Professional motorsports rely and always have relied on collaboration with strong partners. True to the motto "Winning together", Porsche pursues a unique philosophy that offers its partners more than sponsoring in the classic sense. The partners make a substantial contribution to the motorsports activities of Porsche AG. In order to associate their commitment with the Porsche brand, Porsche Motorsport offers the partners defined communication rights in this context. A partner's commitment forms the basis for communication with a platform signet. In terms of content, this communication must always reference the commitment on the respective platform; it is restricted to the temporal and territorial framework of the commitment.

The Porsche Motorsport look gives partners the opportunity to communicate their connection to Porsche in a uniform manner – while at the same time taking their individual visual identity into consideration. This enhances the image of Porsche in the versatile field of motorsports activities; benefiting both the brand and the individual partners. Based on the principle of services and reciprocal services, Porsche Motorsport does justice to today's partnership concepts in the form of extended communication rights.

The Porsche Motorsport partnership model envisages the following categories: Platinum, Gold, Silver and Bronze. These categories are intended for internal use and linked to different communication rights. In the public eye, the partners always appear with their status information, such as 'Official Partner'. The Communication Guidelines provide an overview of the legally compliant use and deployment of the platform signet for the four partner categories, and supplement the respective contractual agreements with Porsche AG.

General communication guidelines

Communication with the platform signet is fundamentally only permissible in the scope of communication campaigns that directly relate to the partner's commitment. The use of the platform signet in the scope of image advertising is permissible; however, it is not permitted in the context of product advertising. There must be an unambiguous relationship with the cooperation partner in all communication campaigns. The Platinum category is an exception to this rule. The following applies as a general rule: Porsche must not appear to be dominant.

In all of the partner's communication campaigns, the platform signet must be placed on a horizontal or vertical line with the partner logo. The minimum distance must be equivalent to twice the height of the Porsche logo. Products and merchandising articles which are branded with the marque must always be agreed upon with Porsche Design- und

Handelsgesellschaft. The use of the Porsche marque is only permissible for partners in the Platinum category.

Other partners are permitted to advertise using the platform (signet) within which cooperation takes place.

The image material provided by Porsche is typically free from copyrights and may be used in line with the specifications. As Porsche emblems are typically visible on the vehicles, and as Porsche owns the brand rights (e.g. the shape of the 911 Cup vehicle), the following points must be observed:

- Image details must be selected such that the Porsche emblems are not spotlighted, in order to avoid the assumption of use in the style of a brand.
- All marque users must ensure that the tonality and imagery in their communications is never aggressive or arrogant, but pleasant, open, premium, intelligent and socially acceptable.
- The use of TV and film material is only possible following prior request and written release by Porsche.

Please note that any form of use of the platform signet and all communication campaigns that reference Porsche require prior release by Porsche.

Combined platform signet and status information

Partners receive a combined platform signet in which the partner logo is integrated at a specified position. A fixed line in the corporate typeface Porsche Next indicates the partner's status. Depending on the respective partner category, the status designations here include: 'Offizieller Partner/Official Partner', 'Offizieller Kooperationspartner/Official Corporate Partner', 'Offizieller Serienpartner/Official Series Partner'. The respective status information is clearly stipulated within the scope of the contractual agreement between Porsche and the partners. The status information thus represents the visual and content-related connection between the partner and Porsche and/or the respective platform.

The simple platform signet can also be used in communication campaigns which are already marked with the partner logo in some other way. The line with the status information is then placed above the bar with the logo; in this case it can also be implemented in white if the background is dark.

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.

The platform signet is fundamentally identical for the Platinum, Gold, Silver and Bronze categories; only the usage rights differ (see the following pages).

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

Structure of the platform signet

Platform signet in the original form

PORSCHE
TITLE SPONSOR
DESIGNATION
SUPPLEMENT

Simple platform signet with status information of an official partner

OFFICIAL PARTNER
PORSCHE
TITLE SPONSOR
DESIGNATION
SUPPLEMENT

Normal variant of the combined platform signet (vertical and horizontal arrangement)

PORSCHE
TITLE SPONSOR
DESIGNATION
SUPPLEMENT

STATUS INFORMATION

Partner logo

PORSCHE
DESIGNATION
SUPPLEMENT

STATUS INFORMATION

Partner logo

Use of the colour variants

PORSCHE
MOTORSPORT

For colour printing

PORSCHE
MOTORSPORT

For red backgrounds

PORSCHE
MOTORSPORT

For monochrome printing in exceptional cases

Exclusivity and usage rights in the Platinum category (P)

The Platinum category is the highest level of a superordinate cooperation with the objective of long-term, strategic collaboration, and very extensive communication rights. Porsche always works in a sector-exclusive and global manner with partners in the Platinum category. Porsche guarantees exclusivity for the partner's industry or product area. The number of partners in the Platinum category is limited. The racing teams participating in the One-Make-Series are not permitted to display on their vehicles any advertising for companies or products that compete with the partner.

Partners in the Platinum category have the usage rights marked with (P) in the following. Applications for which specific consultation with Porsche is required are marked with a corresponding supplement. In case of queries, please consult your specialist contact.

Exclusivity and usage rights in the Gold category (G)

Porsche always cooperates exclusively within an industry at international and national level with partners in the Gold category. Porsche guarantees exclusivity with regard to the respective commitment for the partner's industry or product area. The number of partners in the respective commitment category is limited. The racing teams participating in the One-Make-Series are not permitted to display on their vehicles any advertising for companies or products that compete with the partner.

Partners in the Gold category have the usage rights marked with (G) in the following. Applications for whichever specific consultation with Porsche is required are marked with a corresponding supplement. In case of queries, please consult your specialist contact.

Exclusivity and usage rights in the Silver category (S)

Porsche cooperates exclusively within an industry in nationally orientated, or smaller internationally orientated, cooperations with partners in the Silver category. Porsche grants exclusivity within the scope of the commitment of the partner for the sector/product area of the partner. In the case of series partners of the Porsche One-Make-Series, this is restricted to the relationship with Porsche and not to the advertising spaces on the race cars which are provided for the teams. The number of partners in the respective commitment is variable.

Partners in the Silver category have the usage rights marked with (S) in the following. Applications for whichever specific consultation with Porsche is required are marked with a corresponding supplement. In case of queries, please consult your specialist contact.

Exclusivity and usage rights in the Bronze category (B)

Partners in the Bronze category are classical outfitters and suppliers of equipment. These cooperations are often founded on the delivery and provisioning of goods and services. Porsche grants exclusivity within the scope of the commitment of the partner for the sector/product area of the partner. The number of partners is variable.

Partners in the Bronze category have the usage rights marked with (B) in the following. Applications for whichever specific consultation with Porsche is required are marked with a corresponding supplement. In case of queries, please consult your specialist contact.

Usage rights in the various categories		Image rights			Logo			Other rules
		Use of			Use of			
		Porsche image material	Image material from Racing series vehicles	Porsche image material of factory cars	Porsche marque	Porsche logotype	Platform signet with status information	Platform signet with integrated partner logo
Platinum category (P) Gold category (G) Silver category (S) Bronzekategorie (B)	On location							
	Race car							
	Driver equipment							
	Team clothing							
	Trucks/equipment							
	Hospitality							Here, in each case, the sticker regulations for the respective cooperation platform and the contract content apply.
Classical advertising	Catalogues/brochures	(PG)	(PGSB)	(PGSB)	(P)	(P)	(PGSB)	(PGSB)
	Printed advertisements	(PG)	(PGSB)	(PGSB)			(PGS)	(PGSB)
	Poster/billboard advertising	(PG)	(PGSB)	(PGSB)	(P)	(P)	(PGS)	(PGSB)
	TV spots							
	Radio spots							
Sales promotions	Direct marketing	(PG)	(PGSB)	(PGSB)	(P)	(P)	(PGS)	(PGSB)
	Point of Sale	(PG)	(PGSB)	(PGSB)			(PGS)	(PGSB)
	Promotional gifts							
	Competitions							
	Other promotions							
New media	Mobile	(PG)	(PGSB)	(PGSB)				
	Internet	(PG)	(PGSB)	(PGSB)	(P)	(P)	(PGS)	(PGSB)
	Banners	(PG)	(PGSB)	(PGSB)	(P)	(P)	(PGS)	(PGSB)
	Links						(PGSB)	(PG)
Other applications	Events	(PGS)	(PGSB)	(PGSB)	(P)	(P)	(PGSB)	(PGSB)
	Publicity/press work						(PGSB)	(PGSB)
	Incentives (internal)	(PGS)	(PGSB)	(PGSB)	(P)	(P)	(PGSB)	(PGSB)
	Presentations (internal)	(PGS)	(PGSB)	(PGSB)	(P)	(P)	(PGSB)	(PGSB)

1 The respective products are subject to quality control by Porsche. If there is a conflict situation with existing licence holders or with other existing contracts, Porsche can refuse the request. Procurement is via Porsche Lizenz- und Handelsgesellschaft or one of its licensees, or internal procurement with a licence fee to be agreed. In any case, this activity must be coordinated with Porsche in advance.

2 Clearance required

6 Examples of combined platform signets

Combined platform signets, vertical arrangement



Combined platform signets, horizontal arrangement



7 Examples of combined platform signets for partners in advertisements

7



Sample applications showing platform signets on various backgrounds in partner advertising. The platform signets are always left-justified.

8 Ordering the platform signet and coordination

The platform signet/logo is created centrally worldwide by Porsche AG, Department VMK and its service providers.

The platform signet and the combined signet are provided free of charge by e-mail as EPS files, with an additional information PDF. The ordering procedure must be strictly adhered to.

EPS files (Illustrator 8 files) are vector-orientated graphics files which advertising agencies, media designers, etc., can work with professionally worldwide. EPS files cannot typically be used directly in office programs. However, the advertising agency or media designer can generate the desired file format from the EPS file provided. The information PDF contains all the specifications and instructions in German and English for agencies and media designers on handling the platform signet provided.

All communication campaigns in which Porsche products, marques and signets are displayed are subject to release by Porsche. All users (subsidiaries, importers, Porsche AG departments, One-Make-Series organisations, partners and their agencies) are requested to call their contact persons for details. The contact person will issue a release, or correct the release request to reflect the defined rules.

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