FIA MOTORSPORT GAMES
BRAND GUIDELINES

THE MOTORSPORT GAMES
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THE MOTORSPORT GAMES
AN INTRODUCTION

The FIA Motorsport Games is an international, multi-disciplinary sporting event that will see drivers competing not for individual recognition, but for their country.

The 2024 Games will feature twenty-six disciplines in six categories: Circuit, Rally, Off-Road, Karting, Electric Street and Esports.

Each competition will award Gold, Silver and Bronze medals, contributing to an overall medal table.

#1

THE MOTORSPORT GAMES
THE LOGO

The FIA Motorsport Games Logo acts as
a graphical representation of nations coming
together – a contemporary marque of driving
excellence, challenge and national glory.

It is crucial that the FIA Motorsport Games Logo
is applied as shown in these guidelines,
and in a consistent manner on all FIA materials.

FIA MOTORSPORT GAMES 2024
MASTER LOGO

The FIA Motorsport Games Logo is a marque of excellence and national glory, for an event set to become an iconic date on the motorsport calendar.

Inspired by the chequered flag and laurel forms so notorious through motorsport history, the coloured forms represent national flags coming together to compete.

Master Logo Positive RGB

LOGO SCREEN COLOUR FORMAT

Where possible if used digitally, the FIA Motorsport Games Master Logo should be used in its full colour RGB Negative format, where it is at its most powerful.

On light backgrounds, the FIA Motorsport Games Master Logo should be used in the full colour RGB positive logo format.

CMYK and Pantone formats are available for all Motorsport Games Logos, for use ONLY when applied to a printed product or design.

Master Logo Colour Positive RGB

Master Logo Colour Negative RGB

LOGO PRINT COLOUR FORMATS

When the logo is to be printed, CMYK, Pantone and Mono versions are available of the Logo.

Wherever possible, Pantone versions should be used as they will give the most vivid representation of the RGB colours. CMYK versions are available when Pantone printing is not possible.

It is always preferred to use the colour Logos than the mono grey or black versions. If it is not possible to print in colour, the grey logo versions can be used.

Pantone Logo Positive

Pantone Logo Negative

CMYK Logo Positive

CMYK Logo Negative

LOGO MONO FORMATS

It is always preferred to use the colour Logos than the mono grey or black version. If it is not possible to print in colour, the grey logo versions can be used.

The grey logo is preferred for print applications. The mono logo should be used for die cuts, stamps and physical production.

Grey Logo Positive

Grey Logo Negative

Mono Logo Positive

Mono Logo Negative

GENERIC LOGO

For use in smaller formats, or on collateral at the event that doesn't need the date and location, the generic logo is available without 'VALENICIA' or the national flag.

RGB Generic Logo Positive

RGB Generic Logo Negative

Mono Generic Logo Positive

Mono Generic Logo Negative

#2

THE MOTORSPORT GAMES
LOGO USAGE

The following serves as a guide for how to use the FIA Motorsport Games Logo when designing and producing high quality collateral both online or in print.

Strict application of these brand guidelines will ensure brand consistency of the highest standard. If in doubt, please contact the FIA for clarification.

LOGO SPACING AND SIZING

The FIA Motorsport Games Logo must be given prominence and visibility, so it is not crowded by other text and graphics.

The clear space area as shown here is the minimum – we recommend that you increase this space wherever possible. The clear space area is based on the 'x', measurement, the width of the FIA logo.

The FIA Motorsport Games Logo should not be reproduced any smaller than 40mm in width, and ideally bigger than this where possible.

Minimum Width
40mm

MISUSE OF THE LOGO

The FIA Motorsport Games Logo and Icon should not be modified in any way.

Poor use of the FIA Motorsport Games Logo detracts from the professional nature of the challenge, therefore weakening the core idea of the FIA as an authority. When using the FIA Motorsport Games Logo, the following rules should be adhered to at all times.

DISTORTED
Do not stretch, distort or crop the logo.

ALTERED
Do not alter the spacing, arrangement or ratio between elements of the logo.

ROTATED
Do not flip or rotate the logo.

VISUAL EFFECTS
Do not use any effects such as drop shadows on the logo.

TYPOGRAPHY
Do not change or replace the typography within the logo.

COLOUR
Do not change any colours within the logo.

BACKGROUND CONTROL

The FIA Motorsport Games Logo can be applied to single colour backgrounds or on a clear space within imagery. However, the following rules regarding use of the appropriate logo format must also be observed.

DARK BACKGROUNDS
The negative logo formats can be used on dark backgrounds.

WHITE BACKGROUNDS
The positive logo formats can be used on white/very light backgrounds.

LIGHT/MID BACKGROUNDS
The negative logo formats should not be used on light backgrounds.

BLUE BACKGROUNDS
The positive logo formats should not be used on a dark blue background.

BUSY GRAPHICS
All logo formats should not be used on busy graphic backgrounds.

IMAGES
All logo formats should not obscure the focus of an image.

#3

THE MOTORSPORT GAMES
BRAND ELEMENTS

This chapter outlines the separate elements
which make up the FIA Motorsport Games
brand identity.

The strict application of these assets
and elements will ensure brand consistency
of the highest standard. If in doubt,
please contact the FIA for clarification.

DISCIPLINE LOGOS

Along with the Motorsport Games master logo, there are a set of 27 discipline logos, each with a series highlight colour.

Positive versions and versions without Valencia are also available.

CIRCUIT	RALLY		KARTING	OFF ROAD	ELECTRIC STREET	ESPORTS
Red	Orange		Blue	Yellow	Green	Aqua

GT	RALLY2	RALLY4 TARMAC	CROSS CAR JR	KARTING SPRINT JR	AUTO SLALOM	ESPORTS F4
GT SPRINT	RALLY2 GRAVEL	RALLY ALL-STARS	CROSS CAR SR	KARTING SPRINT SR	KARTING SLALOM	ESPORTS GT
SINGLE MAKE GT	RALLY2 TARMAC	HISTORIC RALLY	CROSS CAR MINI	KARTING ENDURANCE		
FORMULA 4	RALLY4	HISTORIC RALLY GRAVEL		KARTING MINI		
TOURING CAR	RALLY4 GRAVEL	HISTORIC RALLY TARMAC				
DRIFTING						

DISCIPLINE LOGO SPACING & SIZING

The FIA Motorsport Games Discipline Logos must be given prominence and visibility, so they are not crowded by other text and graphics.

The clear space area as shown here is the minimum – we recommend that you increase this space wherever possible. The clear space area is based on the 'x', measurement, the height of the 'speed tunnel' graphic.

The FIA Motorsport Games Discipline Logos should not be reproduced any smaller than the 'speed tunnel' graphic being 40mm in width, and ideally bigger than this where possible.

Minimum Width of Graphic
40mm

ICONOGRAPHY

To better differentiate each discipline, a set of icons has been created. Car Code icons feature the master discipline initials and the Car icons show a visual representation of each discipline type. Each icon is available in negative and positive versions.

CIRCUIT

RALLY

CAR CODE ICONS

CAR ICONS

ELECTRIC STREET   **CROSS CAR**   **KARTING**   **ESPORTS**

CAR CODE ICONS

CAR ICONS

COLOUR PALETTE

There are four primary colours that make up the FIA Motorsport Games colour palette. The first two are the established FIA Dark Blue and Pale Grey from the FIA brand, the second two consist of a highlight Motorsport Games mid blue and an FIA Shadow Blue, which is used within gradients with the FIA Dark Blue.

NOTE: The Motorsport Games Blue should only be used as a highlight colour rather than as big expanses of background colour.

Primary Flat Colours

FIA DARK BLUE
PANTONE **295** C

R 0 **G** 45 **B** 95
C 100 **M** 70 **Y** 0 **K** 50
HTML 002D5F

MOTORSPORT GAMES BLUE
PANTONE **2728** C

R 0 **G** 79 **B** 255
C 90 **M** 68 **Y** 0 **K** 0
HTML 004FFF

FIA PALE GREY
PANTONE **421** C

R 175 **G** 175 **B** 175
C 5 **M** 0 **Y** 0 **K** 40
HTML AFAFAF

FIA SHADOW BLUE
RGB / CMYK ONLY

R 0 **G** 30 **B** 70
C 100 **M** 70 **Y** 0 **K** 70
HTML 001E46

Background Gradients

Primary Background Gradient

FIA BLUE   FIA SHADOW BLUE

Secondary Background Gradient

20% FIA PALE GREY   FIA PALE GREY

SERIES' COLOURS

The six event categories each have their own highlight colour to give them individual stand-out at each of the venues.

For specific branding purposes, each category also have their own Key Visual, in their relevant colour.

MOTORSPORT GAMES **CIRCUIT RED**	**PANTONE 485 C** C 0 M 95 Y 90 K 0	R 255 G 15 B 0 **HTML** FF0F00
MOTORSPORT GAMES **RALLY ORANGE**	**PANTONE 144 C** C 0 M 51 Y 100 K 0	R 255 G 130 B 0 **HTML** FF8200
MOTORSPORT GAMES **KARTING BLUE**	**PANTONE 306 C** C 70 M 10 Y 0 K 0	R 0 G 180 B 255 **HTML** 00B4FF
MOTORSPORT GAMES **OFF ROAD YELLOW**	**PANTONE 3945 C** C 10 M 0 Y 95 K 0	R 255 G 255 B 0 **HTML** FFFF00
MOTORSPORT GAMES **ELECTRIC STREET GREEN**	**PANTONE 361 C** C 70 M 0 Y 100 K 0	R 70 G 210 B 30 **HTML** 46D21E
MOTORSPORT GAMES **ESPORTS AQUA**	**PANTONE 319 C** C 70 M 0 Y 20 K 0	R 0 G 255 B 255 **HTML** 00FFFF

TYPOGRAPHY

The font used throughout
FIA Motorsport Games collateral
is Pilat – which can be used in
Extended or Standard widths and
in Heavy, Regular or Light weights.

Commonly, it should be used
at around +40pt tracking set to
optical. In some circumstances
it may be necessary to adjust
the spacing between individual
characters manually. Leading
should be set to approximately
+25%. E.g. leading on 10pt type
would be 12.5pt.

THE RACE OF NATIONS

I AM PILAT. I AM THE FONT FOR THE FIA MOTORSPORT GAMES

The Pilat Font can be used in the following formats and weights.
Every application of Pilat or Pilat Extended should be set to:

– 40pt Tracking
– +25% Leading (e.g. 20pt size / 25pt leading)

PILAT EXTENDED

PILAT EXTENDED HEAVY IN CAPS FOR HEADLINES AND FEATURE TEXT

PILAT EXTENDED LIGHT IN CAPS FOR HEADLINES AND FEATURE TEXT

PILAT STANDARD

PILAT HEAVY FOR HEADLINES AND FEATURE TEXT WITHIN CONSTRAINED AREAS

Pilat Regular in sentence case for all larger areas of body copy

TEXT RULES & OFFICIAL HASHTAGS

All written communication should always follow these text rules to ensure consistency across all collateral and touchpoints for the FIA Motorsport Games.

Motor Sport or Motorsport?

The Event Brand name should always be written with 'motor' and 'sport' as one word, 'FIA Motorsport Games'. In general text referring to the wider sporting category, the FIA always refer to motor sport written as two words.

Abbreviations

FIA Motorsport Games should not be abbreviated to FIA M Games or FIA MG in any communications except when written as a hashtag.

FIA Brand

The FIA shortened brand name must always be written with 'FIA' in capitals, and should never be split by a line break. The letters FIA must always be featured before FIA Motorsport Games.

UK Spelling

UK spelling should always be the default rather than US spelling. Thus centre is good, center is not; colour is good, color is not. Also, where you think a word might end in 'ize', it should end in 'ise'.

FIA Motorsport Games Official Hashtags

FIA Motorsport Games	#FIAMotorsportGames	#FIAMGames	#FIAMGames24
Tagline	#RaceofNations		
Series	#FIAMGamesF4	#FIAMGamesDrifting	#FIAMGamesKarting
	#FIAMGamesGT	#FIAMGamesEsports	#FIAMGamesTC

PARTNER LOGO ARRANGEMENTS

The organiser and partner logos shown here should be used on event collateral as advised by FIA. Where possible they should be aligned horizontally or vertically, with FIA top or left.

The diagram to the right shows how the logos should be scaled to one another.
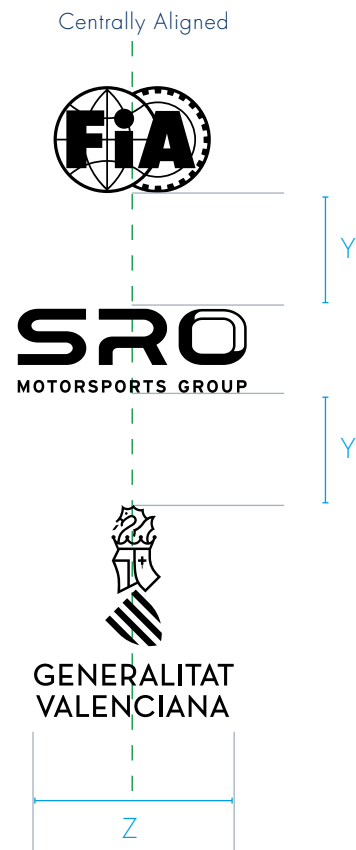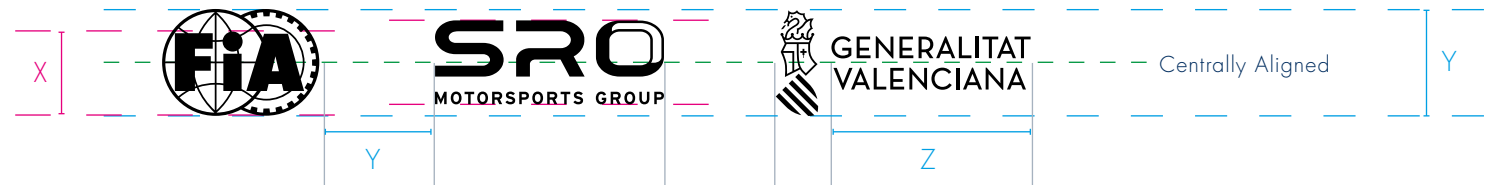
#4

THE MOTORSPORT GAMES
KEY VISUALS

As part of the brand toolkit, the FIA Motorsport Games has a key graphic, which is a background design element that can be used across collateral and touchpoints to give a consistent and unique visual style to the event branding.

Similar graphics are also applied to each of the six racing series. This chapter introduces the Master and Series Key Visuals for the 2024 FIA Motorsport Games.

MASTER KEY VISUAL DARK

For the FIA Motorsport Games Key Graphic, inspiration is taken from the dynamic wreath-form created from chequered flag shapes of the logo. A speed tunnel effect is created with a 'red carpet' of racing lines representing the journey to this iconic event for fans, drivers and nations.

The Master Key Graphic for the FIA Motorsport Games is centered and designed around the logo, so the logo must always be placed in the clear space in the centre of the graphic.

There are both cropped and uncropped assets available, and depending on whether the asset is to be used on larger formats, there are also versions with and without the logo.

Master Key Visual Dark
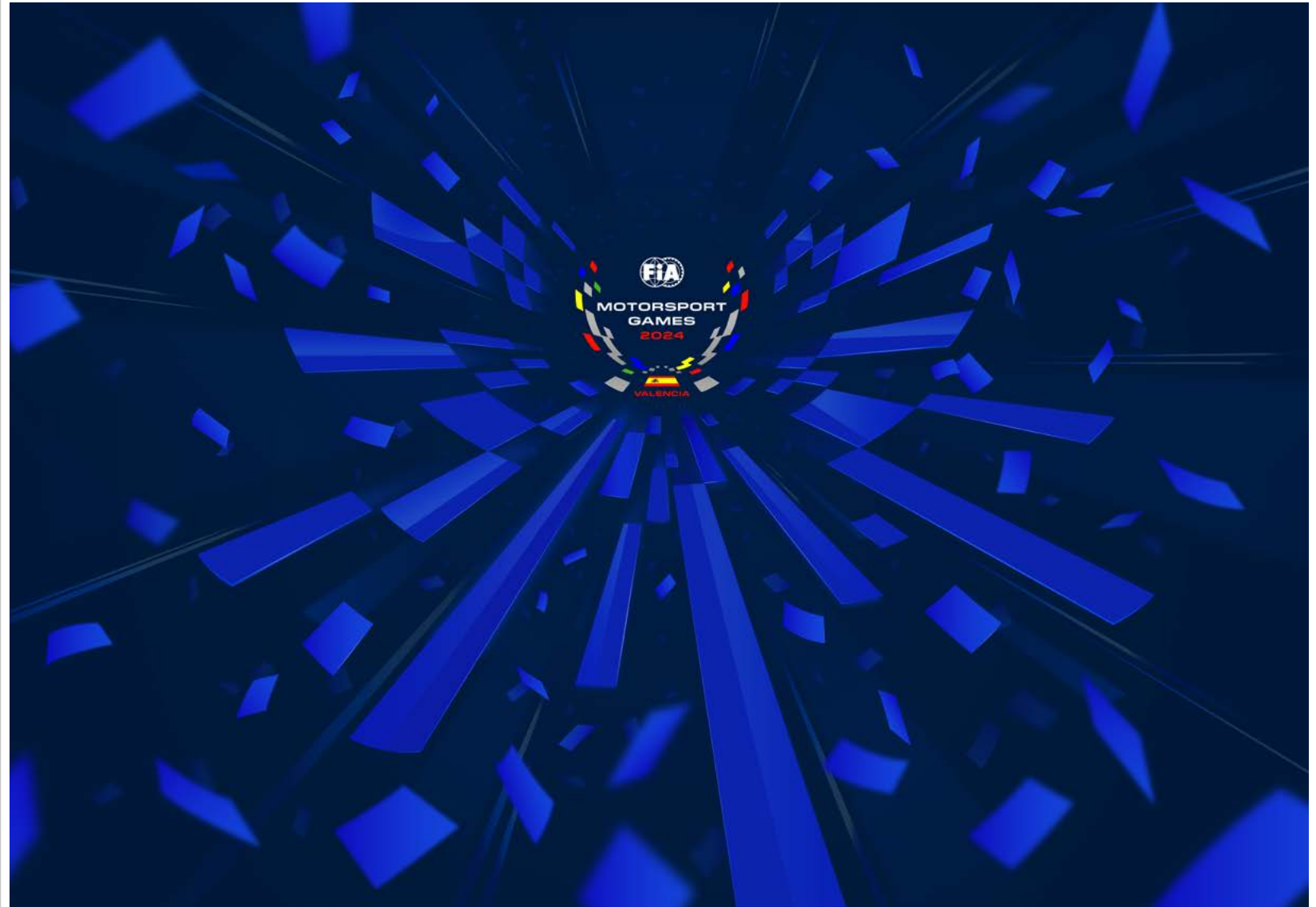
MASTER KEY VISUAL LIGHT

The Master Key Visual is also available in a Light format with an FIA Pale Grey background.

Master Key Visual Light

SECONDARY KEY VISUAL – DARK

Inspired by the logo form and the dynamic racing lines of the six series categories, the Secondary Key Visual can be used as an additional background graphic for event branding.

Secondary Key Visual Dark

SECONDARY KEY VISUAL – LIGHT

The Secondary Key Visual is also available in a Light format with a white background and Pale Grey graphics.

Secondary Key Visual Light

SERIES KEY VISUALS

There are six different colour variations of the Secondary Key Visuals for each of the six racing series in 2024. These Key Visuals can be used across any series-specific event touchpoints to create more stand-out for each race category. This will give a consistent visual aesthetic across the event and ensure each series has powerful visibility.
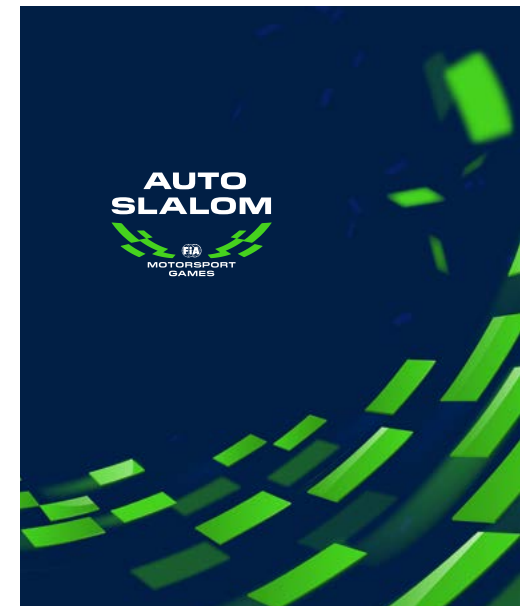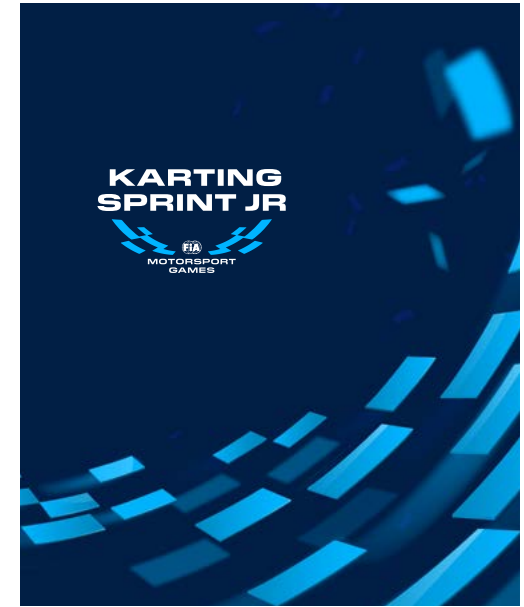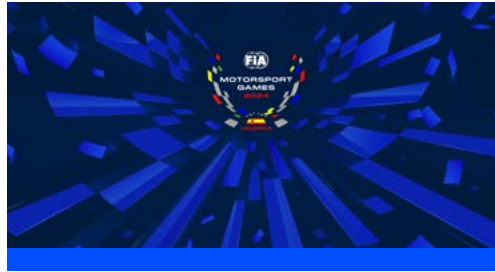
SERIES KEY VISUALS
– LIGHT & CROPS

The Series Key Visuals are
also available in a Positive
formats with a white background.
However, they should be used
primarily with the dark background
where possible.

The Series Key Visuals can be
cropped to create more dynamic
and flexible compositions
and designs.
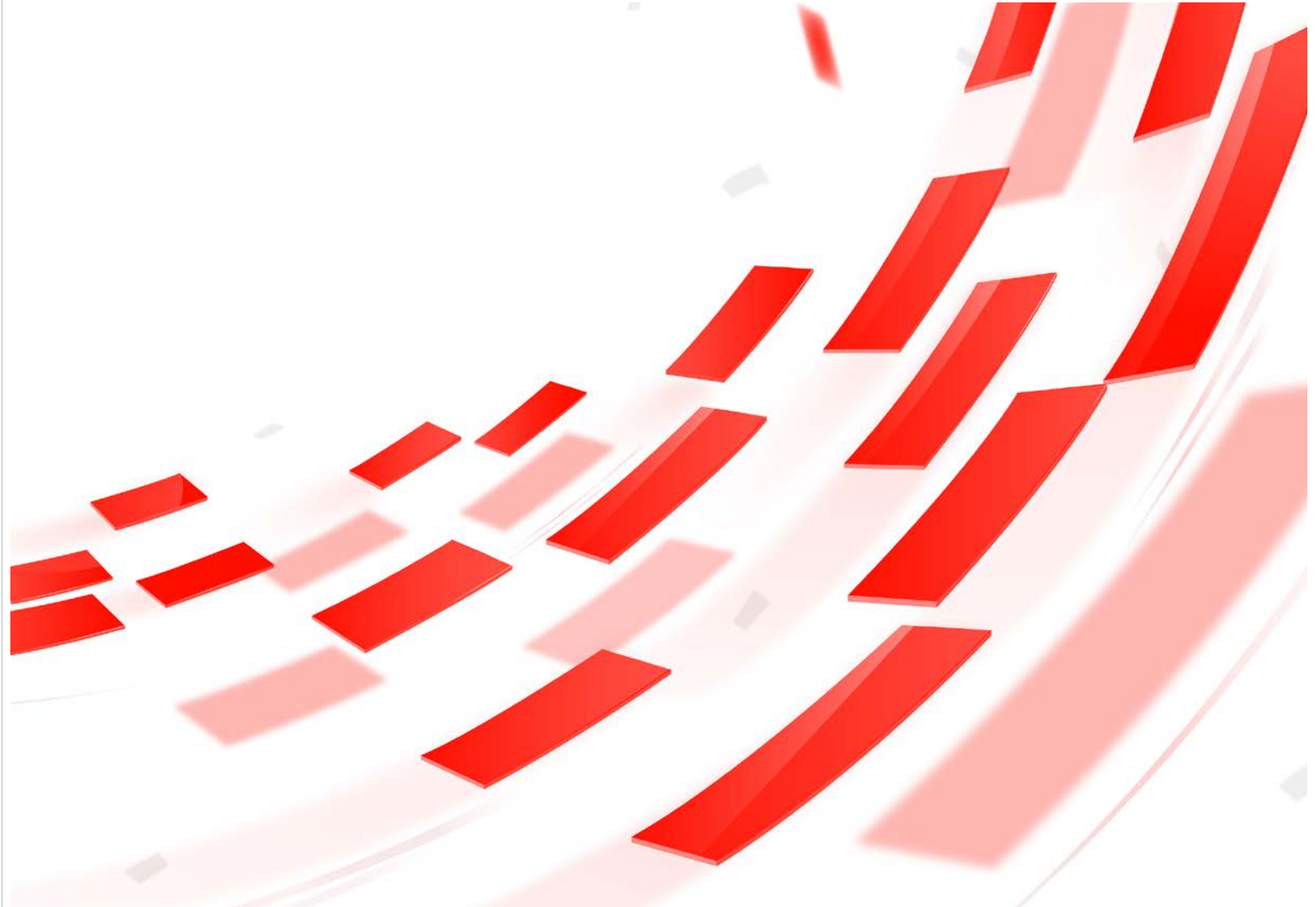
MASTER EVENT KEY VISUAL & HIGHLIGHT COLOUR

6 MOTORSPORT GAMES SERIES KEY VISUALS & HIGHLIGHT COLOUR

CIRCUIT	RALLY	KARTING	OFF ROAD	ELECTRIC STREET	ESPORTS
GT	RALLY2	KARTING ENDURANCE	CROSS CAR JR	AUTO SLALOM	ESPORTS F4
GT SPRINT	RALLY2 GRAVEL	KARTING SPRINT JR	CROSS CAR SR	KARTING SLALOM	ESPORTS GT
TOURING CAR	RALLY2 TARMAC	KARTING SPRINT SR			
FORMULA 4	RALLY4	KARTING MINI			
TRUCK RACING	RALLY4 GRAVEL				
DRIFTING	RALLY4 TARMAC				
	RALLY ALL-STARS				
	HISTORIC RALLY				
	HISTORIC RALLY GRAVEL				
	HISTORIC RALLY TARMAC				

#5

THE MOTORSPORT GAMES
EVENT APPLICATION

The following visuals show examples of how
the FIA Motorsport Games identity should
be applied across primary event touchpoints.

EVENT PODIUM

This is an example of how
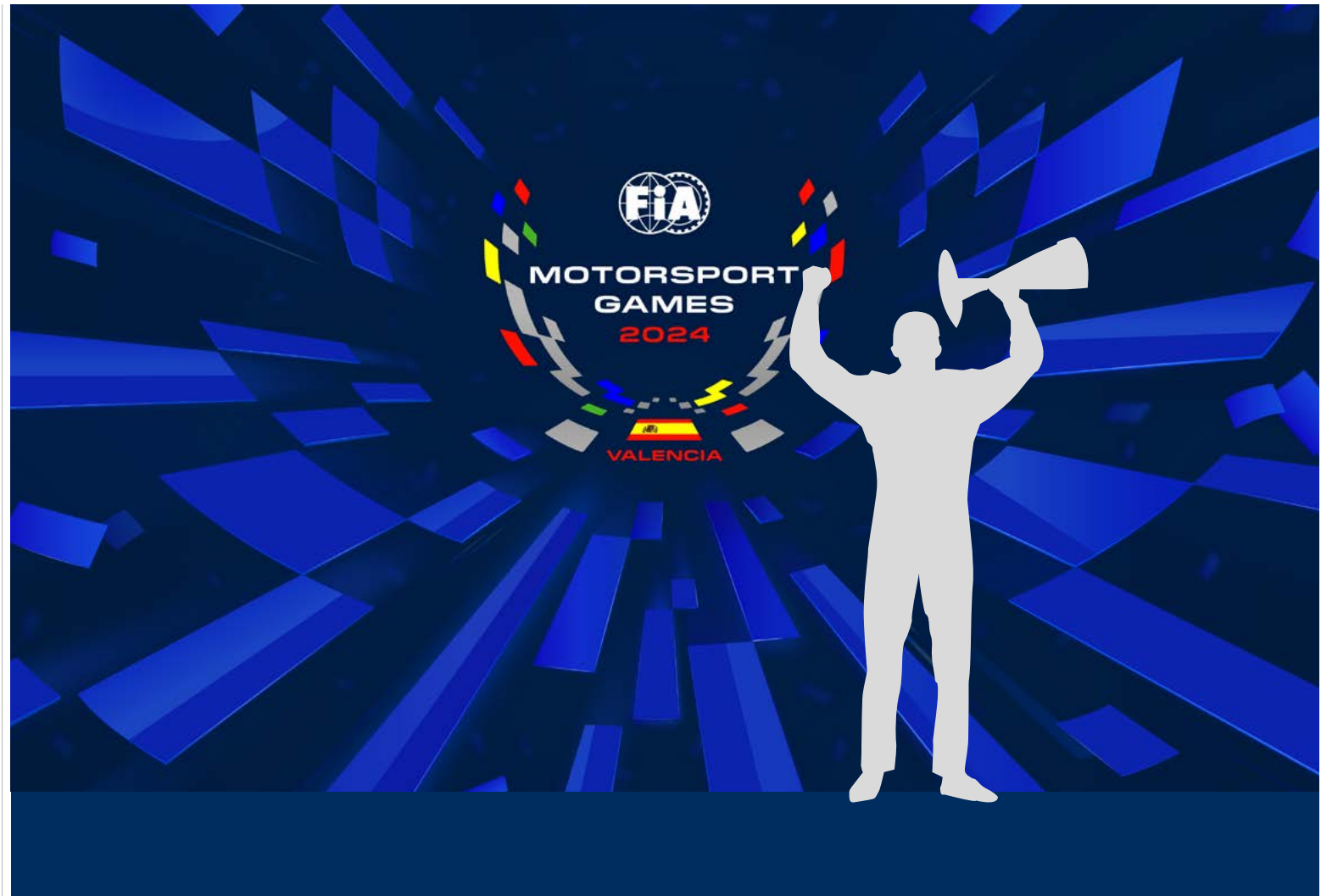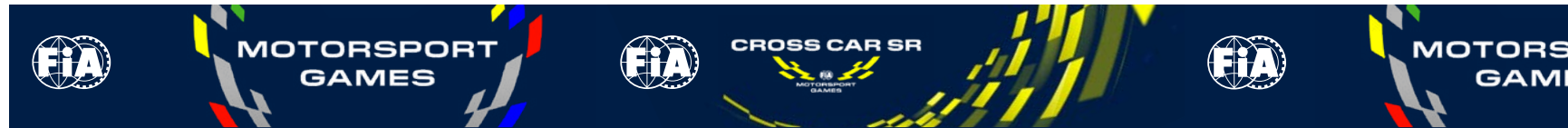the identity could be applied
on a podium.

PHOTO BACKDROP

This is an example of how
the identity could be applied
on a stage or photo backdrop

TRACKSIDE BANNERS

This is an example of how the identity could be applied to trackside banners.

BEACH FLAGS

This is an example of how
the identity could be applied
on vertical event beach flags.

TV GRAPHICS

This is an example of the brand application as a watermark for screen on a race standings chart. The FIA Motorsport Games Logo is placed on the left with the series name on the right.

#6

THE MOTORSPORT GAMES
NATIONAL TEAM BRANDING

Each participating national team must apply their national flag branding to their team livery and apparel.

In this chapter, we will show an overview of the designs for each team touch point using example team identities.

NATIONAL TEAM FLAGS & PLATES

Each nation will be given a stylised country flag icon and their name is written in Pilat Heavy.

Additionally, the Alpha-3 ISO country code is placed alongside the national flag to create a 'team plate' which can be applied to competing cars (refer to car livery pages following for more details).

COUNTRY LIST CORRECT
AT DATE OF PUBLICATION

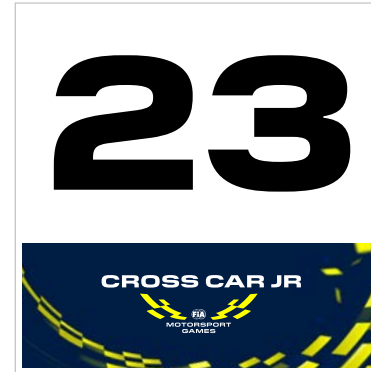| Team Flag		Team Plate	Team Flag		Team Plate	Team Flag		Team Plate
	ALBANIA	ALB		FINLAND	FIN		NORWAY	NOR
	ANDORRA	AND		FRANCE	FRA		OMAN	OMN
	ANGOLA	AGO		GEORGIA	GEO		PANAMA	PAN
	ARGENTINA	ARG		GERMANY	DEU		PERU	PER
	ARMENIA	ARM		GREECE	GRC		PHILIPPINES	PHL
	AUSTRALIA	AUS		GUATEMALA	GTM		POLAND	POL
	AUSTRIA	AUT		HONG KONG	HKG		PORTUGAL	PRT
	AZERBAIJAN	AZE		HUNGARY	HUN		ROMANIA	ROU
	BAHAMAS	BHS		ICELAND	ISL		SAUDI ARABIA	SAU
	BANGLADESH	BGD		INDIA	IND		SERBIA	SRB
	BARBADOS	BRB		IRAN (ISLAMIC REPUBLIC OF)	IRN		SINGAPORE	SGP
	BELGIUM	BEL		IRELAND	IRL		SLOVAKIA	SVK
	BOLIVIA	BOL		ISRAEL	ISR		SOUTH AFRICA	ZAF
	BOTSWANA	BWA		ITALY	ITA		SPAIN	ESP
	BRAZIL	BRA		JAMAICA	JAM		SRI LANKA	LKA
	BULGARIA	BGR		JAPAN	JPN		SWEDEN	SWE
	CANADA	CAN		KOREA, REPUBLIC OF	KOR		SWITZERLAND	CHE
	CAYMAN ISLANDS	CYM		KUWAIT	KWT		SYRIAN ARAB REPUBLIC	SYR
	CHILE	CHL		LATVIA	LVA		TRINIDAD AND TOBAGO	TTO
	CHINA	CHN		LEBANON	LBN		TURKEY	TUR
	CHINESE TAIPEI	TPE		LITHUANIA	LTU		UGANDA	UGA
	COLOMBIA	COL		LUXEMBOURG	LUX		UKRAINE	UKR
	COSTA RICA	CRI		MACAU	MAC		UNITED ARAB EMIRATES	ARE
	CROATIA	HRV		MALAYSIA	MYS		UNITED KINGDOM	GBR
	CZECH REPUBLIC	CZE		MALTA	MLT		UNITED STATES	USA
	DENMARK	DNK		MEXICO	MEX		URUGUAY	URY
	DOMINICAN REPUBLIC	DOM		MOZAMBIQUE	MOZ		UZBEKISTAN	UZB
	ECUADOR	ECU		NAMIBIA	NAM		VENEZUELA	VEN
	EGYPT	EGY		NETHERLANDS	NLD		VIETNAM	VNM
	EL SALVADOR	SLV		NEW ZEALAND	NZL		YEMEN	YEM
	ESTONIA	EST		NIGERIA	NGA			

TEAM RACE NUMBERS

Race numbers will be applied to each vehicle and supplied at the event by the promoter. The race number sticker is 410x410mm (wxh).

EXAMPLE COUNTRY NUMBERS ONLY

Team Number GT SPRINT

21

GT SPRINT
FIA MOTORSPORT GAMES

Team Number CROSS CAR JR

23

CROSS CAR JR
FIA MOTORSPORT GAMES

Team Number RALLY2

14

RALLY2
FIA MOTORSPORT GAMES

Team Number ESPORTS

7

ESPORTS
F4
FIA MOTORSPORT GAMES

Team Number AUTO SLALOM

18

AUTO SLALOM
FIA MOTORSPORT GAMES

Team Number KARTING SPRINT JR

75

KARTING SPRINT JR
FIA MOTORSPORT GAMES
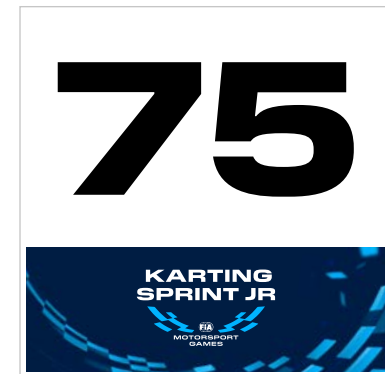
CAR LIVERY – GT CUP

EXAMPLE COUNTRY ONLY – FULL NATIONAL LIST NOT YET AVAILABLE

Detail Z –
OPTIONAL Side Panel Flag Crop Application

COUNTRY FLAG – FULL CAR WRAP

- Country flag MUST be applied to the entire bonnet and roof

- Full car should ideally be finished in primary national colour with side panel of car to feature crop of country flag if possible (See Detail Z)

COUNTRY NAMES – DOOR DECALS

- Country names MUST be written in English on the left side of the car, and in the native language on the right side of the car

- Official font to be used:
  Pilat Heavy / Kerning: Optical / Tracking: +40pt

- Type size varies depending on number of characters in country name but must be minimum 150mm in height

- Please follow example diagram on left (subject to change depending on car model, wheelbase length or position of air intake)

- Colour: white (or black if needed to create best contrast with the livery)

COUNTRY NAMES – DECAL ON BONNET

- Country name to fit centrally on the front of bonnet from one headlight to the other (Depending on name length & gaps on car bonnet/bumper)

REAR REGISTRATION PLATE

- FIA Motorsport Games Team Plate as supplied

RACE NUMBER

- Race number sticker to be placed on each side of the car by the country name and on the bonnet, right side
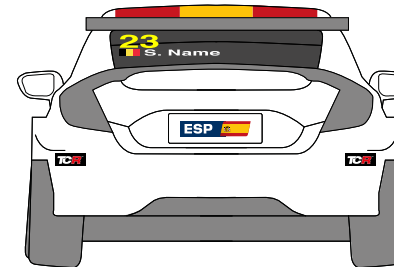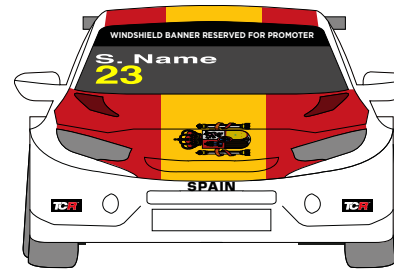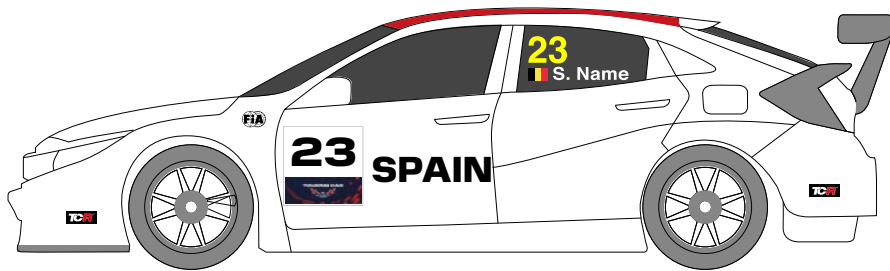
RESERVED AREAS FOR PROMOTER SPONSORS

- Windshield Banner reserved for the promoter

FIA LOGO STICKER

- To be placed below or in front of wing mirror on both sides of the car in black or white (whichever achieves greatest visibility) at a minimum of 80mm height

CAR LIVERY – TOURING CAR CUP

EXAMPLE COUNTRY ONLY – FULL NATIONAL LIST NOT YET AVAILABLE

COUNTRY NAMES – DOOR DECALS

- Country names MUST be written in English on the left side of the car, and in the native language on the right side of the car

- Official font to be used:
  Pilat Heavy / Kerning: Optical / Tracking: +40pt

- Type size varies depending on number of characters in country name but must be minimum 150mm in height

- Please follow example diagram on left (subject to change depending on car model, wheelbase length or position of air intake)

- Colour: white (or black if needed to create best contrast with the livery)

COUNTRY NAMES – DECAL ON BONNET

- Country name to fit centrally on the front of bonnet from one headlight to the other (Depending on name length & gaps on car bonnet/bumper)

DRIVER NAME & NUMBER

- Car Number 200mm height in Fluorescent yellow Helvetica Bold

- Driver Name:
  Rear side windows & Rear windscreen: 80mm height
  Front windscreen: 150mm H   **Font:** Helvetica Bold   **Colour:** White
  Style: Initial first name, dot, space, family name (e.g: Y. Muller)
  National Flag: Rear side window and back windscreen 80mm H

REAR REGISTRATION PLATE

- FIA Motorsport Games Team Plate as supplied

RACE NUMBER

- Race number sticker to be placed on each side of the car by the country name and centrally on the roof. Size: 410 x 410mm

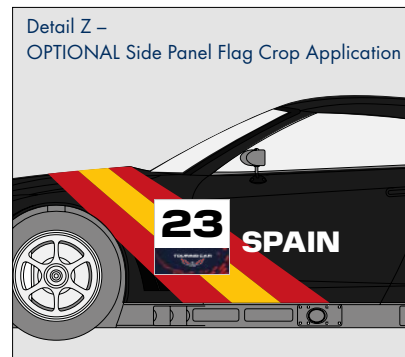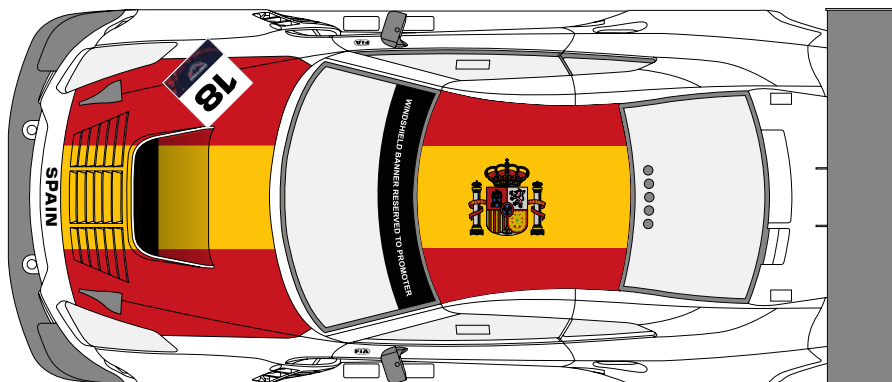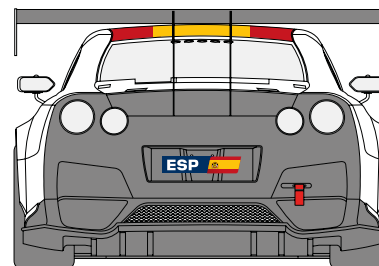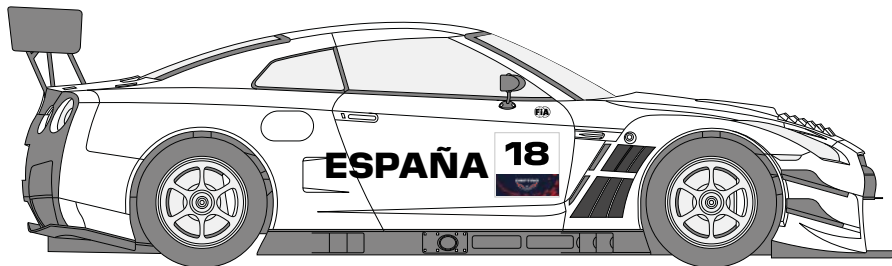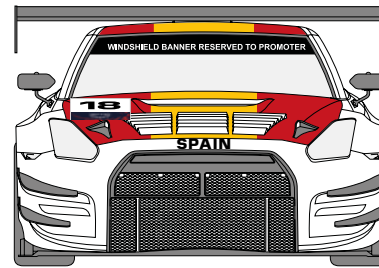### RESERVED AREAS FOR PROMOTER SPONSORS

- Reserved area at four corners of car for TCR Logo

- Windshield Banner reserved for the promoter

FIA LOGO STICKER

- To be placed below or in front of wing mirror on both sides of the car in black or white (whichever achieves greatest visibility) at a minimum of 80mm height

CAR LIVERY – DRIFTING CUP

EXAMPLE COUNTRY ONLY – FULL NATIONAL LIST NOT YET AVAILABLE

18 SPAIN

ESPAÑA 18

WINDSHIELD BANNER RESERVED TO PROMOTER
18
SPAIN

ESP

SPAIN
WINDSHIELD BANNER RESERVED TO PROMOTER
18

Detail Z –
OPTIONAL Side Panel Flag Crop Application

23 SPAIN

COUNTRY FLAG – FULL CAR WRAP

- Country flag MUST be applied to the entire bonnet and roof

- Full car should ideally be finished in primary national colour with side panel of car to feature crop of country flag if possible (See Detail Z)

COUNTRY NAMES – DOOR DECALS

- Country names MUST be written in English on the left side of the car, and in the native language on the right side of the car

- Official font to be used:
  Pilat Heavy / Kerning: Optical / Tracking: +40pt

- Type size varies depending on number of characters in country name but must be minimum 150mm in height

- Please find guidelines and examples in the left-hand diagram (subject to change depending on car model, wheelbase length or position of air intake)

- Colour: white (or black if needed to create best contrast with the livery)

COUNTRY NAMES – DECAL ON BONNET

- Country name to fit centrally on the front of bonnet from one headlight to the other (Depending on name length & gaps on car bonnet/bumper)

REAR REGISTRATION PLATE

- FIA Motorsport Games Team Plate as supplied

RACE NUMBER

- Race number sticker to be placed on each side of the car by the country name and on the bonnet, right side

RESERVED AREAS FOR PROMOTER SPONSORS

- Windshield Banner reserved for the promoter

FIA LOGO STICKER

- To be placed below or in front of wing mirror on both sides of the car in black or white (whichever achieves greatest visibility) at a minimum of 80mm height

CAR LIVERY – FORMULA 4

EXAMPLE COUNTRY ONLY – FULL NATIONAL LIST NOT YET AVAILABLE

Rear Wing Endplate

Rear Wing

Fin

Nose

Front Wing

Front Wing Endplate
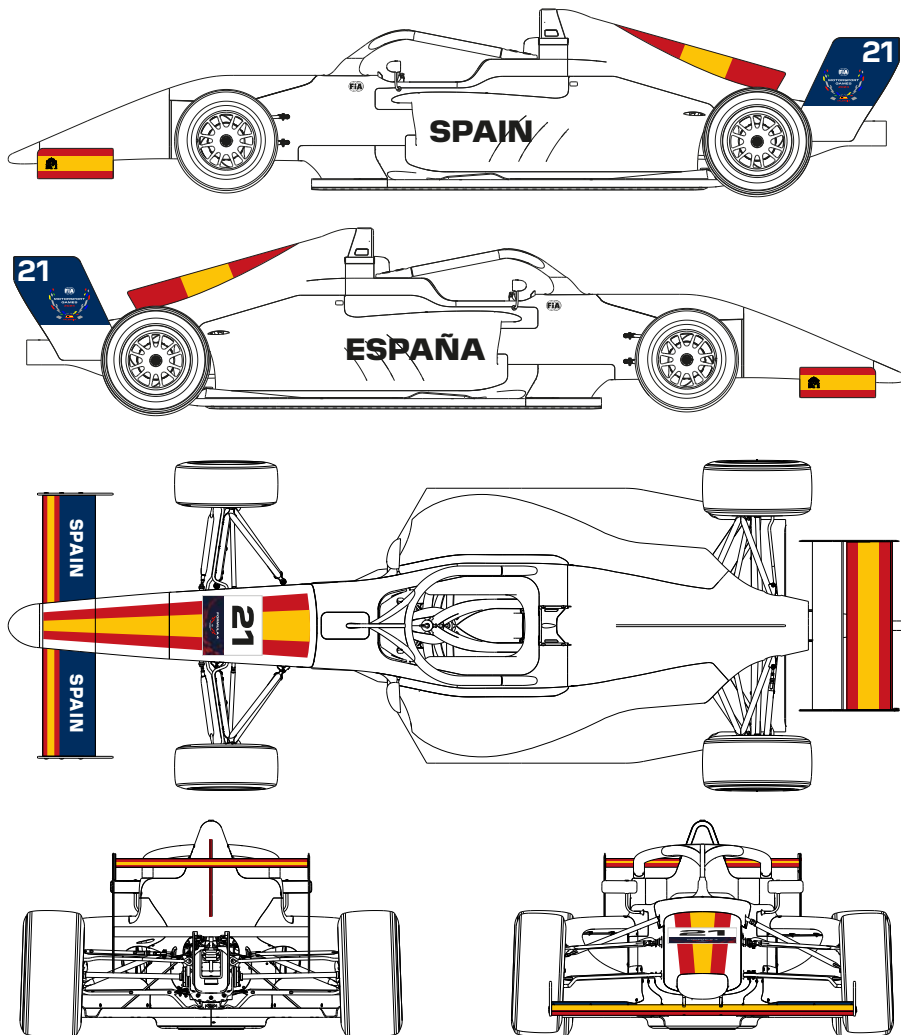
CAR LIVERY BASE

- Each country has a set of x6 livery decal stickers so the cars can be branded in every country's national colours

COUNTRY NAMES – SIDEPODS

- Country names MUST be written in English on the left sidepod, and in the native language on the right sidepod

- Official font to be used:
  Pilat Heavy / Kerning: Optical / Tracking: +40pt

- Type size varies depending on number of characters in country name but must be minimum 150mm in height

- Please find guidelines and examples in the left-hand diagram

- Colour: white (or black if needed to create best contrast with the livery)

COUNTRY NAMES – DECAL ON FRONT WING

- Country name in English either twice either side of the nose for short names or broken across two sides for longer names (e.g. Great Britain)

COUNTRY FLAG – NOSE, FIN, END PLATES, FRONT & REAR WING

- Country flag graphic to be applied to the front wing, front wing end plates, length of the nose, the fin and the rear wing

RACE NUMBER

- Race number sticker to be placed on front nose

- Race number large to be placed on rear wing end plate both sides

FIA LOGO STICKER

- To be placed near the cockpit on both sides of the car in white (or black if needed to create best contrast with the livery) at a minimum of 80mm height

CAR LIVERY – CROSS CAR

EXAMPLE COUNTRY ONLY – FULL NATIONAL LIST NOT YET AVAILABLE

COUNTRY FLAG – FULL CAR WRAP

- Country flag MUST be applied to the entire bonnet and side
- Full car should ideally be finished in primary national colour

COUNTRY NAMES – DOOR DECALS

- Country names MUST be written in English on the left side of the car, and in the native language on the right side of the car
- Official font to be used:
  Pilat Heavy / Kerning: Optical / Tracking: +40pt
- Type size varies depending on number of characters in country name but must be minimum 150mm in height
- Please find guidelines and examples in the left-hand diagram (subject to change depending on car model, wheelbase length or position of air intake)
- Colour: white (or black if needed to create best contrast with the livery)

COUNTRY NAMES – DECAL ON BONNET

- Country name to fit centrally on the front of bonnet from one headlight to the other (Depending on name length & gaps on car bonnet/bumper)

REAR REGISTRATION PLATE

- FIA Motorsport Games Team Plate as supplied

RACE NUMBER

- Race number sticker to be placed on each side of the car by the country name and on the bonnet centrally

FIA LOGO STICKER

- To be placed centrally on front nose area and on each side of the car towards the rear in black or white (whichever achieves greatest visibility) at a minimum of 80mm height.

CAR LIVERY – RALLY

EXAMPLE COUNTRY ONLY – FULL NATIONAL LIST NOT YET AVAILABLE
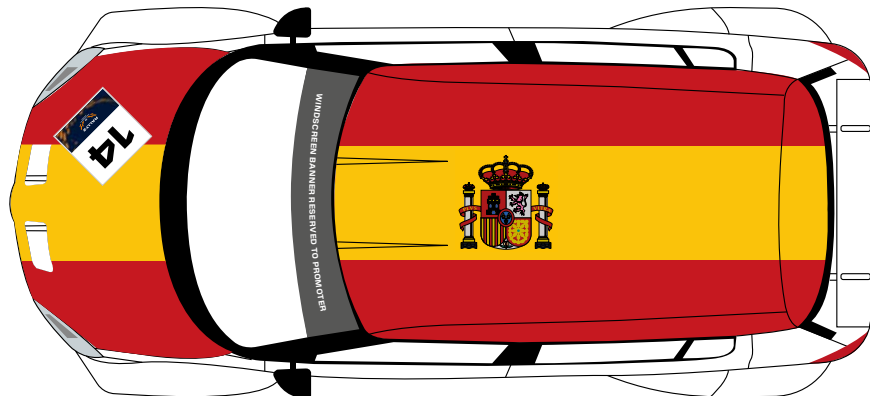
COUNTRY FLAG – FULL CAR WRAP

- Country flag MUST be applied to the entire bonnet and side

- Full car should ideally be finished in primary national colour with side panel of car to feature crop of country flag if possible (See Detail X)

COUNTRY NAMES – DOOR DECALS

- Country names MUST be written in English on the left side of the car, and in the native language on the right side of the car

- Official font to be used:
  Pilat Heavy / Kerning: Optical / Tracking: +40pt

- Type size varies depending on number of characters in country name but must be minimum 150mm in height

- Please find guidelines and examples in the left-hand diagram (subject to change depending on car model, wheelbase length or position of air intake)

- Colour: white (or black if needed to create best contrast with the livery)

COUNTRY NAMES – DECAL ON BONNET

- Country name to fit centrally on the front of bonnet from one headlight to the other (Depending on name length & gaps on car bonnet/bumper)

REAR REGISTRATION PLATE

- FIA Motorsport Games Team Plate as supplied

RACE NUMBER

- Race number sticker to be placed on each side of the car by the country name and on the bonnet, right side
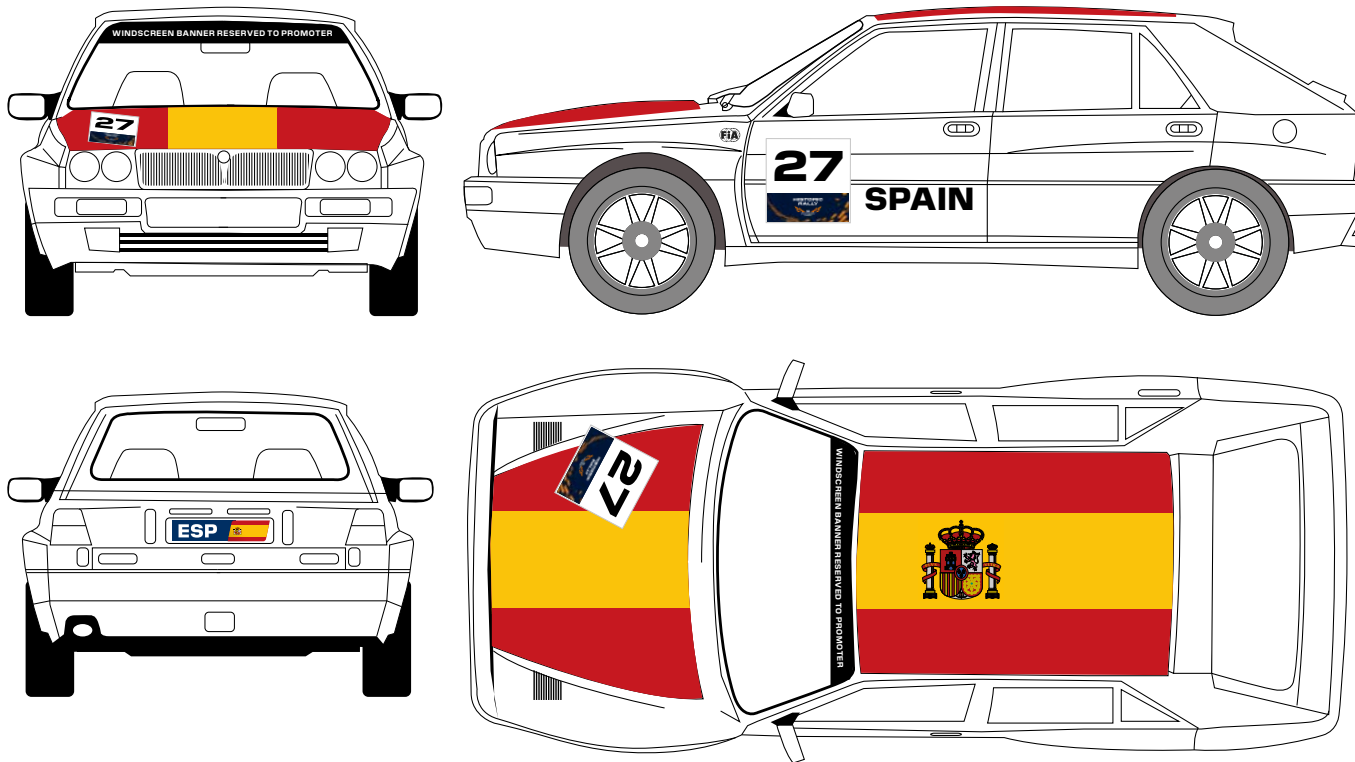
RESERVED AREAS FOR PROMOTER SPONSORS

- Windshield Banner reserved for the promoter

FIA LOGO STICKER

- To be placed below or in front of wing mirror on both sides of the car in black or white (whichever achieves greatest visibility) at a minimum of 80mm height.

CAR LIVERY – HISTORIC RALLY

EXAMPLE COUNTRY ONLY – FULL NATIONAL LIST NOT YET AVAILABLE

COUNTRY FLAG – FULL CAR WRAP

- Country flag MUST be applied to the entire bonnet and side

- Full car should ideally be finished in primary national colour with side panel of car to feature crop of country flag if possible

COUNTRY NAMES – DOOR DECALS

- Country names MUST be written in English on the left side of the car, and in the native language on the right side of the car

- Official font to be used:
  Pilat Heavy / Kerning: Optical / Tracking: +40pt

- Type size varies depending on number of characters in country name but must be minimum 150mm in height

- Please find guidelines and examples in the left-hand diagram (subject to change depending on car model, wheelbase length or position of air intake)

- Colour: white (or black if needed to create best contrast with the livery)

COUNTRY NAMES – DECAL ON BONNET

- Country name to fit centrally on the front of bonnet from one headlight to the other (Depending on name length & gaps on car bonnet/bumper)

REAR REGISTRATION PLATE

- FIA Motorsport Games Team Plate as supplied

RACE NUMBER

- Race number sticker to be placed on each side of the car by the country name and on the bonnet, right side

RESERVED AREAS FOR PROMOTER SPONSORS

- Windshield Banner reserved for the promoter

FIA LOGO STICKER

- To be placed below or in front of wing mirror on both sides of the car in black or white (whichever achieves greatest visibility) at a minimum of 80mm height.

CAR & DRIVER LIVERY – KARTING

The karts for the FIA Motorsport Games Karting Slalom Cup will be branded with the FIA Motorsport Games identity. The national team identity will be applied through other bespoke elements supplied to each team at the event.
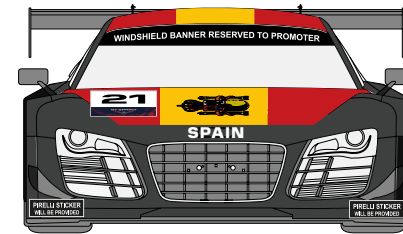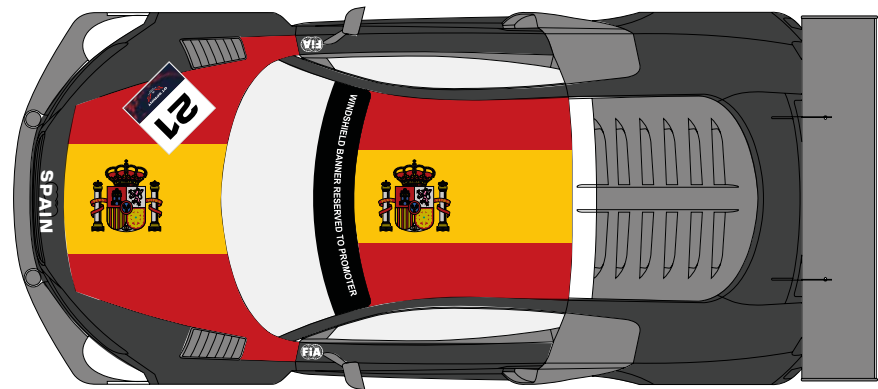

Karting Livery
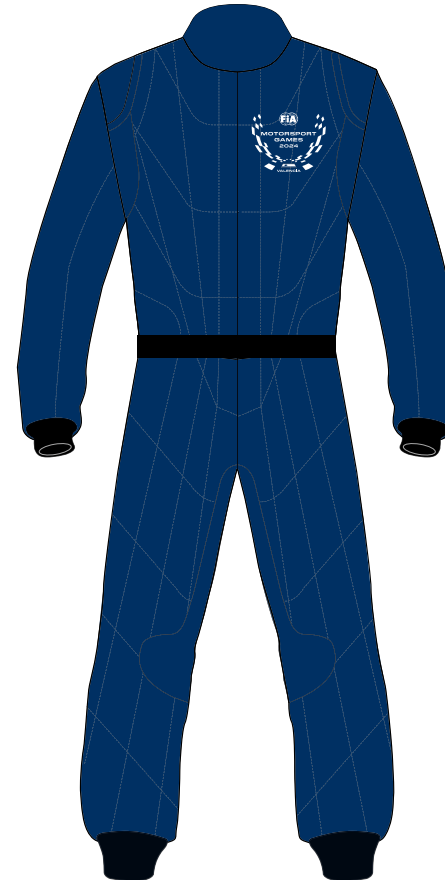
Karting Driver Overall Front

Karting Driver Overall Back

CAR LIVERY –
ESPORTS

The car livery in Assetto Corsa
Competizione during the Esports
Cup will feature prominent National
branding over the full car livery

DRIVER RACE SUITS

NOTE: AUSTRALIAN DRIVER SUIT SHOWN
AS EXAMPLE ONLY

COLOUR

• The full race suit should be the leading
national colour.

COUNTRY FLAG – SLEEVES

• Country flag MUST be applied to the
entire left and right sleeve.

COUNTRY FLAG – WAISTBAND

• Small country flag should be positioned centrally
on waistband.

COUNTRY NAME – CHEST

• Country name to be applied to the front chest on
a 160° curve.

• Official font to be used: Pilat Condensed Bold /
Kerning: Optical / Tracking: +20pt

• Type size varies depending on number
of characters in country name

• Colour: white (or black if needed to create best
contrast with the livery)

FIA MGAMES LOGO – BACK

• Mono white FIA Motorsport Games logo
positioned centrally on the overall back.

RESERVED AREA: Reserve marked chest area for Cup sponsors or partners

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THE MOTORSPORT GAMES
CONTACTS

For enquiries or questions about using the FIA Motorsport Games
guidelines, please contact our team:

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