



IAME BRAND MANUAL



IAME BRAND GUIDELINE



The strength of our Brand relies on the consistent and appropriate use of our Brand Assets – Logos, colors, typeface and others

OUR CORPORATE THE CORE OF OUR IMAGE IN THE WORLD

This manual describes the face of IAME. A comprehensive strategy process has provided a basis for this. The outcome is a visual corporate design that shows both who we are and what kind of people we are. Innovation and quality paired with secure solutions for race's lovers are what IAME stands for. These values and strengths are rendered visible and immediately recognizable through the corporate design and above all its core element, our typical A.

The significance of this sign, and also how it is used, is described in detail in this manual. The manual also defines the other elements of the corporate design, which all together form the visual style of IAME. And it does even more. It additionally facilitates the design of the communication media in line with this obligatory style.

The result is shaped by the community. The corporate design determines how IAME is perceived by people outside. However, this perception is generated not only by the people who have created the corporate design, but also and above all by the great community of users.

These are first and foremost the dealers and the representatives of IAME in the world, in their correspondence and in how they present themselves. We are all responsible for forming the face of IAME.

To ensure that this face is presented consistently and also remains constant over time, this manual clearly defines the elements and how they are used. To this extent, rules are necessary. But rules are not everything. New suggestions are always welcome for ensuring that the face of IAME always stays fresh and lively, and does not become a rigid mask.

We hope that you enjoy implementing and working with the new corporate design.



Chapter

01

HERE'S ALL YOU NEED TO KNOW ABOUT USING AND APPLYING THE IAME BRAND

Wherever we appear: You can see our name. And we display our image. That is why the signet consists of a word mark and logo. The word mark provides information about our name and our origin. The logo gives an impression of our character and our values. The two together form the sign of our identity.

THE LOGO

The logo is our most visible and recognizable symbol. It is always present on all our communications across digital and printed media. The IAME logo must be used on all advertising, internal and external documents, corporate stationery, signage, presentations, emails and any other promotional communication. The IAME logo is our official brand symbol and should not be used off the guidelines described in this document. Please consult the marketing team if you are unsure on how to use the logo or any of the element in the brand palette.

Our institutional blue is Pantone 294C (CMYK 100-85-35-25)



BLUE IAME
PANTON 294C

FONT
FUTURA STD BOOK

LOGO USAGE - CLEAR SPACE

Our logo needs to be visible in each of its applications.

To ensure this is always achieved, a minimum amount of "clear space" surrounding the logo is clearly identified. The clear space is determined in 15mm (0,59 inches).

This space should always be free from graphics or text. It is acceptable and encouraged to give our logo more clear space than the prescribed 15mm (0,59 inches), should the space allow to.



SQUARE LOGO PLACEMENT

When containing IAME's logo inside a square, it should always be placed in the centre and scaled up until the left/right clearspace = the x-height.



VERTICAL VERSION

The vertical version is more compact and visible. It can be used on any document, following the same rules of margins and colors used for the classic logo.



OUR COLORS

Wherever possible please use the primary positive or negative logo.

OUR BLUE: PANTON 294C

Our institutional blue is Pantone 294C (CMYK 100-85-35-25).
When it is not possible to use the primary logos in our institutional color,
please use black and white version.

Do not use our logo in different colors.

C 100 M85 Y 35 K 25
PANTON 294C



NEGATIVE VERSION

If the positive version is not readable, please use the negative form with our
institutional blue in background



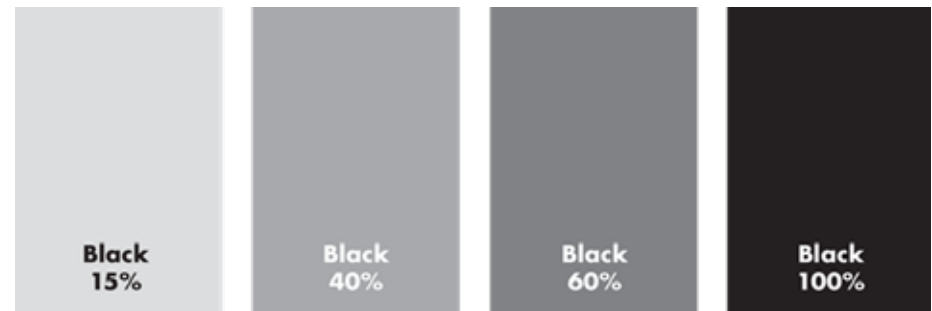
PRIMARY COLOR PALETTE

The primary colour palette consists of our core brand colours. Our primary blue will be always our unique choice for the logo (except for the negative form). You can use the other colours to give a blue tonality to the pictures for your visuals. Our institutional blue is not so good in gradient, because it becomes too violet. If you want to use



SECONDARY COLOR PALETTE

The secondary colour palette offers a selection of grey gradients. These colours should only be used only if the primary blue navy is not visible. With dark backgrounds you should always use the logo in negative form (white)



LOGO AND WORD MARK

The logotype, also known as a “word mark”, is our brand name styled as a logo. The advantage of this is obvious - it immediately associates our business name with the visual identity and does not leave much room for brand confusion.

COMBINATION MARK

Our logo is a combination of the logomark and logotype. This allows for greater freedoms to creatively represent our brand, while ensuring the company name is associated with it. This composition is perfect to make strong our identity. Text and image work together to create our own design



- ① Logo
- ② Word Mark
- ③ Pay Off

NEGATIVE VERSION

The negative version of the logo is always usable when in positive it would not be readable. On particularly colored or dark backgrounds it is always advisable to use the white logo



MINIMUM SIZE ALLOWED

MINIMUM SIZE ALLOWED – horizontal version

Minimum size with payoff is 50mm (2,16 inches),
Minimum size without payoff is 25mm (0,98 inches)

MINIMUM SIZE ALLOWED – vertical version

Minimum size with payoff is 32mm (1,26 inches),
Minimum size without payoff is 20mm (0,79 inches)



50mm



25mm



32mm



20mm

EXAMPLES OF INCORRECT USE

We have provided a few examples of modifications and usages that are not allowed.

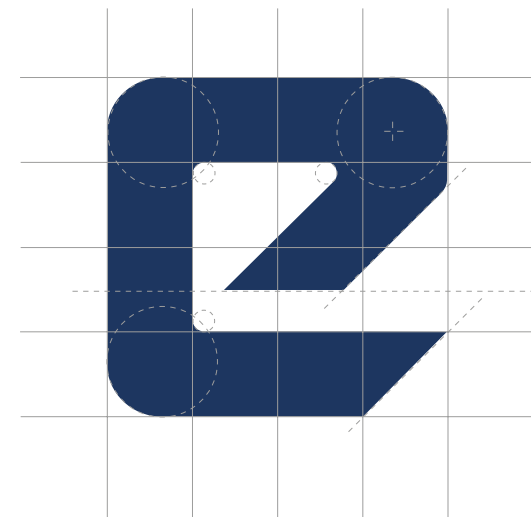
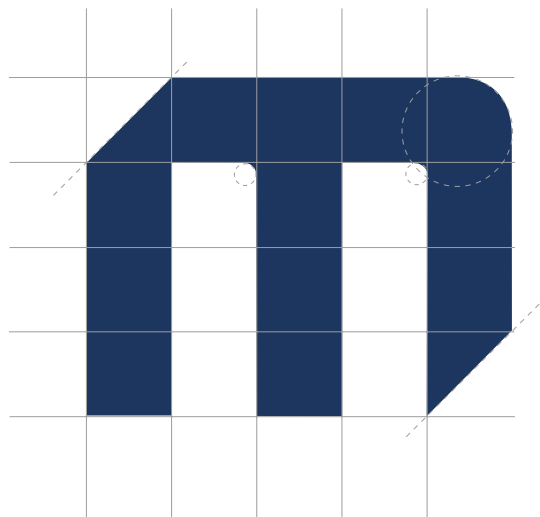
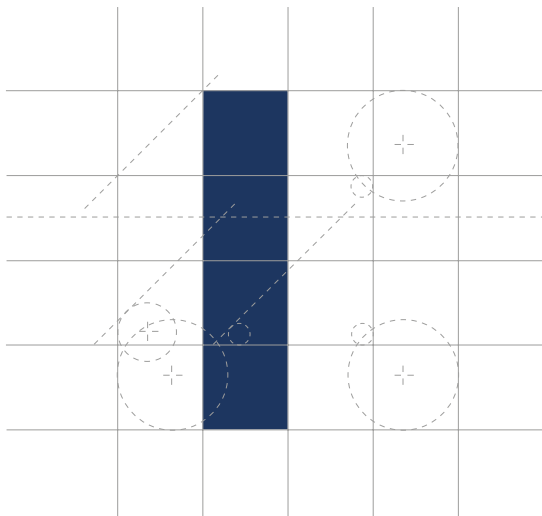
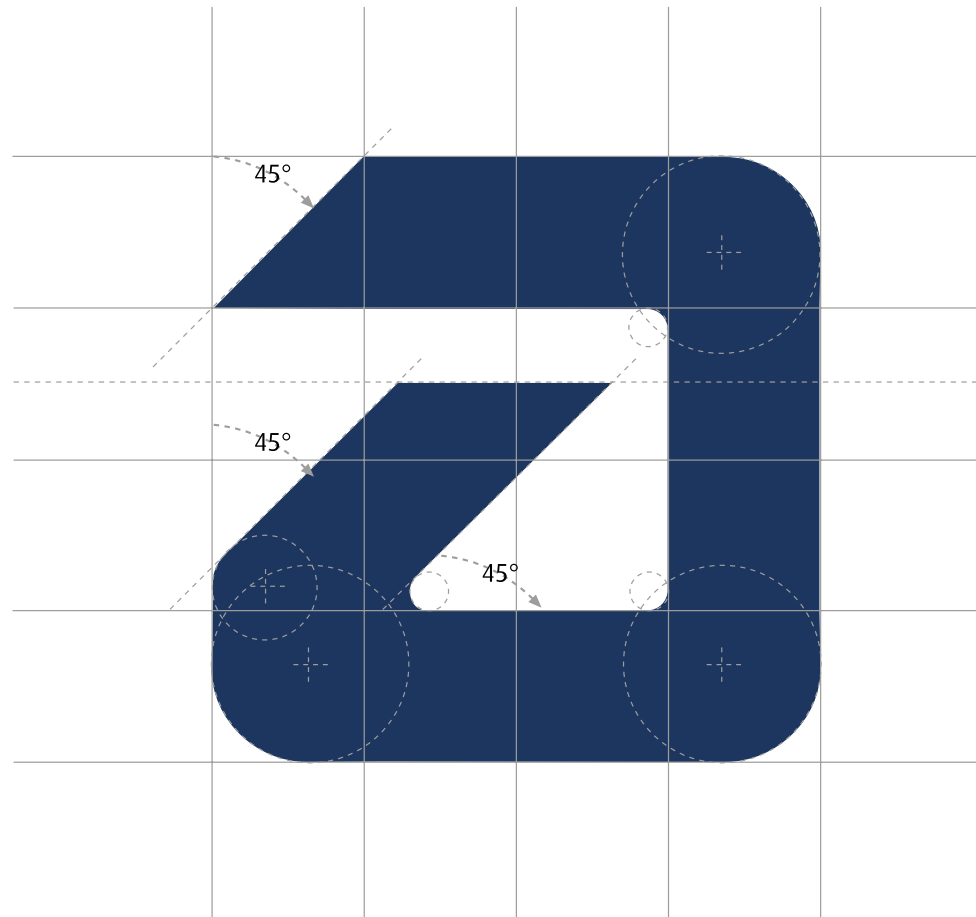


LOGO CREATION

Our logo was designed on a grid.
Our lettering was designed on the same grid

WE DESIGNED OUR OWN FONT

The design of our Word Mark is not an existing font.
We have created our font from scratch. Each letter was drawn on a basic grid in which it is inscribed, this creates balances and desired symmetries.



LOGO CONCEPT

The basic idea was to start from
the lines of a track, remembering the lines and curves



TYPEFACE

An integral part of the IAME Brand is the typography we use to communicate with our customers. Our typeface reinforces the consistency of our Brand. It provides enhanced readability and represents quality, simplicity, ease of use for which IAME is known.

THE IAME FONT FORMAT

As told before, we designed our own font used in the logo. So we choose an existing font to use in our institutional documents.

This typeface has been selected for its clean appearance, strong legibility and impact, and it should be used across all communications.

Futura was chosen for its variety and flexibility.

It is used in its 'black' weight for: headlines: regular for subheads and for body copy

When Futura is unavailable please use system font Arial. You can use Arial in BOLD or REGULAR weights. Use BOLD for headlines and REGULAR for body copy.

(In ADV page title, or in other creative works feel free to use other fonts, maybe more "racing")

Font

Font titles

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Font italic

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Font regular

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)



Since the early days, IAME has focused in building a strong distribution network to guarantee the worldwide development of the sport.



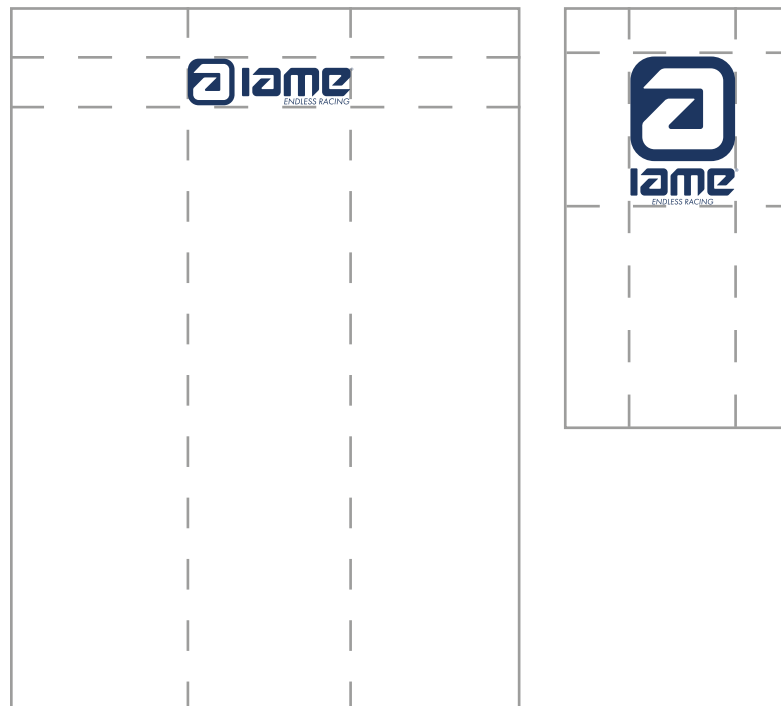
CORPORATE IMAGE

We have developed a corporate image that meets all the standards we have set ourselves.
All the material can be downloaded from our site and used for your institutional communications when you speak on behalf of IAME

Each element of the coordinated image must use our Blue.

For the business card we have thought of a silver finish to make the most of the product.

If you need elements of our corporate image, contact us and we will provide you with native files or we will produce printed material for you in line with our standards



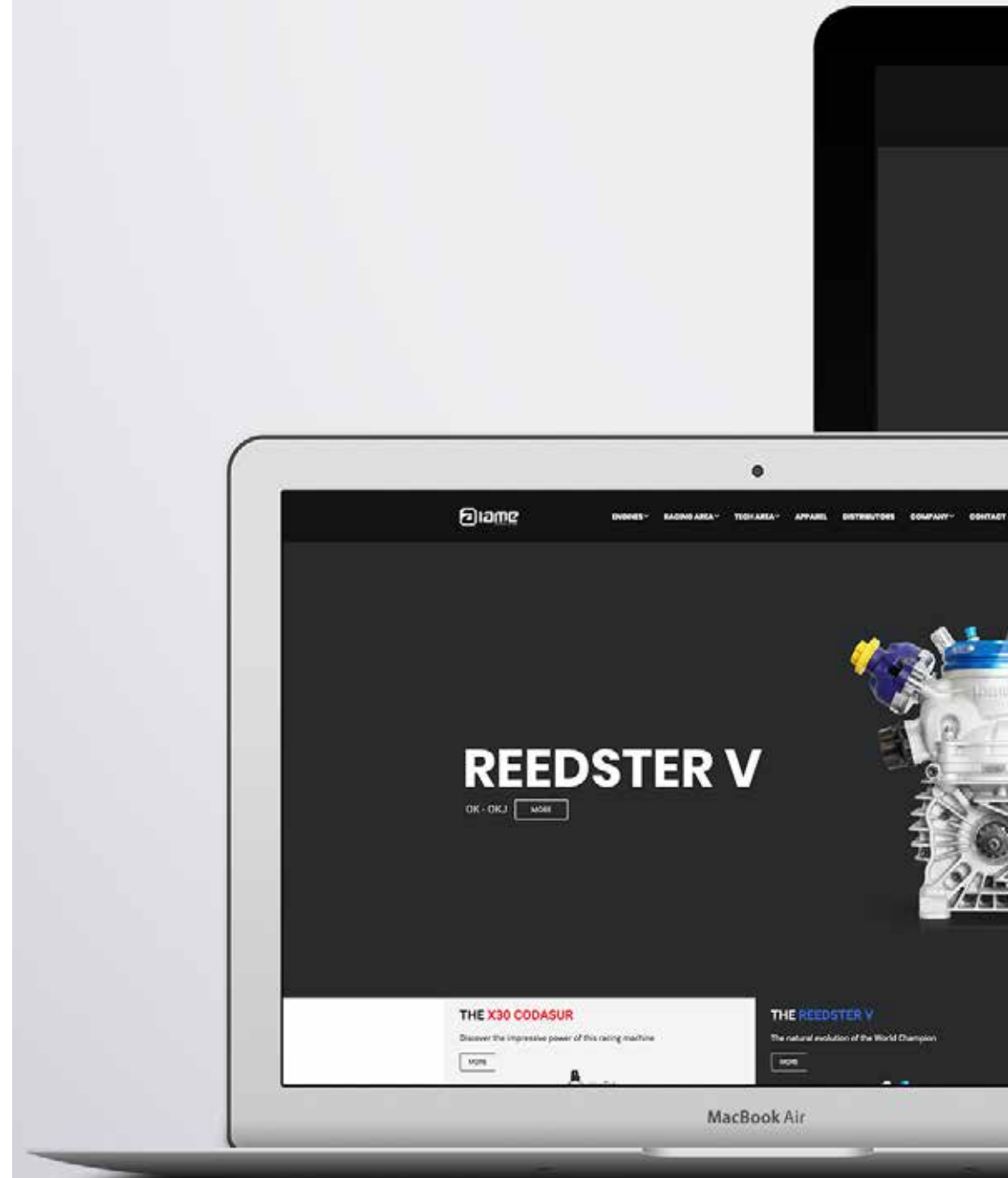


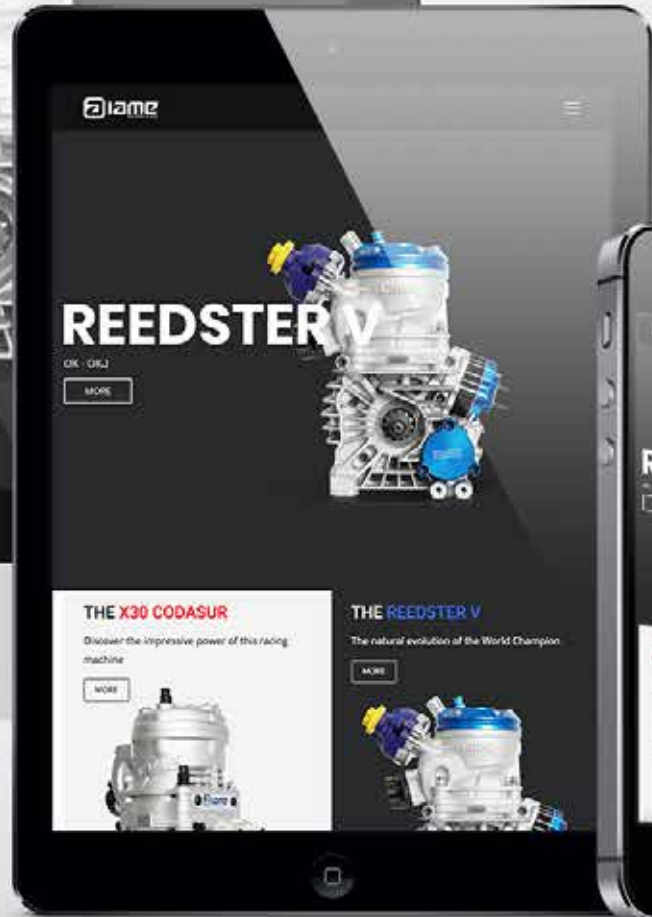
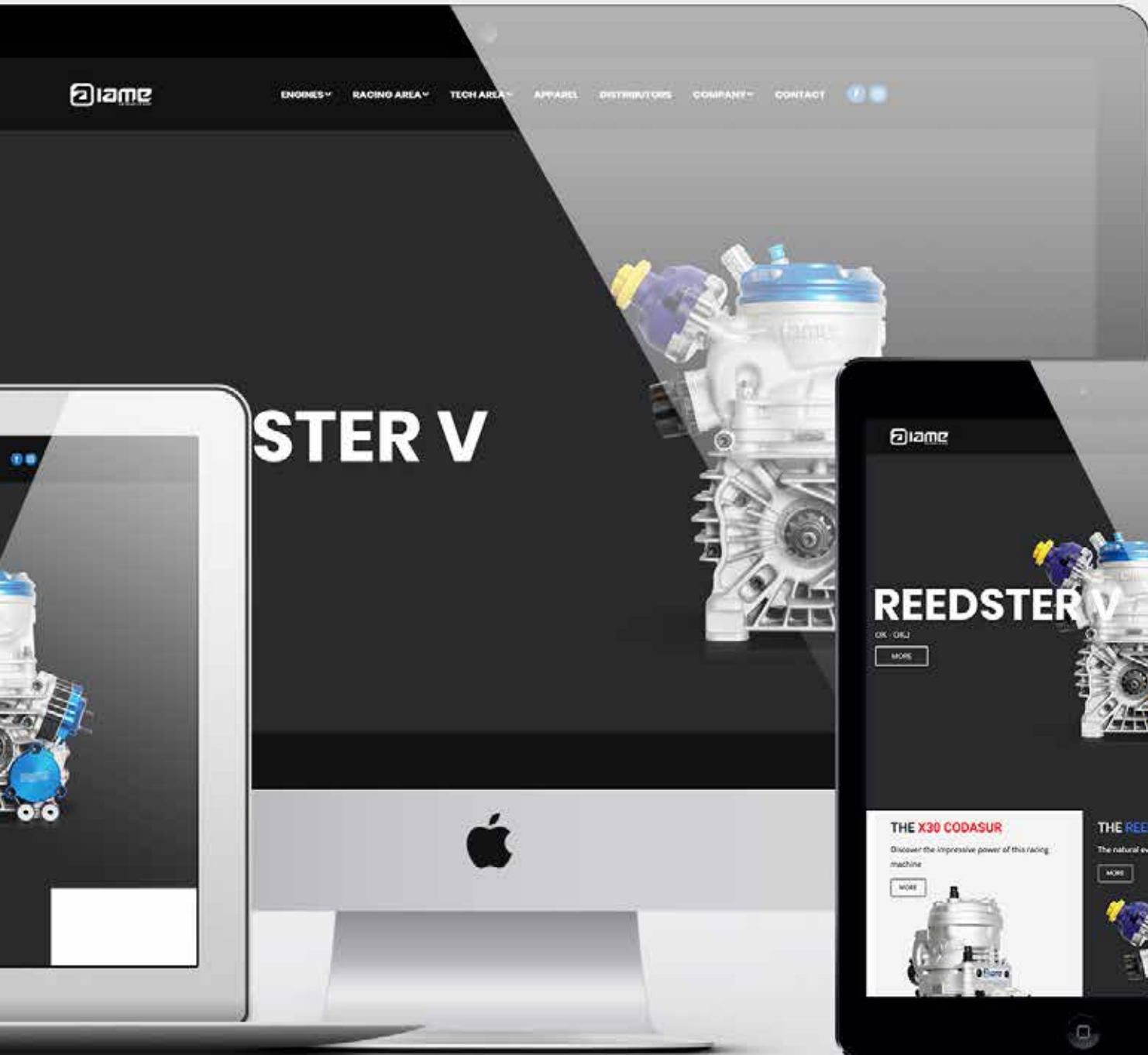
ONLINE IMAGE

Our online image fully reflects the guidelines of our corporate image

We have developed a website that meets the needs of both dealers and end customers. Our site must be a tool to learn about our engines but also to grasp the potential that the IAME brand can give.

There is a whole section dedicated to the Series, our strong point in the world, which explains what is offered to those who are part of it: dedicated website, web app, dedicated corporate image etc





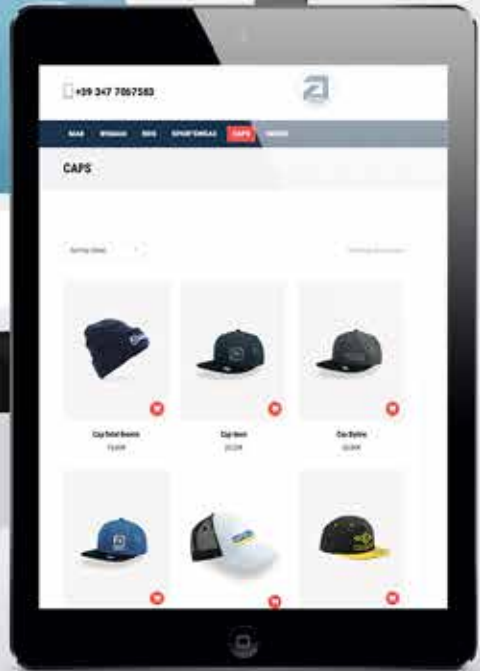
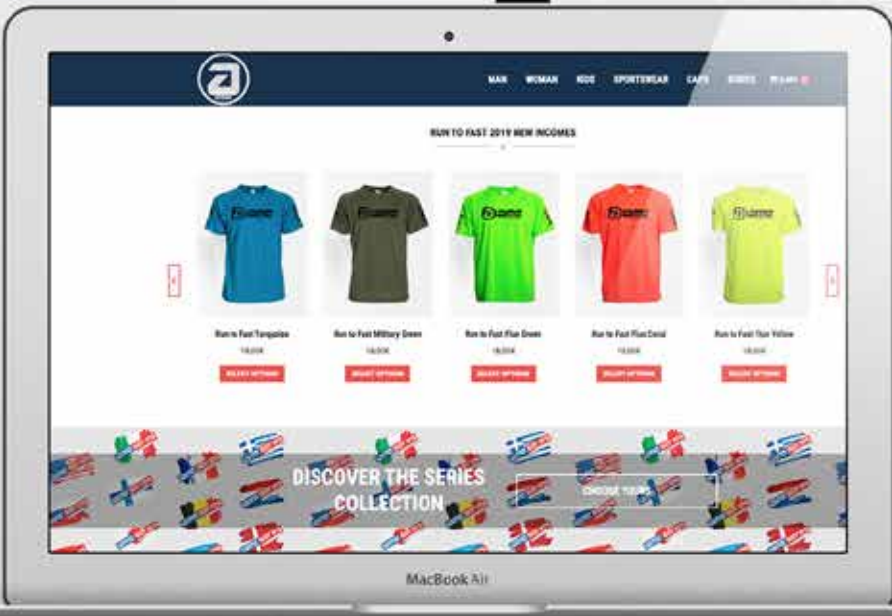
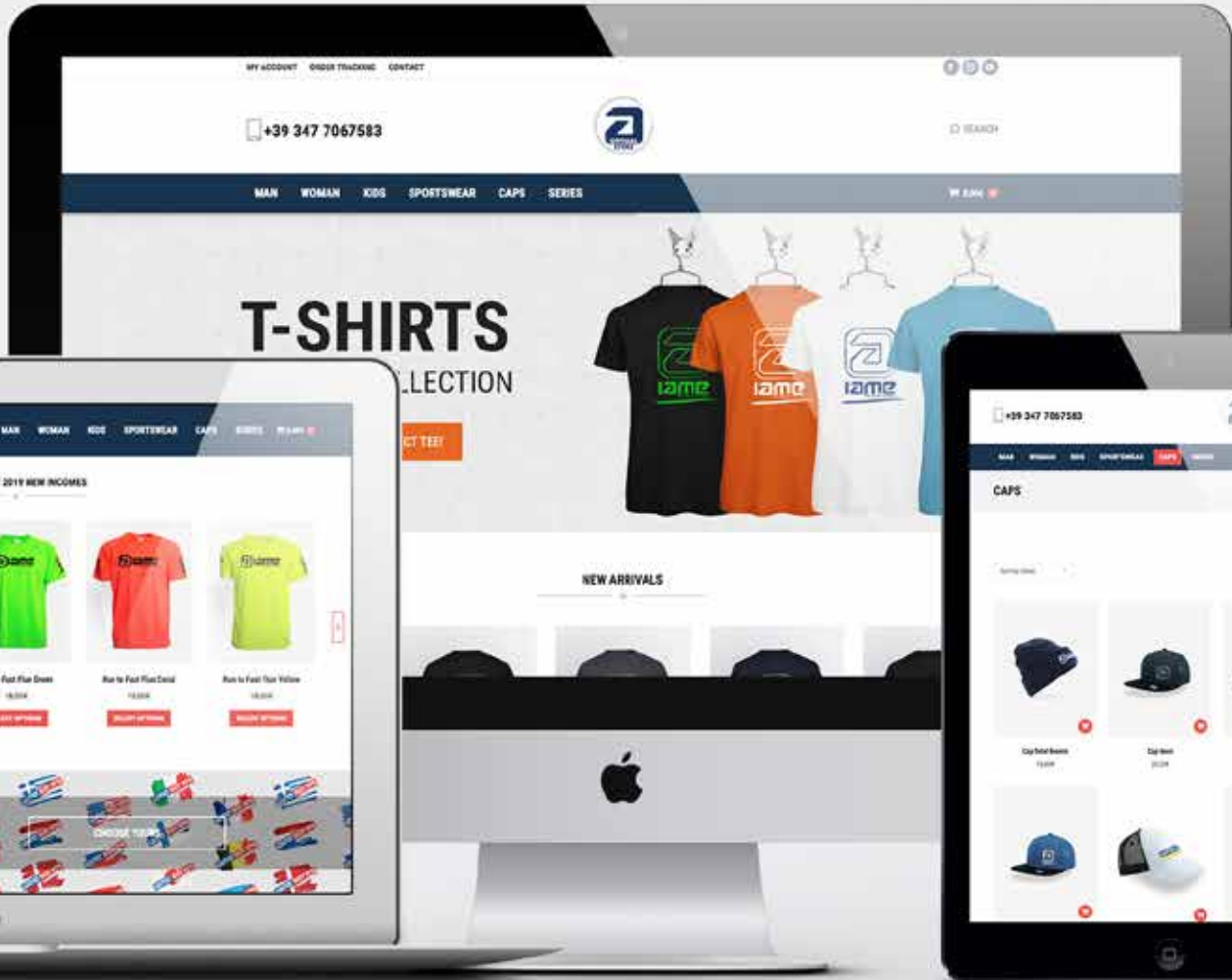
OFFICIAL CLOTHES

Our official clothing has been designed by our designers and is sold exclusively through our website and through official IAME retailers worldwide

We have developed a casual and technical clothing line in line with our idea of motorsport. Our proposal is constantly growing and every year new designs and new items are proposed.

Each IAME retailer can choose to have their own online store developed by us and constantly interfaced with our warehouse

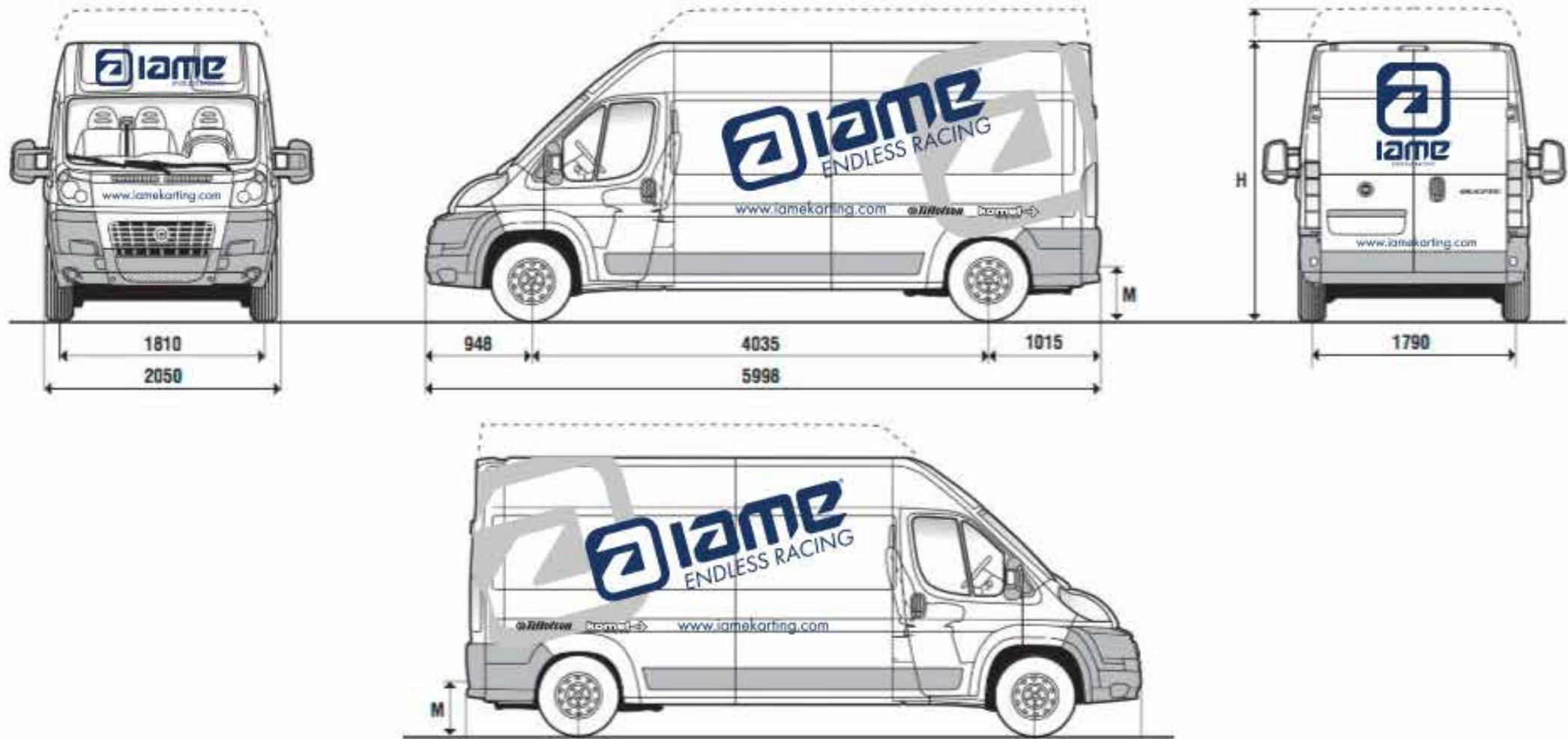




OFFICIAL FLEET

Another important part of our design is how we want people to see us around the world. This is how we imagined our corporate fleets, you can download the files in order to respect our design.







IAME[®]

ENDLESS RACING



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