

Brand Identity Guide



Any digital collateral, printed material or merchandise bearing the Motorsport Australia logo is to be approved by Motorsport Australia before going into final production.

For any queries regarding the use of the logo, please contact:

Paul Riordan

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primary logo

The logos in this guide are the only authorised logos to be used on Motorsport Australia collateral.

Logos should be reproduced in full and not altered in anyway.



Primary logo - PMS282



Primary logo - Negative



logo use and positioning

Logo use

Motorsport Australia logos are for corporate purposes, all activities and initiatives and on all recourse done in conjunction with Motorsport Australia.

Motorsport Australia logos are also for use by clients and partners of Motorsport Australia and also event organisers and promoters of Motorsport Australia permitted events.

Logo size and isolation area

Like a motorsport vehicle when in competition, the Motorsport Australia logo needs space. Room to breathe, clear space to stand out.

The protected area is the height of the letters of the logo at all distances from the edge of the logo.

The area of separation in the example below is a minimum and should be increased where possible.

There is no maximum size, however size should always be appropriate for the area it's designed for and not dominate all space available.

The brand should remain legible at all times for print or onscreen purposes, so should never be smaller than 10mm in height.



10mm
minimum height



naming convention

Motorsport

The word motorsport is to be written as one word.

This is the correct usage according to the Oxford dictionary.

All references to 'motor sport' are to be changed to 'motorsport'. This excludes the usage of 'motor sport' in business names and registered trademarks.

Motorsport Australia Manual

Motorsport Australia Manual is the sporting body's key place for sporting regulations, and competition rules.

Previously the CAMS Manual of Motor Sport, all references to the old name are to be updated to the 'Motorsport Australia Manual'.

For all media enquiries or any questions regarding the use of the Motorsport Australia logo or any associated branding, please contact:

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