



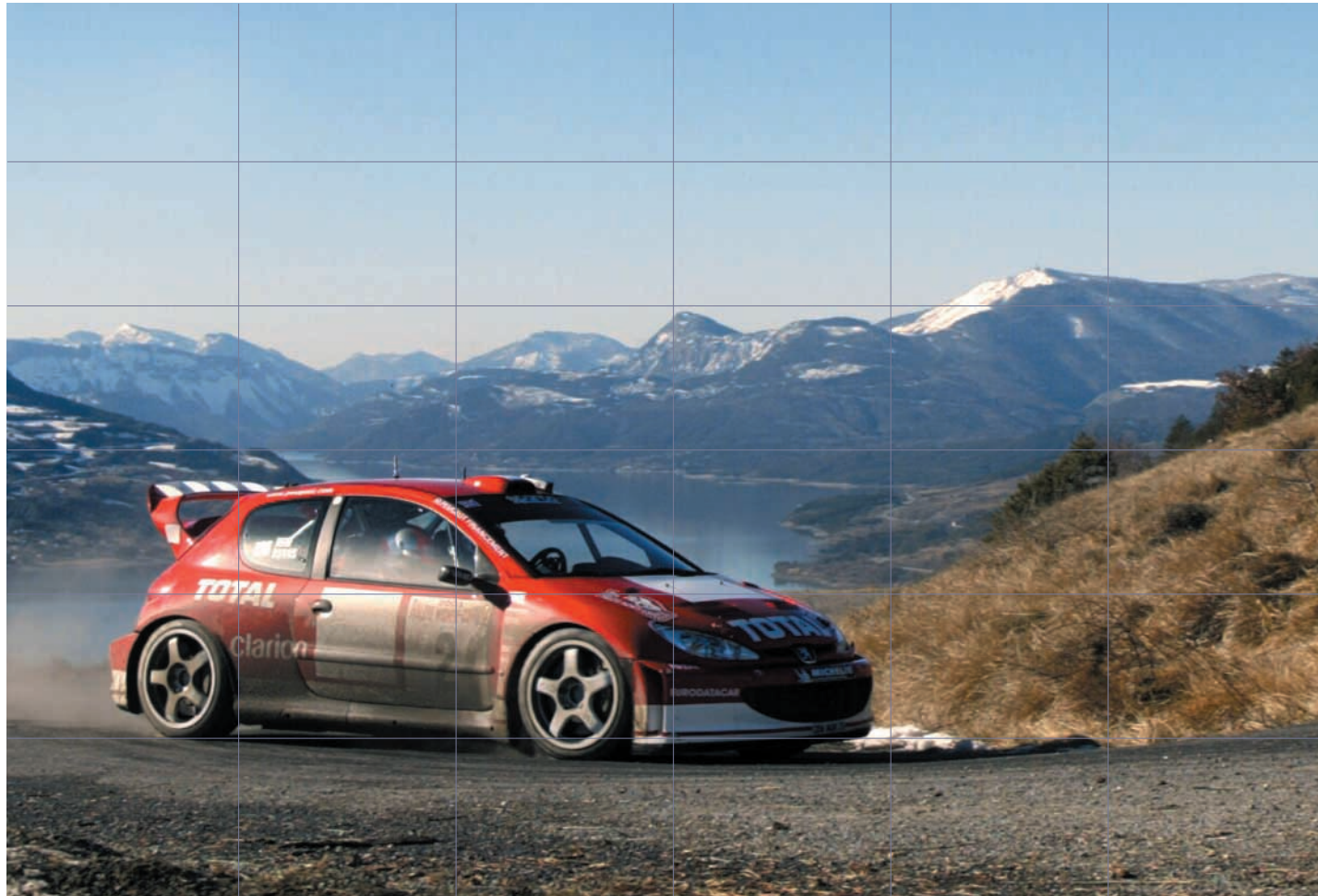
via inmarsat

WRC

via inmarsat

WRC  
FIA WORLD RALLY  
CHAMPIONSHIP

THE BRAND BOOK



As you will appreciate it is critical that we present all aspects of the FIA World Rally Championship (WRC) in a consistent and inspiring way. The strength of the WRC brand to date is in part due to its consistent look and feel across a wealth of media platforms. Whether new fans interact with WRC through TV, internet, merchandise, computer games or magazines, the visual experience is always the same.

This brand book contains no great surprises, but merely explains the essence of the brand and some guidelines we would like you to follow.

Successful execution is critical if we are to continue meeting the high standards already set, and we appreciate your help in conveying the drama and excitement of this sport correctly.

David Richards  
Chairman

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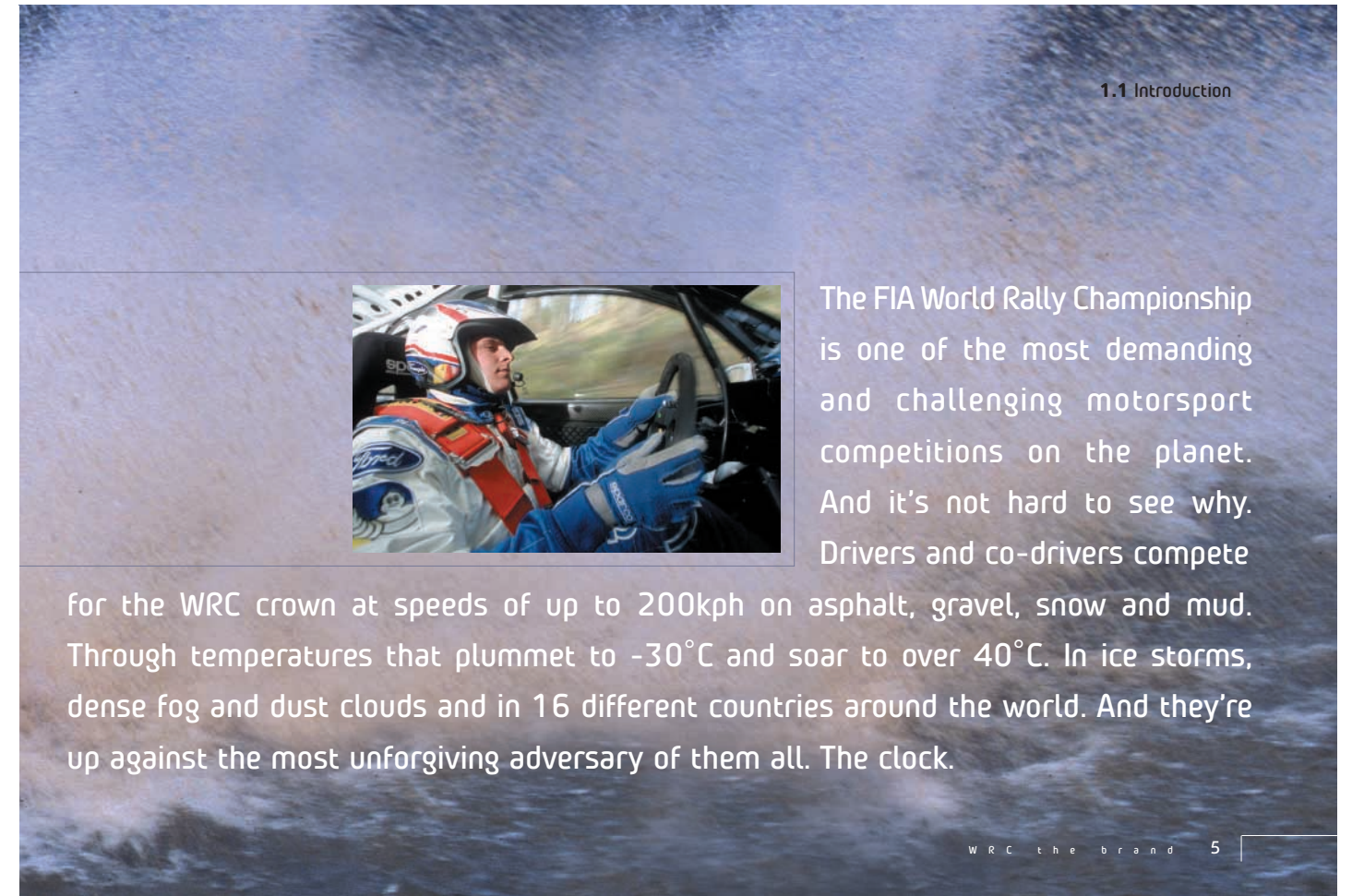
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**FIA World Rally Championship.  
Man and machine against Mother Nature.**

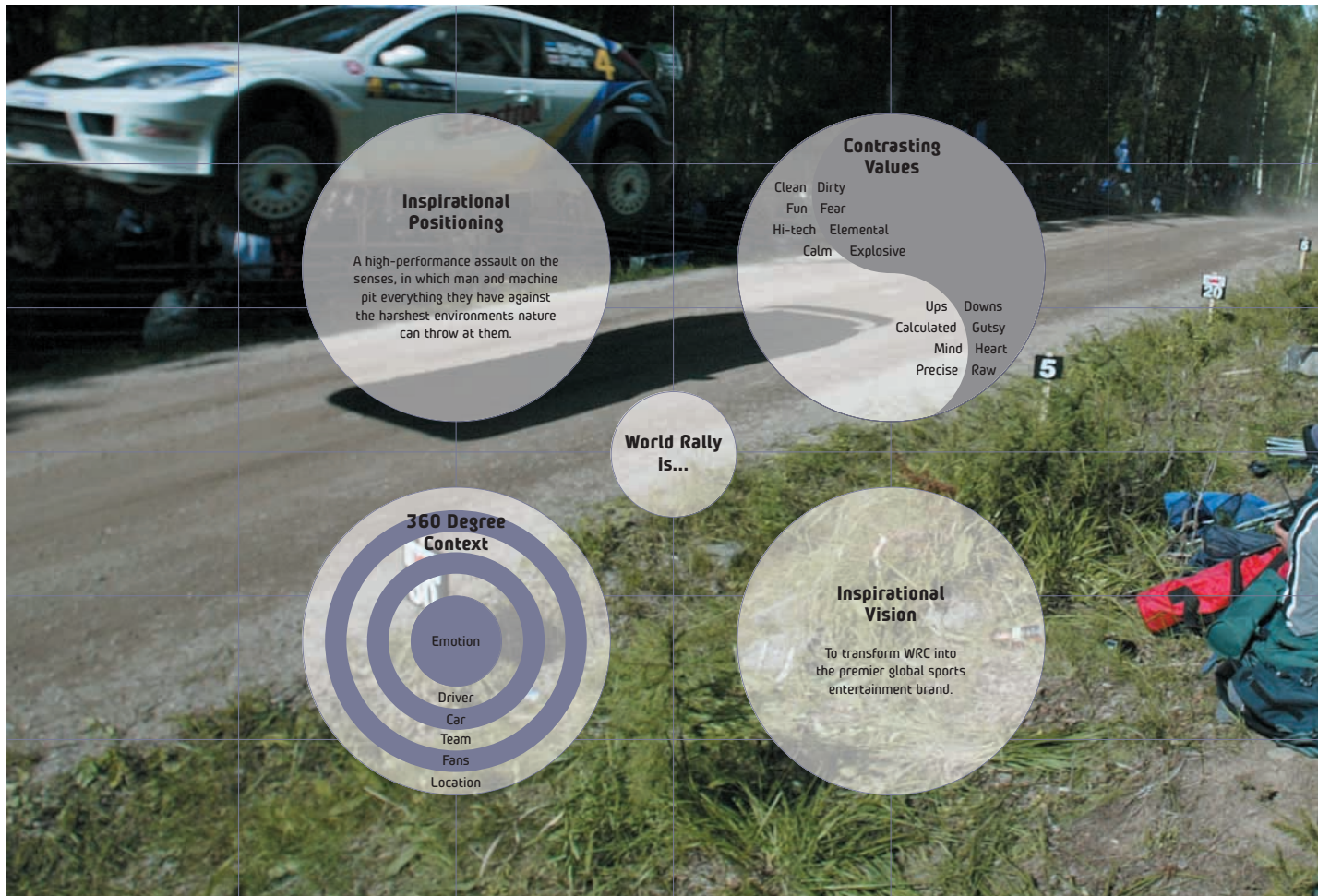


1.1 Introduction



The FIA World Rally Championship is one of the most demanding and challenging motorsport competitions on the planet. And it's not hard to see why. Drivers and co-drivers compete

for the WRC crown at speeds of up to 200kph on asphalt, gravel, snow and mud. Through temperatures that plummet to  $-30^{\circ}\text{C}$  and soar to over  $40^{\circ}\text{C}$ . In ice storms, dense fog and dust clouds and in 16 different countries around the world. And they're up against the most unforgiving adversary of them all. The clock.



# WRC brand wheels

**The brand wheels represent everything WRC has to offer.**

## 1.2 The brand wheels

They are a vital way of making sure every piece of brand communication fits the 360° nature and personality of the sport. They represent, intellectually and creatively, the development of the brand now and into the future.

The Inspirational Positioning doesn't just describe the World Rally Championship, it creates excitement about the sport. The Inspirational Vision is more single-minded - it tells us where WRC wants to go and what it wants to be.

And how will it achieve its vision? By constantly putting into practice the contrasting values and 360° Context, essentially the brand essence of WRC.

These two tools are our way of measuring every event, activity or piece of communication against our vision.

### 1.3 The locations

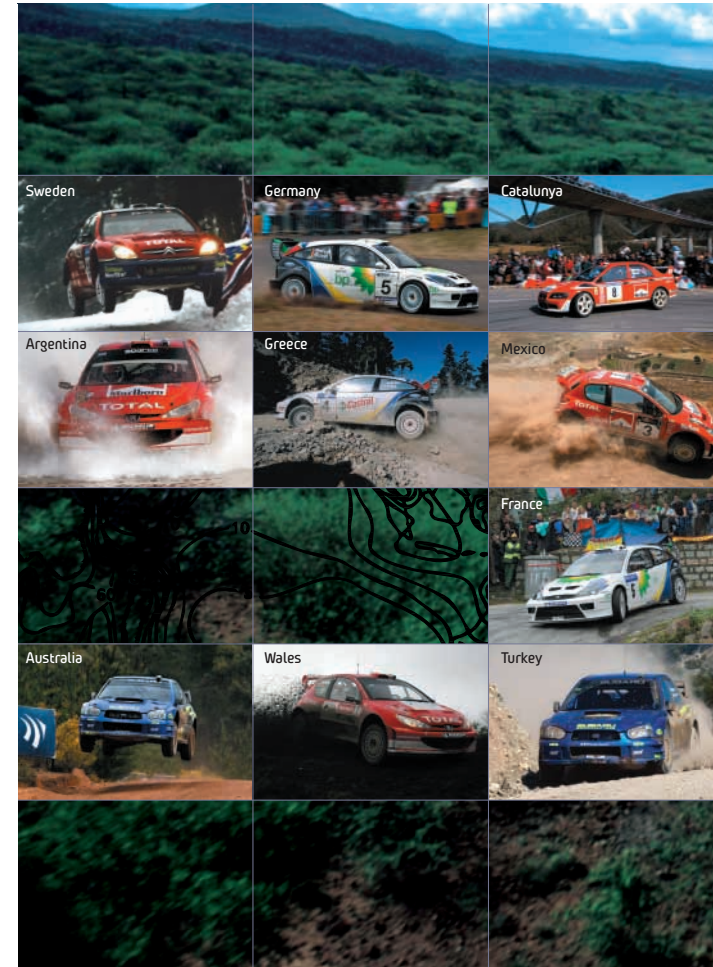
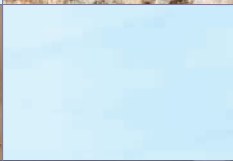
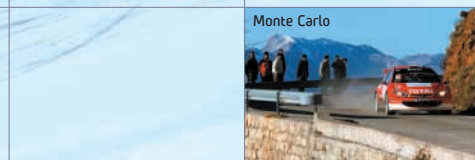
The WRC kicks off along the vertigo-inducing mountain roads above Monaco and takes in the snow-bound forests of Sweden, the oppressive heat of Cyprus and the Argentinian Andes along the way.

But the WRC is not just about spectacular backdrops and challenging terrain. Each of the 16 rallies, on 5 continents, offers a uniquely different experience, on and off the course.

Standing amongst thousands of screaming fans in Finland is just as exciting as watching Petter Solberg speed past at 150kph. The ancient stones of the Acropolis in Greece are as impressive as the modern-day gladiatorial battle around it. And the sheer cliff faces of Corsica are as awe-inspiring as a driver lifting the Championship trophy aloft.

The fans, the teams, the cultures, the languages and the scenery of the different countries all combine to make WRC a sport that's truly like no other.

**From January to November, WRC takes us on a turbo-charged tour of the planet.**



**The world is our stage.**



#### 1.4 The drivers

Ask a driver if he's afraid of anything and he'll probably answer, "Only coming second".

A WRC driver's only goal is to get to the finish line in the fastest possible time.

But just flat-out foot-to-the-floor driving won't win him any titles. A top-class World Rally driver must be instinctive, brave, technically and tactically skilful (and a little bit crazy). He must be passionate, precise,

concentrated and have unflinching trust in his co-driver. Oh yeah, he's got to know where the accelerator is too.

And when he's flying round the stages, the single most important person in his life is his co-driver. The trust between them has to be absolute. It's the co-driver's job to 'guide' his driver through the course, using handwritten pace notes, detailing every corner, pothole, surface and potential hazard, and reading them back to him as they charge over the course.

And when they're both travelling at 150kph along narrow Welsh roads in the fog, he can't afford to be wrong.

### 1.5 The teams and cars

When a car limps home after a stage, the mechanics have just 20 minutes to patch it up, whether that means simply changing the tyres, replacing the windscreen or overhauling the suspension. Crews need to be quick, efficient, dextrous and calm under intense pressure to avoid getting a time penalty, which could be the difference between coming first or nowhere.

WRC cars, by FIA law, must be based on their road-going cousins, the kind we see every day. But underneath that familiar exterior lies £400,000 of high-tension steel, carbon fibre and titanium packed with the most sophisticated hardware available, from a 6-gear sequential shifter to a dashboard mounted laptop.

Basically, it would take six mechanics working flat-out and full-time for three weeks to build a WRC car from scratch. But, it would only take a second for a driver travelling at 130kph to write it off.

**Behind every WRC car is a World Rally Championship team that's every inch as talented, dedicated and concentrated as their driver.**



00:00:20

00:00:02

00:05:20

00:02:30

00:00:00 By the time you've finished reading this sentence, a WRC crew will have completely changed the tyres on a WRC car. 00:08:45



00:13:20

00:16:40

00:22:69

00:12:40

00:13:09

00:14:06

00:16:23







Fans in 189 countries watch 6 teams battle it out on 5 continents.



WRC is the largest spectator motorsport in the world.

1.6 The audience

Whether they're crowding the slopes of Catalunya or braving the heat in Australia, the dedicated fans of the WRC are as committed as the rallying heroes they follow. Over 9 million of them attend live WRC events every year.

But it doesn't stop there. When fans can't make a rally in person, new advances in the sport make it

possible to watch, hear or read about it from home. There's dedicated TV coverage in over 189 countries globally, a rally magazine called rallyXS and a definitive WRC website, WRC.com, supplying fans with up-to-date news and information 24/7.

With the website alone regularly attracting an average of 600,000 visitors a month from 5 separate continents and billions of people watching the World Rally Championship all over the planet, the sport is set to become not only the largest, but also the fastest growing spectator sport in the world.

### 1.7 How does it work?

WRC is a race against time, so cars don't race directly against each other. Instead, they start at one or two minute intervals, racing against the clock, their times monitored and recorded to a tenth of a second and tallied up at the end of the day.

**There are a number of stages in a day.** Stages are the competitive sections of a rally – where crews drive as fast as possible to achieve the fastest time. They take place on private or public roads closed to the public while the rally's going on. A typical WRC event will have between 15 and 25 stages over 3 days.

**3 days make a rally.** Each day is known as a leg and contains about 400km of competitive rallying – a third of which are stages. At the end of an event, the driver and co-driver who have taken the least amount of time to complete all the stages are the winners. Drivers get 10pts for first place, 8pts for second, 6pts for third, 5pts for fourth, 4pts for fifth, 3pts for sixth, 2pts for seventh and 1pt for eighth.

**16 rallies make a Championship.** The results of all the 16 WRC events count towards the FIA World Rally Championship at the end of the year.

Forget about 'first across the line'. WRC cars compete against the toughest opponent of all, time.



## 2. Tool box

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This section is designed to give you a deeper understanding of what goes into every piece of World Rally communication and how a WRC project can be created from scratch.

You'll find all the creative and design tools you'll need to bring any piece of WRC communication to life. They'll tell you how to make it as exciting and inspirational as the sport itself, give you an idea of the sheer number of creative possibilities available to you and tell you the best way to get your message across.

Everything you need is here. Enjoy.



The WRC consumer facing brand logo is used for all commercial communications.



The FIA logo is the official marque of the Fédération Internationale de l'Automobile. It is for the exclusive use of the FIA, and is available to National Sporting Authorities who may use it to communicate their membership of the FIA. Its purpose is to identify any FIA official involvement, through either personnel or equipment present at an FIA Championship event.



The FIA WRC logo should be co-branded with the FIA logo to denote officially approved FIA World Rally Championship status.

The FIA WRC logo should always be positioned on the left of the FIA logo at the same relative position and height.

Please email [info@iscrally.com](mailto:info@iscrally.com) for details of FIA Junior World Rally Championship (J-WRC) and FIA Production Car World Rally Championship (P-WRC) logos.

2.1 WRC logo

The logo for the World Rally Championship has been specially created to represent the attributes and values of the World Rally brand. It is a unique mark that sets us apart from our competitors and should be used in all World Rally communications. The WRC logo is a World Rally trademark owned by ISC.

The WRC full logo (Fig.1) should be used as the first choice wherever possible (size permitting). Only when legibility is compromised should the WRC secondary logo (Fig.3) be used. The minimum sizes for WRC logos are explained on p.25.

Remember, when using the WRC logo on an image, choose the one that has the clearest standout.



Fig.1 WRC full logo  
File name: WRC full logo.eps



Fig.3 WRC secondary logo  
File name: WRC secondary logo.eps



Fig.2 WRC full logo reversed  
File name: WRC full logo (rev).eps



Fig.4 WRC secondary logo reversed  
File name: WRC secondary logo (rev).eps



Fig.5 WRC full logo reversed photographic background  
File name: WRC/FIA logo (rev)



Fig.7 WRC full logo reversed coloured background



Fig.6 WRC full logo reversed photographic background  
File name: WRC/FIA logo (rev)



Fig.8 WRC full logo used on a safety colour background

Backgrounds

Primarily, the WRC logo should be black on a white background (Fig.1) or white reversed out of black (Fig.2).

However, as a secondary usage, a white logo reversed out of a coloured or photographic background can be used, but the "FIA World Rally" text must be in black (Figs 5 & 6).

**2.2 Exclusion zone**

The WRC logo needs a clear area around it to give maximum standout. This area is the exclusion zone and must be kept free of other logos, graphics, text or the edge of the printed piece.

The exclusion zone for the WRC logo should be equal to the height of the C of WRC on each side, top and bottom (Figs.9 & 10).



Fig.9 WRC full logo exclusion zone



Fig.10 WRC secondary logo exclusion zone



Fig.11 WRC full logo minimum size for print



Fig.12 WRC secondary logo minimum size for print



Fig.13 WRC full logo minimum size for digital and screen applications



Fig.14 WRC secondary logo minimum size for digital applications

**2.3 Minimum sizes**

Minimum sizes of the logo have been developed to ensure legibility is maintained when used on small applications.

The minimum size of the WRC full logo for print use is 25mm in width (Fig.11). When a smaller version is needed, the secondary logo should be used so legibility is not compromised. This can go down to 15mm in width (Fig.12).

For digital and TV use, the minimum size for the WRC full logo is 40mm in width (Fig.13). For the WRC secondary logo, it's 20mm in width (Fig.14).

2.4 WRC.com logo

The WRC.com logo has been created to represent the WRC.com website. It should be used on all offline communications where reference is made to WRC.com. Please do not use the WRC.com logo as part of a sentence.



File name: WRC.com logo



File name: WRC.com logo reversed

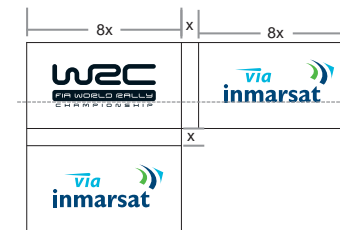


Fig.15 Aligned Logo - landscape and portrait grid alignment



Fig.16 Secondary Aligned Logo - landscape and portrait grid alignment

2.5 The Aligned Logo

The Aligned Logo describes the relationship between the WRC logo and the exclusive official Global Partner's logo (via inmarsat).

The Aligned Logo is created by duplicating the single grid unit and placing it either to the right or below the WRC Logo. The distance separating the two grid units is 1/8 of the width of the single grid unit (Fig.15).

When the Inmarsat Logo is placed in the grid, the baseline of the Inmarsat Logo aligns vertically with the baseline of the black box containing the

FIA WORLD RALLY text in the WRC Logo. The Inmarsat logo is then visually centred horizontally (Fig.15).

The Aligned Logo can be used with or without the grid. The grid always dictates the spatial relationships between the two logos. For non-grid logos simply remove the grid leaving the two logos in the correct positions.

NB: It is important to use the grid as a guide for the suitable clearance area around aligned logos. No other elements can intrude into this space.

The Secondary Aligned Logo

Where an Aligned Logo is required at below minimum print size (ie. when the WRC Logo element is less than 25mm in width, see p25), then the Secondary Aligned Logo should be used.

In the Secondary Aligned Logo, the Inmarsat Logo remains the same as in the Aligned Logo, but the WRC Logo appears without the FIA WORLD RALLY CHAMPIONSHIP text. The WRC Logo is then centred vertically and horizontally in its grid box.

Additional partners

On other pieces of communication where multiple partner logos appear, the following proportions must be adhered to:

Two thirds of the space should contain the aligned logo. The remaining space can then contain the other partner logos (Figs 17 & 18). See The Grid section for more information (p.34).

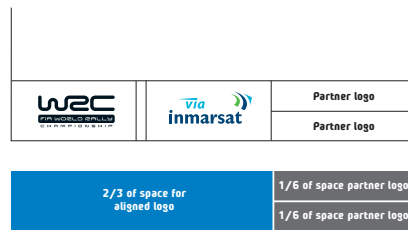


Fig.17 Additional partner, landscape grid relationship

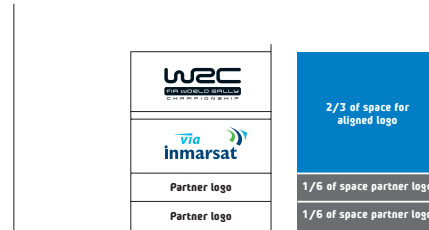


Fig.18 Additional partner, portrait grid relationship

The Aligned Logo usage

When the full WRC Logo is used as a dominant logo and an aligned logo is required as a secondary element, then the Secondary Aligned Logo only should be used (see Fig.19 and 20).

Therefore, there is no occasion when two full WRC Logos appear together.

Fig 21 shows an example of aligned logo usage with additional partners.



Fig.19 Use of the Secondary Aligned Logo in advertising



Fig.20 Use of the Secondary Aligned Logo and additional partners on timing pylons



Fig.21 Use of the Aligned Logo and additional partners on podiums



Fig.22 Motorsport danger warning

File name: Danger warning (positive)



Fig.23 Motorsport danger warning with legal copy  
File name: Full warning (positive)

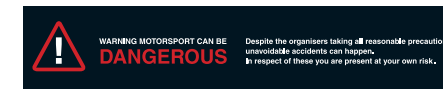


Fig.24 Motorsport danger warning with legal copy reversed  
File name: Full warning (reversed)



Fig.25 Danger and warning messaging



Fig.26 Safety and positive messaging

2.6 Motorsport danger warning

Safety is paramount for everybody, not just for drivers, marshals and journalists, but also the fans watching the rallies. Wherever possible, we must make the warning triangle and message clear and totally visible on all communications.

Always display the Danger Warning within the grid, either with the small print or without. The warning can work on white (Figs 22 & 23) or reversed out of black (Fig.24).

Safety code

On event collateral, use the Warning symbol and the colour red for Danger and Warning messaging (Fig.25).

Use the Safety symbol and the colour green for Safety and positive messaging (Fig.26).



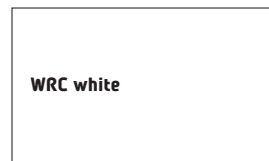
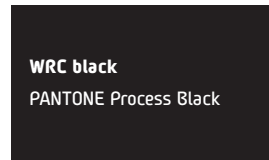
2.7 Primary and secondary colours

The Primary brand colours for World Rally are black and white.

These have been chosen for maximum and consistent standout in a world of varying colours and locations.

The Secondary colour is silver, which also achieves standout from the world of rally and provides further design options.

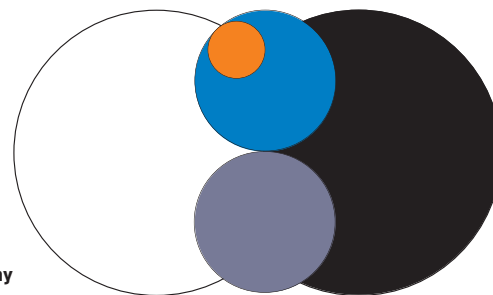
Primary brand colours



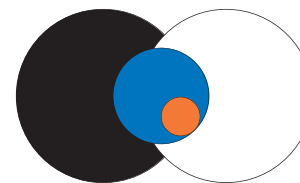
Secondary brand colour



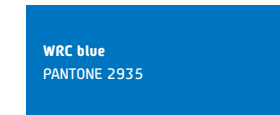
Colour palette hierarchy



Highlight colour palette hierarchy



Primary highlight colour

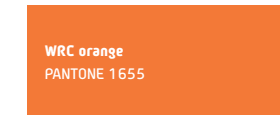


C - 100%  
M - 40%  
Y - 0%  
K - 0%

R - 0  
G - 51  
B - 204

Web safe  
0033CC

Secondary highlight colour

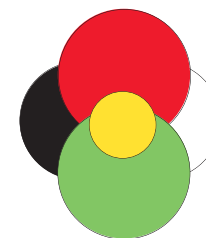


C - 0%  
M - 60%  
Y - 100%  
K - 0%

R - 255  
G - 102  
B - 0

Web safe  
FF6600

Safety colour palette hierarchy



Neutral safety colour



C - 0%  
M - 8%  
Y - 89%  
K - 0%

R - 100  
G - 92  
B - 11

C - 52%  
M - 0%  
Y - 80%  
K - 0%

Safety colours



C - 52%  
M - 0%  
Y - 80%  
K - 0%

R - 40  
G - 82  
B - 26

Danger colour



C - 5%  
M - 100%  
Y - 100%  
K - 0%

R - 95  
G - 13  
B - 9

Highlight colour palette

The highlighting colours should never represent more than 15% of the overall colour palette.

The rational blue represents the 'yin' aspect of the values and achieves standout against the black and white. It should be used to highlight key messages and deliver information. The more emotional orange, inspired by the 'yang' aspect, should be used to create urgency and highlight information within the blue.

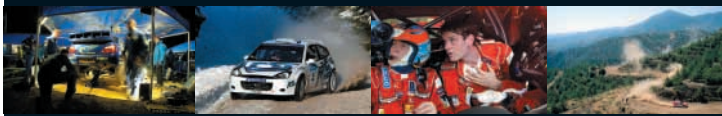
WRC safety first colour code

Only use these colours when communicating safety issues.

Using them for anything other than safety or danger can dilute their impact.

Use red for danger and warning messaging and use green for safety and positive messaging.

● ○ Black & white offer us a neutral backdrop for colourful and diverse rally images



● ○ Black & white offer us a neutral background for the kaleidoscope of team logo colours



● ○ Black & white offer us a neutral background for event materials

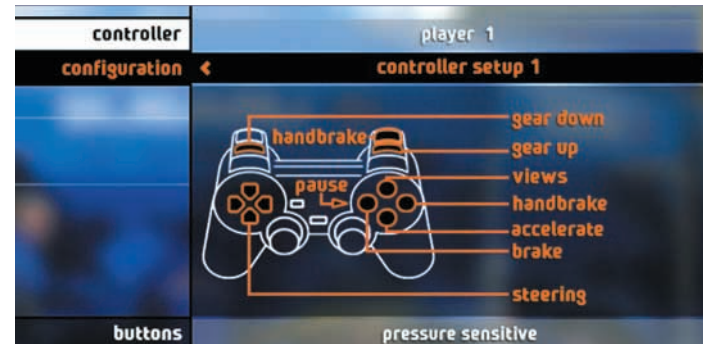


● ○ Black & white offer us a neutral background so that information can be highlighted

FIA World Rally Championship  
Manufacturers after Round 11/14

Rank	Manufacturer	Points
1	Citroen	125 pts
2	Peugeot	121 pts
3	Subaru	76 pts
4	Ford	71 pts
5	Skoda	21 pts

● ○ PlayStation information panel



● ○ Silver broadcast units stand out against the other teams in the Service Park



● ○ Safety poster using the strong dominant safety green



● ○ Leaderboard utilising the highlight colour palette

WRC  
2003 Sweden - Rally Sweden Preview

Rank	Driver	Points
1	BRUNNBERG 1	125 pts
2	ROHDE BERG (D)	121 pts
3	FRANCOIS OUALI (D)	76 pts
4	ARNE SCHWARZ (D)	71 pts
5	BOEKER ALEROL (F)	21 pts

2.8 The grid

The grid has been devised to create visible or invisible cohesion across all WRC collateral.

It starts with its basic unit, the building block, which is repeated to form a grid. Each building block is based on the proportions of the logo (Fig.24).

The grid can be applied or adapted to any shape, screen or size and can be further subdivided into halves or quarters (Fig.26).

The logo can be placed anywhere within the grid to suit your design, although the bottom right is the preferred position.



Fig.24 Basic building block uses the logo shape

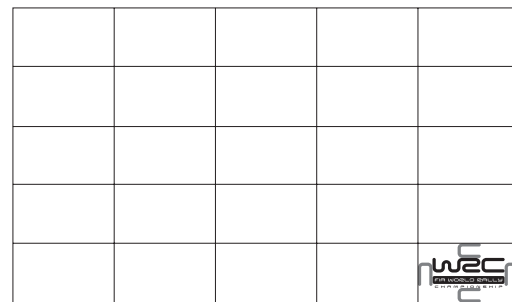


Fig.25 Basic principle

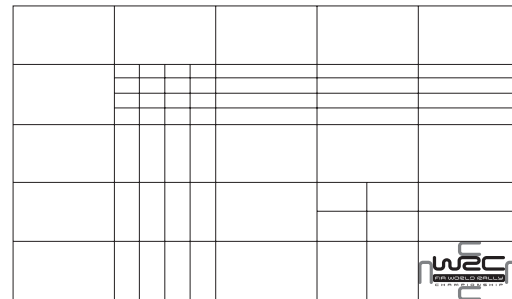


Fig.26 Subdividing the grid

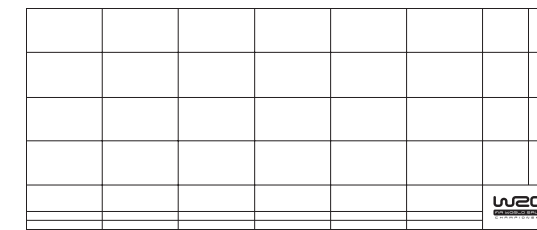
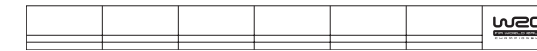
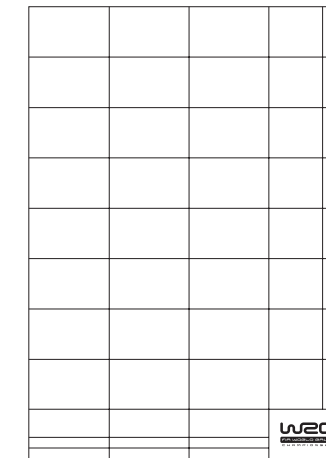
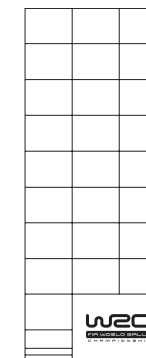
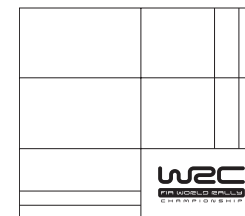


Fig.27 Grid formats

File name: Sample grids



Grid format approach

The grid can be constructed for any shape, screen or size and can be further subdivided for adaptability (Fig.27).

**Full grid**

The grid can be used visibly to create a strong graphic structure.



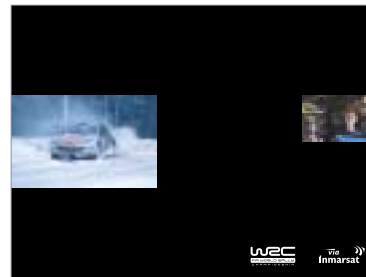
**Partial grid**

The grid can be used in part to create graphic links between elements.



**Invisible grid**

The grid can be left invisible, although the structure should always dictate where graphics are positioned.



	Primary colour <b>White lines.</b>	Primary colour <b>Black lines.</b>	Secondary colour <b>Silver lines.</b> <small>Please ensure silver is printed as a special metallic ink Pantone 877.</small>
<b>Grid on solid background colours</b>  <small>Make sure silver Pantone 877 is a secondary colour after black and white.</small>			
<b>Grid on image</b>			
<b>Grid on image with part of image tinted</b>  <small>The tinted panel must be secondary to the full colour image. It's ideal for highlighting areas to increase legibility.</small>			

2.9 WRC Typeface

World Rally is a unique sport and needs a unique font.

We've called it, obviously, WRC.

The Clean version of the font represents the precision of the sport – the exactness of the engineers, the times to a tenth of a second and the pristine cars pre-race.

The Dirty version represents the more elemental aspects of the sport – the mud, the thunderstorms and the damage to the cars when a driver gets it fractionally wrong.

© International Sportsworld Communicators Limited. These fonts have been designed specifically for WRC and should only be used in World Rally communications.

World

**WRC Clean Bold 12/15pt**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456789

WRC Clean 6/8pt (minimum size)  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789

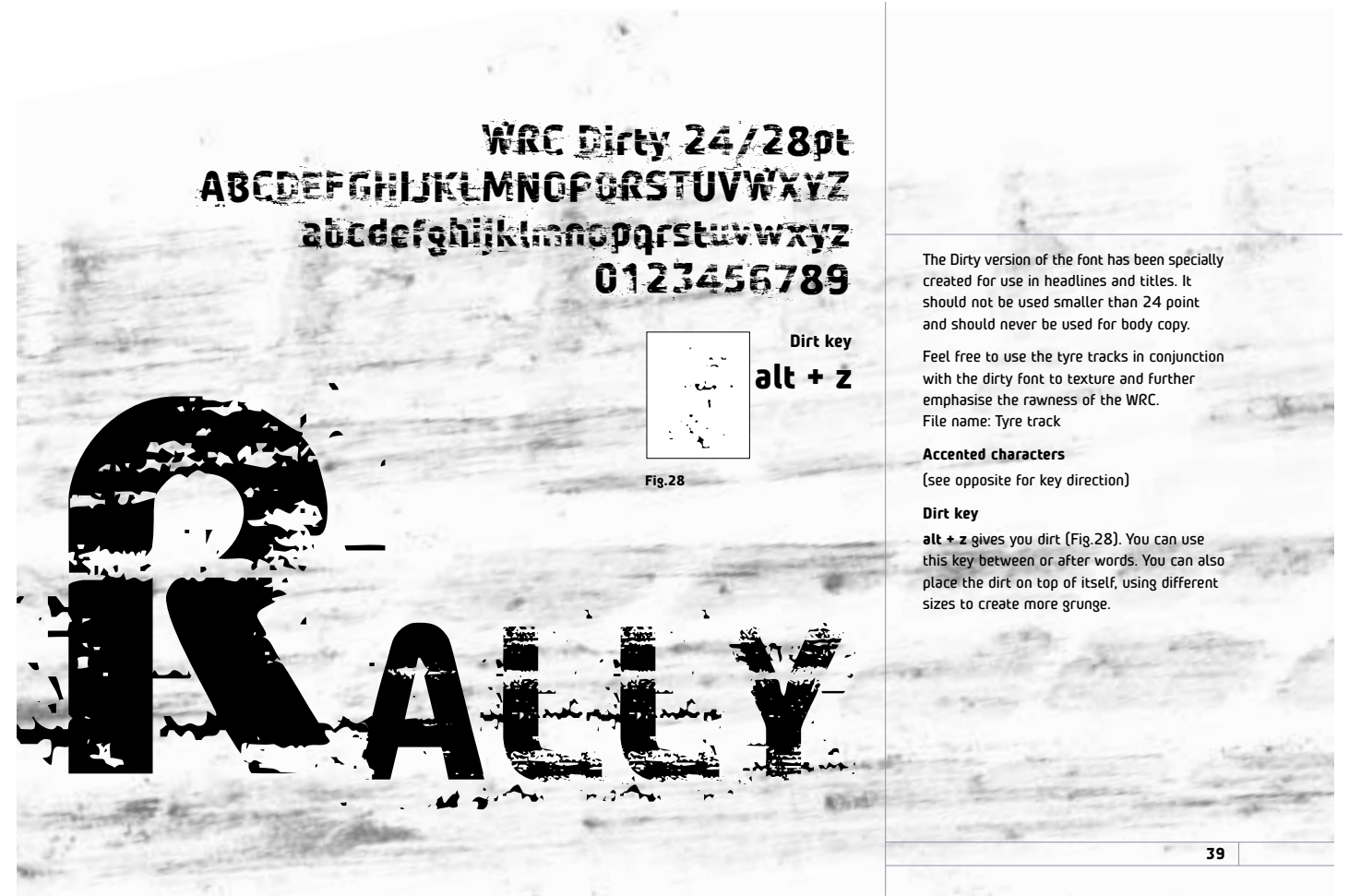
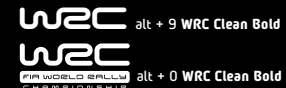
**WRC Clean Roman 12/15pt**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456789

WRC Roman 6/8pt (minimum size)  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789

Accented characters

áÀ alt + e release and press required letter  
 èÈ alt + ` release and press required letter  
 îÎ alt + i release and press required letter  
 öÖ alt + u release and press required letter  
 åÅ alt + a release and press required letter

Logo quick keys can be found at [www.WRC.com/brand](http://www.WRC.com/brand)



The Dirty version of the font has been specially created for use in headlines and titles. It should not be used smaller than 24 point and should never be used for body copy.

Feel free to use the tyre tracks in conjunction with the dirty font to texture and further emphasise the rawness of the WRC. File name: Tyre track

**Accented characters**  
 (see opposite for key direction)

**Dirt key**  
 alt + z gives you dirt (Fig.28). You can use this key between or after words. You can also place the dirt on top of itself, using different sizes to create more grunge.

2.10 Copy style

Anyone reading about WRC must be excited, amazed, entertained and educated by it.

As we all know, the best way to get people excited by WRC is to take them there – so do exactly that. Let the reader experience a rally first-hand through words.

They have to feel the rush of the wind as a car goes past at 190kph, hear the high-pitched roar of the engine, be in the midst of 800,000 screaming fans, smell the oil in the Service Parks, get soaked by a torrential thunderstorm. They have to experience everything – the full 360° nature of the sport. In other words, keep it real.

Remember though, the copy must be simple and easy to understand. As a global brand, WRC communications will be translated around the world.

Above all, WRC is a sport – so make sure you and your audience have fun.

**Mother Nature just threw down the gauntlet.  
Choose your weapons.**

**Mud, sweat and tears.**

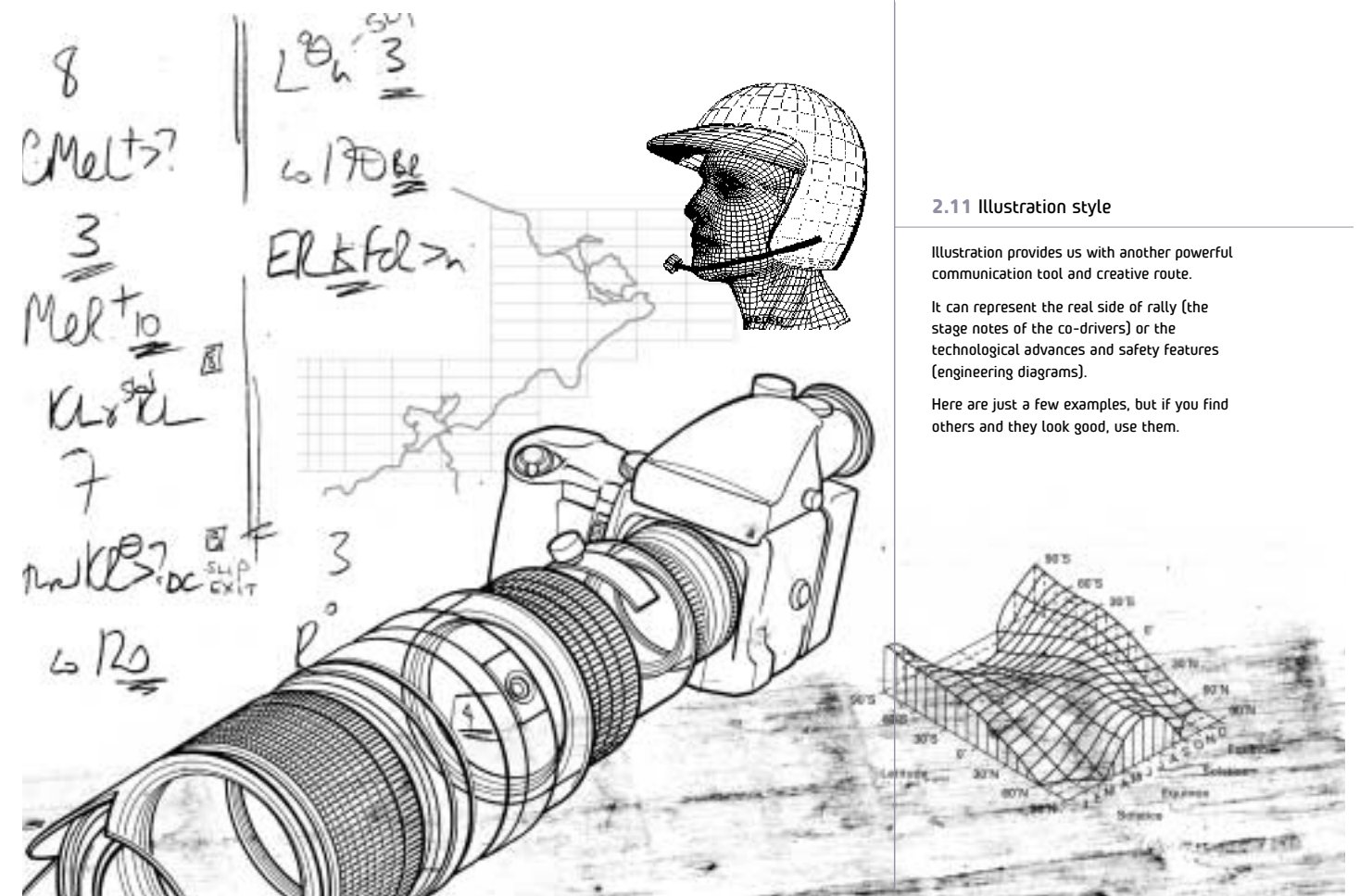
**The world is our stage.**

**The conditions are terrible. Brilliant.**

**From the 4,000 corners of the earth.**

**Excess all areas.**

**If you can't stand the heat, get out of Kenya.**



2.11 Illustration style

Illustration provides us with another powerful communication tool and creative route.

It can represent the real side of rally (the stage notes of the co-drivers) or the technological advances and safety features (engineering diagrams).

Here are just a few examples, but if you find others and they look good, use them.

### 2.12 Photography

Photography is one of the most important ways of showing World Rally at its most exciting.

Pictures of the stunning landscapes, the oil stained crews, the pace of the drivers, the screaming fans, the jubilant teams and the extreme conditions all combine to bring WRC to life in a way like no other.

**Location** WRC rallies take place in 16 countries round the world, from the snowbound forests of Sweden to the burning sands of Greece. >



**Teams** The drivers may take the glory, but they're backed up by up to 150 people, many of them mechanics, who they rely on to keep them out on the road. >



**Car** Each WRC car is £400,000 of high-tension steel, carbon fibre and titanium packed with the most sophisticated technological hardware available. >



**Driver** A world-class WRC driver must be instinctive, brave, passionate, technically and tactically skilful (and a little bit mad). >



**Emotion** WRC fortunes are made or broken in seconds and every member of a team feels the pain of disappointment and the ecstasy of victory. >



### 2.13 Contrasting Values - yin & yang

Every quality of World Rally has an equal and opposing quality, demonstrated in the Contrasting Values brand wheel. These Contrasting Values are translated into creative design tools – Clean versus Dirty font and the precise grid versus the Dirty tyre track, for example.

They co-exist in harmony.

If the calm of a forest before a car arrives is 'yin', then the screaming engines and cheering fans are 'yang'.

Study the contrasting words and think about the images that might represent them.

It will enable you to check that any creative work is accurately representing the many qualities that make World Rally the unmissable spectacle it is.



### Contrasting Values - creative tools

World Rally is not made up of one single element.

It's the combination of all the contrasting elements that creates WRC. The type, the grid, the colours, the copy, the font, everything. When used together, the possibilities for the sport and the sport's design are endless.



2.14 360° context

World Rally is about more than just who wins. It's the elation of a fan. It's the breathtaking landscapes. It's the unpredictability of the weather. It's the dedication of the teams. It's a driver making a car do unbelievable things.

When creating a World Rally piece of communication always try to convey the 360° nature of the sport.

The following examples show how this can be achieved in different ways with a chart showing the mix of elements.

Consider all 360° of WRC and how they co-exist.

WRC is a combination of many different things. Try and represent this diversity in everything you do.



### Location

Fans

### Car

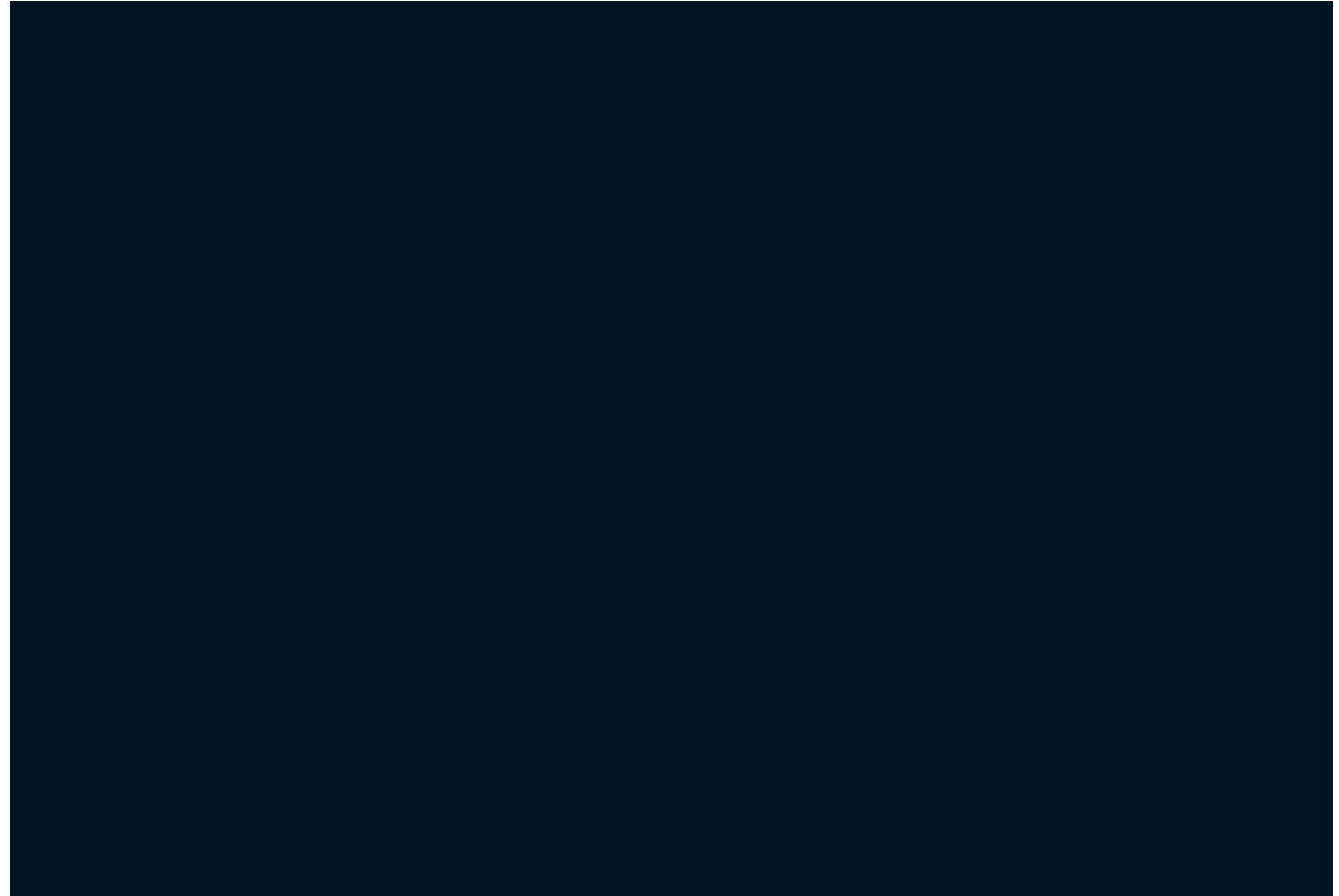
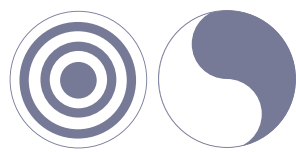
Driver  
Teams

World Rally is more than just rally cars tearing round the rough gravel roads of Catalunya. It's also about the screaming, passionate fans who have clambered up hills and over rocks to cheer on their heroes.

WRC is about cars, the dust, the concentration of the drivers, the calm of the co-drivers and the mechanics and team in the Service Parks, working to keep their crews out on the road.

2.15 Pace

The Contrasting Values can be translated into design principles relating to pace. Calm and explosive for example, can be delivered by alternating simple clean layouts with complex detailed ones.



## 3. Brand in action

3.1 Advertising	p.53
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3.7 Appendix	p.62
3.8 Contacts	p.63

Over the following pages we have gathered together ads, TV product and event collateral.

It's not all identical, it's not supposed to be. But it is exciting. It shows how the Brand Wheels can inspire and bring creative work to life and give a consistent brand experience for the WRC audience. It shows how the tools in this brand book have been used to date and we hope it will help you explore, amaze, excite, entertain and educate with your own World Rally projects.

Stage 13/17 MARGAM 27.6 km 53

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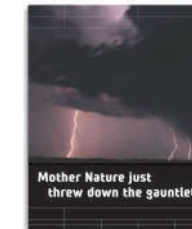
WRC the Brand

Tool box

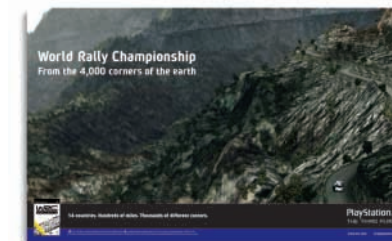
Brand in action



WRC consecutive page ad in rallyXS magazine



WRC consecutive page ad in rallyXS magazine



PlayStation 2 advertising WRC game



Inmarsat advertising

### 3.1 WRC press advertising

Advertising is the WRC's front line, pushing the sport to an ever-increasing rally-hungry audience around the world.

The ads shout, scream, intrigue, excite, amaze and constantly draw people in from the pages of press everywhere. The very embodiment of the WRC's Inspirational Vision.

Here are just a few examples of press ads that have run in national and international newspapers and magazines.

3.2 WRC event collateral

Every piece of communication at a rally, whether it's a safety message, clothing worn by stewards or the decor in the hospitality tents, must present a collective WRC image.

The strength of the WRC design is to create cohesion amongst the disparate event collateral, whilst remaining single-minded, informative and, above all, clear in message.

Here are some examples of event collateral from the 2003/4 season.



WRC passes

Camera crew tabard/passes



Final podium



WRC event stickers



WRC outside broadcast, with coverage on a large TV screen



PlayStation®2 WRC game



WRC vehicle livery



WRC outside broadcast livery

### 3.3 TV as a partner/channel

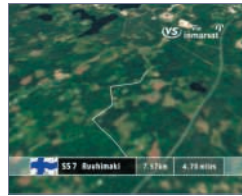
Almost a billion people (a staggering 918,579,000) watched the World Rally Championship on TV in 189 countries around the globe last year.

Television is a vital way of putting the fan at the very heart of the action, even if they're thousands of miles away. Wherever they are, the audience will know exactly what it feels like to be tearing round a hairpin bend at 100kph with a 1,000ft drop inches from their back wheel. How? We've got a helicam following every second of the action and on-board cameras that capture every bead of sweat that falls from a driver's temple.

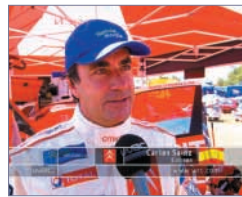
WRC TV brings the viewer motor sport as it should be – all the drama of actually being at the rallies, complete with the emotional ups-and-downs that go hand in hand with such a competitive sport.



TV location introduction



Virtual Spectator



Interview graphics



Manufacturers leaderboard



Stage graphics



In-car graphics



Information grid



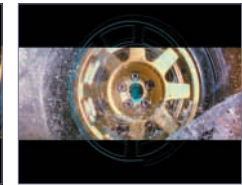
Stage split times



In-car logo placement



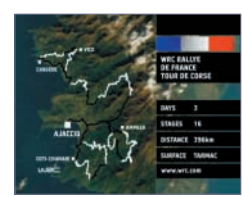
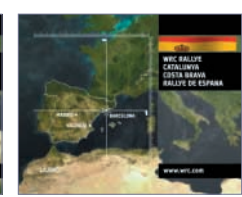
WRC programme ident



Leaderboard sequence



Location sequence



3.4 WRC.com

WRC.com is the definitive, all-encompassing WRC website, supplying rally fans, rally press and rally insiders with credible and up-to-date news and information 24 hours a day, seven days a week.



Homepage



Events board - Dashboard



Results



Results - (Splits)



Results - (Standings)



News



Profiles



Multimedia



My WRC Homepage



My WRC Competition



Rally guide

### 3.5 rallyXS magazine

With the latest stories, innovative features and dramatic photography, rallyXS exemplifies all that the WRC stands for. It tackles thorny issues head-on, takes you closer to the sport's inner core than you ever thought possible, and offers an accessible, easily digestible format in which to do it.

Thanks to rallyXS, which is available in over 50 countries worldwide, WRC has become bigger, brasher and brighter (committed rally fans don't leave home without it).



### 3.6 PlayStation®2

The PlayStation®2 WRC games have sold millions of copies and bring the excitement of World Rally to a whole new audience.

The full gambit of angles, terrains, locations and weather shows the world how many different dimensions both the games and the sport have. On top of that, with picture-perfect computer-generated cars and action, 'WRC' really depicts the 360° nature of World Rally.

Unsurprisingly, WRC is widely acclaimed as the best rally video game to date (rated 9 out of 10 by Official PlayStation Magazine).

Need we say more?





### 3.7 Appendix

The following artwork is available from [www.WRC.com/brand](http://www.WRC.com/brand):

WRC full logo.eps  
WRC full logo (rev).eps  
WRC secondary logo.eps  
WRC secondary logo (rev).eps

Danger warning (positive).eps  
Danger warning (reversed).eps  
Full warning (positive).eps  
Full warning (reversed).eps

Typeface Mac/PC:  
– WRC Clean Bold  
– WRC Clean Roman  
– WRC Dirty

WRC sample grid

WRC tyre track



**WRC Clean Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WRC Clean Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**WRC Dirty**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



The site is password protected. For more information please contact International Sportsworld Communicators Limited

### 3.8 Contacts

The following list of contacts should be able to assist you with specific enquiries:

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info@iscrally.com

#### Website

URL: [www.WRC.com](http://www.WRC.com)

#### Logo, font & movie library

URL: [www.WRC.com/brand](http://www.WRC.com/brand)

