

**LIGIER**  
**JFC**  
**JUNIOR**  
**FORMULA**  
**CHAMPIONSHIP**

## PURPOSE

This guide has been prepared to ensure that the Ligier Junior Formula Championship (Ligier JFC) brand identity is always displayed and communicated correctly and with maximum visual effect.

The Ligier JFC logo is the primary element used for identifying and branding. It is a valuable asset that must be used carefully. Consistent use is important to building a strong brand and ensuring clear communication.

Please review and maintain the following guidelines while executing the use of the Ligier JFC identity in all applications.

## USE

Always use original electronic versions of the logo provided with this document.

The correct use of the brand elements will ensure a positive, consistent image that is an important reflection of this organization. Do not attempt to recreate, modify or alter original electronic versions of the brand logos provided with this document.

## PRIMARY LOGO

The primary Ligier Junior Formula Championship logo is intended to be used in the following format and orientation in all applications.



## ELEMENTS

The Ligier JFC logo can be presented against color, black and white backgrounds.

## PRIMARY LOGO



## PRIMARY LOGO REVERSED



## PRIMARY LOGO STACKED



## ALTERNATE LOGO

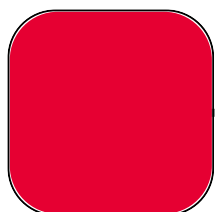


## ALTERNATE LOGO REVERSED



**LIGIER JUNIOR FORMULA CHAMPIONSHIP COLORS**

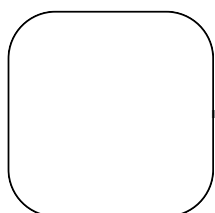
For printed materials or any high resolution reproduction, use the following Pantone Matching System ink spot colors that are embedded into the digital files included with this guide.



PMS 185C

C/M/Y/K VALUES: 3/100/85/0

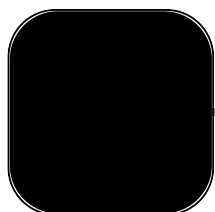
R/G/B VALUES: 231/0/51



WHITE

C/M/Y/K VALUES: 0/0/0/0

R/G/B VALUES: 255/255/255



PMS BLACK

C/M/Y/K VALUES: 100/100/100/100

R/G/B VALUES: 0/0/0

## COMPLIMENTARY TYPEFACES

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*Futura PT Book Oblique**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***Futura PT Heavy****ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*****Futura PT Heavy Oblique******ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

VENERA 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

VENERA 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

VENERA 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

VENERA 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

VENERA 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## SPECIFICATIONS AND USAGE

The Ligier Junior Formula Championship logo is preferred on a white background:



The Ligier Junior Formula Championship logo can also be placed on a dark background:



Use the alternate solid black and white versions only when a color version cannot be used, specifically on single ink print applications. Should only be used in rare occasions. Poor quality reproduction such as faxes or logomarks reproducing smaller than 3/4" qualify in these instances.



## JFC Mark

Use is only allowed for specific for clothing & apparel applications:



## DIGITAL FILES

Included in this guide on the following page are the Adobe Illustrator digital files necessary for proper utilization and execution of the Ligier JFC logo brand identity.

These files are the industry standard for digital output. When choosing a file type for any high quality output where premium resolution is necessary, use files with the .eps designation, which can be scaled to any size without any degradation in quality and include PMS, CMYK and RGB color designation.

## LOGO ISOLATION AREA

When using any of the digital files included in this guide, a minimum isolated space should remain around all four sides of the Ligier Junior Formula Championship logo.

Elements not belonging to the mark, such as type, other symbols, or photographs should not be placed within the area at any time.



## DIGITAL FILE CATALOG



### PRIMARY LOGO

Ligier JFC logo red-black RGB.ai  
 Ligier JFC logo red-black RGB.pdf  
 Ligier JFC logo red-black RGB.png

Ligier JFC logo red-black CMYK.ai  
 Ligier JFC logo red-black CMYK.pdf  
 Ligier JFC logo red-black CMYK.png

Ligier JFC logo red-black PMS.ai  
 Ligier JFC logo red-black PMS.pdf  
 Ligier JFC logo red-black PMS.png



### PRIMARY LOGO REVERSED

Ligier JFC logo red-white RGB.ai  
 Ligier JFC logo red-white RGB.pdf  
 Ligier JFC logo red-white RGB.png

Ligier JFC logo red-white CMYK.ai  
 Ligier JFC logo red-white CMYK.pdf  
 Ligier JFC logo red-white CMYK.png

Ligier JFC logo red-white PMS.ai  
 Ligier JFC logo red-white PMS.pdf  
 Ligier JFC logo red-white PMS.png



### PRIMARY LOGO STACKED

Ligier JFC logo wht stk RGB.ai  
 Ligier JFC logo wht stk RGB.pdf  
 Ligier JFC logo wht stk RGB.png

Ligier JFC logo wht stk CMYK.ai  
 Ligier JFC logo wht stk CMYK.pdf  
 Ligier JFC logo wht stk CMYK.png

Ligier JFC logo wht stk PMS.ai  
 Ligier JFC logo wht stk PMS.pdf  
 Ligier JFC logo wht stk PMS.png



### ALTERNATE LOGO

Ligier JFC logo black RGB.ai  
 Ligier JFC logo black RGB.pdf  
 Ligier JFC logo black RGB.png

Ligier JFC logo black RGB.ai  
 Ligier JFC logo black RGB.pdf  
 Ligier JFC logo black RGB.png



### ALTERNATE LOGO REVERSED

Ligier JFC logo white.ai  
 Ligier JFC logo white.pdf  
 Ligier JFC logo white.png



## DIGITAL FILE CATALOG

**PRIMARY MARK**

JFC mark red RGB.ai  
JFC mark red RGB.pdf  
JFC mark red RGB.png

JFC mark red CMYK.ai  
JFC mark red CMYK.pdf  
JFC mark red CMYK.png

**ALTERNATE MARK**

JFC mark black RGB.ai  
JFC mark black RGB.pdf  
JFC mark black RGB.png

JFC mark black CMYK.ai  
JFC mark black CMYK.pdf  
JFC mark black CMYK.png

**ALTERNATE MARK REVERSED**

JFC mark white.ai  
JFC mark white.pdf  
JFC mark white.png