

## Philosophy

The SCCA Pro Racing Logo is the single most recognizable symbol of the sanctioning body. It is critical for the Logo to be used appropriately to help maintain the integrity of the brand.

The following will guide you through the proper graphic elements to be used in materials using and referencing the SCCA Pro Racing Brand. If you have any questions about usage, please reach out to the SCCA Creative Manager.



## Visual Identity

Photos used in conjunction with the SCCA Pro Racing Brand are immersive. They depict situations that make the viewer desire to take the place of the subject. They are dynamic and exciting.

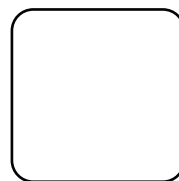
Images used for print applications must have a resolution of at least 300 ppi (pixels per inch). Images used for web or digital applications must have a resolution of at least 72 ppi.

## Color Identity

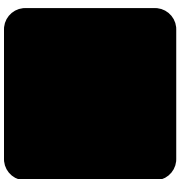
SCCA Red conveys the boldness of spirit and excitement in every SCCA Pro Racing event. The consistency of this color is essential to the universal familiarity of the logo. The other primary colors used throughout the SCCA Pro Racing Brand are white, black, and gray as defined below.



C= 0 M=95 Y=100 K=0  
R= 218 G=41 B=25  
HEX/HTML: DA291C  
PANTONE: 485C



C= 0 M=0 Y=0 K=0  
R= 255 G=255 B=255  
HEX/HTML: FFFFFFFF  
Opaque White



C= 0 M=0 Y=0 K=100  
R= 39 G=37 B=31  
HEX/HTML: 24251F  
PANTONE: Process Black C



C= 20 M=14 Y=12 K=40  
R= 218 G=41 B=25  
HEX/HTML: DA291C  
PANTONE: Cool Gray 7 C

## Primary Logo

The primary logo is this bold, text-only logotype, and it's the version that should be used most often, with the color variations allowed as described below. Versions of the logo are usable only within the framework outlined here. When in doubt, this is the logo option to choose. This primary logo is available for use in four color variations to ensure consistency across applications.

**SCCA**  
**PRO RACING**

Positive Logotype

Available in EPS, JPG & PNG for print and digital applications with light backgrounds

**SCCA**  
**PRO RACING**

1 Color Positive Logotype

Available in EPS, JPG & PNG for print and digital applications with light backgrounds

**SCCA**  
**PRO RACING**

Negative Logotype

Available in EPS & PNG for print and digital applications with dark backgrounds

**SCCA**  
**PRO RACING**

1 Color Negative Logotype

Available in EPS & PNG for print and digital applications with dark backgrounds

## Primary Logo – Unacceptable Variations

The logotype is not to be used as a ghosted image, stretched, transformed or manipulated.



Insufficient contrast



Stretching is not allowed



Ghosting of this logo is not allowed



Changing the color of the logotype is not permitted

## Secondary/Legacy Logo

The secondary/legacy logo should be used sparingly when a more graphic logo or a historical/legacy logo is required. It is available for use in four color variations, defined below, to ensure consistency across applications color backgrounds that provide appropriate contrast.



Standard Positive

Available in EPS, JPG & PNG for print and digital applications with light backgrounds



Standard 1 Color Positive

Available in EPS, JPG & PNG for print and digital applications with light backgrounds



Standard Negative

Available in EPS & PNG for print and digital applications with dark backgrounds



Standard 1 Color Negative

Available in EPS & PNG for print and digital applications with dark backgrounds

## Standard Logo & Unacceptable Variations

The standard logo is not to be used as a ghosted image, stretched, transformed or manipulated.



Insufficient contrast



Stretching is not allowed



Ghosting of this logo is not allowed



Transformation/manipulation is not allowed