



# 2024 IMSA SPORTING REGULATIONS & SERIES SUPPLEMENTARY REGULATIONS: BRANDING EXCERPT (pages 108 - 121)

of the

IMSA VP RACING SPORTSCAR CHALLENGE Sanctioned by



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**5. ATTACHMENT 5 – LOGOS / NUMBER PANELS / DECALS**

**5.1. LOGOS, DRIVER AND CREW MEMBER UNIFORM REQUIREMENTS (See Also Article 10)**

5.1.1. IMSA requires specific logos to be on all Driver and Crew Member uniforms. Embroidered logos are acceptable provided they are the exact size, shape & colors of the required/supplied patch. Printed logos are acceptable for Crew Member uniforms.

5.1.2. Below are shown the official logos and only acceptable logos to be utilized on all Driver and Crew Member uniforms. All logos must follow the brand guidelines posted on [imsacompetitors.com](https://www.imsacompetitors.com), retain the original logo aspect ratio, remain intact and must not be altered in any manner:

**2024 Required Logos:**



<u>PMS</u>	<u>CMYK</u>				
Red 185	C:	M: 91	Y: 76	K: 0	
Black 3C	C: 75	M: 68	Y: 67	K: 90	
White	C: 0	M: 0	Y: 0	K: 0	
Reflex Blue	C: 100	M: 70	Y: 0	K: 0	

IMSA VP Racing SportsCar Challenge Series Logo



<u>PMS</u>	<u>CMYK</u>				
Red 1797C	C: 0	M: 100	Y: 99	K: 4	
Black 3C	C: 75	M: 68	Y: 67	K: 90	
White	C: 0	M: 0	Y: 0	K: 0	

Red IMSA Logo - standard IMSA logo



<u>PMS</u>	<u>CMYK</u>				
Reflex Blue	C: 100	M: 70	Y: 0	K: 0	
Yellow	C: 0	M: 5	Y: 100	K: 0	
Black	C: 0	M: 0	Y: 0	K: 100	
White	C: 0	M: 0	Y: 0	K: 0	

Michelin Corporate Logo - Solid blue and yellow background and white logo/Michelin Man are required

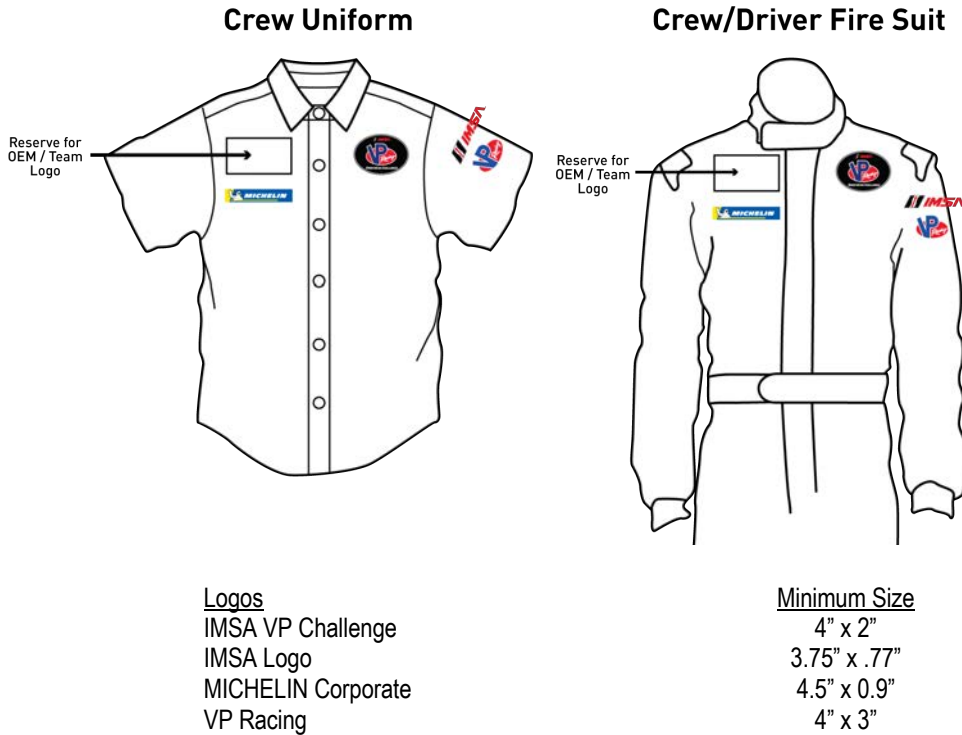


<u>PMS</u>	<u>CMYK</u>				
Red 185	C:	M: 91	Y: 76	K: 0	
Reflex Blue	C: 100	M: 70	Y: 0	K: 0	
White	C: 0	M: 0	Y: 0	K: 0	

VP Racing Logo

## IMSA VP Challenge Team/Crew Uniforms

### Exhibit A

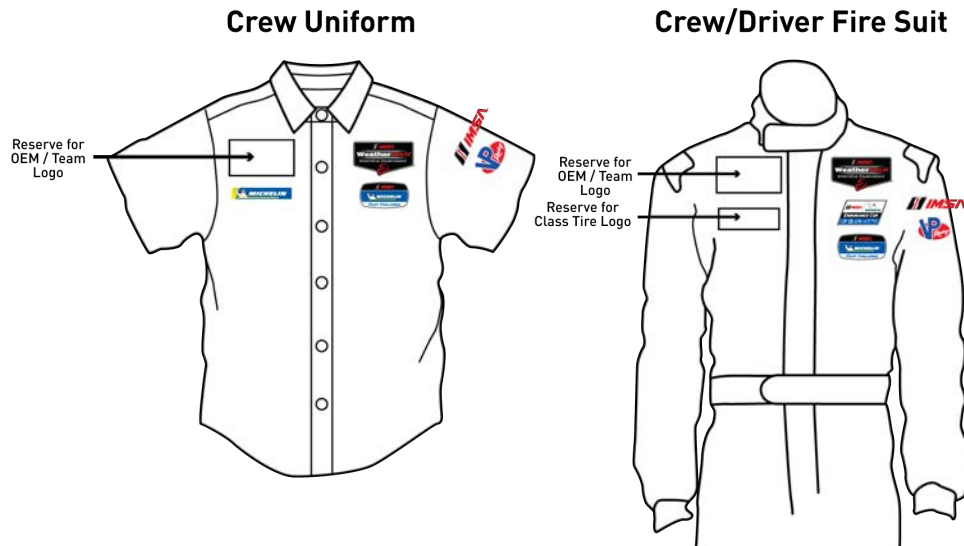


### 5.2. Specifics: (See Exhibit A)

- 5.2.1. IMSA VP Challenge logo must be in top position.
- 5.2.2. MICHELIN corporate logo must be in second position, directly below the Car Manufacturer/Team logo.
- 5.2.3. IMSA logo must be located on the left sleeve.
- 5.2.4. VP Racing logo must be located on the left sleeve directly below IMSA.

## Multiple Series Team/Crew Uniforms

### Exhibit B



### 5.3. Teams/Drivers Participating in Multiple Series: (See Exhibit B)

- 5.3.1. Multiple Series patches/logos are permitted on the same fire suit provided they appear in the following descending order: (IMSA WeatherTech SportsCar Championship, IMSA Michelin Pilot Challenge, IMSA VP Racing SportsCar Challenge, Ferrari Challenge, Lamborghini Super Trofeo, Mazda MX-5 Cup, Porsche Carrera Cup North America on the same side. Non-IMSA Series logos are prohibited.
- 5.3.2. Multiple Tire Partner logos are permitted on the same fire suit, however only the appropriate Series Tire Partner must be displayed when participating in the Series. Example, for Driver/Crew Member participating in another series and IMSA VP Challenge, the other series' Tire Partner logo must be covered when in IMSA VP Challenge Sessions.
- 5.3.3. VP Racing logo must be placed on the left sleeve directly below IMSA logo.
- 5.3.4. All other required logos must be displayed at all times.

### 5.4. Additional Specifications.

- 5.4.1. Entrant may receive a minimum \$500.00 fine for Driver(s)/Crew not in compliance.
- 5.4.2. All logos must be in their full and correct colors and are available by contacting [info@imsa.com](mailto:info@imsa.com).
- 5.4.3. Blank areas where background shirt/firesuit colors are visible when embroidering logos are prohibited.
- 5.4.4. Failure to display required logos may result in penalties or ineligibility for Point Fund / Prize Money.
- 5.4.5. Uniforms must be of tasteful design and neat and clean in appearance.

### 5.5. LOGOS, TRANSPORTER AND CAR DECAL REQUIREMENTS

- 5.5.1. IMSA requires specific decals & panels to be placed on VP Challenge team transporters and competing Cars. All logos and advertising are subject to IMSA approval. Please reference the IMSA and VP Challenge brand guides posted on [imsacompetitors.com](http://imsacompetitors.com).

5.5.2. Decals are supplied by IMSA at the time of Car registration. Additional decals are available at the IMSA VP Challenge competition transporter and/or by contacting IMSA at [competition@imsa.com](mailto:competition@imsa.com). Competitors may also be required to display Event-specific sponsor decals in an approved location on each side of the Car.

**5.6. Required Logos:**

5.6.1. Below are shown the only acceptable and official logos/class designations to be utilized on Team transporters and Cars.

**Required Logos**



IMSA VP Racing SportsCar Challenge Series Logo

<u>PMS</u>	<u>CMYK</u>			
Red 185	C: 0	M: 91	Y: 76	K: 0
Black 3C	C: 75	M: 68	Y: 67	K: 90
White	C: 0	M: 0	Y: 0	K: 0
Reflex Blue	C: 100	M: 70	Y: 0	K: 0



Red IMSA Logo

<u>PMS</u>	<u>CMYK</u>			
Red 1797C	C: 0	M: 100	Y: 99	K: 4
Black 3C	C: 75	M: 68	Y: 67	K: 90
White	C: 0	M: 0	Y: 0	K: 0



Lockup IMSA Logo - White background and black border are required

<u>PMS</u>	<u>CMYK</u>			
Red 1797C	C: 0	M: 100	Y: 99	K: 4
Black 3C	C: 75	M: 68	Y: 67	K: 90
White	C: 0	M: 0	Y: 0	K: 0



Michelin Corporate Logo - Solid blue and yellow background and white logo/Michelin Man are required

<u>PMS</u>	<u>CMYK</u>			
Reflex Blue	C: 100	M: 70	Y: 0	K: 0
Yellow	C: 0	M: 5	Y: 100	K: 0
Black	C: 0	M: 0	Y: 0	K: 100
White	C: 0	M: 0	Y: 0	K: 0



Michelin Sprinter Man - Should always be shown in conjunction with Michelin Corporate Logo, solid white background is required.

<u>PMS</u>	<u>CMYK</u>			
Black	C: 0	M: 0	Y: 0	K: 100
White	C: 0	M: 0	Y: 0	K: 0



VP Racing Fuels Logo

<u>PMS</u>	<u>CMYK</u>			
Red 185	C:	M: 91	Y: 76	K: 0
Reflex Blue	C: 100	M: 70	Y: 0	K: 0
White	C: 0	M: 0	Y: 0	K: 0

**Class Decals:**



**5.7. LOGOS, TEAM TRANSPORTERS:**

5.7.1. The following requirements are applicable to transporters in the IMSA Paddock at all Events:

- A. One (1) IMSA logo on each side of transporter with a minimum width of 36” as well as appropriate clear space as determined by brand guide. Please use the IMSA Lockup Logo if Transporter design does not allow for clear space (i.e. a textured background will show through IMSA Logo).
- B. One (1) IMSA VP Challenge logo on each side of transporter with a minimum width of 36” as well as appropriate clear space as determined by brand guide.
- C. One (1) IMSA logo on back of transporter with a minimum width of 18” as well as appropriate clear space as determined by brand guide. Please use the IMSA Lockup Logo if Transporter design does not allow for clear space (i.e. a textured background will show through IMSA Logo).

- D. One (1) IMSA VP Challenge on back of transporter with a minimum width of 18" as well as appropriate clear space as determined by brand guide.

5.7.2. Each Car entry is required to fly the following flags on top of each transporter in the Paddock:

- A. One (1) IMSA VP Challenge logo.
- B. One (1) IMSA logo.
- C. In the event that both the Series and IMSA flag are displayed together, the Series flag must always be displayed on top.
- D. Limited quantities of flags for each team are supplied by IMSA. Flags must match the design, size and color as supplied by IMSA.

#### 5.8. LOGOS, CAR:

5.8.1. IMSA exclusive areas. Competitors must leave space in their livery to accommodate all Series mandated decals as illustrated in Par. 5.8.

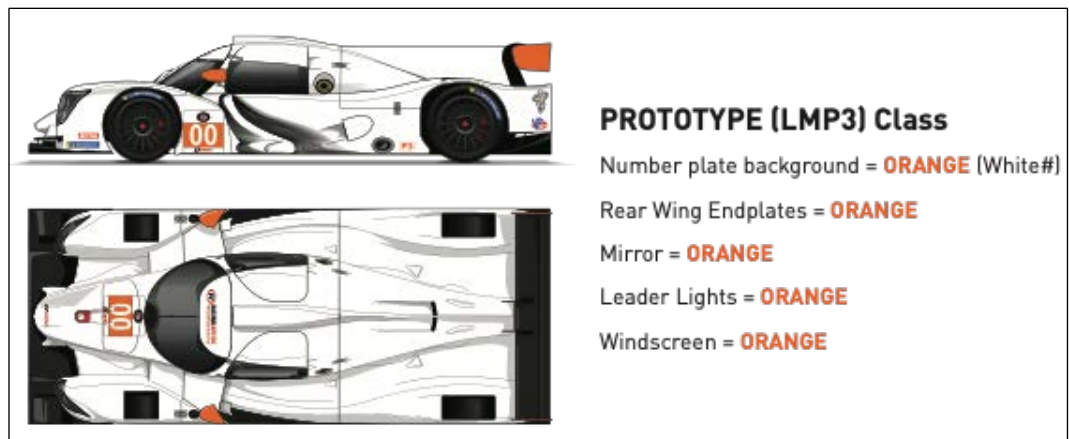
5.8.2. Class Color Designations. Number plate background must be fully covered in the class designation color:

- A. P3: Pantone Orange 165 as primary color and White as secondary color.
- B. GSX: PMS Reflex Blue as primary color and White as secondary color.

5.8.3. At the sole discretion of IMSA, a request for a special livery for significant cause may be approved for exemption of certain requirements stipulated in the RULES. Such requests must be made in detail, including renderings and supporting materials describing the significance of the livery and other aspects that IMSA may take into consideration. Such request must be submitted in full no later than 30 days prior to the date of desired first use to David Pettit, [dpettit@imsa.com](mailto:dpettit@imsa.com). Any IMSA decision regarding such request is Conclusive.

#### 5.8.4. NUMBER PANELS

- A. **Assigned Number Panels.** Three (3) number panels are required, one (1) on each side, and one (1) on the nose. Side number panels must be clearly visible and affixed on a flat and vertical surface in class-specific locations.

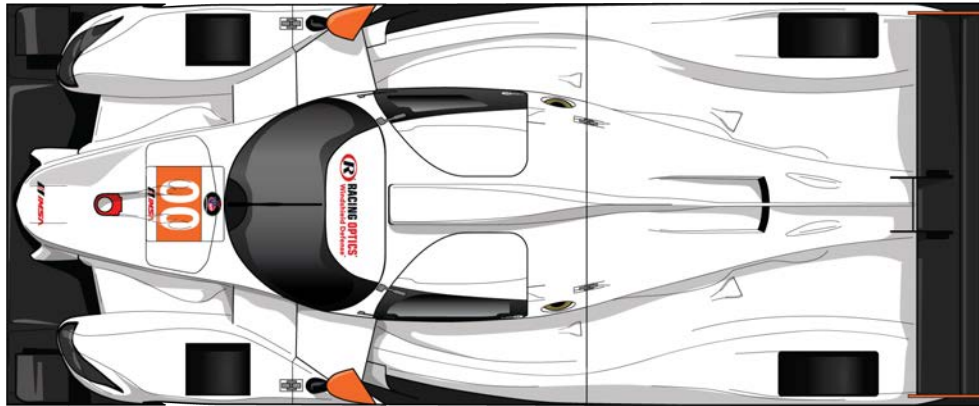
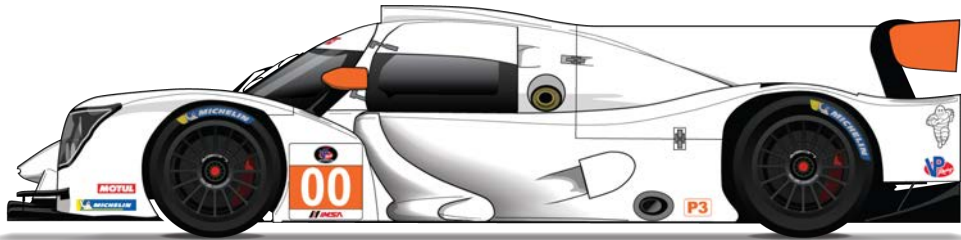




- 5.8.5. **Driver's National Flags and Names.** On each side of Car above door opening, the national flags of the Drivers as well as their names must be displayed. Minimum height of both flags and names must be 1.25".
- 5.8.6. **DECALS.** Cars must follow the requirements below, with specified and preferred location for P3 and GSX per [Par. 5.9](#) and [Par. 5.10](#).
- 5.8.7. **Tire Branding.** Teams participating in an IMSA Event (including but not limited to pre-race activities, on apparel, or outside entities visible to media at an IMSA Race) must not display or project or otherwise promote a company engaged in the production, manufacturing, selling, or distribution of tires without the prior written consent of IMSA.



## 5.9. VP Challenge P3



### 5.9.1. Number Panels (IMSA Provided)

- A. 14" H x 13.5" W.
- B. Three (3); one number panel on nose, one (1) number panel on each side.
- C. Number panels must match Series design and color. Changes or additional designs prohibited (i.e. stylized numbers).
- D. Numbers must be Arial font, 7" tall with 1.25" stroke.
- E. Number panels must be placed on flat surface on the forward half of the nose panel, above the Class logo and on both side pods, immediately behind front wheel opening.

### 5.9.2. IMSA Logo (IMSA Provided)

- A. 1.875"H x 8"W
- B. One (1) decal on front, centered.
- C. Must be clearly visible and affixed on a flat surface.

### 5.9.3. IMSA VP Challenge Logo (IMSA Provided)

- A. 3.25"H x 6.5"W
- B. Three (3); one (1) on nose, below number panel and one (1) each side, directly above number panel.
- C. Must be clearly visible and affixed on a flat surface.

**5.9.4. Windscreen** (IMSA Provided)

- A. Minimum height 6" measured at center.
- B. White, located at top of cockpit windshield.
- C. Must be displayed as shown, with Racing Optics logo centered and straight.

**5.9.5. Class Decals** (IMSA Provided)

- A. 3.25"H x 4.75"W
- B. Two (2) decals, one (1) on each side immediately in front of rear wheel opening.
- C. Must be clearly visible and affixed on a flat surface.

**5.9.6. Tire Decals** (IMSA Provided)

- A. Two (2), one (1) 2.5"H x 12"W Michelin Corporate decal, placed on front fender, forward and below of the front axle centerline, each side.
- B. Two (2), one (1) 8" H x 4.5" W Michelin Sprinter Man decal on each side along the vertical portion rear bodywork, behind rear wheel opening, clearly visible and on flat surface.
- C. Michelin Tire decals must be of contrasting color.

**5.9.7. Oil Supplier** (IMSA Provided)

- A. 7.38" W x 2" H
- B. Two (2), one (1) on each side, forward of centerline.
- C. Must be clearly visible and affixed on a flat and vertical surface.

**5.9.8. Fuel Supplier** (IMSA Provided)

- A. 4.25"H x 6.25"W
- B. Two (2), one (1) on each side of rear bodywork.
- C. Must be clearly visible and affixed on a flat and vertical surface.

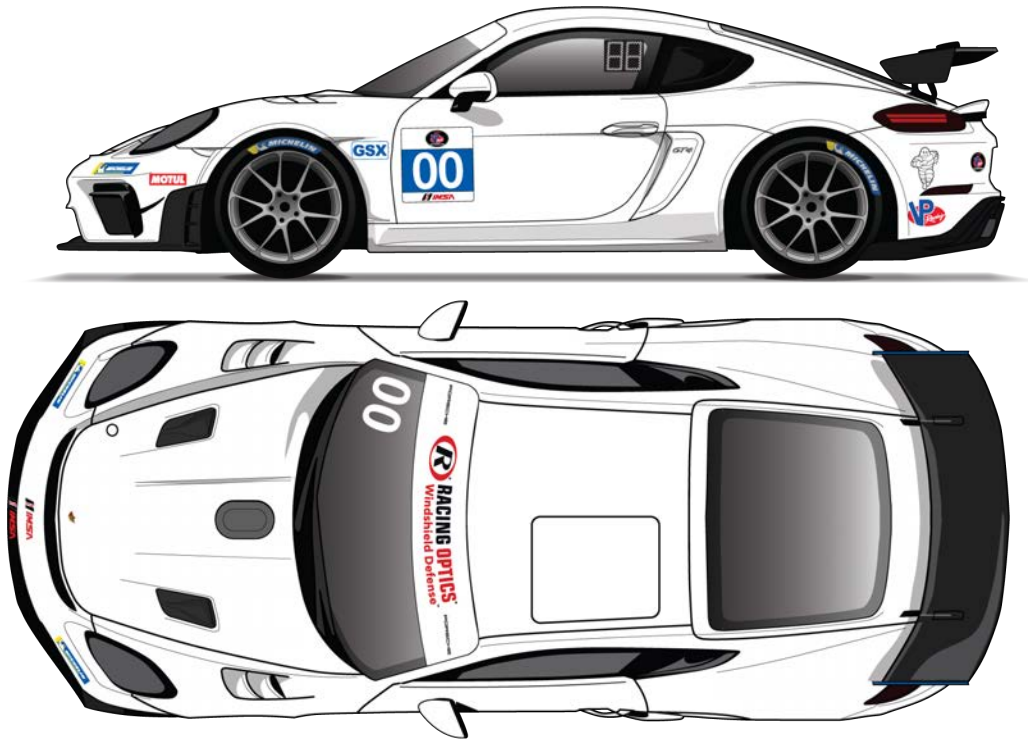
**5.9.9. Manufacturer Decals** (IMSA Provided)

- A. One (1) chassis manufacturer decal on the lower edge of the nose cone. Must be of contrasting color.

**5.9.10. IMSA Technical Conformity Sticker**

- A. 3"H x 2"W
- B. Left top corner of the windscreen.

## 5.10. VP Challenge GSX



### 5.10.1. Number Panels (IMSA Provided)

- A. 14" H x 13.5" W
- B. Two (2), one (1) number panel on each side.
- C. Number panels must match Series design and color. Changes or additional designs prohibited (i.e. stylized numbers).
- D. Numbers must be white in color, Arial font, 7" tall with 1.25" stroke.
- E. Side number panels must be placed on a flat and vertical surface.

### 5.10.2. Windscreen Number (IMSA Provided)

- A. White, Arial font, 4" tall with 0.5" stroke.
- B. Car number must be located on the driver's right (passenger) side of the windscreen, at least .5" from A pillar, halfway up the screen, or as directed by IMSA.

### 5.10.3. Rear Number (IMSA Provided)

- A. White, Arial font, 7" tall with 1.25" stroke.
- B. Placed on flat surface of rear bumper.

### 5.10.4. IMSA Logo (IMSA Provided)

- A. 1.875"H x 8"W
- B. One (1) decal on front, centered.
- C. Must be clearly visible and affixed on a flat surface.

**5.10.5. IMSA VP Racing SportsCar Challenge Logo** (IMSA Provided)

- A. 3.5"H x 6.5"W
- B. Two (2), one (1) decal on front and rear bumpers.
- C. Must be clearly visible and affixed on a flat surface.

**5.10.6. Windscreen**

- A. Minimum height of 6".
- B. Windscreens must match Series design and color.
- C. Official Automotive Partner OEM logo must be placed on the outer right and left edges but must maintain a 1.5" clear space from marks in center.

**5.10.7. Leader Lights**

- A. 9" W x 8" H area must remain clear of any other decals, wrap or graphics.
- B. Leader Lights must be clearly visible from side.
- C. Leader Lights must be installed in accordance with the Technical Regulations.

**5.10.8. Class Decals** (IMSA Provided)

- A. 5" tall x 6.5" wide.
- B. Three (3), one (1) decal on each side, one (1) decal on rear.
- C. Must be clearly visible and affixed on a flat and vertical surface.

**5.10.9. Tire Decals** (IMSA Provided)

- A. Two (2), one (1) 2.5"H x 12"W Michelin Corporate decal, placed on front fender, forward and below of the front axle centerline, each side.
- B. Two (2), one (1) 8" H x 4.5" W Michelin Sprinter Man decal on each side along the vertical portion rear bodywork, behind rear wheel opening, clearly visible and on flat surface.
- C. Michelin Tire decals must be of contrasting color.
- D. must be placed on front fender, forward and below of the front axle centerline, each side.

**5.10.10. Oil Supplier** (IMSA Provided)

- A. 7.38" W x 2" H
- B. Two (2), one (1) on each side, forward of centerline.
- C. Must be clearly visible and affixed on a flat and vertical surface.

**5.10.11. Fuel Supplier** (IMSA Provided)

- A. 4.25"H x 6.25"W
- B. Two (2), one (1) on each side of rear bodywork.
- C. Must be clearly visible and affixed on a flat and vertical surface.

**5.10.12. IMSA Technical Conformity**

- A. 3" H
- B. Left top corner of the windscreen.

**ATTACHMENT 6 – N/A**

**6. N/A**

## 7. ATTACHMENT 7 – SPECIAL AWARDS

### 7.1. SEASON-END CHAMPIONSHIP AWARD PROGRAM

- 7.1.1. The Season-End Championship Award is awarded exclusively to the Driver champion in each class.
- 7.1.2. The P3 Season-End Championship Award is a Fifty Thousand Dollar (\$50,000) IMSA credit, applicable toward entry fees for any 2025 IMSA WeatherTech Championship Event, awarded to the 2024 P3 Driver champion.
- 7.1.3. The P3 Season-End Championship Award is not transferable.
- 7.1.4. The GSX Season-End Championship Award is a Fifty Thousand Dollar (\$50,000) IMSA credit, applicable toward entry fees for any 2025 IMSA Michelin Pilot Challenge Event, awarded to the 2024 GSX Driver champion.
  - A. The GSX Season-End Championship Award is not transferable.
- 7.1.5. IMSA shall make any final determinations regarding the Season-End Championship Award Program and such determinations are Conclusive.
- 7.1.6. All other IMSA RULES apply to the Season-End Championship Award Program.

### 7.2. BRONZE CUP PROGRAM

- 7.2.1. **Overview.**
  - A. The Bronze Cup recognizes outstanding Drivers who are Bronze rated and participate in an Entered Car in each class.
  - B. Bronze Cup points are awarded to eligible Drivers.
  - C. Bronze Cup Drivers compete for honors in each Race at each Event and for a special season-end trophy.
- 7.2.2. **Qualification for Bronze Cup Championship:**
  - A. Bronze rated Drivers are automatically eligible and approved for participation.
- 7.2.3. **Point Distribution & Standings.**
  - A. Bronze Cup Drivers only earn points in the Car in which they are eligible for VP Racing Challenge Driver championship points at each Event.
  - B. Bronze Cup points are awarded in accordance with the table shown in Art. 12.20 as interpreted below.
  - C. Bronze Cup points are awarded based on the Car's finishing position for each Bronze Cup eligible Car, with the finishing positions of Cars with Silver rated Drivers not considered in the results and all other Cars with Bronze Drivers elevated in the finishing positions accordingly.
- 7.2.4. **Standings.** Bronze Cup standings are scored separately from the Team and Driver championships.
- 7.2.5. Tiebreakers per Art. 53.
- 7.2.6. All other IMSA RULES apply to the Bronze Cup Program.

### 7.3. RACING OPTICS VISION TO THE FRONT AWARD

- 7.3.1. The Racing Optics Vision to the Front Award winners are the IMSA VP Racing SportsCar Challenge Teams that most improve their finishing positions from Race #1 to Race #2 per Event in each class, P3 and GSX. The Team's positive progression in finishing position improvement(s) from Race #1 and Race #2 per Event are compared, and the total number of positions improved and final finishing position determine the winner.
- A. Example: A Team (A) that finishes Race #2 in 2nd place, three positions higher than their finish in Race #1, is declared the winner over another Team (B) that finishes Race #2 in 3rd place, two positions higher than their finish in Race #1, also eclipsing the Team (C) that finished Race #2 in 6th place, three positions higher than their finish in Race #1, due to having a higher overall finishing position in a tiebreaker.
- 7.3.2. Eligibility:
- A. Teams with penalties affecting grid position are not eligible.
- B. Teams with elective changes affecting grid position or subject to penalty are not eligible.
- C. Calculation for the overall positions advanced is made from the original finishing position of the Competitor as published by IMSA Timing and Scoring.
- D. In the case of a tie for the most positions advanced, the Competitor that finishes the highest in Race #2 is declared the winner.
- 7.3.3. The Racing Optics Vision to the Front Award is One Thousand Dollars (\$1,000) per class, per Event, and is awarded to the Entrant.
- 7.3.4. The Racing Optics Vision to the Front Award is not transferable.
- 7.3.5. All other IMSA RULES apply to the Racing Optics Vision to the Front Award.