



RACING WITH FERRARI

GUIDELINES 2023



FERRARI RACING WITH 2023

WARNING

THE FERRARI RACING WITH LOGO GUIDELINES SHOWN IN THIS BROCHURE ARE VALID UP TO 31/12/2023

We are happy to handle all your requests of the "Ferrari Racing With Logo" usage at the following email address:

racingwith@ferrari.com

As a general rule, any use of the "Ferrari Racing With Logo" is subject to Ferrari's prior written approval.

This document is addressed to:

- Official Ferrari Dealers and Service
- GT Teams competing in national or international championships with Ferrari sporting cars

Such entities may apply to Ferrari for the use of the "Racing With" logo if:

- they have at least one car registered "full season" in one of the Challenge Championships
- they have at least one car that participates in one of the national or international GT championships and do not compete in the same championship and under the same team name with other cars of other brands

For the avoidance of doubt, no-one may use the "Ferrari Competizioni GT" or "Ferrari Challenge" logos on any element, the only logo given in concession by Ferrari to Teams/Dealers/Service is "Racing With".

The granting of the "Racing With" logo is valid for one calendar year from 1.1 to 31.12 after this period, Teams/Dealers/Services must apply to Ferrari for approval to use the logo for the following year

The granting of the use of the "Racing With" logo by Ferrari is totally at Ferrari's discretion.

FERRARI RESERVES THE RIGHT TO ACT AGAINST THOSE TEAMS WHICH WILL NOT COMPLY WITH THESE GUIDELINES.



FERRARI RACING WITH 2023

These guidelines (the "Guidelines") set forth the terms and conditions under which teams and/or drivers (the "Team(s)") taking part at national and/or international GT races and championships (the "GT Championship(s)") with Ferrari cars (the "Car(s)") are allowed to make use of the "Ferrari Racing With Logo", reproduced in Table #1, property of Ferrari S.p.A. ("Ferrari").

As a general rule, each use by a Team of the "Ferrari Racing With Logo" is subject to Ferrari's prior written approval. The approval can be requested by sending an e-mail to the following address:

racingwith@ferrari.com

Save as for the rights granted under these Guidelines, the Teams and/or their sponsor/partner are not allowed to use / produce:

- i. images, drawing and other representations (both still and moving) of Ferrari (the "**Ferrari Images**")
- ii. any name, logo, trade/service mark, identifications, designations or other element owned by, pertaining to or directly or indirectly referred or referable to, Ferrari, including (but not limited to) predominantly red elements or components (collectively, the "**Ferrari Elements**")
- iii. items (including merchandising and/or other promotional products / materials) bearing and/or reproducing the Ferrari Images and/or the Ferrari Elements

FERRARI RESERVES THE RIGHT TO ACT AGAINST THOSE TEAMS WHICH WILL NOT COMPLY WITH THESE GUIDELINES.



FERRARI RACING WITH 2023

The Teams are entitled to affix the “Ferrari Racing With Logo” on the following materials only:

- The Team’s letterhead paper, in accordance with the branding guidelines and instructions as set forth in Table #3 and Table #4
- The Team’s support vehicles attending the races of the GT Championships, in accordance with the branding guidelines and instructions as set forth in Table #5
- The Team’s pit garage layout and possible Team’s hospitality lounge layout in Table #6 and Table #7
- The drivers’ overalls (only for GT Team) in accordance with the branding guidelines and instructions as set forth in Table #8.
The Teams shall affix on the driver’s overall the anti-counterfeiting “Not for sale” tag/label (the “Tag”) purchased from Artigrafiche Pagani, Italy, the official Tag’s supplier of Ferrari.
The tags can be required on the Ferrari Portal <http://ferrari.centroordini.it> before to order the tag on the portal you need to inform by mail: agp@artigrafichepagani.it with copy to Ilaria.Caradonna@ferrari.com and Nicola.Cardinali@ferrari.com.
- The Team’s apparel, in accordance with the branding guidelines and instructions as set forth in Table #9 The Teams shall affix on the Team’s apparel the anti-counterfeiting “Not for sale” tag/label (the “Tag”) purchased from Artigrafiche Pagani, Italy, the official Tag’s supplier of Ferrari.
The tags can be required on the Ferrari Portal <http://ferrari.centroordini.it> before to order the tag on the portal you need to inform by mail: agp@artigrafichepagani.it with copy to Ilaria.Caradonna@ferrari.com and Nicola.Cardinali@ferrari.com.
- The Team’s website, in accordance with the branding guidelines and instructions as set forth in Table #11



FERRARI RACING WITH 2023

TABLE 1

THE "RACING WITH FERRARI LOGO"

The RACING WITH FERRARI Logo's features.



RACING WITH FERRARI



FERRARI RACING WITH 2023

TABLE 2

THE "RACING WITH FERRARI LOGO"

The RACING WITH FERRARI Logo's features.





FERRARI RACING WITH 2023

TABLE 3

THE LOGO ON LETTER HEAD

Guidelines for a correct use of the logo on the letterhead of the Team.



TEAM/DEALER/SERVICE/MAIN
SPONSOR

Nome Team - STATO - CAP Città - Indirizzo completo - Tel 000 035 1234567 - Fax Tel 000 035 1234567 - indirizzo@posta elettronica

SPONSOR SPONSOR SPONSOR SPONSOR



FERRARI RACING WITH 2023

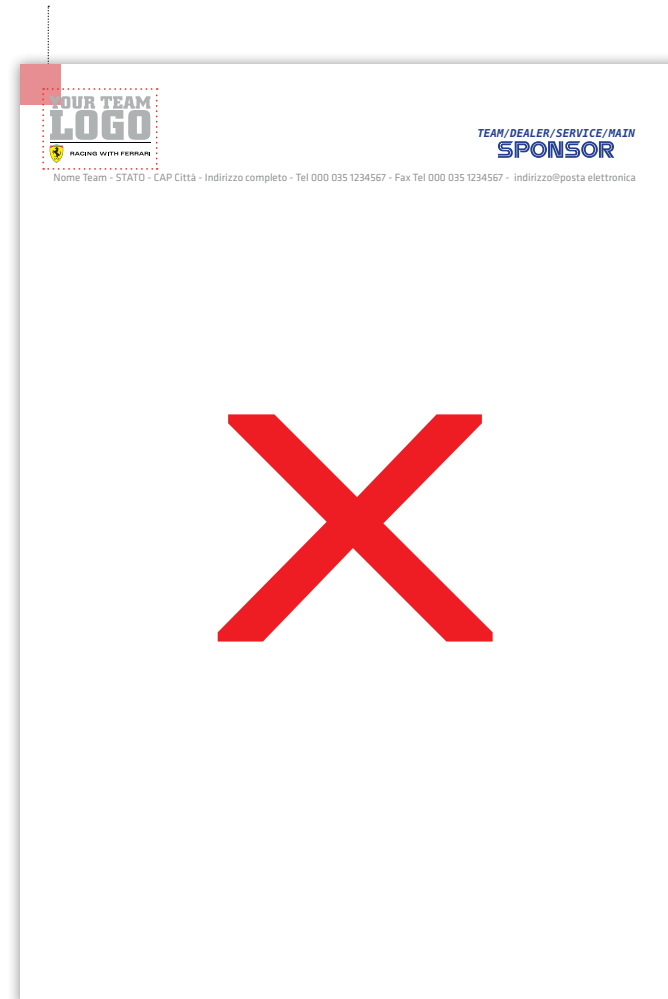
TABLE 4

THE LOGO ON LETTER HEAD

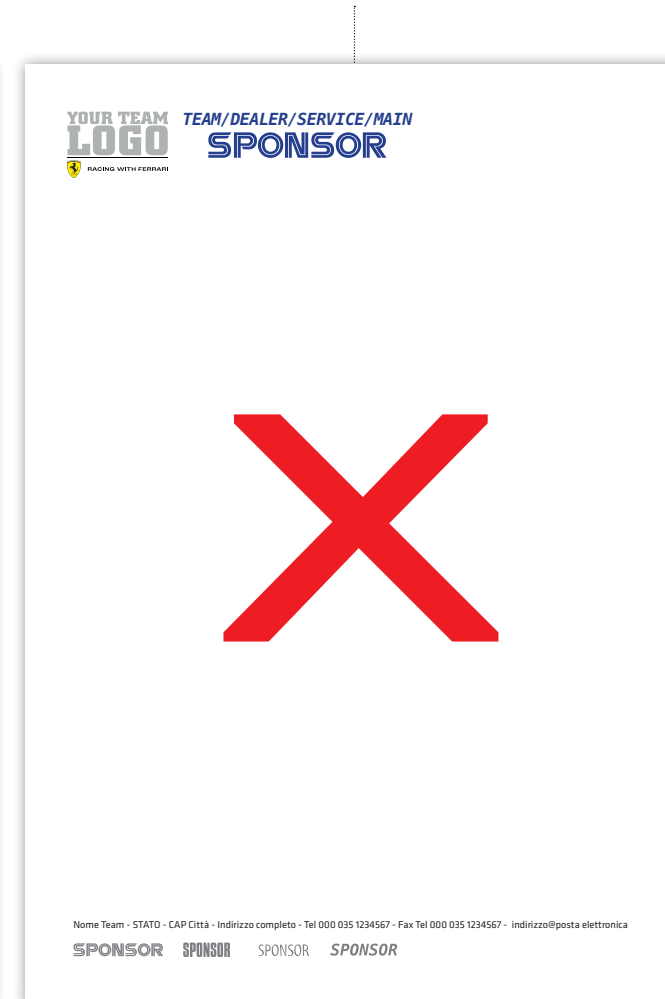
Examples of incorrect use
of RACING WITH FERRARI Logo.

NOT APPROVABLE

LOGO NEAR THE MARGIN



COMBINED WITH THE SPONSOR'S LOGO



TEXT IN THE RESPECT AREA





FERRARI RACING WITH 2023

TABLE 5

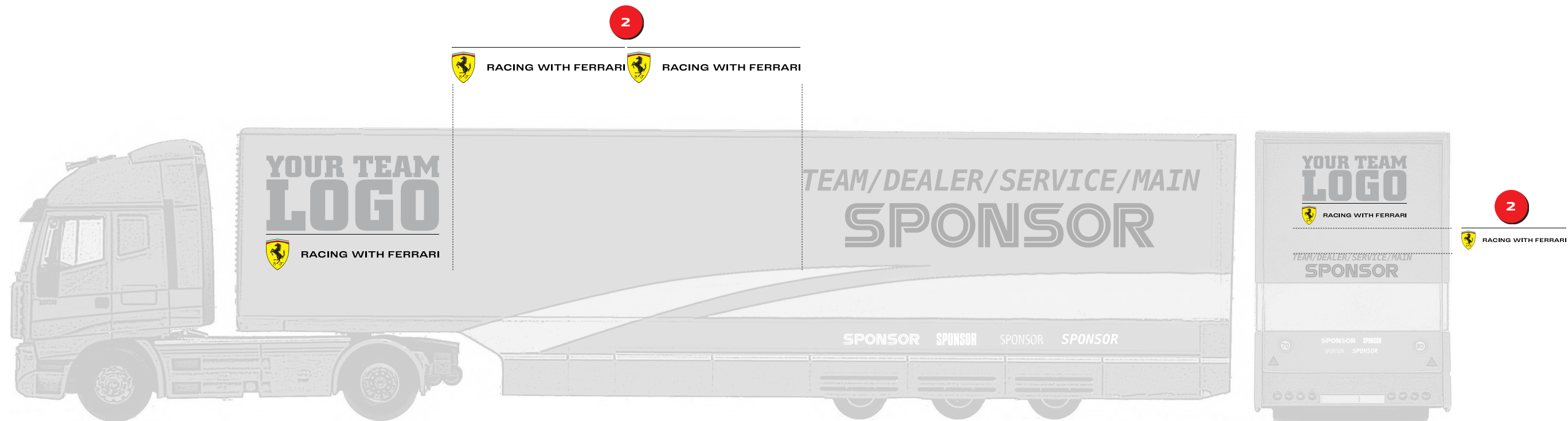
LOGO ON SUPPORT VEHICLES

Guidelines for a correct use
of the logo on the support vehicles.

1 ONLY 1 LOGO EACH SIDE

2 THE LOGO MUST COMPLY WITH THE MINIMUM
DISTANCE FROM THE SPONSORS (2X AND 1X)

3 MAX LOGO WIDTH 2,5 METERS





FERRARI RACING WITH 2023

TABLE 6 THE LOGO ON THE PIT GARAGE LAYOUT

Guidelines for a correct use
of the logo on your pit garage's panels.

1 MAX 1 LOGO EACH SIDE

2 THE LOGO MUST COMPLY WITH THE MINIMUM DISTANCE
FROM THE SPONSORS (2X AND 1X)

3 MAX LOGO WIDTH 1 METER



ON WHITE



ON RED



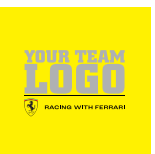
ON BLACK



ON GREY
(>40%)



ON GREY
(<40%)



ON YELLOW
(<40%)

BACKGROUND COLOR





FERRARI RACING WITH 2023

TABLE 7 THE LOGO ON THE HOSPITALITY LOUNGE LAYOUT

Guidelines for a correct use of the logo in the hospitality area.

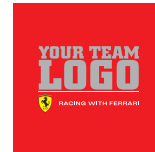
1 MAX 2 LOGOS EACH SIDE

2 THE LOGO MUST COMPLY WITH THE MINIMUM FROM THE SPONSORS (2X AND 1X)

3 MAX LOGO WIDTH 1 METER



ON WHITE



ON RED



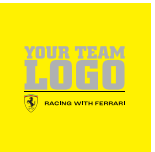
ON BLACK



ON GREY (>40%)

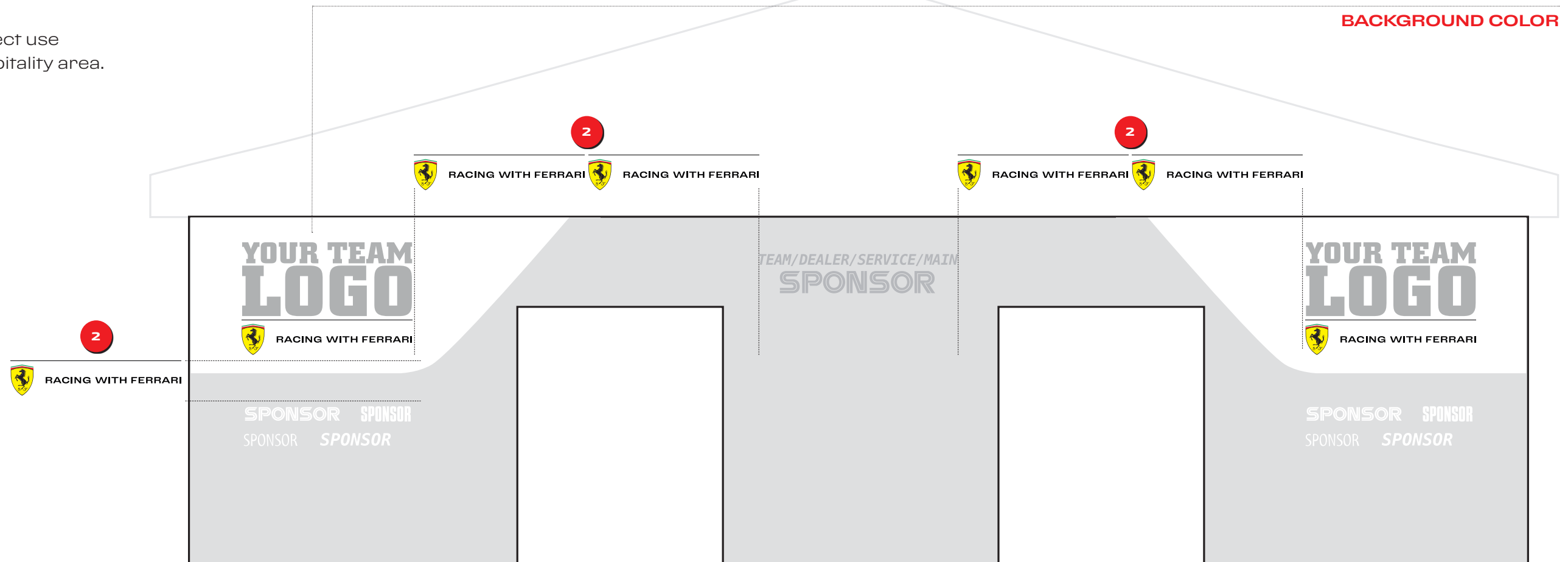


ON GREY (<40%)



ON YELLOW (<40%)

BACKGROUND COLOR





FERRARI RACING WITH 2023

TABLE 8 THE LOGO ON THE DRIVERS' OVERALL

Guidelines for a correct use of the logo on the Drivers' overall.

Ferrari Challenge drivers have a specific rule on suit layout, they will have to refer to the specific guidelines

DRIVER'S OVERALL



- 1 ONLY 1 LOGO ON THE HEART
- 2 ONLY ONE LOGO WHERE IS INDICATED
- 3 NOT NEAR THE SPONSOR'S LOGOS
- 4 NOT COMBINED WITH SPONSOR'S LOGOS



ON WHITE



ON RED



ON BLACK



ON GREY
(>40%)



ON GREY
(<40%)



ON YELLOW
(<40%)



ON OTHER
COLOURS ONLY
WITH WHITE
BACKGROUND



FERRARI RACING WITH 2023

TABLE 9 THE LOGO ON TEAM CLOTHING

Guidelines for a correct use of the logo on the Team clothing.

1 ONLY ONE LOGO WHERE IS INDICATED

2 NOT NEAR THE SPONSOR'S LOGOS

3 NOT COMBINED WITH SPONSOR'S LOGOS



ON WHITE



ON RED



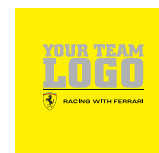
ON BLACK



ON GREY
(>40%)



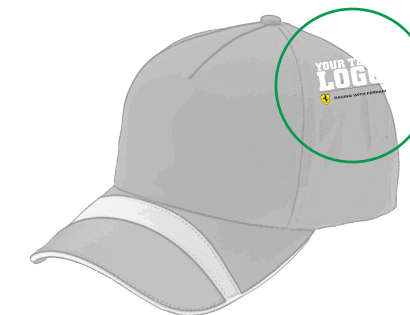
ON GREY
(<40%)



ON YELLOW
(<40%)



ON OTHER
COLOURS ONLY
WITH WHITE
BACKGROUND



CAP
ONLY 1 LOGO ON THE SIDE



TEAM JACKET
ONLY 1 LOGO ON THE SLEEVE



TEAM POLO (T-SHIRT)
ONLY 1 LOGO ON THE SLEEVE



FERRARI RACING WITH 2023

TABLE 10

The Teams shall affix on the driver's overall and on the Team clothing items bearing the "Ferrari Racing With Logo", the anti-counterfeiting "Not for sale" tag/label (the "Tag") purchased from Artigrafiche Pagani, Italy, the official Tag's supplier of Ferrari.

The tags can be required on the Ferrari Portal <http://ferrari.centroordini.it> before to order the tag on the portal you need to inform by mail: agp@artigrafichepagani.it with copy to Ilaria.Caradonna@ferrari.com and Nicola.Cardinali@ferrari.com

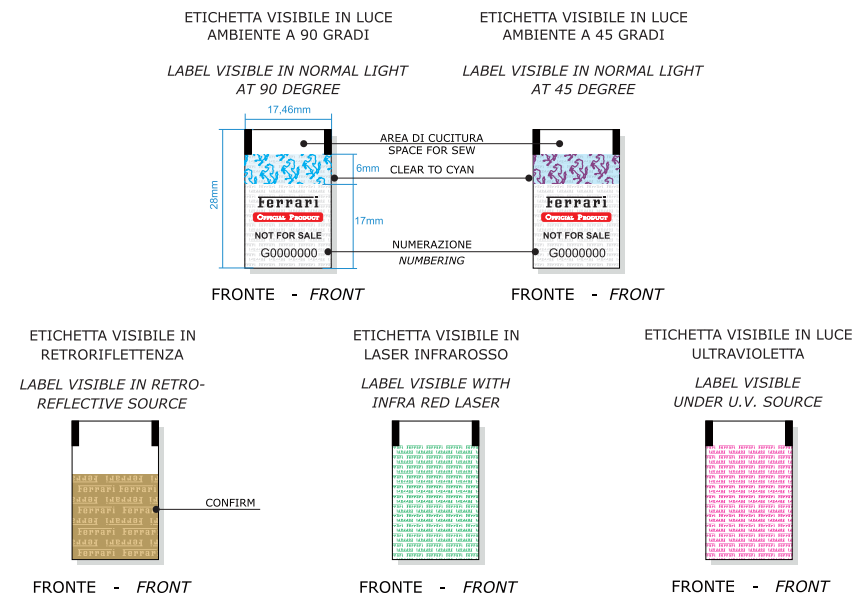
Cost of each label: 0,06 €

Ferrari

AG 28 SYSTEM

P R O G E T T O A N T I - C O U N T E R F E I T
A N T I - C O N T R A F F A Z I O N E P R O J E C T

DISEGNO TECNICO scala 1:1
TECHNICAL DRAWING - 1:1 scale



NUMERAZIONE
NUMBERING
GENERIC: G + 7 NUMERI - ES: (G1234567)
GENERIC: G + 7 NUMBERS - EXAMPLE: (G1234567)

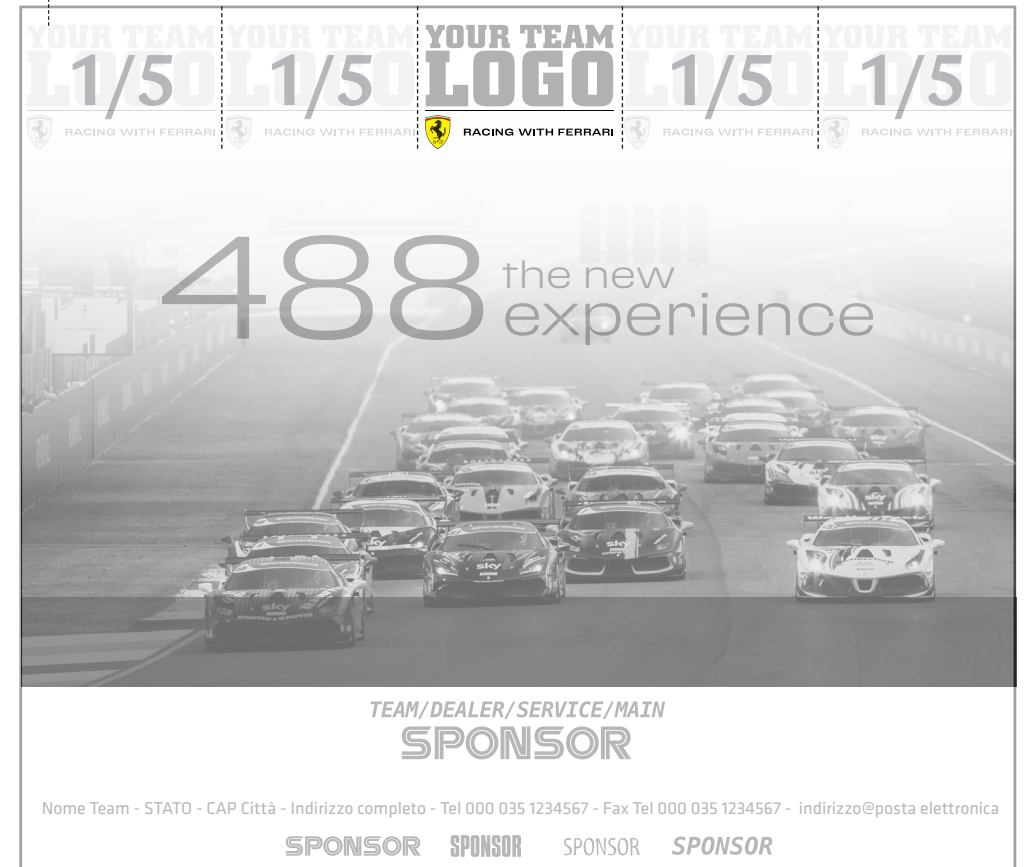
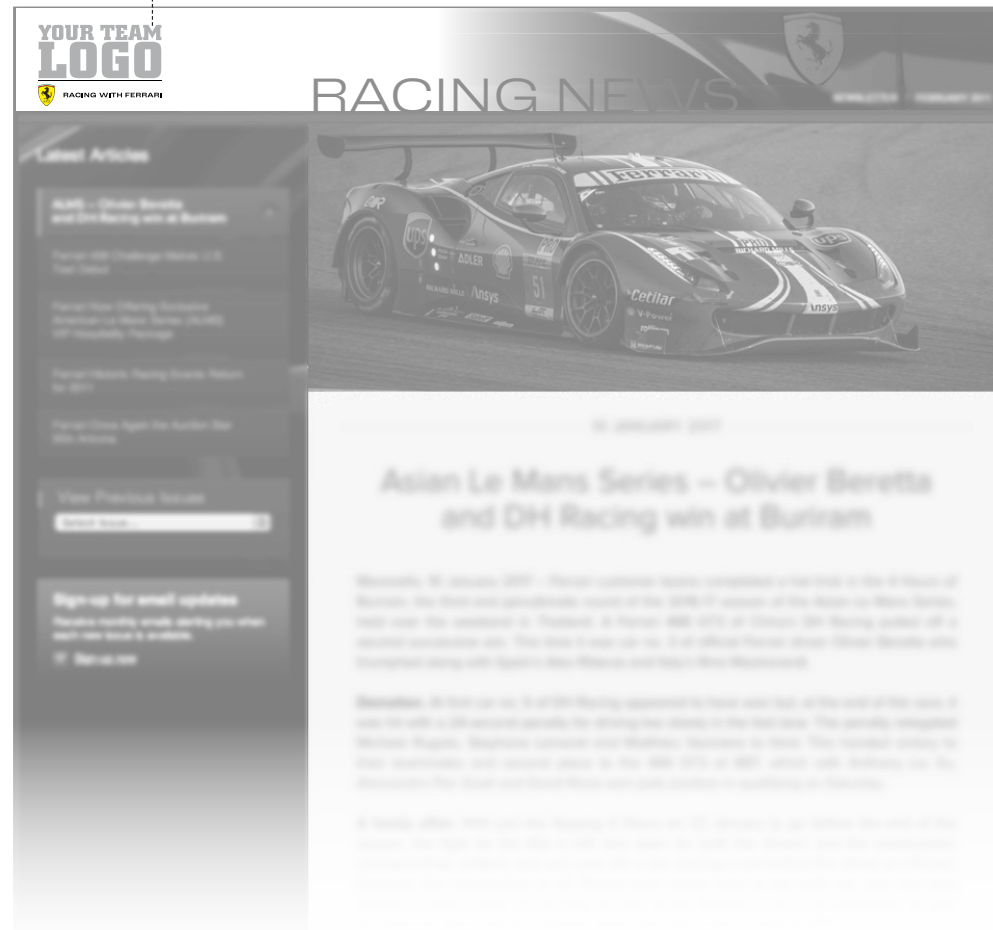


FERRARI RACING WITH 2023

TABLE 11
LOGO IN THE WEB

THE LOGO IS PRESENT IN THE SECTIONS
THAT ILLUSTRATED THE ACTIVITY WITH FERRARI

IN THE TEAM RUNS ONLY WITH THE FERRARI, LOGO CAN BE
PLACED ON THE HOME PAGE RESPECTING THE MINIMUM
WIDTH OF 1/5 OF THE PAGE





FERRARI RACING WITH 2023



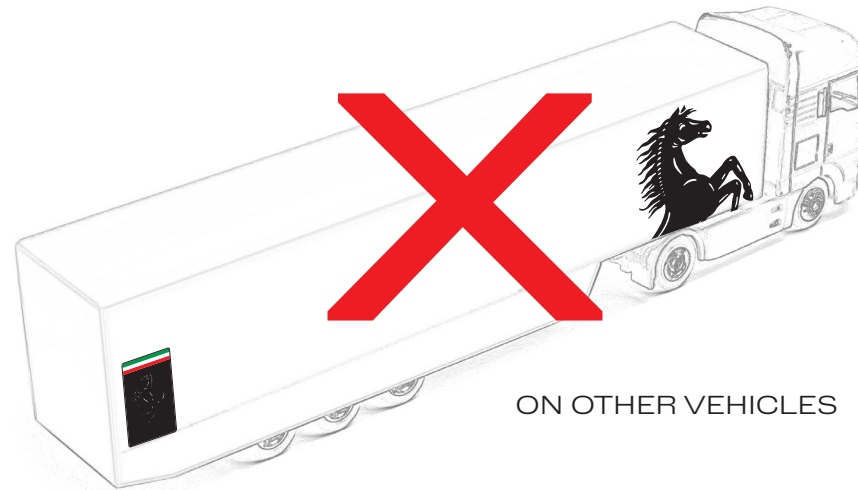
TABLE 12 OTHER LOGOS

As already said for the team's logo, also for all other materials related to the Team's activity in the Challenge it is strictly forbidden to use the institutional Ferrari logo (or parts of it). On the right some incorrect uses of the logo.

NOT APPROVABLE



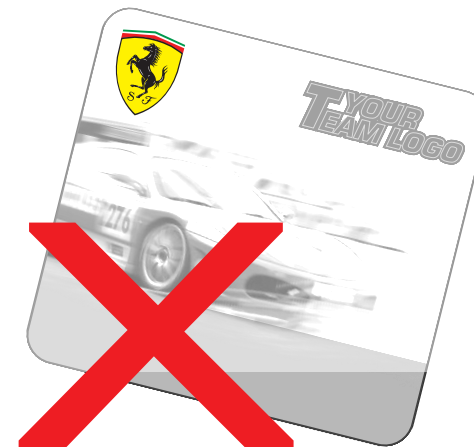
ON CAR



ON OTHER VEHICLES



ON TEAM CLOTHES



ON OTHER MATERIALS



“ Right from its first year
of existence,
Ferrari has always had very close links
with its customers who want
to go racing. ”

Enzo Ferrari