SCCA

Sports Car Club of America®

GRAPHIC STANDARDS

Rev. March 2023

MISSION + VISION

The Mission of the SCCA® is to fuel a safe, fun and exciting motorsports experience for automotive enthusiasts. The Club's vision is to be the preferred motorsports community in the United States, built on fun, shared passion and access to an exhilarating motorsports experience.

The visual identity of the Club reflects the excitement our members feel while participating in the 2,000+ events SCCA sanctions each year. The following pages guide you through the proper graphic elements to use in materials referencing the SCCA brand. Please reach out to the marketing department with any questions.

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HISTORY

From a handful of car enthusiasts meeting in a brick home at 140 Mount Vernon Street in Boston, to a nationwide Club boasting 67,500 members, the Sports Car Club of America® has come a long way since its 1944 inception.

The SCCA brand reflects the pride of a club that has grown with the times and developed into the Club that you know today.

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This version of the logo — developed in the late 2000s — combined the historic wire wheel emblem with bold and modern block letters. Together, the elements depicted the strength of the SCCA for more than a decade.

Today, that strength is evident in both the wire wheel and logotype separately, so we've split them apart and defined a new set of primary and secondary logo standards in the following pages.

This Legacy Logo should only be used in conjunction with historical references, and other specific legacy communications at the National SCCA level. The new standard logo defined in this document replaces this version moving forward.

Please contact the marketing department if you have any questions or would like to use the legacy logo.

COLOR IDENTITY

PRIMARY

SCCA has a long history with the color red – it conveys the boldness of spirit and excitement seen at all SCCA events. Although it is not required to be the dominant color in a palette, it should be used in significant and meaningful ways throughout designs to act as the identifying color of the Club. The other primary colors used throughout the SCCA brand are black and gray, as defined below.

#da291c	#000000	#979998
PMS 485 C	PMS Process Black C	PMS Cool Gray 7 C
C0 M95 Y100 K0	C0 M0 Y0 K100	C20 M14 Y12 K40
R218 G41 B28	R0 G0 B0	R151 G153 B155

SECONDARY

The secondary color palette is designed to provide creative flexibility. These colors are complementary to the primary colors and were chosen to add warmth and energy to designs, but they should not account for more than 40% of the color used. It is not required to use a color from the secondary palette

#1e3465	#15a72e	#f79520
PMS 281 C	PMS 2287 C	PMS 137 C
C100 M88 Y33 K22	C81 M6 Y100 K0	C0 M49 Y98 K0
R30 G52 B101	R21 G167 B46	R247 G149 B32

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TYPOGRAPHY

Typography plays an important role in ensuring a lasting impression of our brand. Like the logo, the SCCA font families are expressions of the Club, and are used for a range of practical and creative uses to ensure consistency across marketing materials. The following fonts should be utilized for all the SCCA marketing and membership materials, when possible. For web applications, use Helvetica or a similar sans serif font.

AVENIR NEXT LT PRO

Primary font of the SCCA, used for body copy, captions and other informational text across all materials.

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:"+-_@&%#
ITALIC	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz*	*0123456789* *,.:"+-_@&%#*
DEMI	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz**	**0123456789** **,.:"+-_@&%#**
BOLD	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz**	**0123456789** **,.:"+-_@&%#**

BEBAS NEUE

Secondary font, used for headlines and to draw attention to important details in a design. Not to be used as body copy.

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789,.:"+-_@&%#
BOLD	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**	**0123456789,.:"+-_@&%#**

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VISUAL IDENTITY

Photos used in conjunction with the SCCA brand are immersive. They depict situations that make the viewer desire to take the place of the subject. They are dynamic and exciting to create connections and elicit emotions in the viewer, be it through exciting imagery of the cars we come for or the people that keep us coming back for more.

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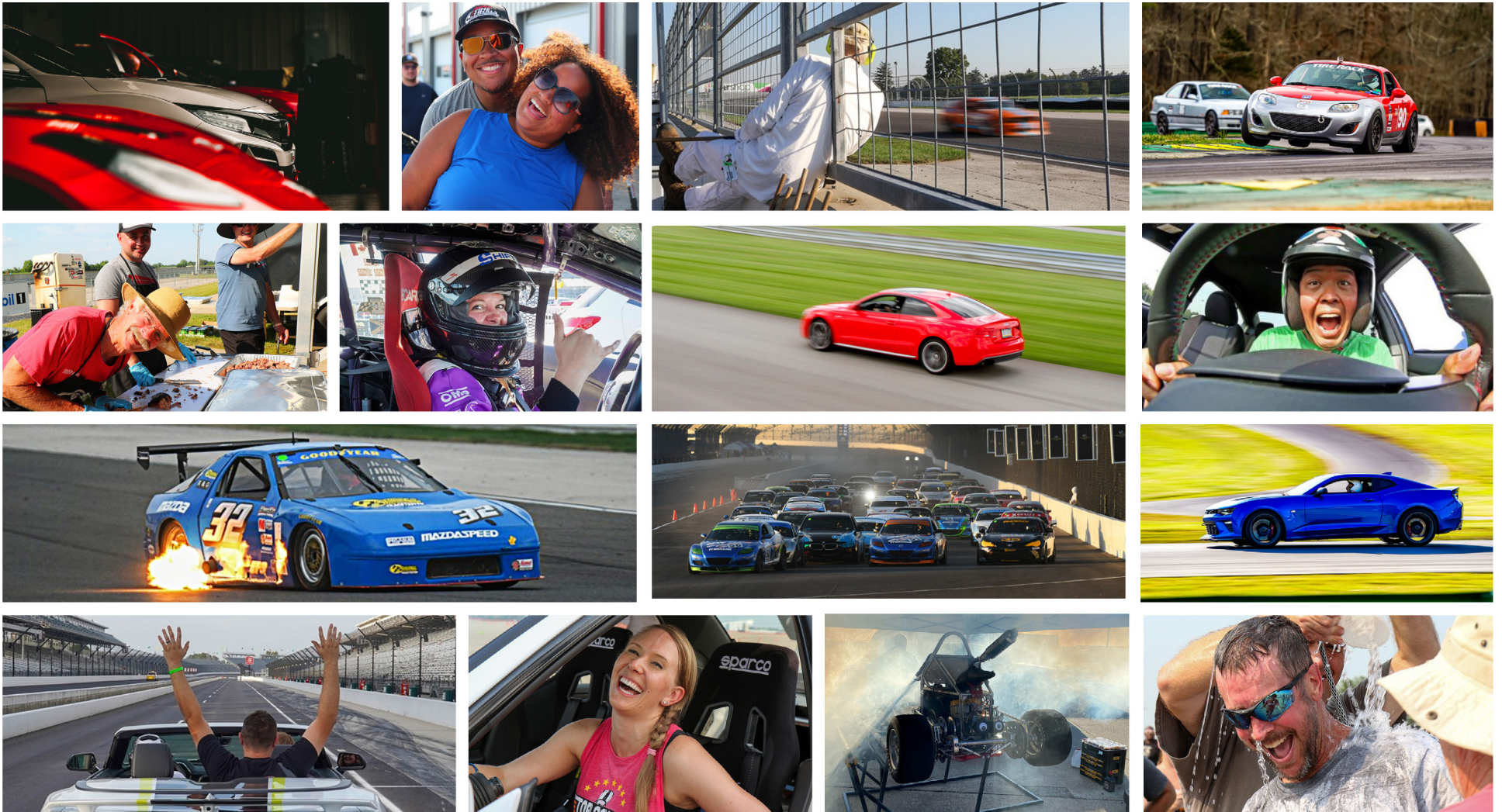
PRIMARY LOGO — LOGOTYPE

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POSITIVE LOGOTYPE
Available in EPS & PNG
for print and digital applications
with light backgrounds

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.

VARIATIONS

SCCA
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1 COLOR POSITIVE LOGOTYPE
Available in EPS & PNG
for print and digital applications
with light backgrounds

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

SCCA
Sports Car Club of America®

1 COLOR NEGATIVE LOGOTYPE
Available in EPS & PNG
for print and digital applications
with dark backgrounds

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SECONDARY LOGO — BLOCKLETTER

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1 COLOR POSITIVE BLOCKLETTER
Available in EPS & PNG for print and digital applications with light or dark backgrounds

The secondary logo is a blockletter logo version. Because this version does not include the "Sports Car Club of America" tagline, it must be used strategically in situations where the majority of the intended audience is already familiar with the Club.

The blockletter mark is available for use in four color variations to ensure consistency across applications.

VARIATIONS

SCCA

1 COLOR POSITIVE BLOCKLETTER
Same logo as above, shown with an acceptable dark background for both print and digital applications.

SCCA

1 COLOR BLOCKLETTER
Available in EPS & PNG for print and digital applications with white or light backgrounds

SCCA

1 COLOR NEGATIVE BLOCKLETTER
Available in EPS & PNG for print and digital applications with dark backgrounds

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BRAND ICON

The SCCA Wire Wheel is the traditional and historical logo of the Club. It is synonymous with its heritage and instills pride in the membership. Today, it is no longer used as the primary brand logo. Instead, it's used as an accent graphic across collateral and on apparel. It will remain synonymous with the SCCA name, but executed in a more subtle manner.

VARIATIONS

This graphic is available for use in three color variations to ensure consistency across applications - positive, positive one-color and negative one-color. Its one-color version may be used as a ghosted texture in the background of a design.

The icon may be used cautiously on color backgrounds that provide appropriate contrast. On textured backgrounds, contrast is imperitive. The wire wheel may be used as a ghosted image in its 1-color forms only. It may never be stretched, transformed or manipulated.

POSITIVE WIRE WHEEL
Available in EPS & PNG
for print and digital applications
with light or dark backgrounds

POSITIVE 1 COLOR
Available in EPS & PNG
for print and digital applications
with light backgrounds

NEGATIVE 1 COLOR
Available in EPS & PNG
for print and digital applications
with dark backgrounds

1 COLOR VERSIONS
may be ghosted as accents

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UNACCEPTABLE USAGES

EXAMPLES

The logotype may be used on color backgrounds that provide appropriate contrast. On textured backgrounds, contrast is especially imperitive. The logotype is not to be used as a ghosted image, stretched, transformed or manipulated.

ghosting of this logo
is not permitted

changing the color of the
logo is not permitted

Insufficient contrast

the positive wire wheel
must not be ghosted

the color of the wire wheel
must not be altered

the logo is not to be stretched,
transformed or manipulated

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CONTACT

Please send all questions to the [SCCA Marketing Department](#).

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