



The F1 in Schools™ Brand Guidelines 2017


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1.0

Introduction to the Guidelines



1.0



Welcome to the F1 in Schools licensee guidelines. These guidelines define and demonstrate the correct use of the F1 in Schools standalone logo and the F1 in Schools In-Country logos. They also illustrate methods of application and advice on reproduction. These guidelines must be followed closely as any deviation of them will weaken the overall impact of the logos.

These guidelines are intended for use by graphic designers, advertising agencies, printers and other outside consultants or manufactures who are responsible for the design, creation or production of any item that uses the F1 in Schools Standalone Logo or either of the F1 in Schools In-Country logos.

The relationship between the F1 in Schools brand and a third party is subject to strict governance. All uses of the F1 in Schools Standalone Logo and F1 in Schools In-Country Logos must adhere to these guidelines and is subject to the written approval of F1 in Schools Ltd. Any proposed application not specifically outlined in this document is subject to the specific approval of F1 in Schools Ltd on an individual case basis.



2.0

Introduction to the F1 in Schools™ Logos

2.0



The F1 in Schools In-Country Logo Usage

As an F1 in Schools Licensee, you may use the logos as shown opposite and described below.

- A. F1 in Schools Standalone Logo
- B. F1 in Schools Formula 1® Technology Logo
- C. F1 in Schools Formula 1® STEM Logo

Please note each use of the of the logos require prior approval from F1 in Schools Ltd. The use of the F1 in Schools Standalone Logo is only permitted on merchandise.

(B) F1 in Schools Formula 1® Technology Logo



(A) F1 in Schools Standalone Logo



(C) F1 in Schools Formula 1® STEM Logo



2.1



The F1 in Schools Logo Usage

The following are the F1 in Schools trademarked logos. Please note that you do not have any automatic right to use these trademarked logos unless you have permission from F1 in Schools Ltd. This guideline documents does not grant you any right to use the trademarks.

Use of the F1 in Schools logos is strictly controlled and can only be used as described by these guidelines or, for other uses, with prior approval from F1 in Schools Ltd.

(B) F1 in Schools Formula 1® Technology Logo



(A) F1 in Schools Standalone Logo



(C) F1 in Schools Formula 1® STEM Logo





3.0

F1 in Schools™ Standalone Logo

3.0	Introduction
3.1	Structure
3.2	Clearance
3.3	Typeface

3.0



Introduction

The F1 in Schools logo is the brand of F1 in Schools.

Whenever it is used it must be given prime position. All guidelines specified within this document should be strictly adhered to in order to achieve maximum prominence and clarity.

The F1 in Schools logo must never be altered in format, layout or language.

Please note that only F1 in Schools Ltd has the right to use this logo, no in-country coordinator or third party has the permission to use this logo unless special permission is granted by F1 in Schools Ltd.



3.1



Logo Structure

The F1 in Schools Standalone logo is made up of one part. This is shown opposite and consists of the 'F' and '1' logo with the 'In Schools' text below.



3.2



Clearance

A minimum area of exclusion must always surround the F1 in Schools Standalone logo.

An exclusion zone on all sides of the logo is equal to the width of the 'number 1' within the logo.

This rule must be applied whenever the logo is used to ensure clarity and legibility.



3.3



Typeface

The official typeface adopted for the Designation text within the F1 in Schools standalone logo is Eurostile Plain.

Eurostile Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



4.0

F1 in Schools™ In-Country A & B Logos

4.0	Introduction
4.1	Structure
4.2	Clearance

4.0



Introduction

These logos are intended for use in-country to promote the challenge as shown opposite and described below.

A. F1 in Schools In-Country Logo (A)

B. F1 in Schools In-Country Logo (B)

Use of the standalone F1 in Schools logo is strictly controlled and can only be used as directed within these guidelines or, for other uses, with prior approval from F1 in Schools Ltd on a case by case basis.

(A) F1 in Schools In-Country Logo (A)



(B) F1 in Schools In-Country Logo (B)



4.1



Structure

The F1 in Schools In-Country Logos are made up of three parts. This is shown opposite and described below.

Part A

Which consists of the F1 in Schools Standalone Logo

Part B

Which consists of the Challenge text 'THE FORMULA 1® TECHNOLOGY CHALLENGE' or 'THE FORMULA 1® STEM CHALLENGE'; and

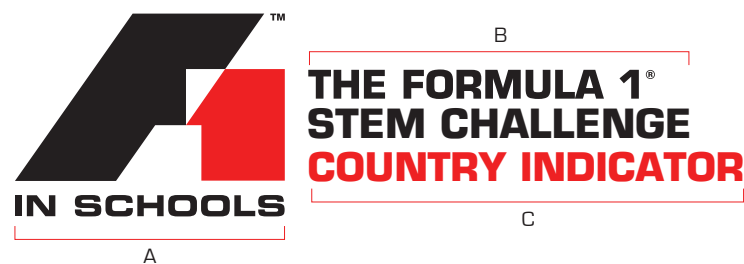
Part C

Consists of the country indicator text as provided to the Licensee by F1 in Schools Ltd.

[A] F1 in Schools In-Country Logo [A]



LOGO 3 - F1 in Schools In-Country Logo [B]



4.2

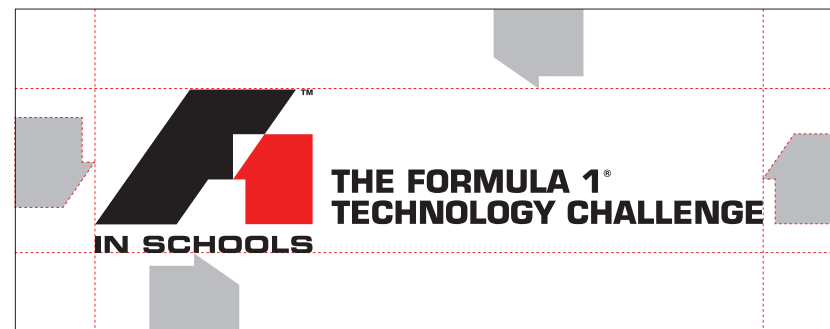


Clearance

A minimum area of exclusion must always surround the F1 in Schools Standalone Logo.

An exclusion zone on all sides of the logo is equal to the width of the 'number 1' within the logo.

This rule must be applied whenever the logo is used to ensure clarity and legibility.





5.0

F1 in Schools™ General Logo Guidelines



5.0



General logo guidelines introduction

The guidelines provided in the following section apply to all versions of the logos which licensees are permitted to use. The F1 in Schools In-Country Logo (B) has been used for demonstration purposes in the following pages unless specified.

6.0



Minimum Size

To maintain clarity and legibility on various applications, a minimum size has been set depending on the application. Examples of applications are shown opposite and described below.

A. Print

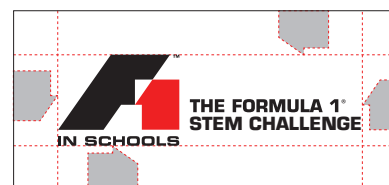
For printed applications such as letterheads, print ads and posters no greater than A4, the minimum size is shown as opposite. Please note that optimal print quality control is required at the minimum size. For printed applications larger than A4, the minimum size of the logos should be scaled up in proportion to the dimensions of the print applied (see opposite).

B. Online

For web-based applications such as websites and online advertising banners, the size of the logos are calculated in pixels. Please ensure that the F1 in Schools logos retain their sharpness.

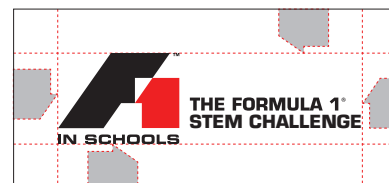
C. Other applications

For applications that require the F1 in Schools logos to be reproduced using methods other than print e.g. embroidery, embossing, foiling or engraving, the minimum size is shown opposite. Please note that reproductions of the F1 in Schools logos at minimum size on such applications will be subject to a rigorous approvals process and, depending on method may need to be tested at a greater size.

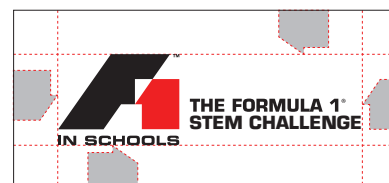


12mm.

A4 - 12mm A3 - 17mm
A2 - 24mm A1 - 34mm



30 pixels.



12mm.

7.0



Master Colourways

A.



The F1 in Schools - red - Pantone 485
C0 M95 Y100 K0



The F1 in Schools - black
C0 M0 Y0 K100

The master colours for the F1 in Schools logos are red and black. The F1 in Schools logos can be reproduced in the four colourways shown opposite and described below.

A. Colour – F1 in Schools red and black

B. Black

C. White-out

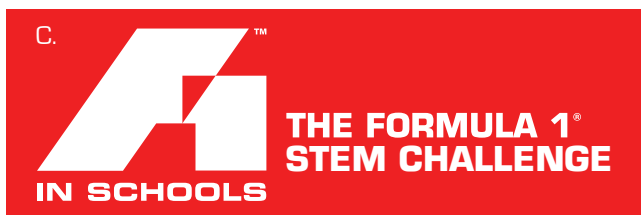
D. Colour on black - F1 in Schools red and black

B.



The F1 in Schools - black
C0 M0 Y0 K100

C.



The F1 in Schools - white out
C0 M0 Y0 K0

D.



The F1 in Schools - white out
C0 M0 Y0 K0



The F1 in Schools - red - Pantone 485
C0 M95 Y100 K0

8.0




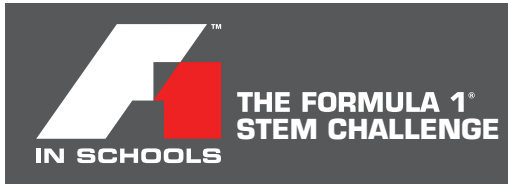
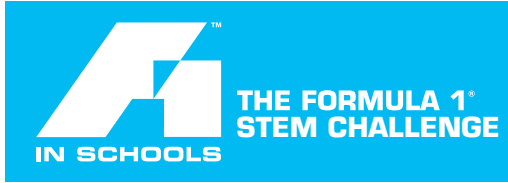

Backgrounds

Colours

- A. The F1 in Schools red and black logos may be applied to a background colour that is suitable and in direct contrast to the logo.
- B. When the F1 in Schools logos appears on a dark-coloured background the "F" and the wording "In Schools" and "The Formula 1 Stem Challenge" changes to white.
- C. A White-out F1 in Schools In-Country Logo (B) may be applied to a single colour background.

Photographic

- D. The F1 in Schools logos is not permitted to be used on a photographic background.

- A. 
- B. 
- C. 
- D. 

9.0



Do nots - Logos

The examples in this section illustrate some incorrect treatments. These are shown opposite and described below.

- A. Do not alter the colour of any element.
- B. Do not alter the wording within the logos.
- C. Do not add effects to any element e.g. adding a drop shadow.
- D. Do not remove the designation.
- E. Do not shear or alter the perspective of any element.
- F. Do not increase or decrease the size of the designation.
- G. Do not stretch or distort any element.
- H. Do not change the designation font.
- I. Do not extract the F1 in Schools part of the logo.
- J. Do not reposition the designation.

A.



B.



C.



D.



E.



F.



G.



H.



I.



J.

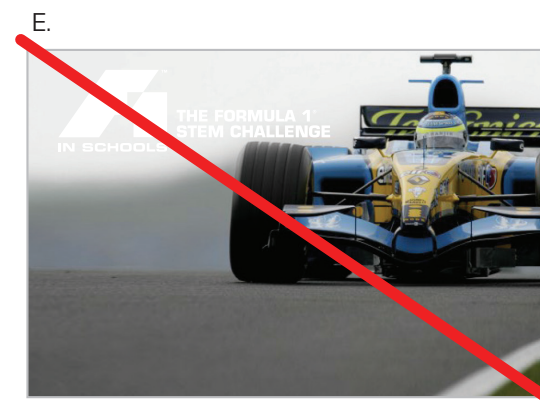
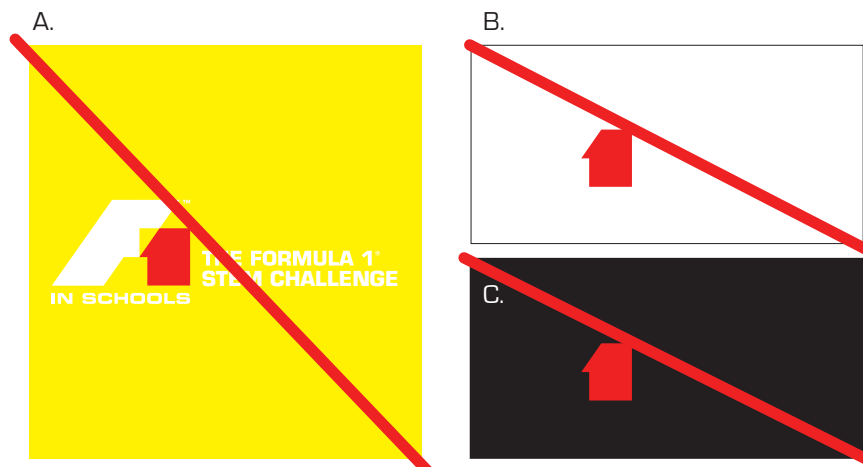


10.0



Do Nots Backgrounds

- A. All parts of the logo must be visible against the background colour.
- B. The "F1" and "In Schools" must always appear as black on a white or light background.
- C. The 'F1' and 'in Schools' must always appear as white on a black or dark background.
- D. The logo must not appear adjacent to any other logo.
- E. The logo must not appear on a photographic background.



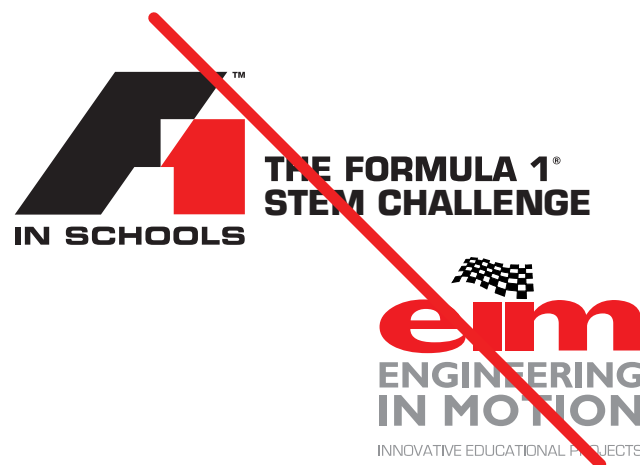
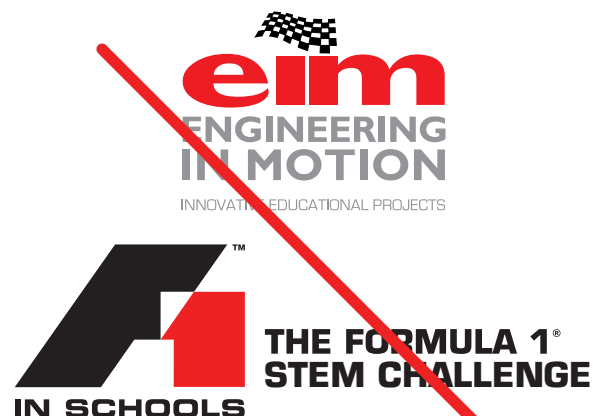
11.0



Proportion and Proximity to Licensee Logo

The F1 in Schools logos must never appear adjacent to or in conjunction with any third party logo or trademark, unless a specific permission has been granted by F1 in Schools Ltd.

The F1 in Schools logos must never be used in a way as to act as an endorsement of or imply an association with a third party. If this is agreed F1 in Schools are to provide a set logo.





12.0



F1 in Schools In-Country Logo Permitted Applications

The F1 in Schools In-Country A & B Logos are intended for use in-country to promote the challenge. Therefore it can be used for advertising an F1 in Schools event, used on country-specific materials such as

- letter headed paper
- compliment slips
- business cards
- posters
- flyers
- invitations to in-country events
- brochures.

Any item that promotes the challenge in-country should use this logo and must be approved using the product approval form found at the back of this document.

Use of the F1 in Schools standalone logo is strictly controlled and can only be used as directed within these guidelines or, for other uses, with prior written approval from F1 in Schools Ltd.

13.0



Print Adverts and Posters

Print adverts

Permitted logos – F1 in Schools In-Country A & B Logos
Minimum Height – 12mm

Posters

Permitted logos – F1 in Schools In-Country A & B Logos
Minimum Height – scale up in proportion

The F1 in Schools In-Country Logos must be positioned in an area of clear space separate from any other branding, text or graphical content. If the logo is to appear together with a Licensee Logo, the two logos should appear in opposite position from one another i.e. left/right, top/bottom.

The legal notice below should be included on all print adverts and posters. This can be positioned to run along the footer or up the left or right hand side of the print advert or poster and it should appear discretely but visible in all instances.

The F1 IN SCHOOLS Logo, F1, FORMULA 1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula One group company. All rights reserved.

All other guidelines outlined in this document , including size, colour and clearance must be adhered to.

F1 in Schools In-Country (A) Logo



F1 in Schools In-Country (B) Logo



14.0



Online

Website

Permitted logos – F1 in Schools In-Country A & B Logos

Minimum Height – 30 pixels

The F1 in Schools In-Country A & B Logos may appear on a Licensee website, however it must not appear on any third party website unless approved in writing by F1 in Schools Ltd.

The F1 in Schools In-Country Logos must be positioned in an area of clear space, separate from any other branding, text or graphical content. If the logo is to appear together with a Licensee Logo, the two logos should appear in opposite position from one another i.e. left/right, top/bottom.

Online use of the logos must be accompanied by the legal notice.

F1 in Schools In-Country (A) Logo



F1 in Schools In-Country (B) Logo



15.0



Social Media

Facebook, Twitter and Instagram

Permitted Logos - F1 in Schools In-Country A & B Logos (with country designation)

Minimum Height – 22 pixels

The F1 in Schools In-Country A & B Logos may appear on a Licensee's Facebook/Twitter/Instagram page or its dedicated F1 in Schools In-Country Facebook/Twitter/Instagram page as an avatar. Third party brands on these pages are prohibited, unless approved in writing by F1 in Schools Ltd.

The F1 in Schools logo may be used as a hyperlink from the Facebook/Twitter/Instagram page to the www.f1inschools.com or the specific in-country operation website but must not link to any other website.

The legal notice must be displayed on the Facebook page.

Apps

The F1 in Schools Logos are not permitted to represent or promote any online apps.

F1 in Schools In-Country (A) Logo



F1 in Schools In-Country (B) Logo



16.0



Promotional Items and Logo Reproductions

Promotional Items

Permitted Logos – F1 in Schools Standalone Logo only

Minimum Height – 12mm

The F1 in Schools Standalone Logo may be used on certain promotional items and its packaging subject to approval of items and approved by F1 in Schools Ltd. prior to production. The logo must not be used in conjunction with any third party brand, therefore the manufacturer or supplier branding and labels must be removed from the item.

Examples of the application of the F1 in Schools Standalone Logo on merchandise are shown and listed below:

- A. Application on a bag.
- B. Application on an umbrella.
- C. Application on a baseball cap.
- D. Application on a polo shirt.

A.



B.



C.



D.



Logo Reproduction

The F1 in Schools Standalone Logo should be applied to each promotional item using a technique best suited to the material. Please be aware when applying the logo using embroidery as this does not always produce a satisfactory result. Recommended techniques for logo reproduction are listed below:

- A. Engraving
- B. Embossing
- C. Stamping
- D. Silk Screening
- E. Weaving
- F. Printing
- G. Rubber Label
- H. Heat Transfer

The application of the F1 in Schools Standalone Logo on to any promotional item is subject to prior approval by F1 in Schools Ltd.

17.0



Authentication Labels

Permitted Logos – F1 in Schools Standalone Logo only

Minimum Height – 12mm

All promotional items must display three different types of labelling to demonstrate authenticity and must include the F1 in Schools Licensed Product Logo. These are described below and shown opposite.

- A. An Internal Fabric Authentication Label bearing the following legal notice, stitched into the internal seam of the product.
- B. A Swingtag Authentication Label as shown opposite.
- C. Printed Authentication Label

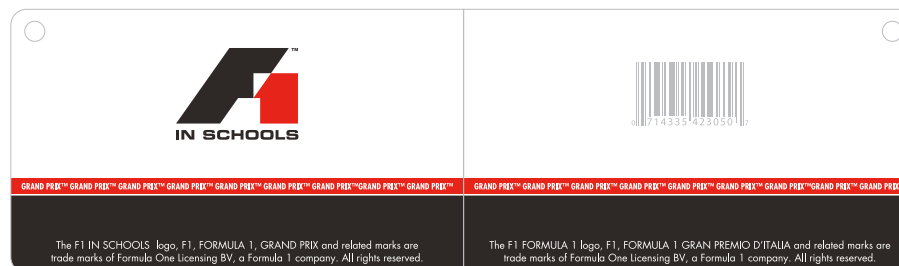
If it is not possible to apply the fabric Authentication Labels or the Swingtag Authentication Label because of the nature of the item, a printed Authentication Label should be applied to the packaging, as shown opposite.

Artwork for all labels will be provided by F1 in Schools Ltd. on request.

A.



B.



C.



Word Marks, Trade Marks and Legal Notice

Use of F1 in Schools Trade Marks

F1 in Schools is a brand linked to the most prestigious motor racing competition in the world and it's for this reason that the trademarks owned by Formula One group are extremely valuable. F1 in Schools Ltd. and Formula One Management are therefore very passionate about protecting the reputation of these brands by ensuring the proper use of the trademarks.

A license agreement with F1 in Schools Ltd. does not give you the right to use any of our Word Marks. However, in certain circumstances we may permit the use of the Word Marks 'F1 in Schools™' and 'F1 in Schools™ – The Formula 1® STEM Challenge'.

There will be occasions when you will want to use the trademarks of F1 in Schools Ltd for editorial. The following rules will help ensure you use our trademarks correctly.

Permitted Word Marks

1. F1 in Schools™
2. F1 in Schools™ – The Formula 1® STEM Challenge
3. F1 in Schools™ - The Formula 1® Technology Challenge

In all almost every circumstance for example press releases, advertising materials, strap lines, title, headlines and website menus, where surrounding text is written in Sentence case, Word Marks should be in Title Case followed by the ™ and ® symbols as appropriate.

In editorial copy for example body of text, news stories etc. Word Marks should be written in Title case to identity the use of a trade mark but the ™ and ® symbols are not mandatory.

The use of any of the Permitted Word Marks should always be accompanied by the following trade mark acknowledgement.

The F1 IN SCHOOLS Logo, F1, Formula 1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.

You should never incorporate any of the Permitted Word Marks into logos, website icons or social media icons or create a brand identity that contains our brands.

You should never incorporate any of the Permitted Word Marks into or register the Permitted Word Marks as domain names without prior approval from F1 in Schools Ltd.