

Trademark Manual:

Internationale Deutsche Motorradmeisterschaft – IDM

The Logo

The logo is a typographically optimized lettering with graphic elements and is an essential part of the brand image. It must not be redrawn or altered under any circumstances. No other representations are permitted than those shown below. Neither a change of the defined colours nor a change of defined distances and text modules is permitted.

Application

The primary application is the use of the optional blue logo on a white background. In justified exceptional cases, the logo may also be used in blue or white on a coloured background. The blue logo on light, the white logo on dark backgrounds. If the background is very uneven, the logo may be used with a monochrome background area. The application is always horizontal.

Primary application is "optional".



Light background Logo "optional"

Dark background Logo "negative optional"

Alternatively, if the background is too uneven, use a monochrome background area for improved visibility and legibility:



Light background Logo "negative"

Dark background Logo "original"

Prohibited:

Omitting text or image blocks (e.g. "powered by" or Pirelli logo)

Changing text modules (e.g. enlargement of "powered by")

Changing the area and shape

Changing the colours (only the two variants listed here, no black and white or similar)

Distorting, slanting or vertical positioning of the logo or individual components

The Colours:

	Blue	Yellow "Pirelli"	Red "Pirelli"	White
Pantone colour number	286 C	109C	485C	-
Euroscale CMYK	C 100 M 84 Y 8 K 0	C 0 M 10 Y 100 K 0	C 0 M 100 Y 100 K 0	C 0 M 0 Y 0 K 0
RGB colour values	R 0 G 51 B 153	R 255 G 221 B 0	R 222 G 33 B 27	R 255 G 255 B 255
Web colour values	#003399	#fed100	# d52b1e	#ffffff

The Trademark Writing Style

The brand name is "Internationale Deutsche Motorradmeisterschaft – IDM" and is used in mixed lettering.

Use in communications:

The brand name Internationale Deutsche Motorradmeisterschaft – IDM appears in the same font as the continuous text, is written with the article and is female.

...declaration that the Internationale Deutsche Motorradmeisterschaft – IDM will continue its...

...today the Internationale Deutsche Motorradmeisterschaft – IDM presents its new...

In word combinations, the brand name is abbreviated to "IDM" and hyphenated.

...The IDM-Team...

...In the IDM paddock...

The website is always written "idm.de". Information on linking social media accounts, the use of hashtags and the handling of images can be found in the IDM Social Media Guidelines.

Social Media & Web Guidelines

The common goal of all participants is to make the IDM better known, i.e. to create greater media coverage and thus attract more visitors to the track. The website idm.de as well as the brand appearances on Facebook and Instagram are brand relevant channels whose reach is directly related to the awareness of the IDM. The aim of these guidelines is to give you recommendations and support for the correct handling of the IDM brand and our content. It is therefore important to ensure that the writing style and links are correct here as well.

1. Links

Please make sure to link to the official accounts for all posts concerning the IDM.

- **Facebook: @internationale.deutsche.motorradmeisterschaft**
<https://www.facebook.com/pg/internationale.deutsche.motorradmeisterschaft>
- **Instagram: @idm.de** <https://www.instagram.com/idm.de/>
- Let us know your official accounts so that we can follow them and link them.

2. Hashtags

The official hashtag of IDM 2020 is:

- **#idm2020** <https://www.instagram.com/explore/tags/idm2020/>
https://www.facebook.com/search/posts/?q=%23idm2020&epa=SEARCH_BOX

Use this in the caption of all posts concerning the IDM, as close to the beginning of the caption as possible.

3. Reposts/Shares

Posts from official IDM accounts are welcome to be shared. In so doing, the regulations of the respective network should always be observed.

- Depending on the network, please link the IDM account and the hashtag in the shared post/repost. Please do the same with stories.
- Links to articles on <http://idm.de/category/news/> can also be shared.

4. Photos

- IDM pictures must always bear the copyright notice "Photo: IDM, Dino Eisele" unless otherwise stated.
- With regard to the rights of use of the images, the respective individual agreements apply.

IDM Advertising

With their registration, entrants, riders and co-riders undertake to keep the following advertising spaces on the vehicle and on their rider's clothing free for the IDM and the series sponsor and to fit the provided patches and stickers:

Vehicle:

Minimum size IDM front: 90 x 35 mm

Minimum size IDM rear: 90 x 35 mm

Minimum size Pirelli front fender: 150 x 20 mm

Minimum size Pirelli cladding page: 200 x 45 mm

Exceptions will only be approved if there is not enough space available due to the nature of the motorcycle.



Rider's clothing:

Minimum size IDM & Pirelli front each: 90 x 35 mm

Minimum size Pirelli back: 220 x 90 mm

