



# 2021 Brand Guidelines



**ONE TEAM. ONE GOAL.**



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To be the more professional and most admired team in motorsports who consistently wins races and competes for championships, and who also cultivates and maintains mutually beneficial long-term partnerships with world-class organizations.

“



Chip Ganassi



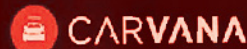
# LOGOS & COLORS

**CHIP GANASSI  
RACING**



**NTT data**

**HUSKI  
CHOCOLATE**



**7775**

# Primary Logo

## Light Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible.

## Dark Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible. Include the white outline on dark backgrounds.

## Do Not:



Alter the colors



Adjust the proportions



Add a glow



Skew or slant the logo



Add a shadow



Remove the box

## Pantone Information

PMS 186C  
CMYK 12, 100, 91, 3  
RGB 206, 32, 47  
HEX CE202F

PMS 186 C is the approved Pantone color of Chip Ganassi Racing.



## Monochromatic Logo



Single color logos may be used where permitted. Use the highest contrast possible.

# Huski Chocolate Chip Ganassi Racing Logo

## Light Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible.

## Dark Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible. Include the white outline on dark backgrounds.

## Do Not:



Alter the colors



Adjust the proportions



Add a glow



Skew or slant the logo



Add a shadow



Remove the box

## Pantone Information

PMS 1788C

CMYK 0, 96, 83, 0

RGB 243, 39, 53

HEX F32735

PMS 1788 C is the approved Pantone color of Huski Chocolate Chip Ganassi Racing.

## Monochromatic Logo



Single color logos may be used where permitted. Use the highest contrast possible.

# PNC Bank Chip Ganassi Racing Logo

Do Not:

Light Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible.

Dark Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible. Include the white outline on dark backgrounds.



Alter the colors



Adjust the proportions



Add a glow



Skew or slant the logo



Add a shadow



Remove the box

## Pantone Information



PMS 158 C  
CMYK 3, 66, 99, 0  
RGB 238, 118, 35  
HEX EE7623



PMS 2945 C  
CMYK 100, 73, 20, 5  
RGB 0, 74, 152  
HEX 004A98

PMS 158 C and PMS 2945 C are the approved Pantone colors of PNC Bank Chip Ganassi Racing.

## Monochromatic Logo



Single color logos may be used where permitted. Use the highest contrast possible.

# NTT Data Chip Ganassi Racing Logo

Do Not:

## Light Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible.



Alter the colors



Adjust the proportions



Add a glow



Skew or slant the logo



Add a shadow



Remove the box

## Dark Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible. Include the white outline on dark backgrounds.

## Pantone Information

PMS 3005C  
CMYK 100, 46, 2, 0  
RGB 0, 117, 201  
HEX 0075C9

PMS 3005 C is the approved Pantone color of  
NTT Data Chip Ganassi Racing.



## Monochromatic Logo



Single color logos may be used where permitted. Use the highest contrast possible.

# Carvana Chip Ganassi Racing Logo

Do Not:

## Light Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible.

## Dark Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible. Include the white outline on dark backgrounds.



Alter the colors



Adjust the proportions



Add a glow



Skew or slant the logo



Add a shadow



Remove the box

## Pantone Information



PMS 2193 C  
CMYK 76, 25, 0, 0  
RGB 15, 153, 214  
HEX 0F99D6



PMS 534 C  
CMYK 98, 84, 36, 27  
RGB 28, 53, 94  
HEX 1C355E

PMS 2193 C and PMS 534 C are the approved Pantone colors of Carvana Chip Ganassi Racing.

## Monochromatic Logo



Single color logos may be used where permitted. Use the highest contrast possible.

# SEGI TV Chip Ganassi Racing Logo

Do Not:

Light Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible.

Dark Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible. Include the white outline on dark backgrounds.



Alter the colors



Adjust the proportions



Add a glow



Skew or slant the logo



Add a shadow



Remove the box

## Pantone Information

PMS 2748 C  
CMYK 100, 93, 23, 23  
RGB 0, 26, 112  
HEX 222D68

PMS 032 C  
CMYK 0, 93, 76, 0  
RGB 245, 51, 63  
HEX F5333F

PMS 2748 C and PMS 032 C are the approved Pantone colors of PNC Bank Chip Ganassi Racing.

## Monochromatic Logo



Single color logos may be used where permitted. Use the highest contrast possible.

# Chip Ganassi Gaming Logo

## Light Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible.

## Dark Backgrounds



Use the primary logo where possible. The logo should always be sized appropriately for the space and be legible. Include the white outline on dark backgrounds.

## Do Not:



Alter the colors



Adjust the proportions



Add a glow



Skew or slant the logo



Add a shadow



Remove the box

## Pantone Information

PMS 285C  
CMYK 91, 52, 0, 0  
RGB 0, 113, 206  
HEX 0071CE

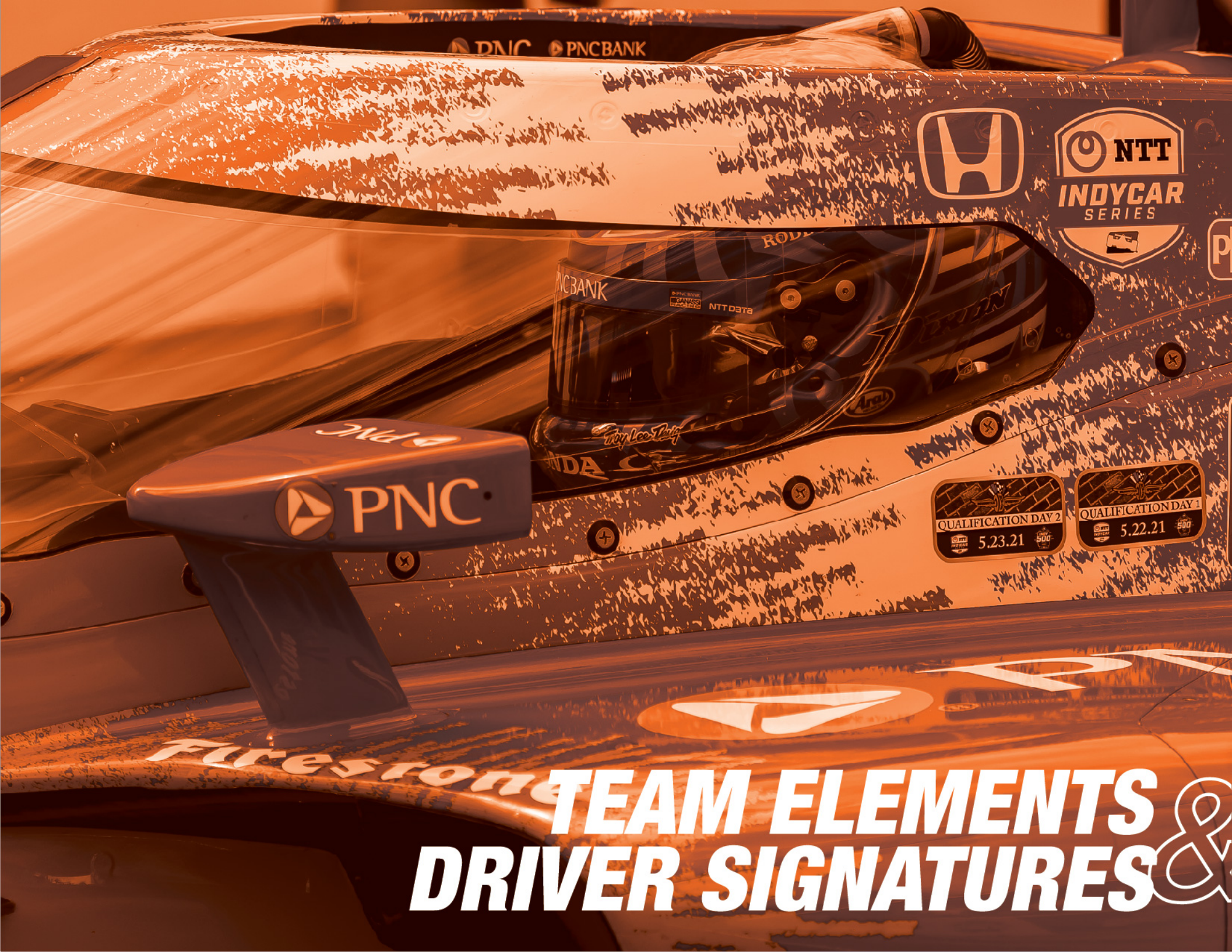
PMS 285 C is the approved Pantone color of  
Chip Ganassi Gaming.



## Monochromatic Logo



Single color logos may be used where permitted. Use the highest contrast possible.



PNC PNCBANK



PNCBANK

PNCBANK  
NTT DATA

Tony Lee Taylor

PNC

QUALIFICATION DAY 2  
5.23.21

QUALIFICATION DAY 1  
5.22.21

Firestone

# TEAM ELEMENTS & DRIVER SIGNATURES

# No. 01 Team Elements

The approved driver signatures and stylized number for the No. 01 team are below. The colors shown below are the official color palette and may not be changed due to IMSA Series regulations. Usage of all elements for the No. 01 team must be approved by the Chip Ganassi Racing marketing team.

## Light Backgrounds



## Dark Backgrounds



**MISSING:  
DRIVER SIGNATURE**

# No. 8 Team Elements

The approved driver signature and stylized number for the No. 8 team is below. The colors shown below are a generic color palette and may change depending upon the primary partnership on the car. Usage of all elements for the No. 8 team must be approved by the Chip Ganassi Racing marketing team.

## Light Backgrounds



## Dark Backgrounds



# No. 9 Team Elements

The approved driver signature and stylized number for the No. 9 team is below. The colors shown below are a generic color palette and may change depending upon the primary partnership on the car. Usage of all elements for the No. 9 team must be approved by the Chip Ganassi Racing marketing team.

## Light Backgrounds



## Dark Backgrounds



# No. 10 Team Elements

The approved driver signature and stylized number for the No. 10 team is below. The colors shown below are a generic color palette and may change depending upon the primary partnership on the car. Usage of all elements for the No. 10 team must be approved by the Chip Ganassi Racing marketing team.

## Light Backgrounds



## Dark Backgrounds



# No. 48 Team Elements

The approved driver signature and stylized number for the No. 48 team is below. The colors shown below are a generic color palette and may change depending upon the primary partnership on the car. Jimmie's signature must always include the Registered Trademark symbol. Usage of all elements for the No. 48 team must be approved by the Chip Ganassi Racing marketing team.

## Light Backgrounds

48

*Jimmie Johnson*  
48<sup>®</sup>

## Dark Backgrounds

48

*Jimmie Johnson*  
48<sup>®</sup>

# No. 99 Team Elements

The approved driver signature and stylized number for the No. 99 team is below. The colors shown below are a generic color palette and may change depending upon the primary partnership on the car. Usage of all elements for the No. 99 team must be approved by the Chip Ganassi Racing marketing team.

## Light Backgrounds

99

*Chip Ganassi* 99

*Scott Dixon*

## Dark Backgrounds

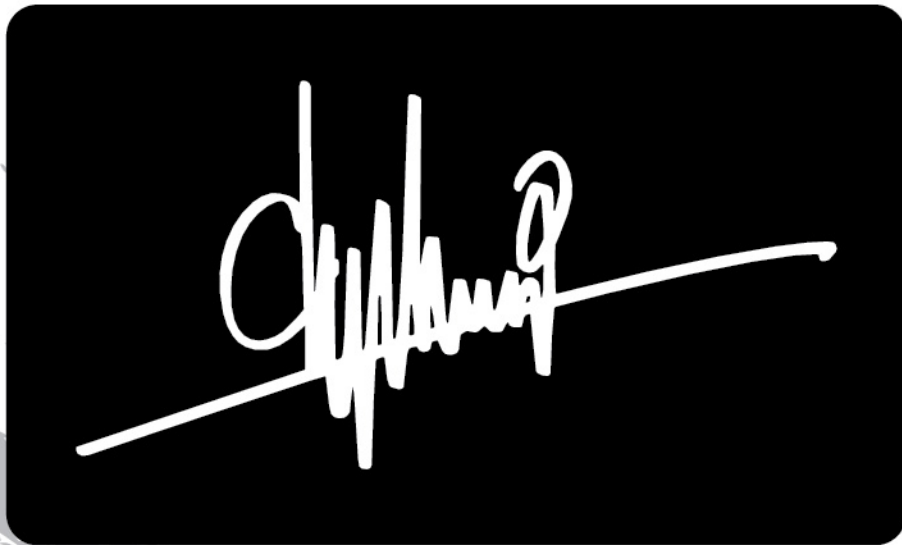
99

*Chip Ganassi* 99

*Scott Dixon*

# Chip Ganassi's Signature

The approved signature for Chip Ganassi is below. Usage of this signature must be approved by the Chip Ganassi Racing marketing team.



# Contact

Stephanie Lopez  
Director, Partnership Management  
[slopez@ganassi.com](mailto:slopez@ganassi.com)

Kelby Krauss  
Public Relations  
[kkrauss@ganassi.com](mailto:kkrauss@ganassi.com)