

*LIGIER JS F422*

GRAPHICAL GUIDELINES



## LIGIER LOGO

Colour guidelines

**The Ligier logo is made of two inseparable elements: the symbol and the typography.**


The proportion and typography cannot be modified. The logo, as defined, can be applied to any media or material, as long as the colours, proportions and rules are respected. The logo only exists in black or in white.





The logo's minimum height is 5 mm.



### LOGO

PANTONE®	
 <p>PANTONE® Process Black C</p>	
FOUR-COLOUR	
C M Y K	- - - 100
RGB	
R G B	35 31 32

### LIGIER WORLD

PANTONE®			
<div><div>PANTONE® 539C</div></div>		<div><div>PANTONE® 485C</div></div>	
FOUR-COLOUR			
C M Y K	100 43 0 83	C M Y K	0 95 100 0
RGB			
R G B	0 38 58	R G B	218 41 28
VINYL			
GLOSS INDIGO BLUE CB1680001		GLOSS CARMINES RED CB1650001	



## PROTECTION AREA

The Ligier logo should be separated from other visual identifiers. It should have a clear space around it in a rectangular shape, a “protection area” - equal to the height of the “L” in Ligier, whatever the size of the logo. No additional graphical, textual or visual element is allowed within this space.



## IMPROPER USE & ABUSE

**The Ligier logo has to be used in its original shape.**

It cannot be altered, re-typeset or modified in any way. Any use other than the examples referenced in these Graphical Guidelines is strictly forbidden.

On a dark background, the white version of the Ligier logo has to be used and the black version on a light background. The Ligier logo has to be used on a background that provides enough contrast to make it clearly visible and legible. **Do not enclose it within boxes or other shapes, even to make the logo stand out.**



## LIGIER EMBLEM

Colour guidelines


**The Ligier emblem is made of two indivisible elements: the symbol and the typography.**

Proportion and typography cannot be modified. The Ligier emblem, as defined, **can only be applied to specific material**, such as the bonnet, the mirrors, the steering wheel of the Ligier racing cars and the corporate clothes, as defined in these Graphical Guidelines. The logo only exists in black or in white.



The emblem's minimum height is 20 mm.



PANTONE®	
 <p>PANTONE® Process Black C</p>	
FOUR-COLOUR	
C M Y K	- - - 100
RGB	
R G B	35 31 32

## PROTECTION AREA

The Ligier emblem should be separated from other visual identifiers. It should have a clear space around it in a rectangular shape, a “protection area” - equal to the height of the “L” in Ligier, whatever the size of the logo. No additional graphical, textual or visual element is allowed within this space.



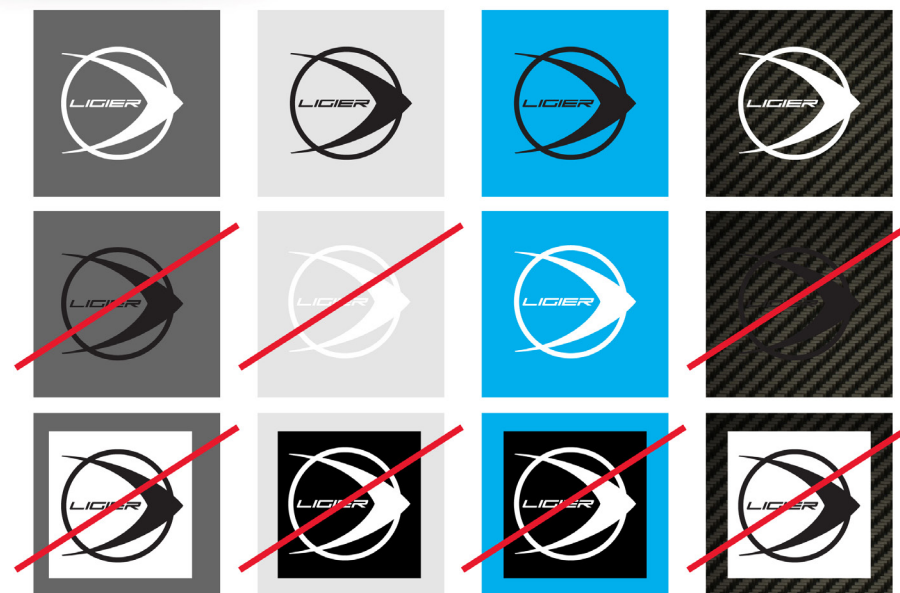
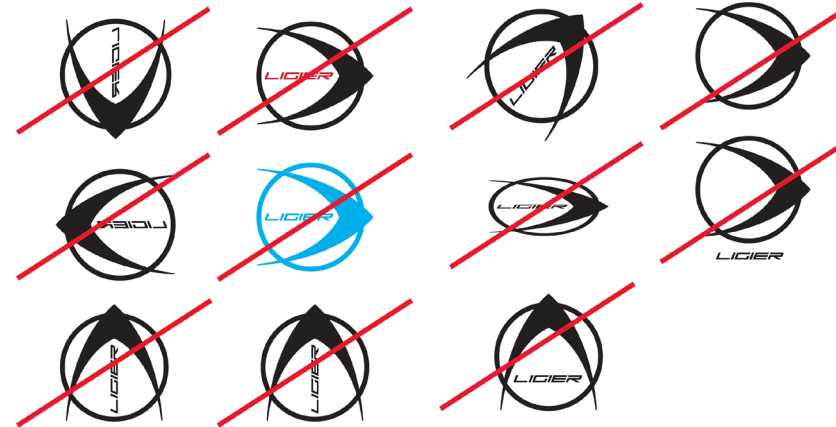
## IMPROPER USE & ABUSE

**The Ligier emblem has to be used in its original shape.**

It cannot be altered, re-typeset or modified in any way. Any use other than the examples referenced in these Graphical Guidelines is strictly forbidden.

On a dark background, the white version of the Ligier emblem has to be used and the black version on a light background. The Ligier emblem has to be used on a background that provides enough contrast to make it clearly visible and legible.

**Do not enclose it within boxes or other shapes, even to make the emblem stand out.**



## "HOMMAGE LIGIER" LOGO

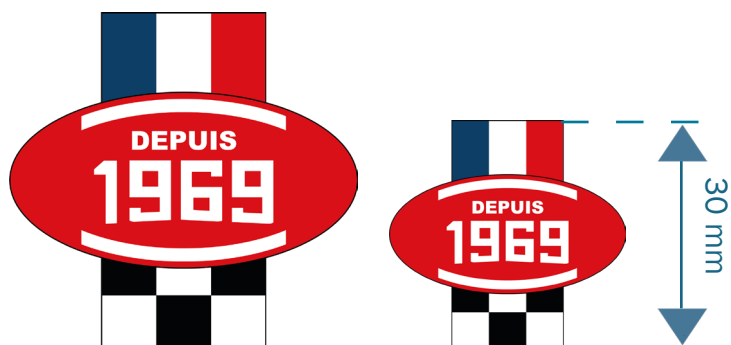
Colour guidelines




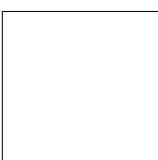
**The "Hommage Ligier : Depuis 1969" logo is made of two indivisible elements : the symbol and the typography.**

Proportion and typography cannot be modified. The logo, as defined, can be applied to any media or material, as long as the colours, proportions and rules are respected.

**This logo can only be used in conjunction with the Ligier logo.** It cannot be used on its own.

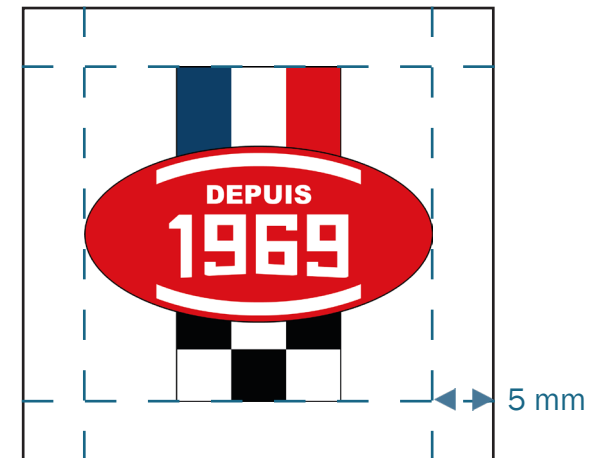
The logo's minimum height is 30 mm.



PANTONE®	FOUR-COLOUR		RGB	
 PANTONE® Process Black C	C M Y K	- - - 100	R G B	18 30 51
 PANTONE® 541C	C M Y K	100 85 25 11	R G B	32 56 112
 PANTONE® 485C	C M Y K	0 95 100 0	R G B	217 15 22
 PANTONE® White	C M Y K	- - - -	R G B	255 255 255

## PROTECTION AREA

The “Ligier Hommage : Depuis 1969” logo should be separated from other visual identifiers. It should have a clear space around it, a “protection area” whose dimensions correspond to 5 mm around the logo. No additional graphical, textual or visual element is allowed within this space.

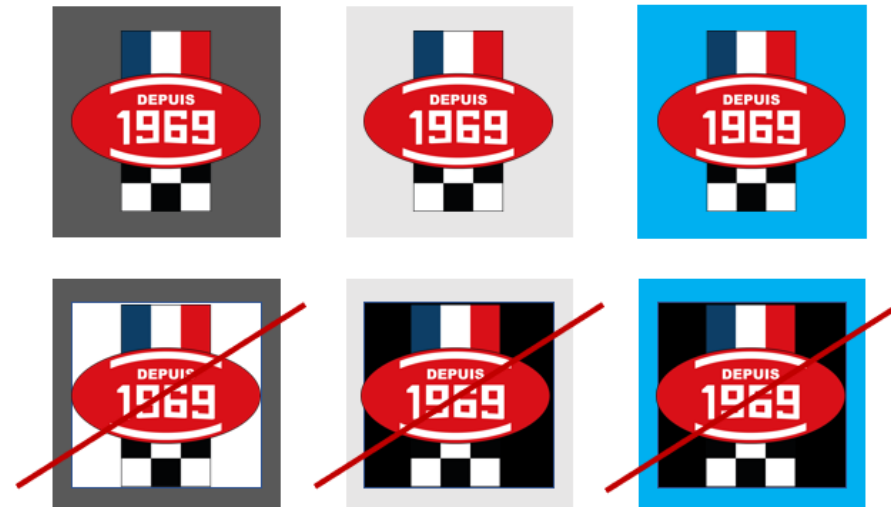


## IMPROPER USE & ABUSE

The “Ligier Hommage : Depuis 1969” logo has to be used in its original shape.

It cannot be altered, re-typeset or modified in any way. Any use other than the examples referenced in these Graphical Guidelines is strictly forbidden.

The logo has to be used on a background that provides enough contrast to make it clearly visible and legible. **Do not enclose it within boxes or other shapes, even to make the logo stand out.**



## CLOTHES

Concerning the branding on t-shirts, polos and shirts, the Ligier logo must be placed on the chest.

Chest logo = 10 cm long



Concerning the branding on jackets and coats, the Ligier logo must be placed on the chest and the emblem on the back.

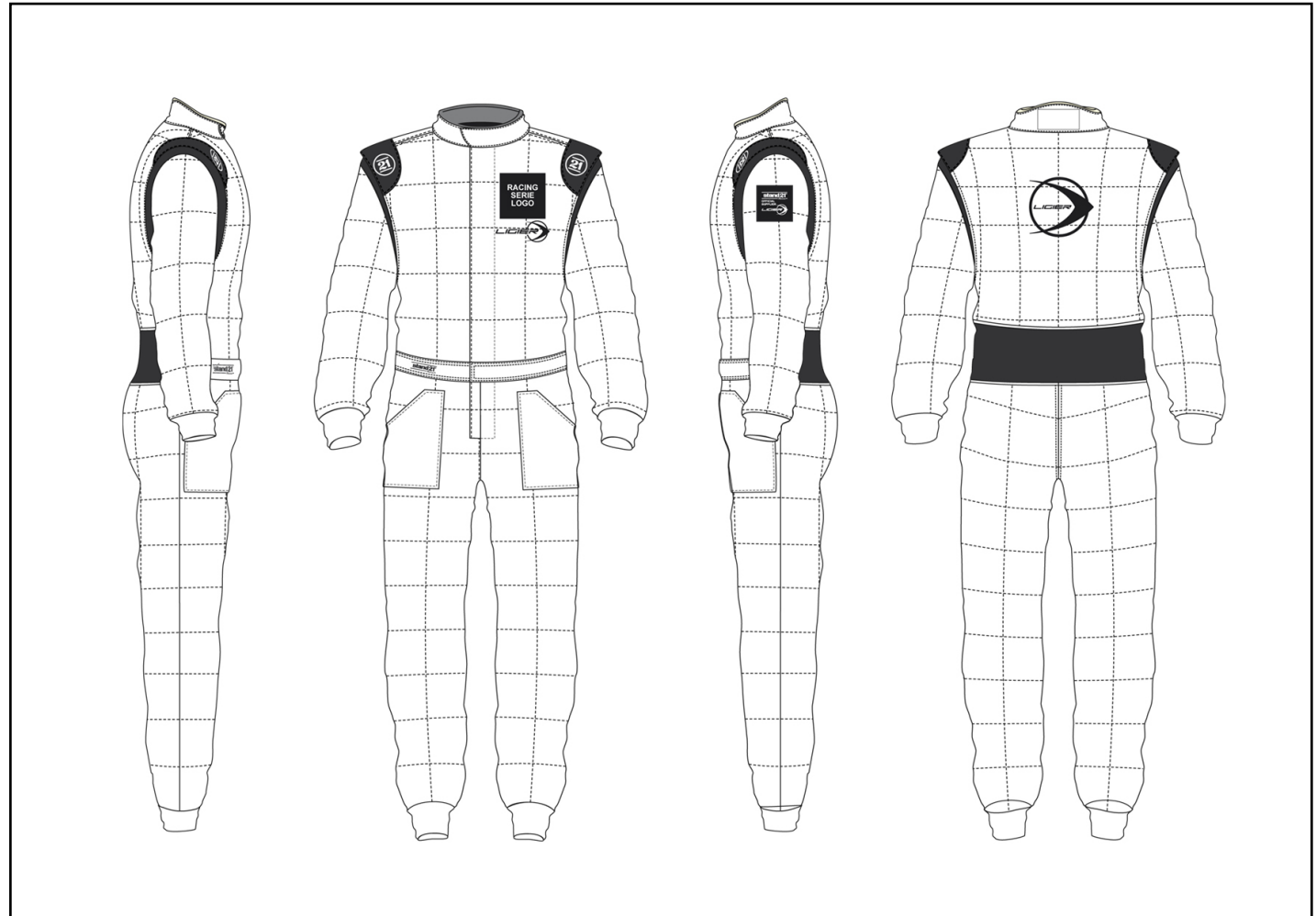
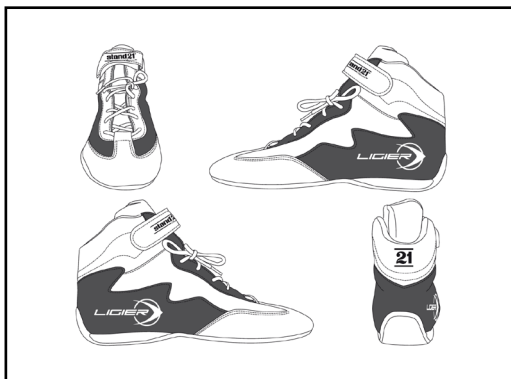
Chest logo = 10 cm long

Back logo = 15 cm diameter

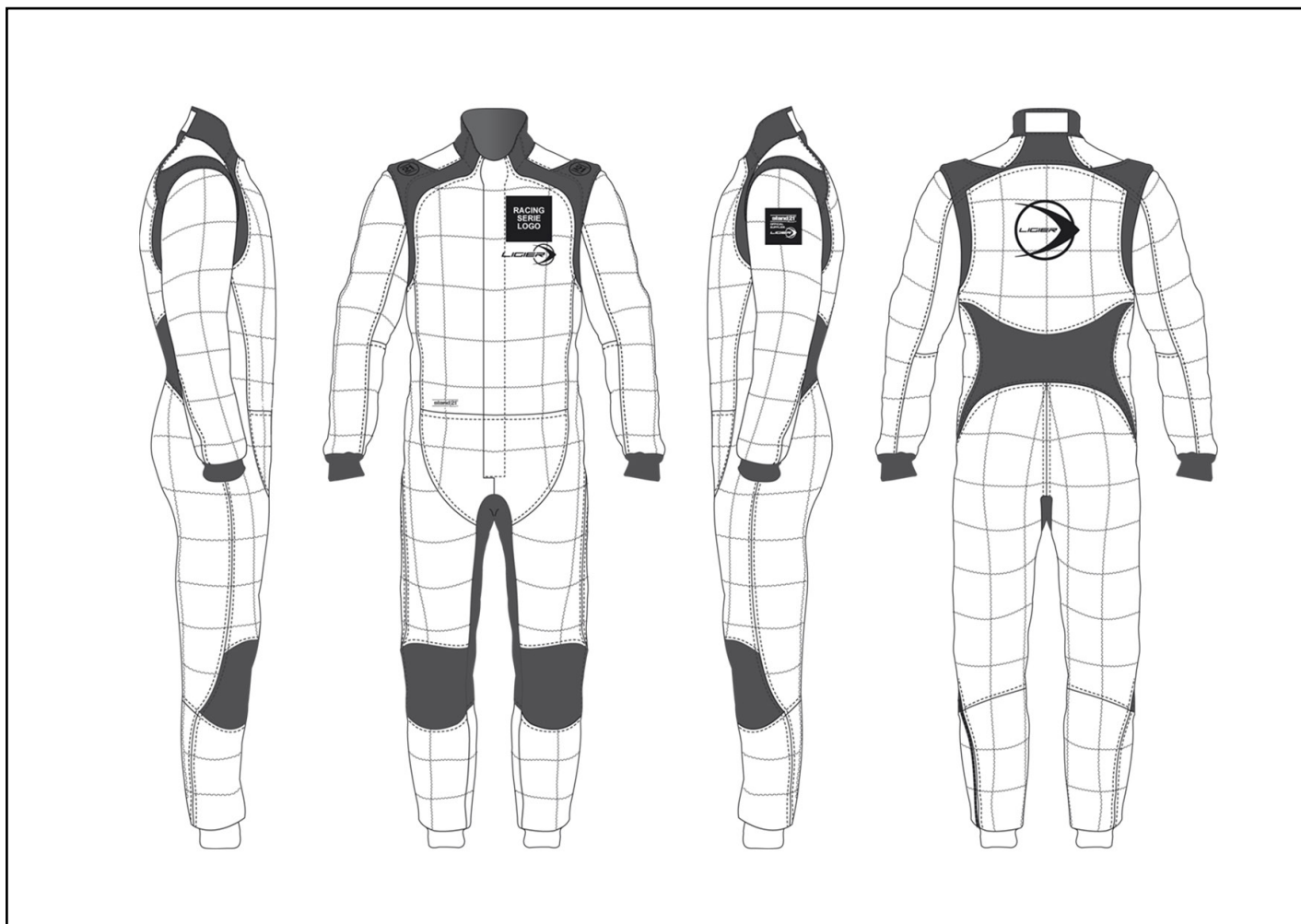
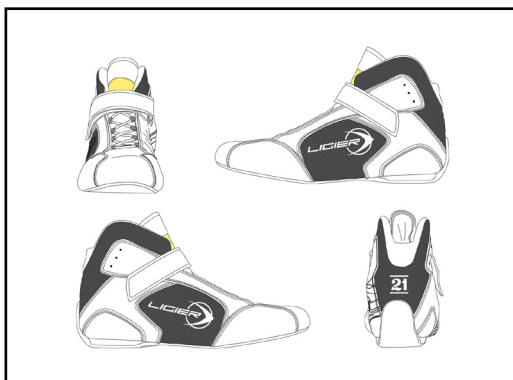




**MECHANIC**  
**RACING SUIT**  
**GLOVES**  
**SHOES**



**DRIVER**  
**RACING SUIT**  
**GLOVES**  
**SHOES**



## CAR'S MARKING

The car name logo is made out of two inseparable elements: JS and the serie.

The proportion and typography cannot be modified. It is possible to add the Ligier brand signature to the name. The car name logo should always be used on a background with enough contrast to make it legible.

**LIGIER JS F422**

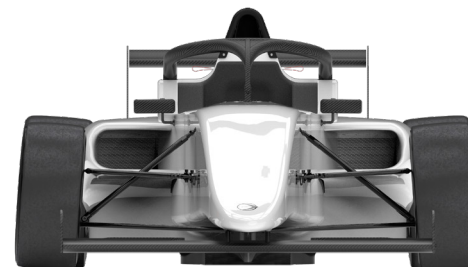
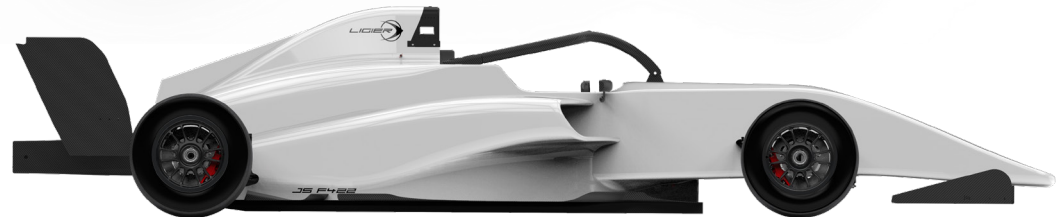
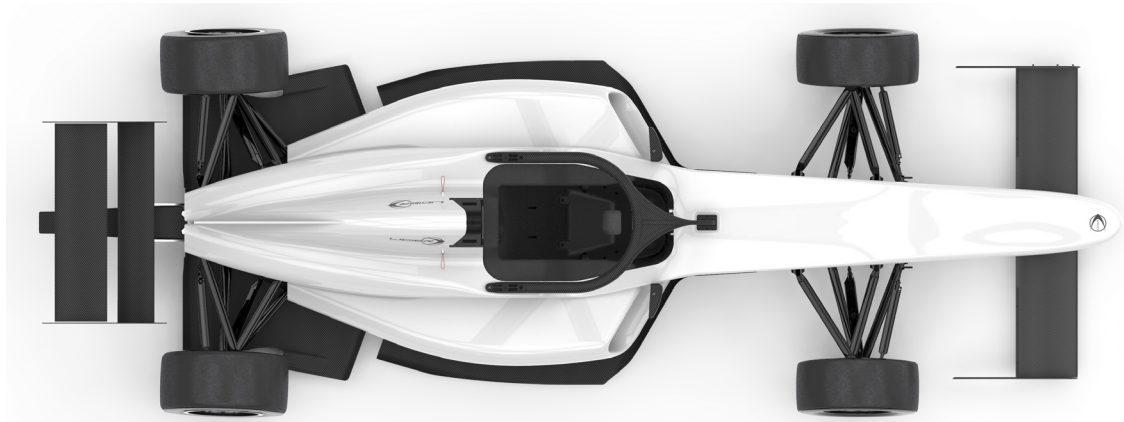
**LIGIER JS F422**

**JS F422**

**JS F422**

The Ligier JS F422 has a **mandatory marking** with specific locations as shown below:

Air admission (Logo)	- 30 cm long
Nose (Emblem)	- 8 cm diameter
Side (JS F422)	- 30 cm long



## COMMUNICATION GUIDELINES

- The Ligier logo has to be on all communication media (website, press release, media kit etc).
- We kindly ask your team to add our Communication team to your mailing list: [communication@ligierautomotive.com](mailto:communication@ligierautomotive.com).
- For the drafting of any document, you will find below the rules regarding the use of the proper nouns referred to in these Guidelines:

**Ligier Automotive** is the manufacturer's name.

**Ligier** is the name of the brand of Ligier Automotive.

**Ligier JS F422** is the name of one of the racing cars manufactured by Ligier Automotive.

- The names should always be used in full as shown above. Any modification to these names is strictly forbidden.



**#JustRacelt**

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[www.ligierautomotive.com](http://www.ligierautomotive.com)

