



FIA EUROPEAN AUTOCROSS & CROSS CAR

BRAND GUIDELINES | 2026



LEGAL NOTICE

The FIA European Autocross and Cross Car brand guidelines (the “Guidelines”) are issued by the Federation Internationale de l’Automobile in order to provide the eligible FIA Autocross and Cross Car stakeholders with a tool for understanding how to use the FIA Autocross Logo (the “AutoX Logo”), the FIA Cross Car Logo (the “XCar Logo”), and key graphics correctly across multiple platforms.

Any use of the FIA Autocross Logo, FIA Cross Car Logo and corresponding key graphics is subject to these Guidelines, which must be respected at all times to ensure a consistent and appropriate application.

The FIA Autocross Logo, FIA Cross Car Logo and key graphics are the exclusive property of the FIA. If you have any queries regarding how to use the branding or about the Guidelines, please contact the FIA team (contact details on p.19).



FIA EUROPEAN AUTOCROSS



FIA AUTOCROSS

AN INTRODUCTION

The FIA Autocross Logo acts as a graphical representation of the series and its values. It is crucial that the FIA Autocross Logo is displayed as shown here, and in a consistent manner on all FIA materials.



FIA EUROPEAN AUTOCROSS LOGO PORTRAIT

The FIA Autocross Logo is a bold, memorable brand that proudly positions the sport alongside its fellow FIA motor sport series.

Strong, dynamic and modern typography sits beneath an eye-catching X Marque.

In most circumstances, the FIA Autocross Master Logo should be used in its full colour CMYK Positive format, where it is at its most powerful.

A one colour black version of the logo can be used if necessary only in instances where printing processes mean the full colour logo cannot be used.

Master Logo Portrait Colour Positive



Master Logo Portrait Colour Negative



Mono Logo Portrait Positive



Mono Logo Portrait Negative





FIA EUROPEAN AUTOCROSS LOGO LANDSCAPE

There is a secondary Landscape format of the FIA Autocross Logo which can be used when the space available is wider rather than taller.

Master Logo Landscape Colour Positive



Master Logo Landscape Colour Negative



Mono Logo Landscape Positive



Mono Logo Landscape Negative





KUMHO TIRE LOGO

The Kumho Tires logo must be applied to the car livery as shown on page 9.

CLEAR SPACE



COLOUR



KT RED

CMYK : 0. 100. 100. 0

RGB : 239. 0. 16

KT DARK GRAY

CMYK : 0. 0. 0. 85

RGB : 74. 74. 73



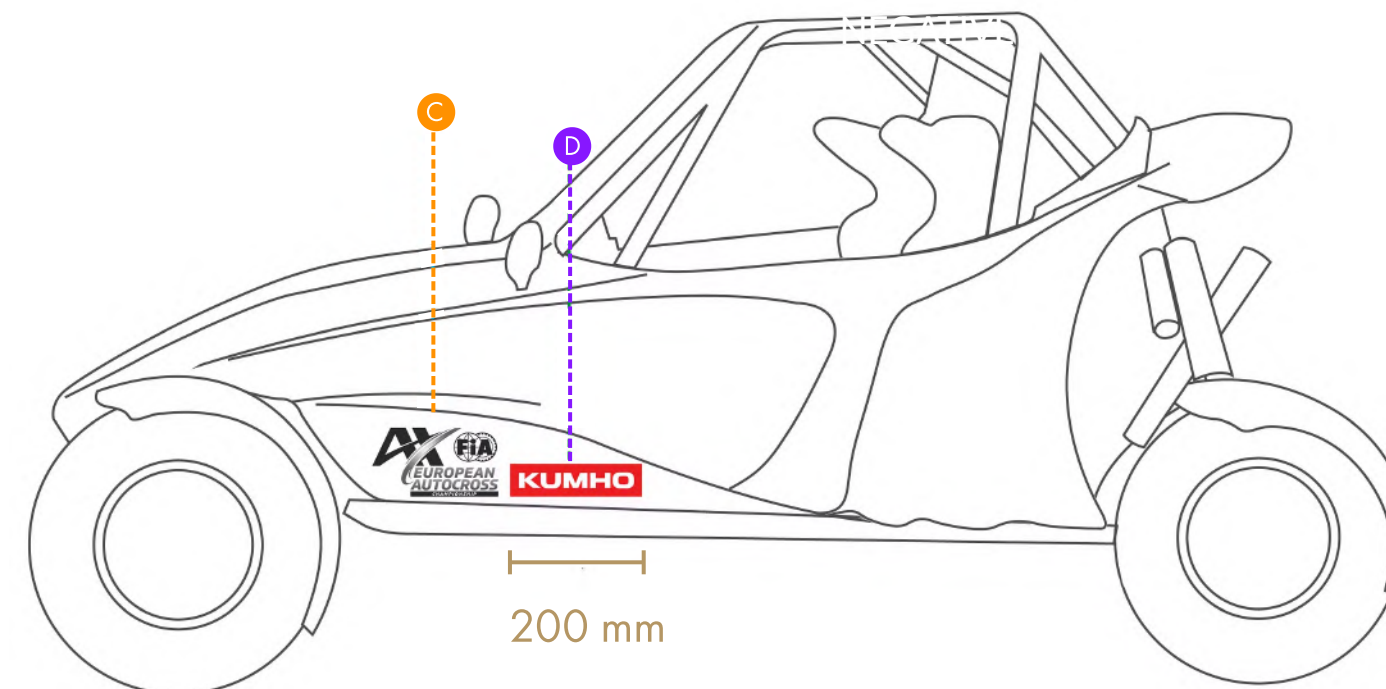
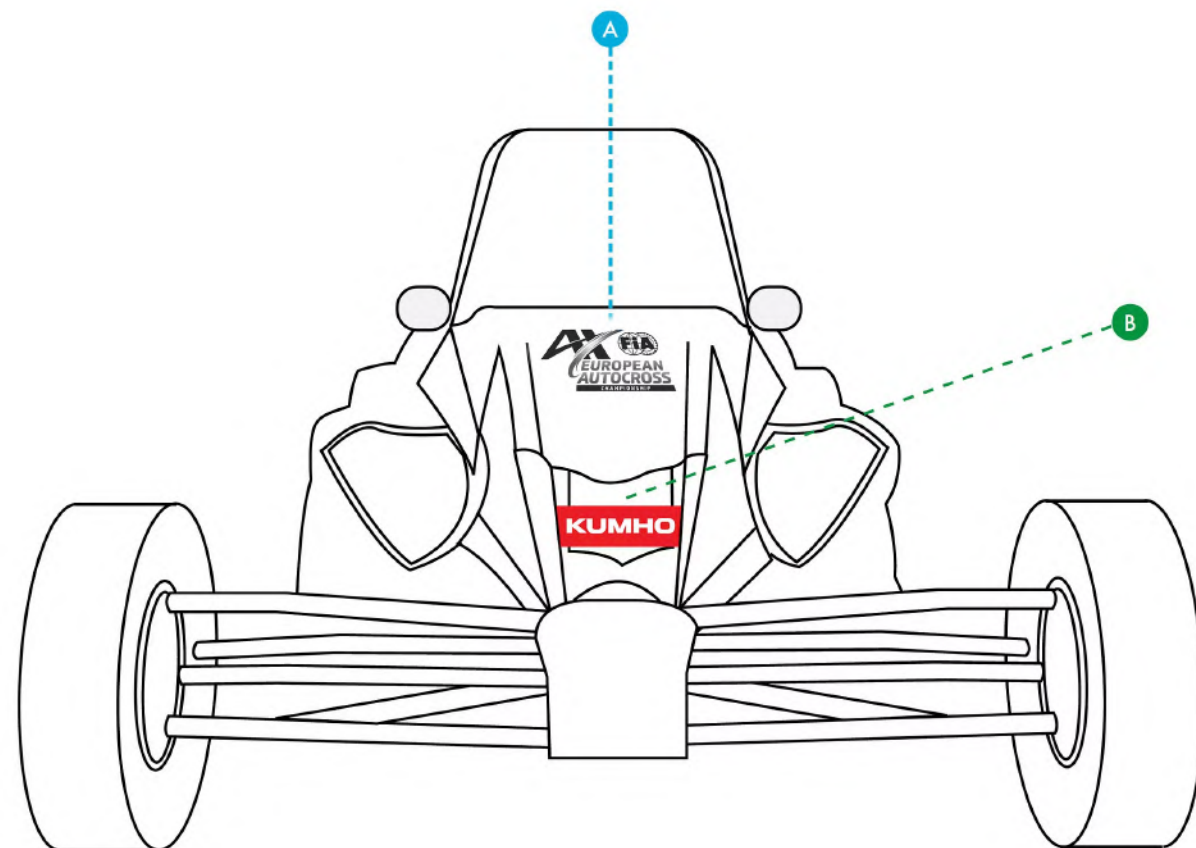
FIA AUTOCROSS

LOGO APPLICATION

It is crucial that the FIA Autocross brand elements are displayed as shown here, and in a consistent manner on all touchpoints and materials.

LOGO APPLICATION CAR BODYWORK – COMPULSORY

EXAMPLE ILLUSTRATION



APPLICATION AND USAGE

The car livery should clearly display these logos in whichever colour or mono format that will give the greatest stand-out:

- FIA European Autocross Championship Logo
- Kumho Tire Logo

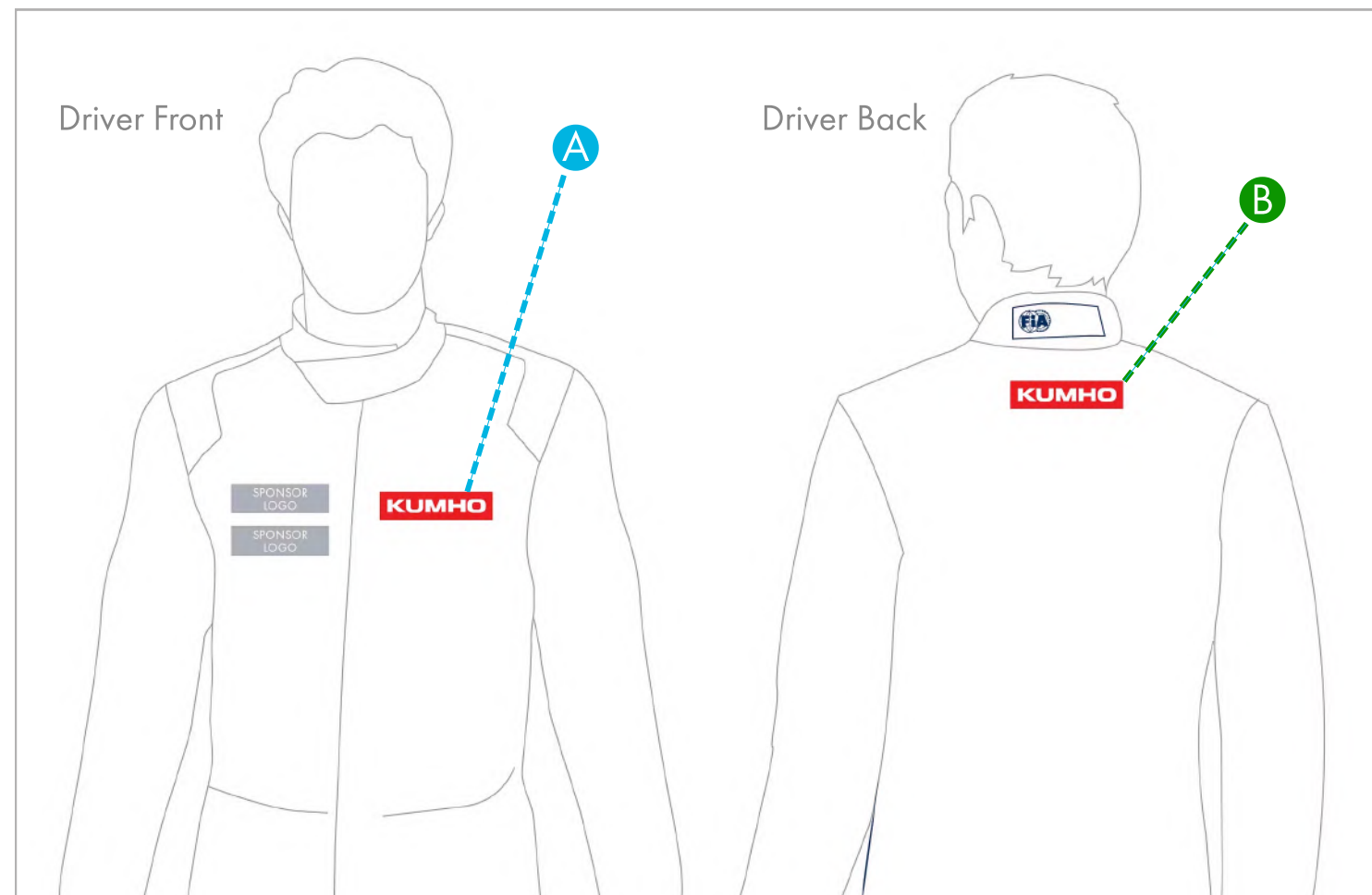
Minimum recommended Logo sizes:

- 1x AX logo on the nose: 250mm
- 2x AX logos on the sides: 200mm
- 1x Kumho logo on the nose: 250mm
- 2x Kumho logos on the sides: 200 mm

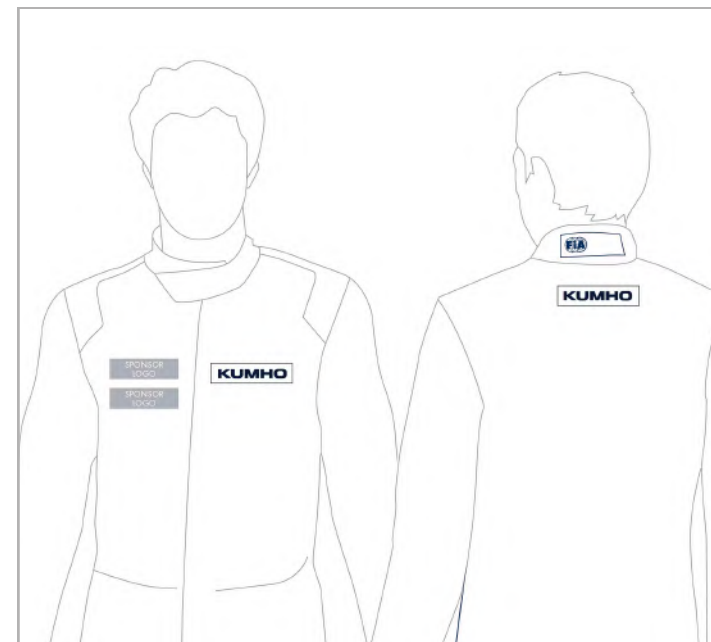


LOGO APPLICATION DRIVER OVERALLS – COMPULSORY

EXAMPLE ILLUSTRATION



OPTION 1



OPTION 2

APPLICATION AND USAGE

Driver overalls should clearly display the Kumho Tire logo as shown here.

Minimum recommended Logo sizes:

- 1x Kumho Tire Logo embroidered or printed onto driver overalls, placed in 'A' and 'B' location. Min. 80mm wide.

Option 1: Red



80 mm

Option 2: Gray



80 mm

LOGO APPLICATION

PODIUM BACKDROP - COMPULSORY

EXAMPLE ILLUSTRATION



APPLICATION AND USAGE

Podium backdrop should clearly display the FIA logo, the AutoX logo, Kumho Tire logo and XCar logo as shown here.

The backdrop should be produced by the event organiser.

Minimum recommended size:

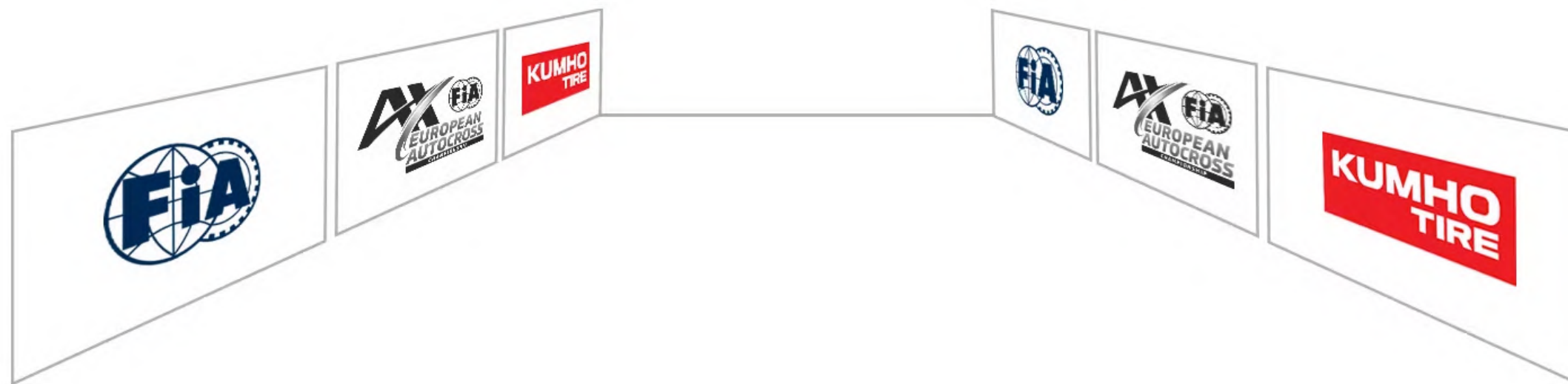
- 1x backdrop with FIA, AutoX, Kumho Tire, and XCar logos printed: 500x230 cm
- Logo: 20 cm wide



LOGO APPLICATION

TRACKSIDE BANNERS - COMPULSORY

EXAMPLE ILLUSTRATION



APPLICATION AND USAGE

FIA, AutoX, and Kumho Tire brands should be clearly displayed on trackside banners. The exact location of banners should be agreed between the FIA, Kumho Tire and the local organiser.

Banners should be produced by the event organiser.

Minimum recommended number of banners and sizes:

- x5 FIA banners (A)
- x5 AutoX banners (B)
- x5 Kumho Tire banners (C)





LOGO APPLICATION

Paddock Banner - Compulsory

EXAMPLE ILLUSTRATION



APPLICATION AND USAGE

The AutoX brand should be clearly displayed on the paddock banner. The banner must also display the driver's name, number, and national flag. Outside this banner, the organiser is free to add their organiser logo, name of the event, and local sponsors as long as the championship sponsor, Kumho, is also displayed.

Minimum recommended number of banners and sizes:

- 1x banner: 40cm x 250cm



FIA EUROPEAN CROSS CAR



FIA CROSS CAR

LOGO APPLICATION

It is crucial that the FIA Autocross brand elements are displayed as shown here, and in a consistent manner on all touchpoints and materials.

LOGO APPLICATION CAR BODYWORK – COMPULSORY

EXAMPLE ILLUSTRATION

A

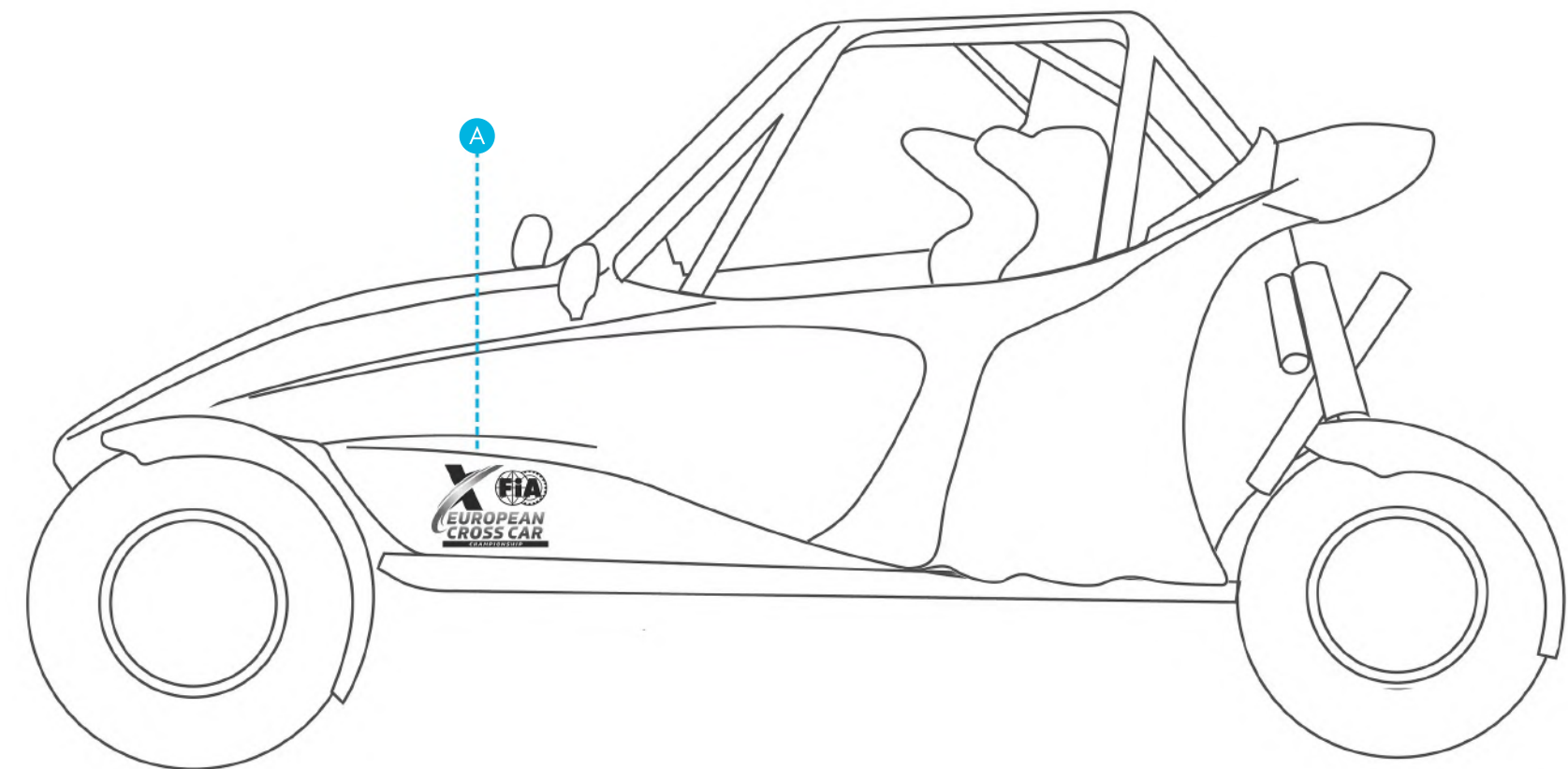
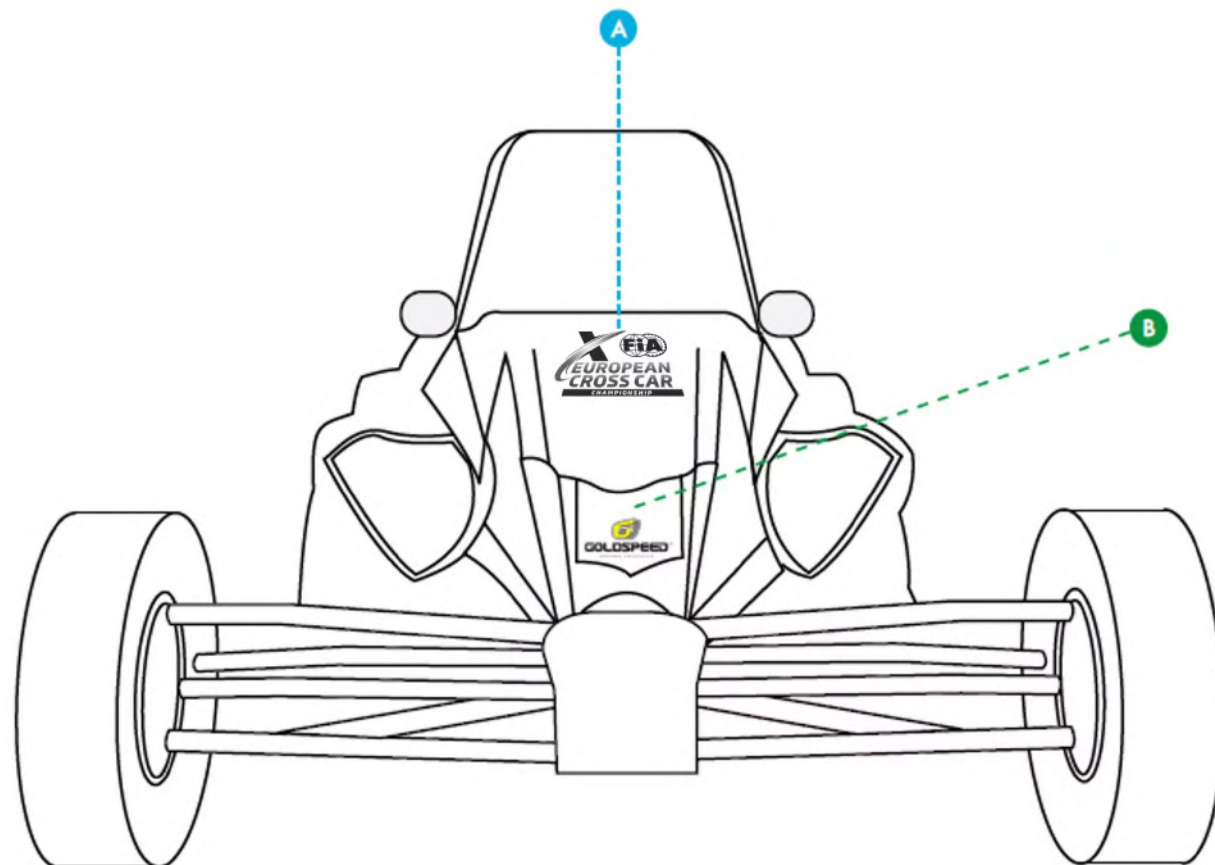


200 mm

B



200 mm



APPLICATION AND USAGE

The car livery should clearly display these logos in whichever colour or mono format that will give the greatest stand-out:

- FIA European Cross Car Championship Logo
- Goldspeed Logo

Minimum recommended Logo sizes:

- 3x XC logos on the nose and sides: 200 mm
- 1x Goldspeed logo on the nose: 200 mm



LOGO APPLICATION

TRACKSIDE BANNERS - COMPULSORY

EXAMPLE ILLUSTRATION



APPLICATION AND USAGE

FIA and XCar brands should be clearly displayed on trackside banners. The banners should not be placed next to the AutoX banners. A separation of at least 2 metres must be applied between the set of AutoX banners (page 12) and the set of XCar banners (current page).

Banners should be produced by the event organiser.

Minimum recommended number of banners and sizes:

- x5 FIA banners (A)
- x5 Cross Car banners (B)





LOGO APPLICATION

Paddock Banner - Compulsory

EXAMPLE ILLUSTRATION



APPLICATION AND USAGE

The XCar brand should be clearly displayed on the paddock banner. The banner must also display the driver's name, number, and national flag.

Outside this banner, the organiser is free to add their organiser logo, name of the event, and local sponsors as long as the championship sponsor, Goldspeed, is also displayed.

Minimum recommended number of banners and sizes:

- 1x banner: 40cm x 250cm



CONTACTS

For enquiries or questions about using the FIA European Autocross & Cross Car guidelines, please contact our team.

Vector logos can be found on the FIA website in the regulations section, as well as on the official Sportity channel.

BRETT HASELL

Marketing and Partnerships Director

Federation Internationale de L'Automobile
2 Chemin de Blandonnet, 1214 Vernier,
Geneva, Switzerland

T +41 79 396 23 68
E BHASELL@FIA.COM

KYLLIAN LARANJEIRA

Commercial & Marketing Services Officer

Federation Internationale de L'Automobile
2 Chemin de Blandonnet, 1214 Vernier,
Geneva, Switzerland

T +41 22 544 44 40
M +41 78 216 72 98
E KLARANJEIRA@FIA.COM