



TCR™ 2023



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INTRODUCTION

This is a guide to all TCR Promoters. The aim is enhancing the branding and its presence in all your rounds, creating a unique graphic line and defining some standards.

This handbook is a short explanation and illustration of the materials available on your private area (on <https://promoters.tcr-series.com/>). Each material has its own guideline with all details for its usage and production.

Materials both digital and printable shall be pre approved by WSC.
Contact at WSC: Mr Emanuele Maltese emanuele.maltese@wsc.group

- Paddock Area
- Teams' Working Area/Box
- Podium
- Cars & Drivers
- Hospitality & Lounges
- Pass Layout
- Official Documents
- TV Graphics
- Social Media

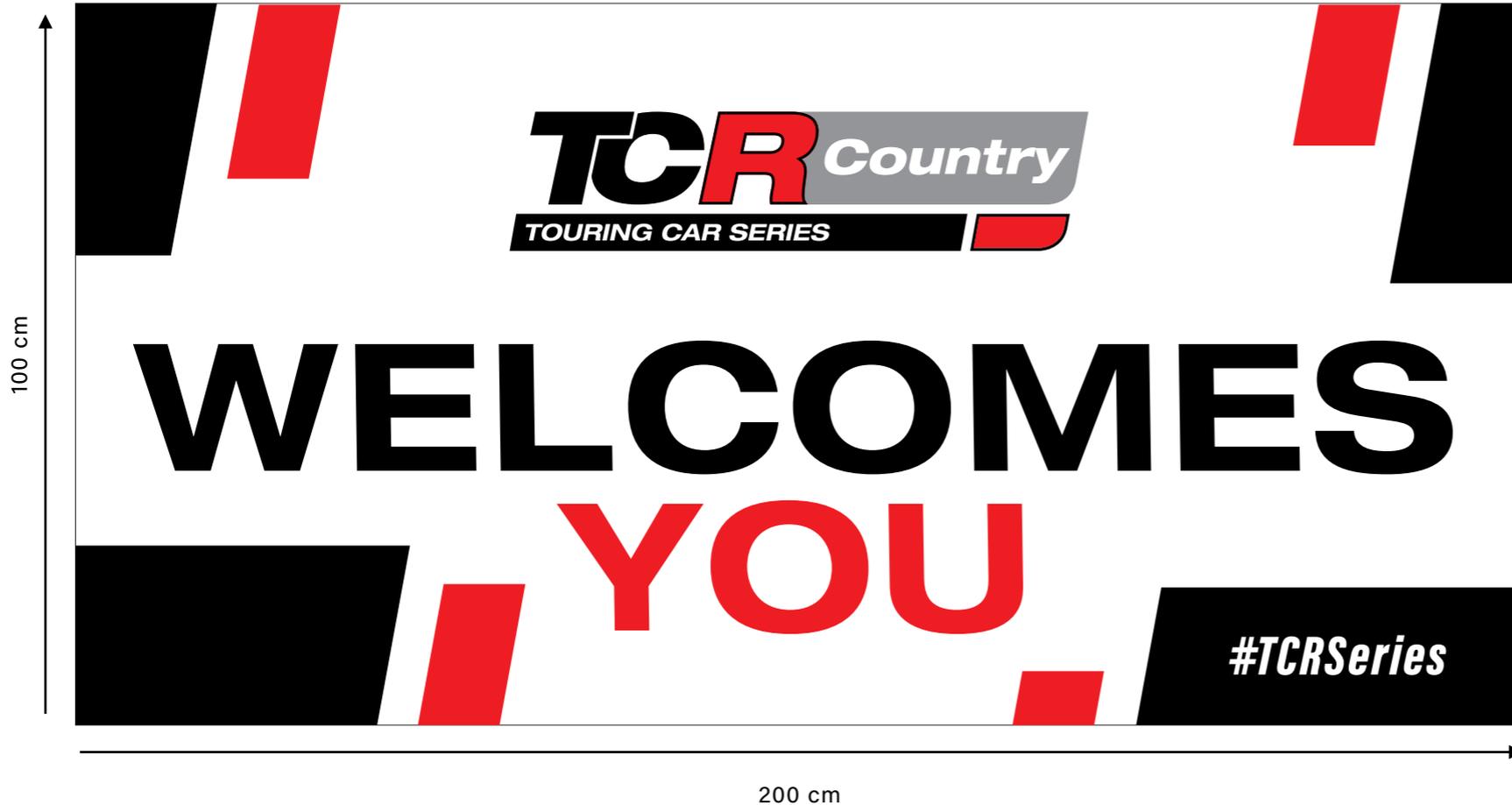




PADDOCK AREA

WELCOME BANNER

TCR SERIES ONLY



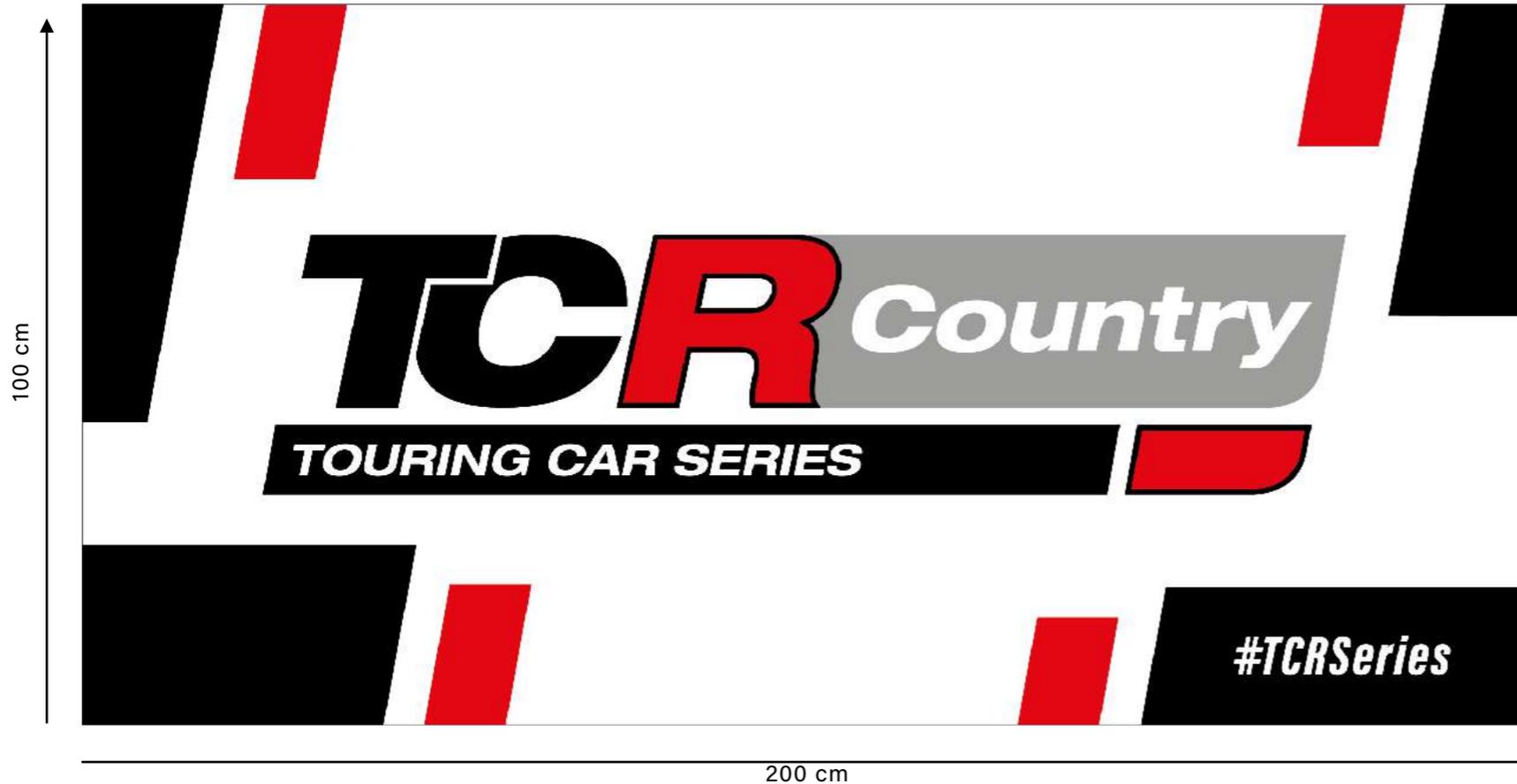
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TO BE USED AT THE RACETRACK ENTRANCE GATES, AND/OR PADDOCK ENTRANCE
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

LOGO BANNER - PROMOTER

TCR SERIES ONLY

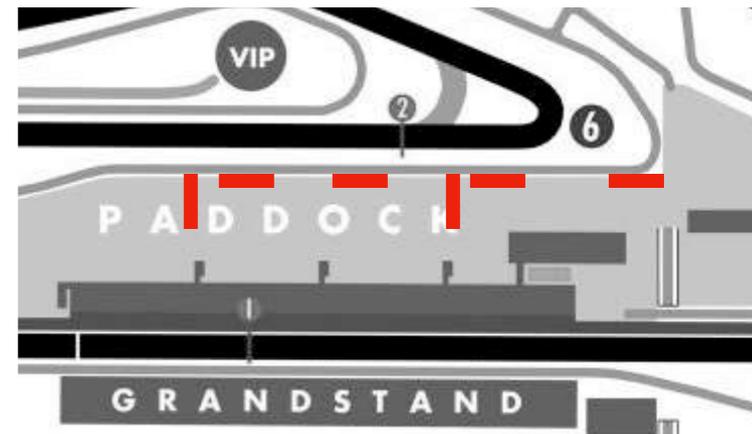
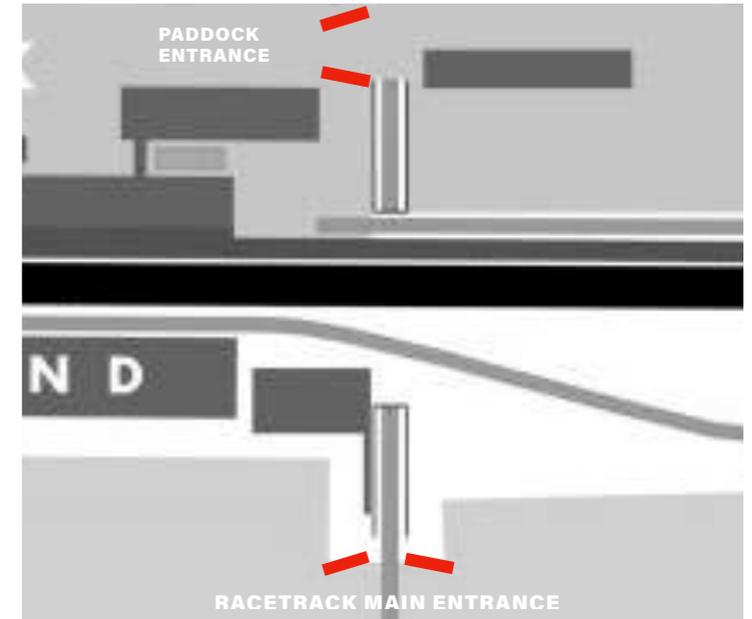
LAYOUT & SIZE



TO ENHANCE THE PADDOCK LAYOUT - TO BE USED ON FENCES, GATES, ENTRANCE
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

SUGGESTED MATERIAL: SOFT PVC WITH RINGS

WELCOME & LOGO BANNER VISUAL



TO ENANCE THE PADDOCK LAYOUT - TO BE USED ON FENCES, GATES, ENTRANCE

PROMOTER' FLAGS

TCR SERIES ONLY

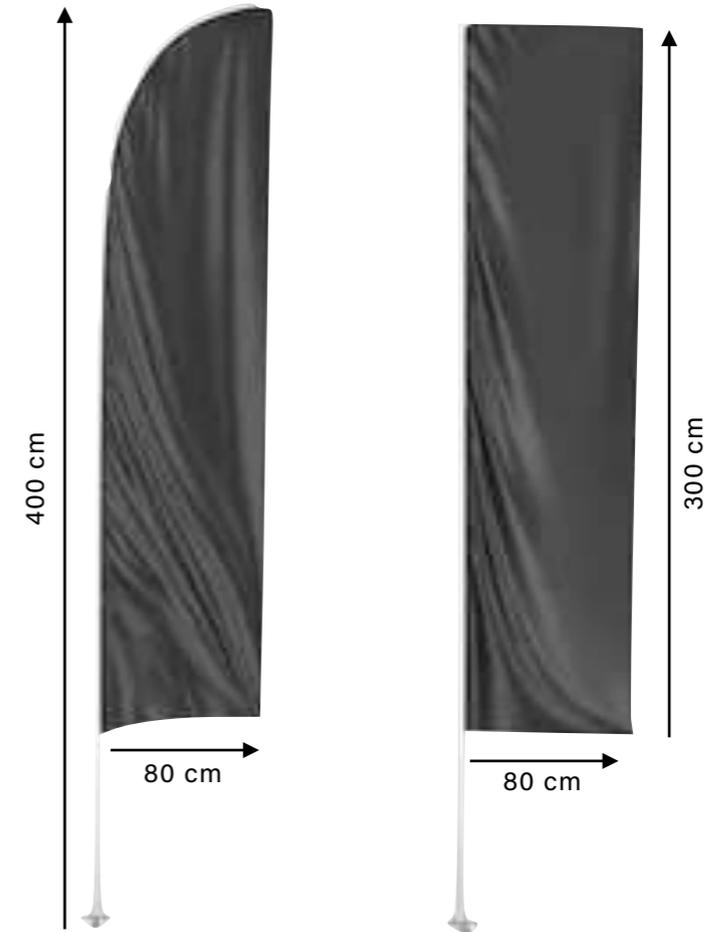
LAYOUT



EXAMPLES



SIZE & MODELS



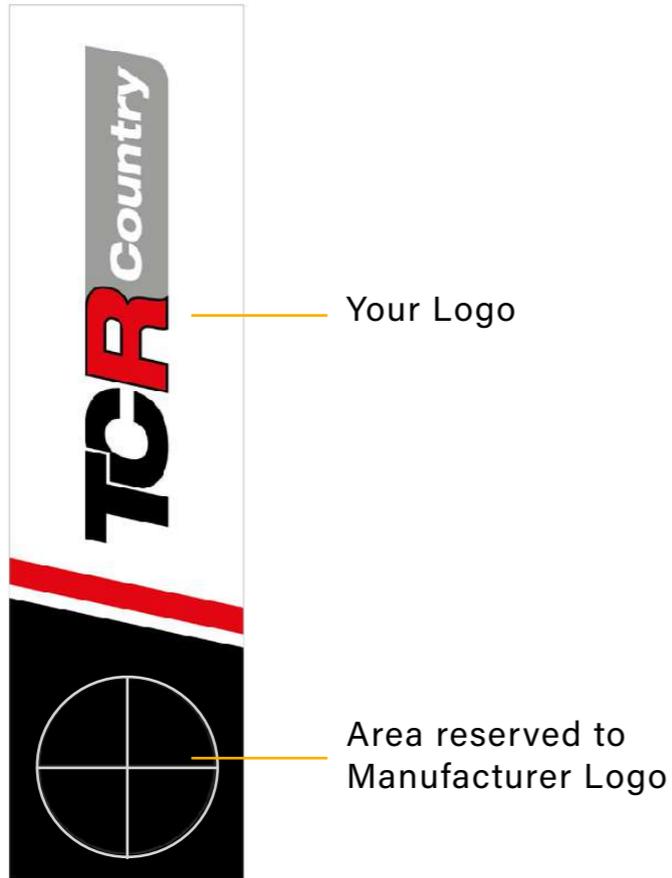
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS
PRIVATE AREA

IN CASE OF DIFFERENT SIZE OR FLAG TYPE THE LAYOUT
CAN BE ADAPTED - APPROVAL BY WSC IS MANDATORY

PROMOTER' FLAGS

TCR SERIES ONLY

LAYOUT



EXAMPLES

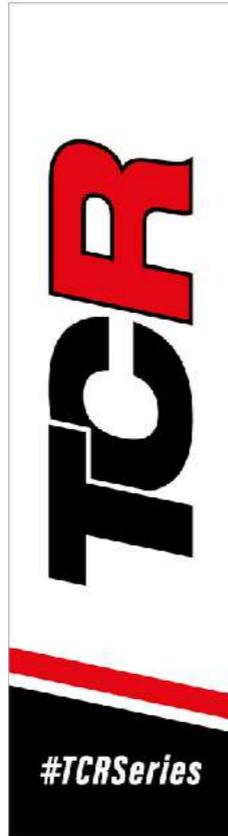


TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
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PROMOTER' FLAGS

TCR SERIES & TCR CLASS

LAYOUT



EXAMPLE

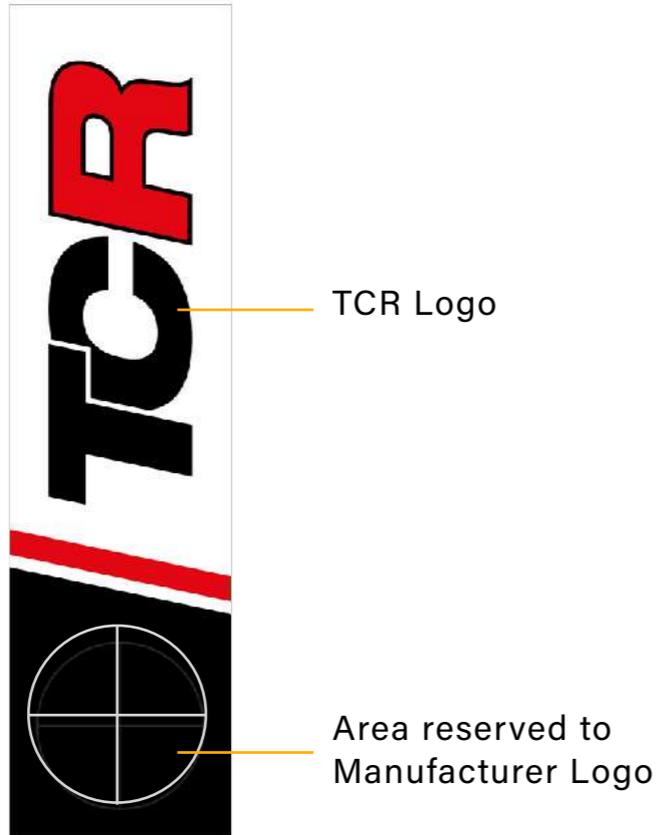


TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

PROMOTER' Paddock FLAGS

TCR SERIES & TCR CLASS

LAYOUT



EXAMPLE



TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
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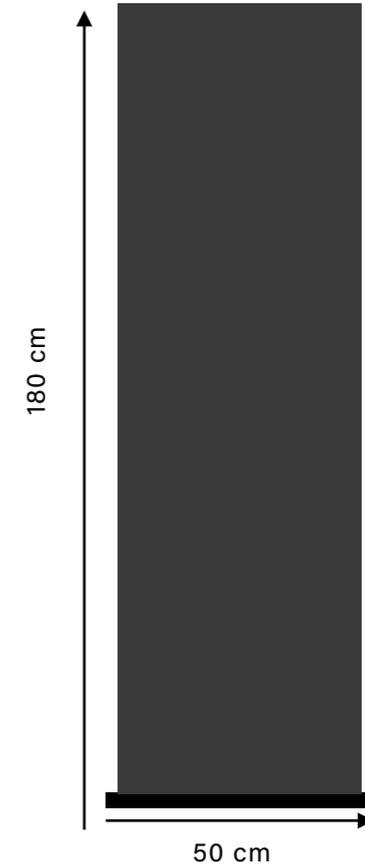
TCR WT TOTEMS

TCR SERIES ONLY

LAYOUT



DIMENSIONS



TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
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ONE LAYOUT FOR
EACH SIDES

TEAR FLAGS

TCR SERIES ONLY

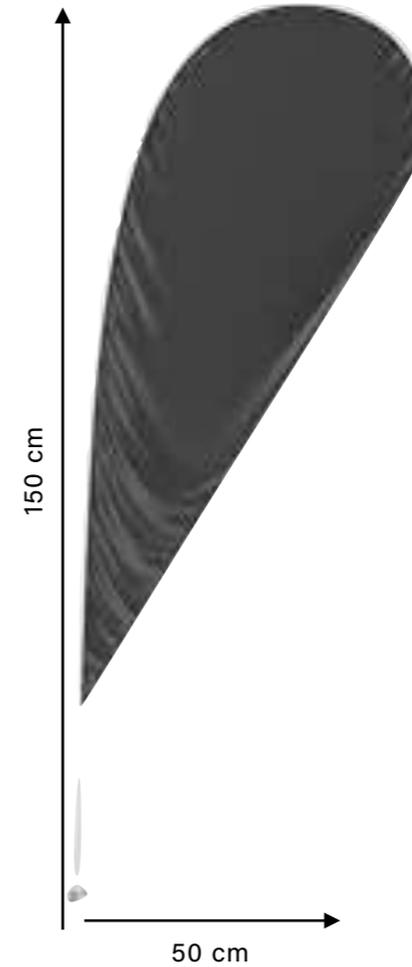
LAYOUT A



LAYOUT B



SUGGESTED SIZE



TO ENANCE THE HOSPITALITY OR TECHNICAL AREA IN THE Paddock

INTERVIEW BACKDROP

TCR SERIES ONLY



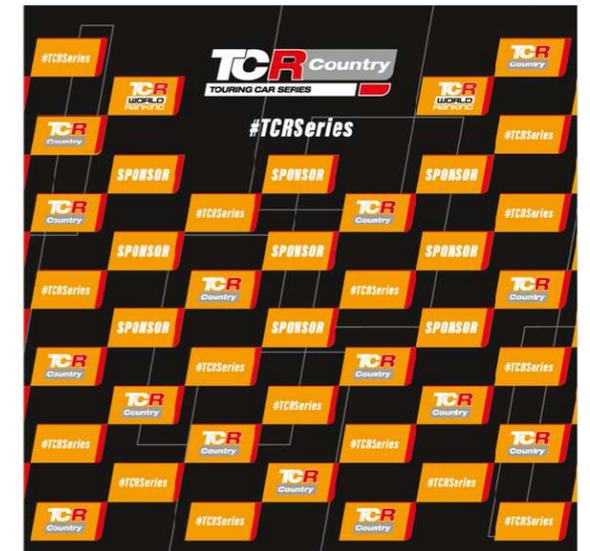
LAYOUT A

To be customized with your TCR Series colors.
A final approval by WSC is preferred.

ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

TCR Logo
TCR World Ranking Logos - #2 Mandatory

All Squares are customizable with sponsors, Series Logo, hashtag, others



INTERVIEW BACKDROP

TCR SERIES ONLY



TCR Logo
TCR World Ranking Logos - #2 Mandatory

Sponsor Line (Tire Supplier is suggested)

All Squares are customizable with sponsors, Series Logo, hashtag, others

LAYOUT B

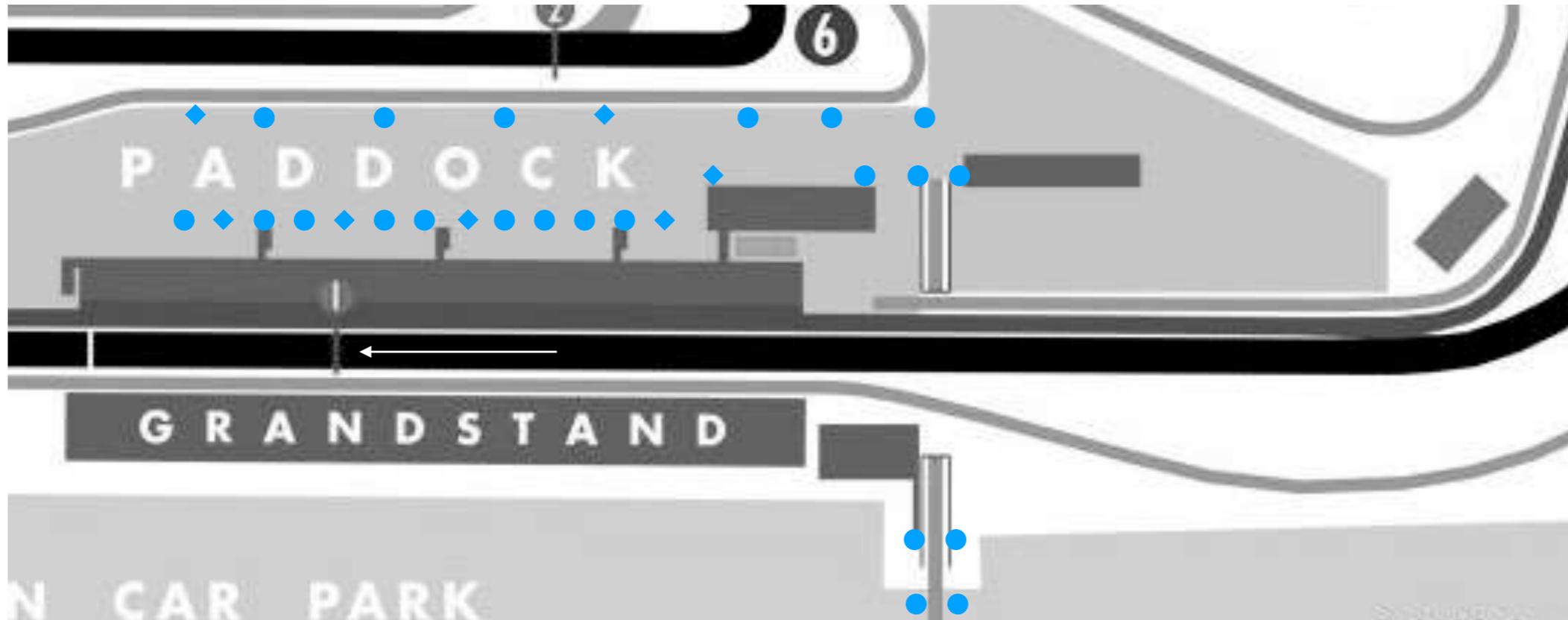
To be customized with your TCR Series colors.
A final approval by WSC is preferred.

ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA



Paddock Map Example

- TCR SERIES FLAG
- ◆ TCR SERIES TOTEM



Paddock Visual





TEAM WORKING AREA/BOX

TEAM & DRIVERS' NAME

PANEL A - Series Logo, Race number, Driver Name and National Flag, Car brand



PANEL B - Series Logo, Team Name, Race number, Driver Name (x2), Car brand



4 SIDES TOTEM - Series Logo, Race number, Driver Name and National Flag, Car brand, Team Name



PANEL A TEAM & DRIVERS' NAME

TCR SERIES ONLY

LAYOUT & SIZE



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HARD BANNER -
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS
PRIVATE AREA



PANEL B
TEAM & DRIVERS' NAME
TCR SERIES ONLY

LAYOUT & SIZE



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HARD BANNER -
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS
PRIVATE AREA



OPTION A - VISUAL PROMOTER' TEAM & DRIVERS' NAME PANELS

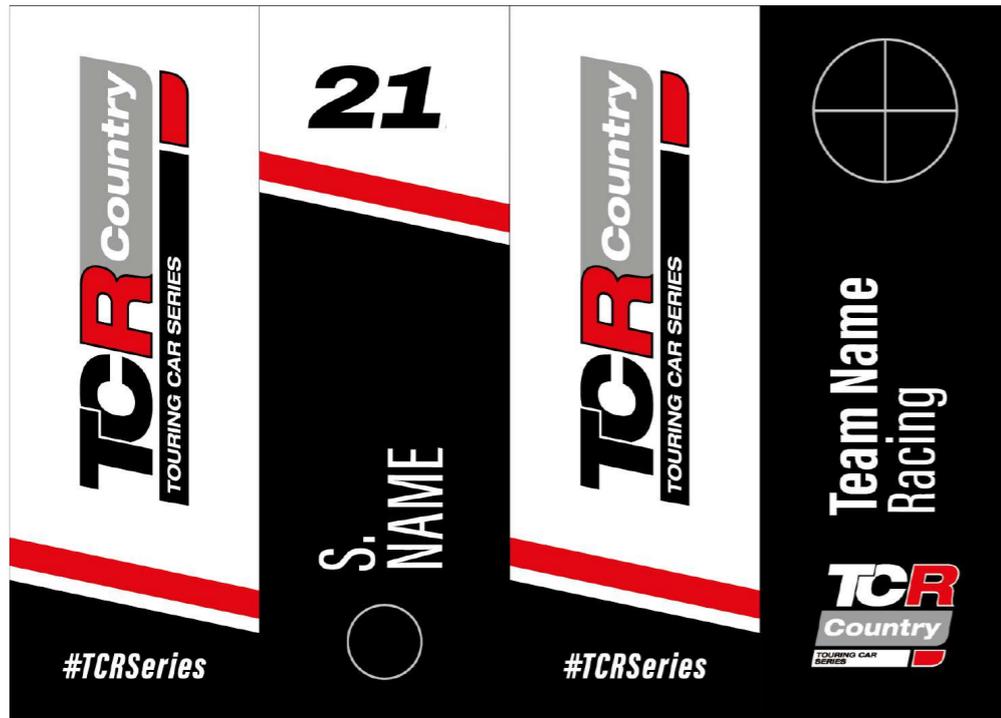


4 SIDES TOTEM

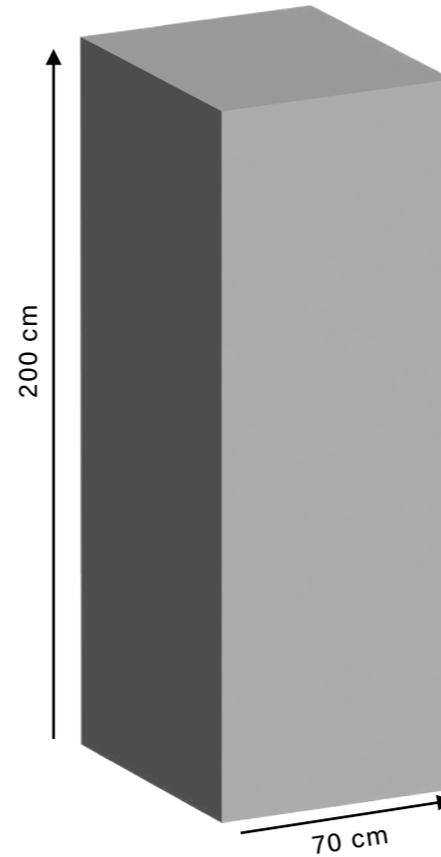
TEAM & DRIVERS' NAME

TCR SERIES ONLY

LAYOUT



DIMENSIONS



EXAMPLE



TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

OPTION B - VISUAL PROMOTER' TEAM & DRIVERS' NAME TOTEM (4 SIDES)





PODIUM



PODIUM BACKDROP

TCR SERIES ONLY



TCR Logo

Sponsor Line (Tire Supplier is suggested)

TCR World Ranking Logos - #2 Mandatory

All Squares are customizable with sponsors, Series Logo, hashtag, others

LAYOUT

To be customized with your TCR Series colors.
Respect the rules showed here.

A final approval by WSC is preferred.

ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA



PODIUM CENTRAL AREA PANEL



LAYOUT

This panel can be used when your Series needs to share the same podium other Championships in order to customize the central area of the podium backdrop.

It can be customized with your TCR Series colors.

ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

LABELS FOR TROPHIES

TCR SERIES



COMPULSORY: YOUR TCR LOGO IN THE LABEL

TCR CLASS



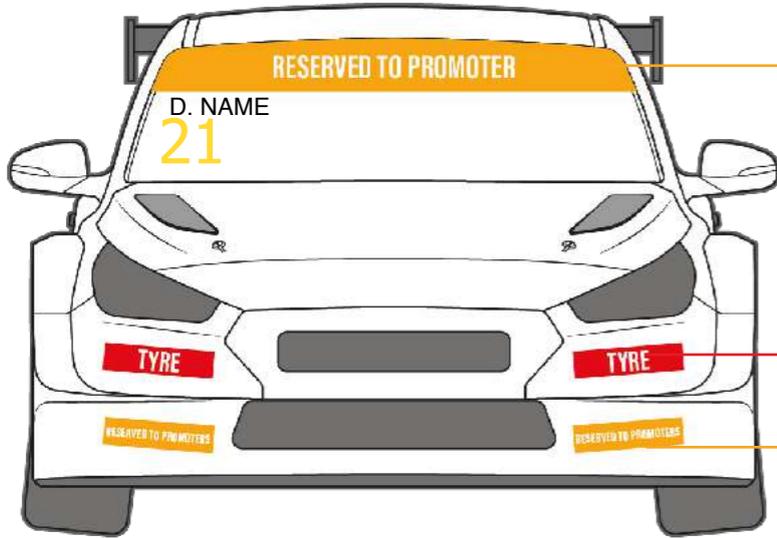
HIGHLIGHT THE TCR CLASS WRITING IT
OR USING THE TCR LOGO

CARS & DRIVERS



CAR LAYOUT

TCR SERIES ONLY



Windscreen stripe TCR Regional/National Series: 140x23

#2 tire supplier Logo on front side: 30x7,5

#2 tire bumper stickers: 30x7,5 supplied by KUMHO



Rear window stripe upper part: 120x10

Rear license plate: 50x15

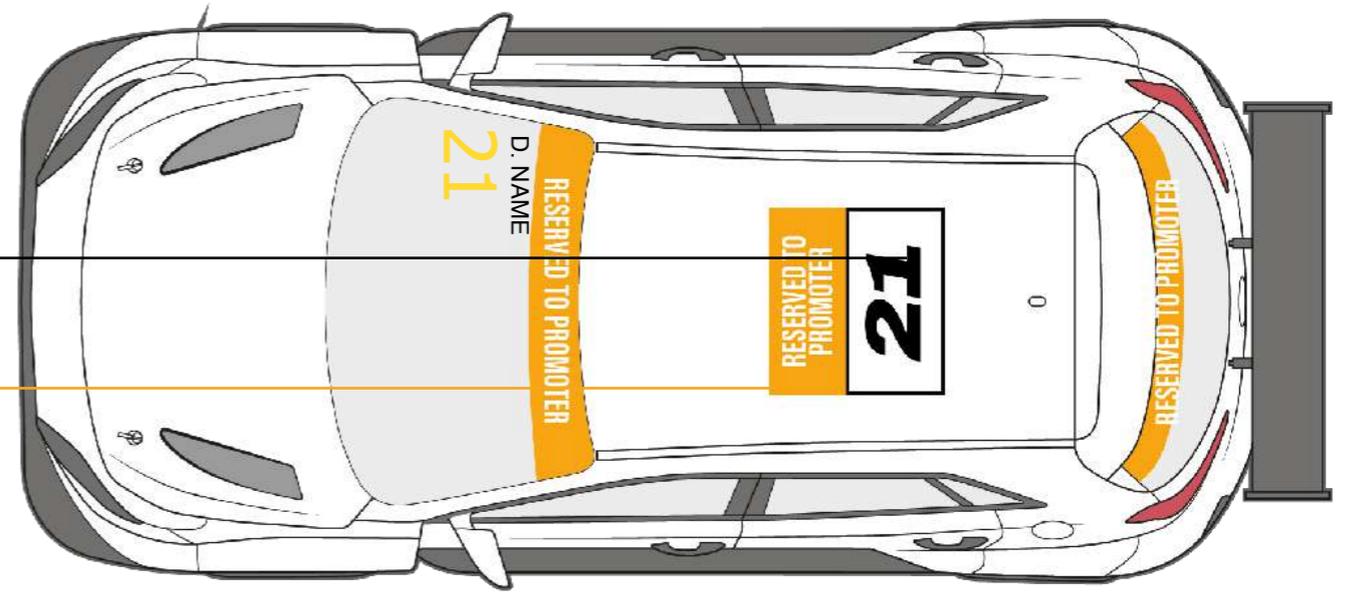
#2 tire supplier Logo on front side: Size based on the logo;
Usually provided by the tire supplier

CAR LAYOUT

TCR SERIES ONLY

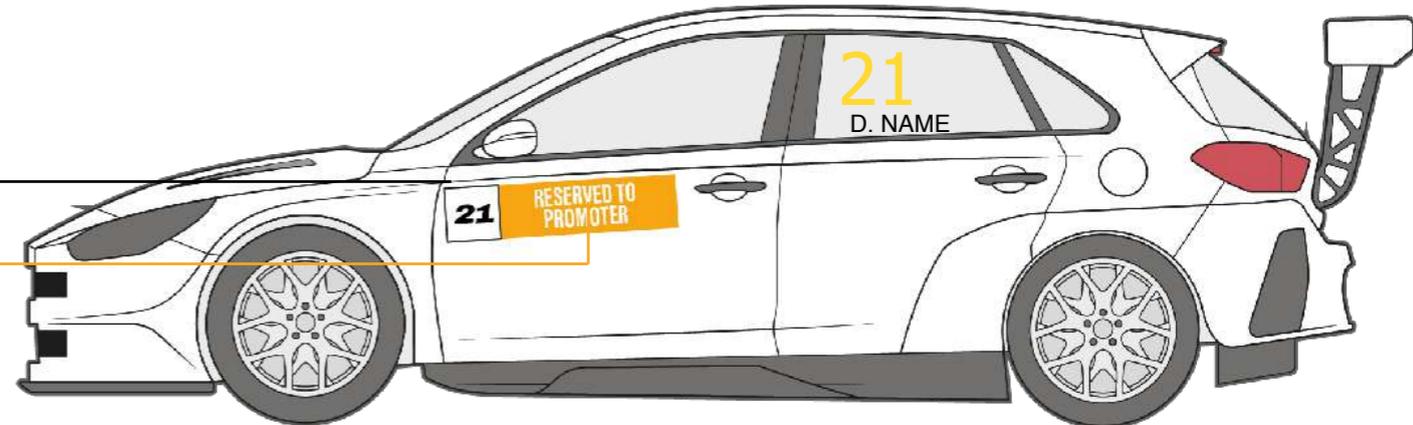
Roof race number plate: 50x50 or 50x35

Roof race number plate reserved area: 50x15



Front door race number plates on both sides: 15x15

Front door race number reserved area on both sides: 50x15



CAR LAYOUT - NUMBER PLATE

TCR SERIES ONLY

SIZE



IT CAN BE CUSTOMIZED
WITH ANY FONT AND
COLORS

RESERVED TO YOUR SPONSORS; IF THE
SPACE IS FREE IT CAN BE REPLACED WITH:
- TCR WORLD RANKING LOGO
- YOUR SERIES LOGO

CAR LAYOUT - WINDSCREEN

TCR SERIES ONLY

SERIES LOGO



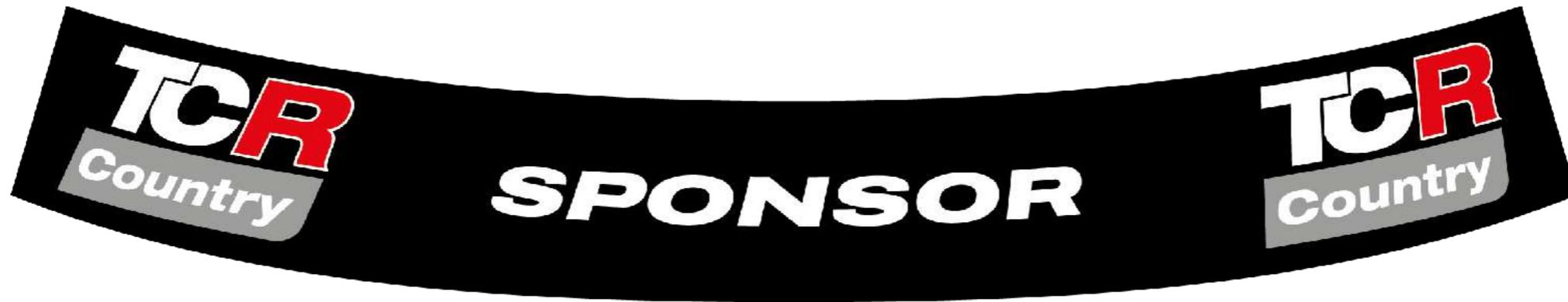
IF THE WINDSCREEN IS NOT USED FOR SPONSORS IT IS SUGGESTED TO
PROMOTE YOUR SERIES USING YOUR LOGO

TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

CAR LAYOUT - WINDSCREEN

TCR SERIES ONLY

SERIES LOGO + SPONSOR



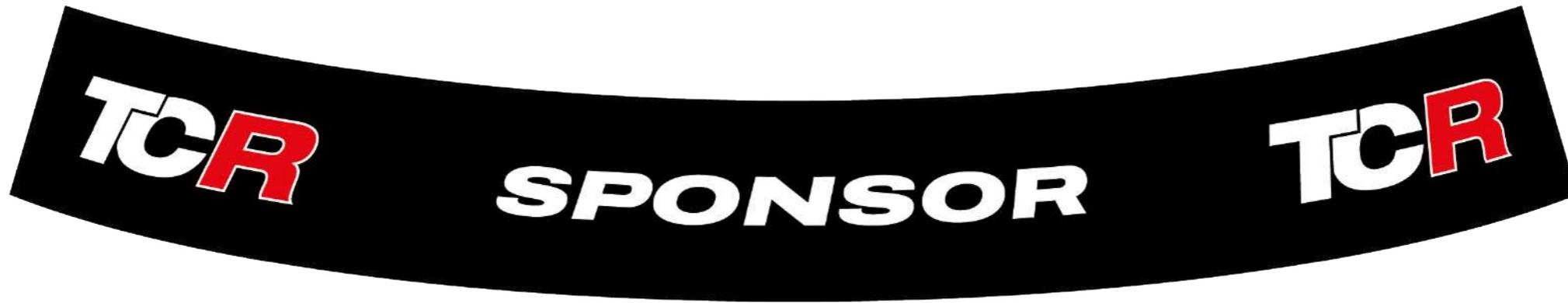
IF THE PROMOTER WANTS TO FIX ITS TCR SERIES LOGO ON THE WINDSCREEN LAYOUT IT CAN BE DONE ALSO USING THE PACK VERSION OF THE LOGO

TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

CAR LAYOUT - WINDSCREEN

TCR SERIES ONLY

TCR LOGO + SPONSOR



IF THE PROMOTER WANTS TO FIX THE TCR LOGO ON THE WINDSCREEN LAYOUT
IT CAN BE DONE IN THIS WAY

TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

CAR LAYOUT - LOGO ON WINDSCREEN

TCR CLASS ONLY



A TCR LOGO STICKER ON THE WINDSCREEN TO IDENTIFY THE TCR CLASS

DRIVERS' OVERALL

TCR SERIES ONLY

COMPULSORY: TCR SERIES LOGO ON DRIVERS' OVERALL



TCR Series Logo
Patch Minimum Size:
120x40mm

Printed logo with
transparent background:
Minimum Size 90x35mm

DRIVERS' OVERALL

TCR CLASS ONLY

TCR LOGO ON TCR CLASS DRIVERS' OVERALL



TCR Logo

Patch Minimum Size:
100x40mm



Printed logo with
transparent background:
Minimum Size 80x35mm





HOSPITALITY & LOUNGE

ROLL UP

TCR SERIES ONLY

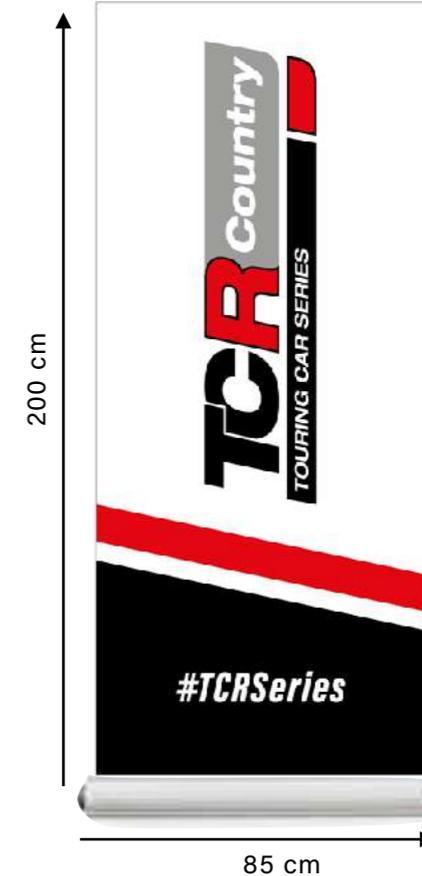
LAYOUT A



EXAMPLES



DIMENSIONS



TO ENANCE THE VISIBILITY IN THE HOSPITALITY / OFFICES / TECHNICAL AREAS

TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS

ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

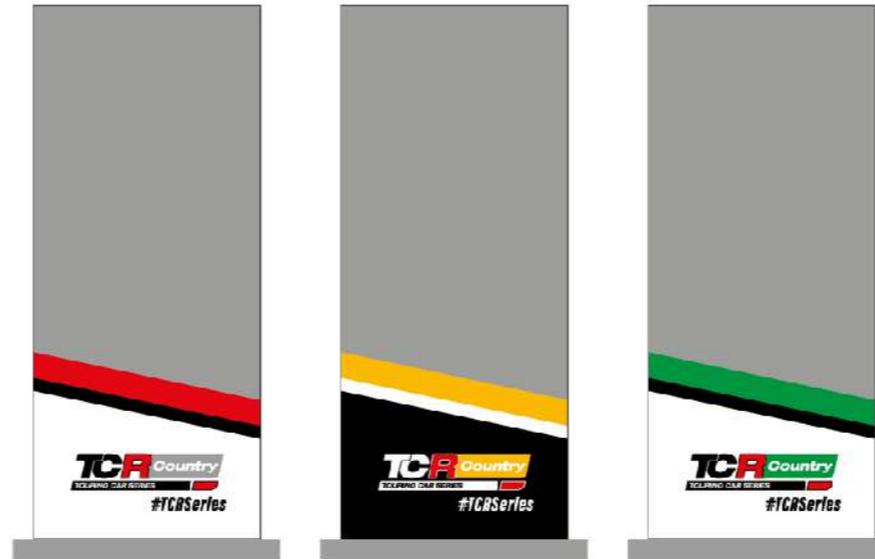
ROLL UP

TCR SERIES ONLY

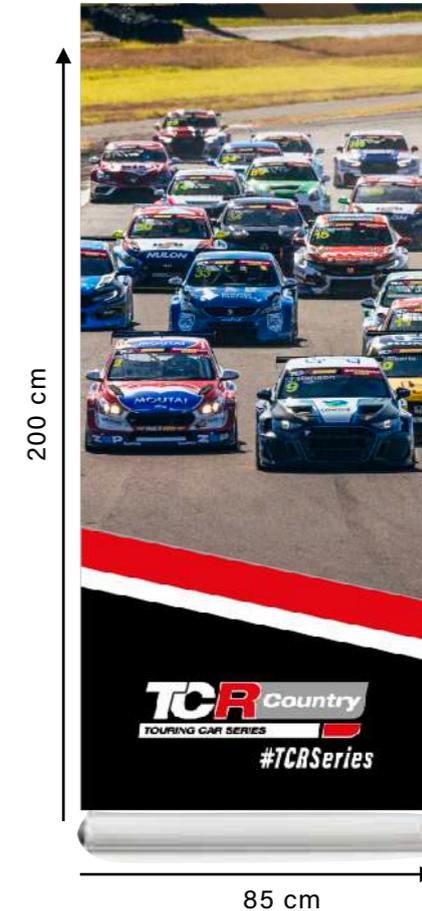
LAYOUT B



EXAMPLES



DIMENSIONS



TO ENHANCE THE VISIBILITY IN THE HOSPITALITY / OFFICES / TECHNICAL AREAS

TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS

ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

PASS LAYOUT



PASS LAYOUT

TCR SERIES ONLY

COMPULSORY: YOUR SERIES LOGO ALWAYS
ON TOP OR IN DOMINANT POSITION



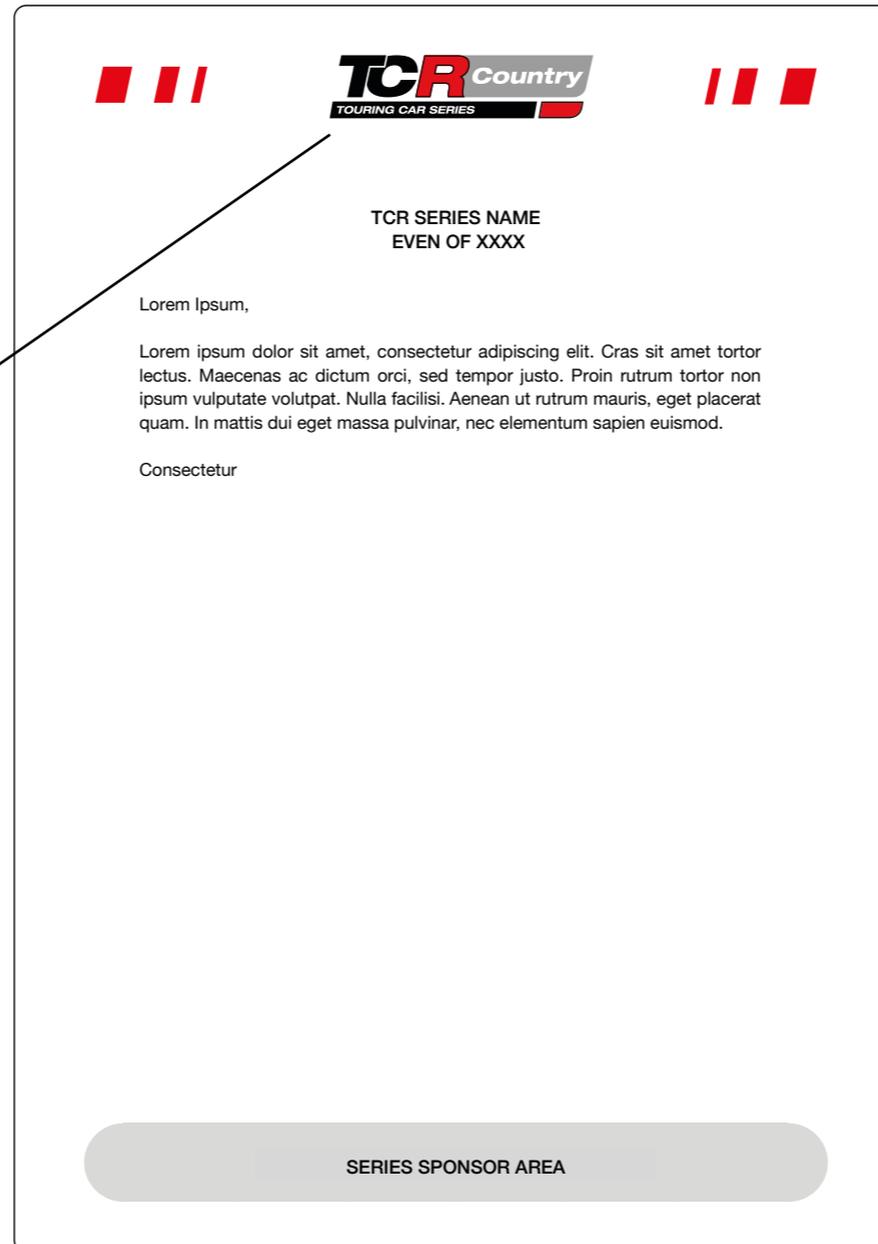


OFFICIAL DOCUMENTS

FRAME FOR OFFICIAL DOCUMENTS

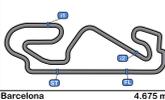
TCR SERIES ONLY

YOUR SERIES LOGO ALWAYS ON TOP
OF THE DOCUMENTS



SPORTING DOCUMENTS

TCR SERIES



Circuit de Barcelona
TCR Europe
Race - 1
Final Results

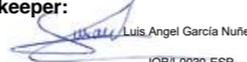


Cls	N°	Driver	Nat	Team	Nat	Vehicle	Cat	Cls	Laps	Total Time	Gap	Interval	Km/h	Best	Time	Km/h
1	62	Jack Young	GB	Halder Motorsport	DE	Honda Civic Type R FK7 TCR			12	23:25.388			143.7	3	1:55.407	145.8
2	33	Tom Coronel	NL	Comtoy Racing	DE	Audi RS 3 LMS II TCR			12	23:26.381	0.993	0.993	143.6	3	1:55.580	145.6
3	72	Franco Girolami	IT	Comtoy Racing	DE	Audi RS 3 LMS II TCR			12	23:37.818	12.430	11.437	142.4	2	1:56.898	143.9
4	22	Frédéric Verusch	FR	Comtoy Team Audi	DE	Audi RS 3 LMS II TCR			12	23:38.431	13.043	0.613	142.3	2	1:56.491	144.4
5	26	Isidro Callejas	ES	Volcano Motorsport	ES	CUPRA Leon Competición TCR			12	23:39.334	13.946	0.903	142.2	2	1:56.609	144.3
6	24	Jáchym Galáš	CZ	HYUNDAI Janik	CZ	Hyundai Elantra N TCR			12	23:41.469	16.081	2.135	142.0	3	1:57.047	143.7
7	8	Nicola Baldan	IT	Target Srl	IT	Hyundai Elantra N TCR			12	23:44.067	8.679	2.598	141.8	4	1:57.348	143.4
8	74	Pepe Oriola	ES	Aggressive Team Italia ASD	IT	Hyundai Elantra N TCR			12	23:44.614	19.226	0.547	141.7	2	1:57.539	143.1
9	99	Josh Files	GB	Target Srl	IT	Hyundai Elantra N TCR			12	23:47.462	22.074	2.848	141.4	5	1:57.476	143.2
10	7	Mike Halder	DE	Halder Motorsport	DE	Honda Civic Type R FK7 TCR			12	23:48.430	23.042	0.968	141.3	5	1:57.452	143.2
11	27	John Filippi	FR	Sebastian Loeb Racing-Bardahl Team	FR	CUPRA Leon Competición TCR			12	23:52.631	27.243	4.201	140.9	5	1:57.701	142.9
12	14	Klim Gavrilov	RU	Volcano Motorsport	ES	CUPRA Leon Competición TCR			12	23:53.490	28.102	0.859	140.8	3	1:57.510	143.2
13	111	Marco Butti	IT	Comtoy Racing	IT	Audi RS 3 LMS II TCR	R	1	12	23:53.887	28.499	0.397	140.8	3	1:57.810	142.8
14	10	Alejandro Geppert	ES	Teo Martín Motorsport	DE	Hyundai Elantra N TCR	R	2	12	23:56.373	30.985	2.486	140.6	4	1:58.234	142.3
15	110	Viktor Davidovski	BG	Comtoy Racing	DE	Audi RS 3 LMS II TCR	D	1	12	23:59.103	33.715	2.730	140.3	4	1:58.030	142.5
16	53	Michelle Halder	DE	Halder Motorsport	DE	Honda Civic Type R FK7 TCR			12	24:10.617	45.229	11.514	139.2	3	1:57.997	142.6
17	37	Sergio López	ES	Auto Club RC2 Valles	ES	CUPRA Leon Competición TCR			12	24:12.521	47.133	1.904	139.0	6	1:58.797	141.6
18	16	Evgenii Leonov	RU	Volcano Motorsport	DE	CUPRA Leon Competición TCR	D	2	12	24:12.834	47.446	0.313	139.0	2	1:57.310	143.4
19	12	Rubén Fernández	ES	Auto Club RC2 Valles	ES	Audi RS 3 LMS II TCR	D	3	12	24:14.089	48.701	1.255	138.8	2	1:59.007	141.4
20	4	Samuel Sládečka	CZ	HYUNDAI Janik	CZ	Hyundai Elantra N TCR			12	24:24.644	59.256	10.555	137.8	10	1:59.130	141.2
21	3	Giacomo Ghermandi	IT	Lema Racing	IT	CUPRA Leon Competición TCR	D	4	12	24:45.466	1:20.078	20.822	135.9	6	1:58.699	141.7
Not classified: (Requirements: 75% of number laps of leader = 9 Laps)																
19	Felipe Fernández	ES	Auto Club RC2 Valles	ES	Audi RS 3 LMS II TCR	D	5	3	6:08.032	9 Laps	9 Laps	137.1	2	1:58.573	141.9	

Fastest lap YOUNG in 1:55.407 at 145.8 Km/h in lap 3

YOUR SERIES
LOGO ON TOP

Published at:..... Track Temp: 36.9 °C Air Temp: 26.2 °C Humidity: 63 % Track Status: DRY

Stewards:	Race Director:	Timekeeper:  Luis Angel Garcia Nunez JOB/0030-ESP
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TCR CLASS



Circuit de Barcelona
Race - 1
Final Results



Cls	N°	Driver	Nat	Team	Nat	Vehicle	Cat	Cls	Laps	Total Time	Gap	Interval	Km/h	Best	Time	Km/h
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TCR LOGO AS
PARTNER

Published at:..... Track Temp: 36.9 °C Air Temp: 26.2 °C Humidity: 63 % Track Status: DRY

Stewards:	Race Director:	Timekeeper:  Luis Angel Garcia Nunez JOB/0030-ESP
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TV GRAPHICS



TV GRAPHICS

TCR SERIES ONLY



COMPULSORY: USE OF YOUR TCR SERIES LOGO
WHEN TV GRAPHICS APPEARS OR ALWAYS ON
THE SCREEN

SOCIAL MEDIA



LOGO ON SOCIAL NETWORKS

TCR SERIES ONLY

COMPULSORY: USE YOUR TCR SERIES LOGO



OPTION A: PACK LOGO WITH TAGLINE



OPTION B: PACK LOGO WITHOUT TAGLINE



TCR THANK YOU

WSC GROUP

WSC World Sporting Consulting Limited

Registered Address: 17 Carlisle Street, First Floor,
London W1D 3BU, United Kingdom

www.wsc.group