



# TCR<sup>TM</sup> 2023

All rights reserved 2023 WSC Group

# 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](mailto:emanuele.maltese@wsc.group)



- PADDOCK AREA
- TEAMS' WORKING AREA/BOX
- PODIUM
- CARS & DRIVERS
- HOSPITALITY & LOUNGES
- PASS LAYOUT
- OFFICIAL DOCUMENTS
- TV GRAPHICS
- SOCIAL MEDIA

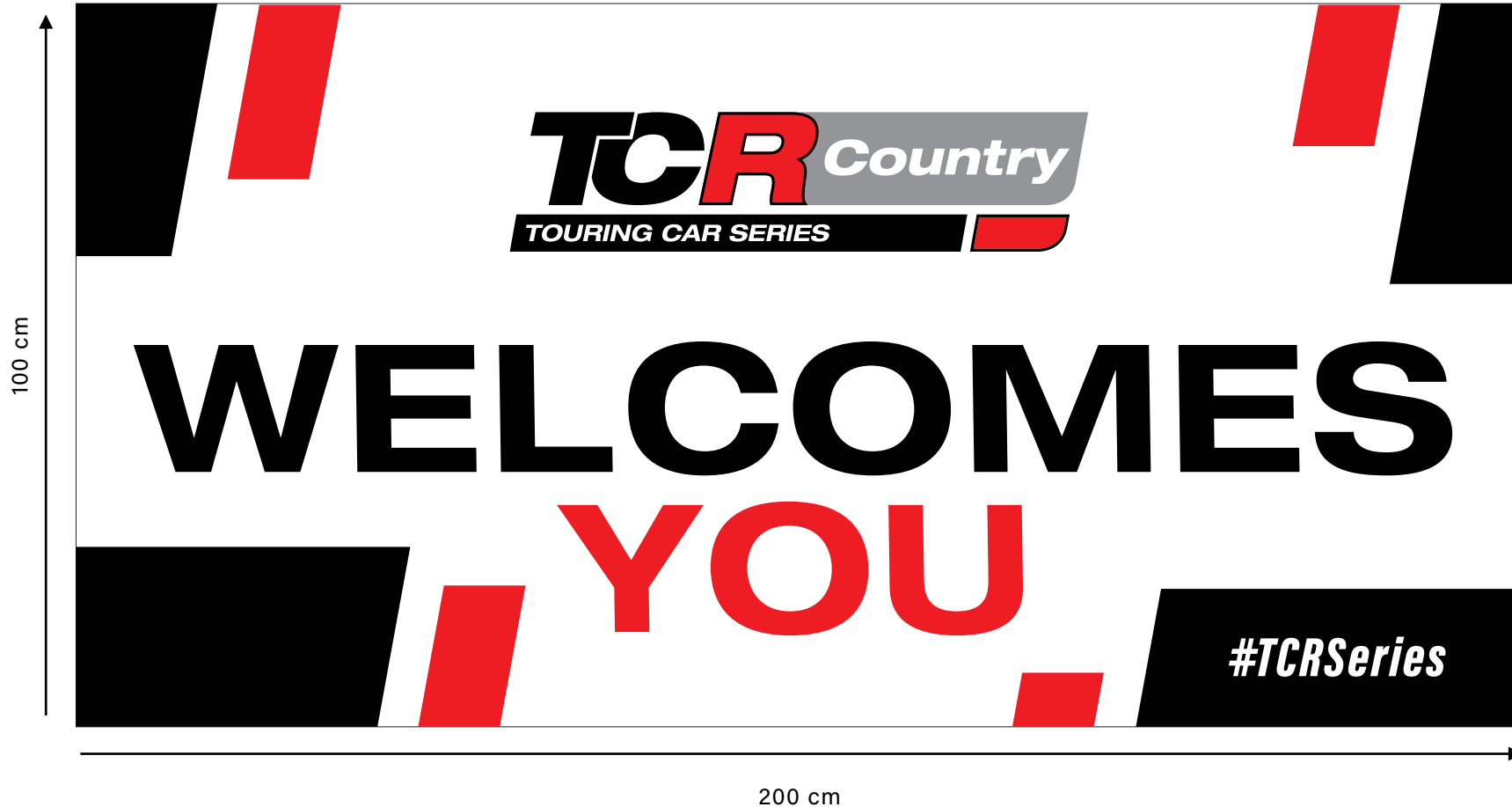




# PADDOCK AREA

# WELCOME BANNER

TCR SERIES ONLY

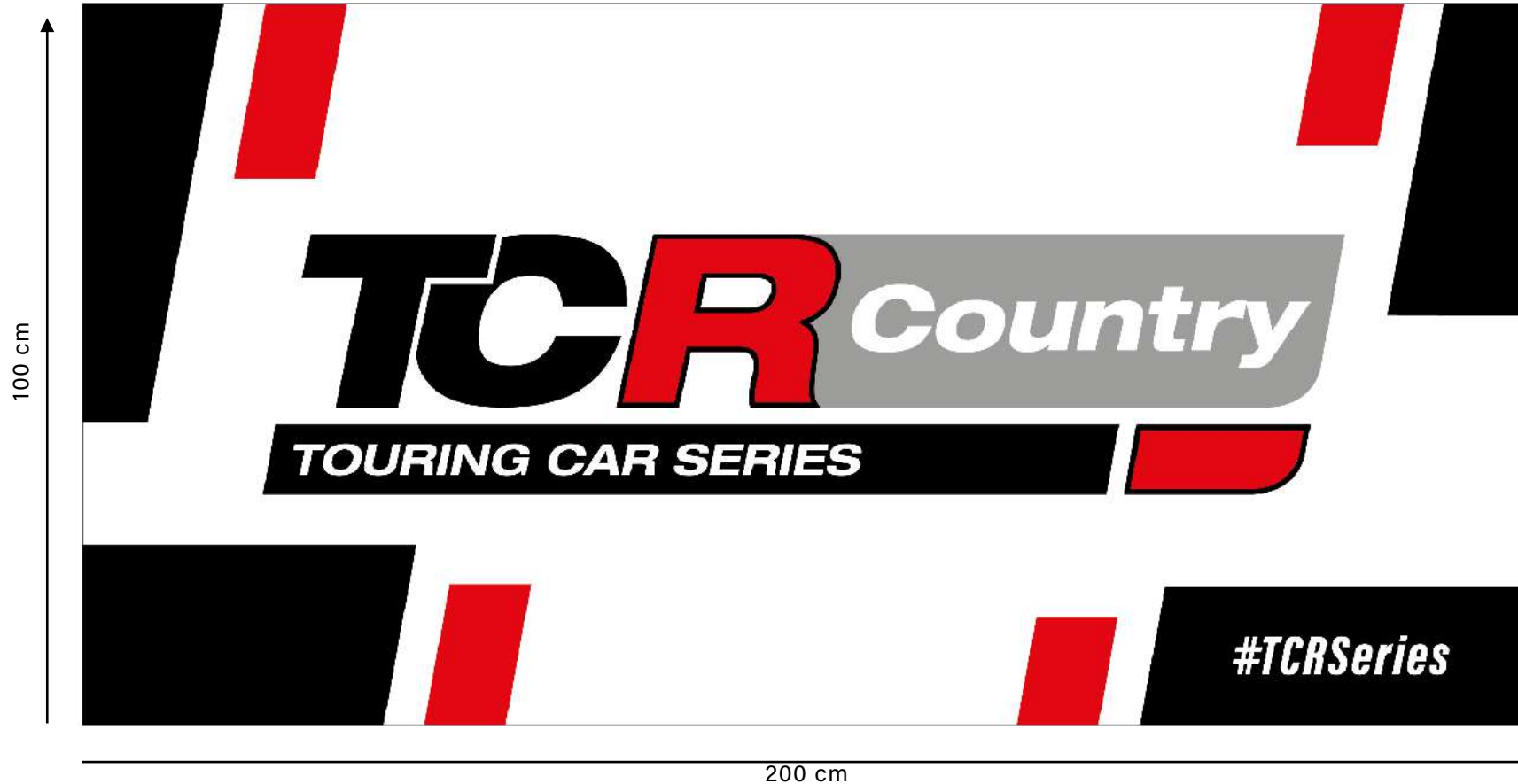


TO BE USED AT THE RACETRACK ENTRANCE GATES, AND/OR PADDOCK ENTRANCE  
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -  
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

# LOGO BANNER - PROMOTER

TCR SERIES ONLY

LAYOUT & SIZE

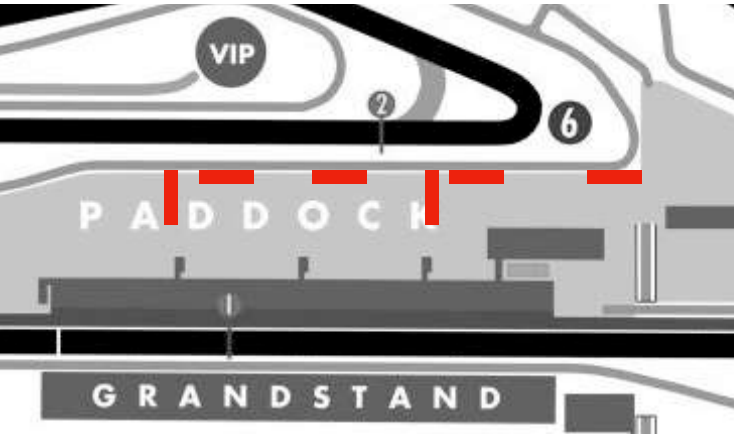
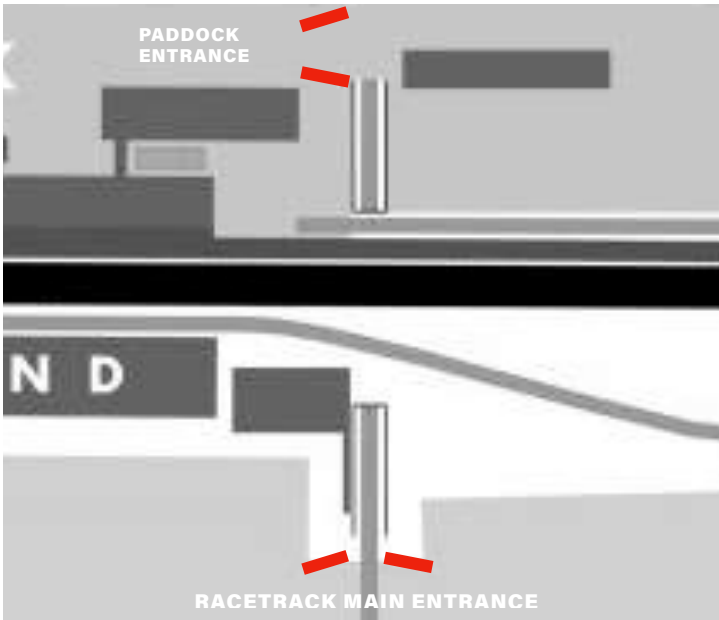


TO ENHANCE THE PADDOCK LAYOUT - TO BE USED ON FENCES, GATES, ENTRANCE  
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -  
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

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

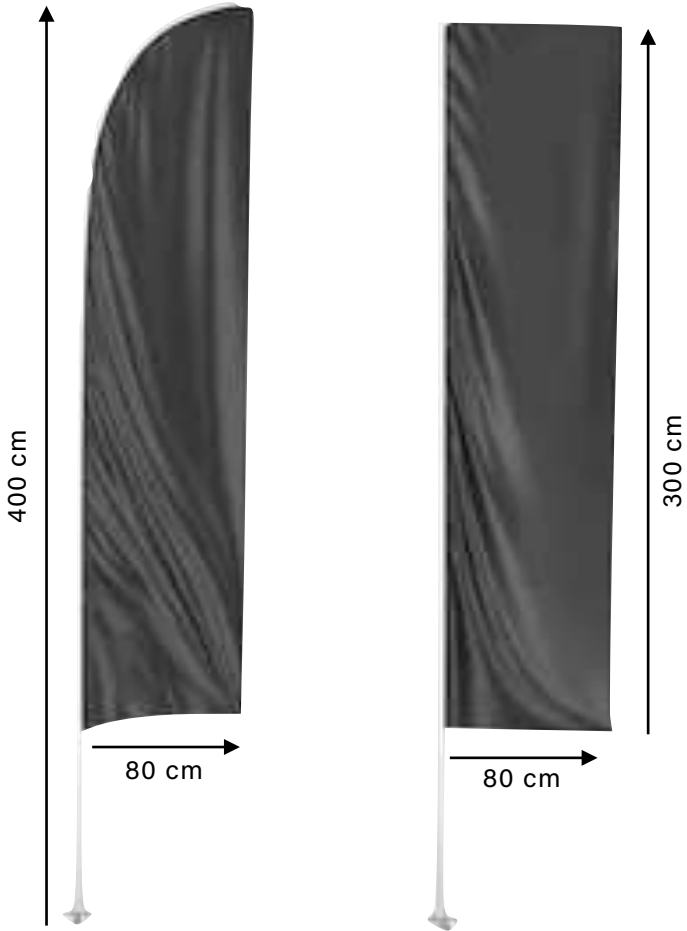
LAYOUT



EXAMPLES



SIZE & MODELS



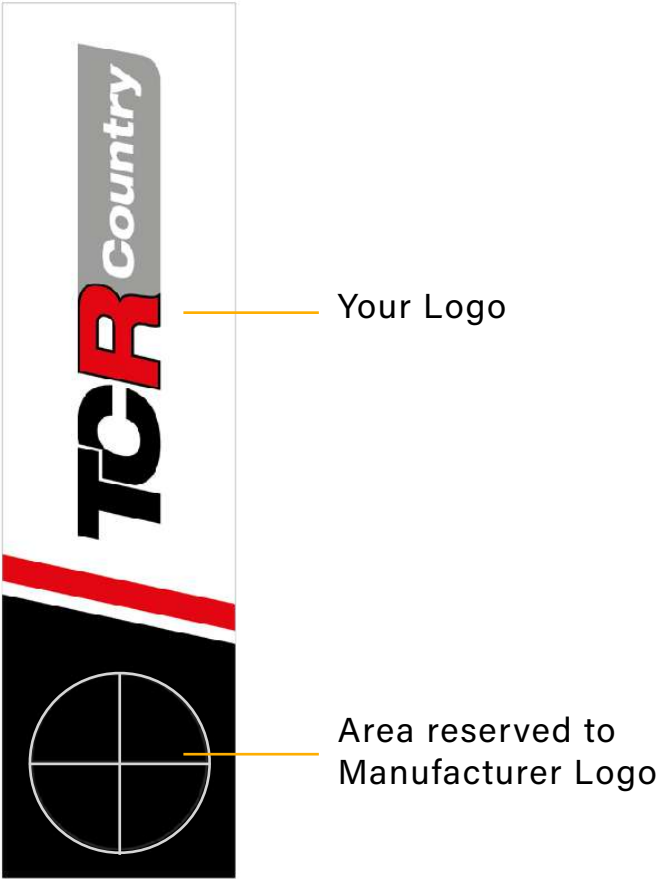
IN CASE OF DIFFERENT SIZE OR FLAG TYPE THE LAYOUT  
CAN BE ADAPTED - APPROVAL BY WSC IS MANDATORY

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



PROMOTER' FLAGS  
TCR SERIES ONLY

LAYOUT



EXAMPLES



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

# PROMOTER' FLAGS

## TCR SERIES & TCR CLASS

LAYOUT



EXAMPLE

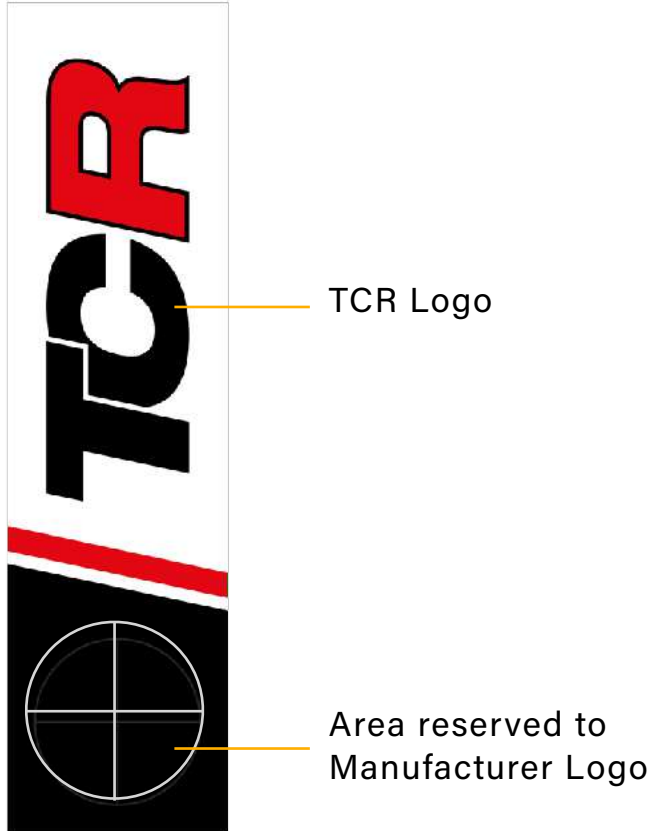


TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -  
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA

# PROMOTER' PADDOCK FLAGS

TCR SERIES & TCR CLASS

## LAYOUT



## EXAMPLE



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

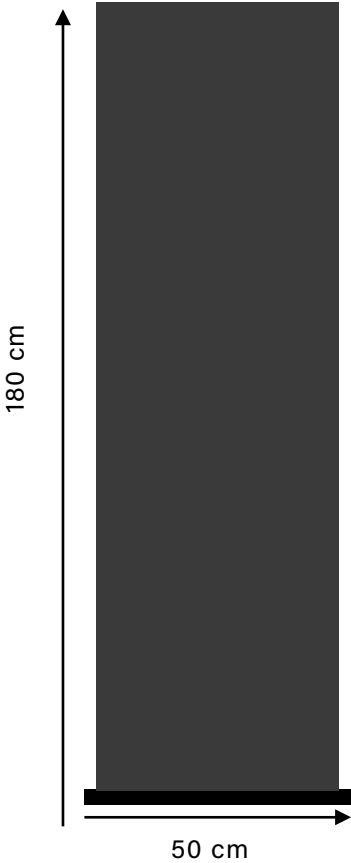


TCR WT TOTEMS  
TCR SERIES ONLY

LAYOUT



DIMENSIONS



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

ONE LAYOUT FOR  
EACH SIDES

# TEAR FLAGS

TCR SERIES ONLY

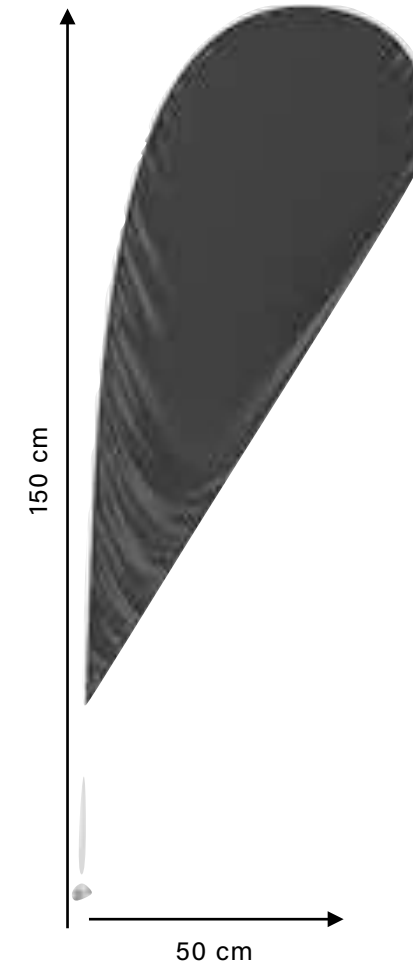
LAYOUT A



LAYOUT B



SUGGESTED SIZE



TO ENANCE THE HOSPITALITY OR TECHNICAL AREA IN THE PADDOCK

# INTERVIEW BACKDROP

TCR SERIES ONLY



TCR Logo  
TCR World Ranking  
Logos - #2 Mandatory

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

## 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





# 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

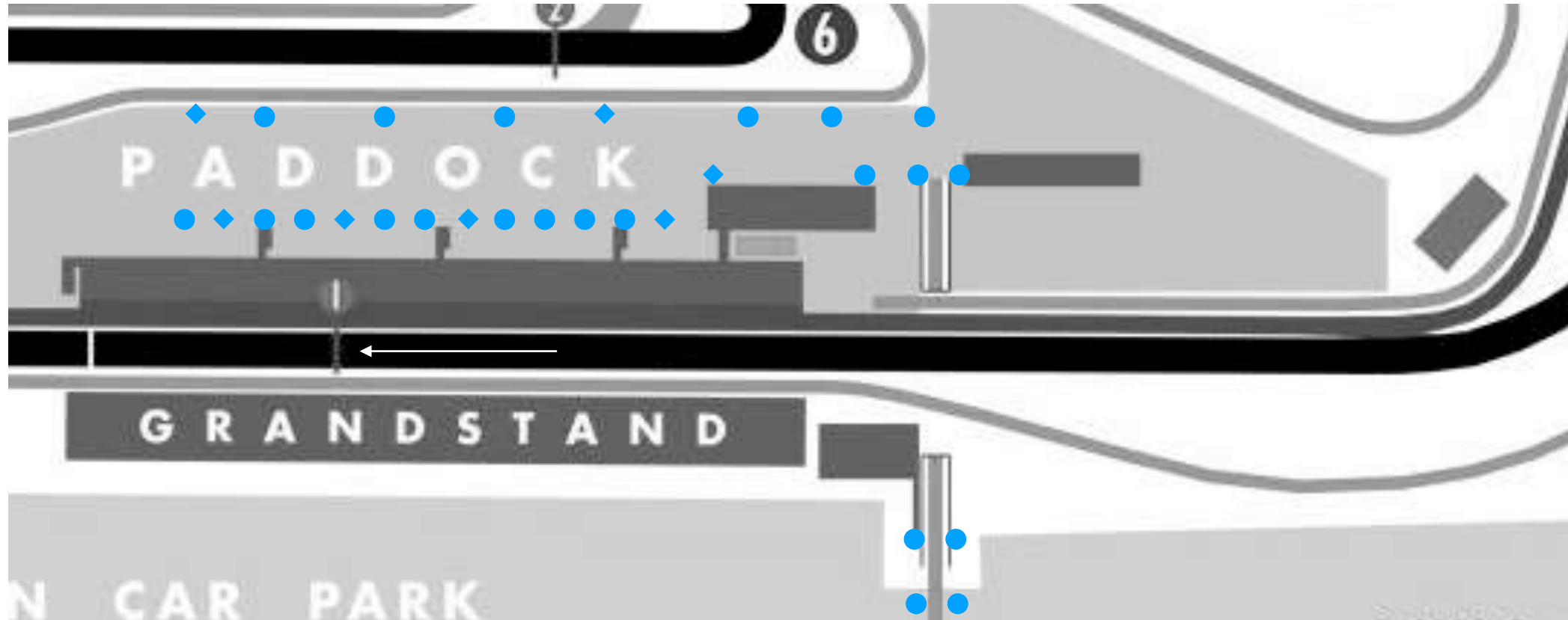
To be customized with your TCR Series colors.  
A final approval by WSC is preferred.

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

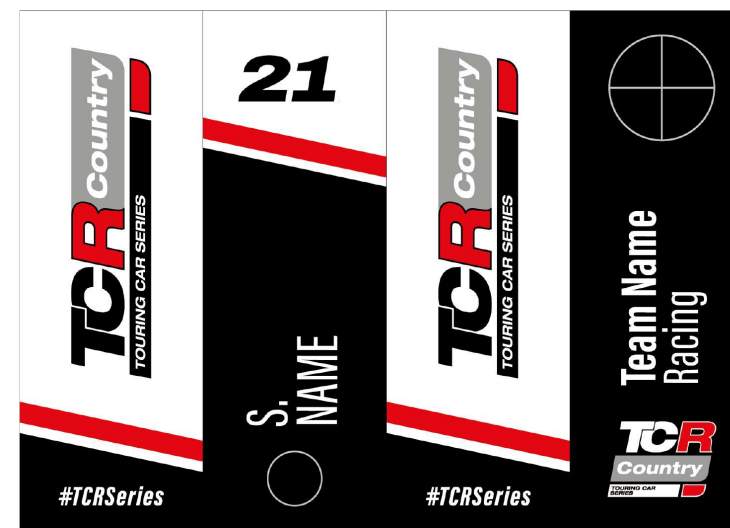
PANEL A - Series Logo, Race number, Driver Name and National Flag, Car brand



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

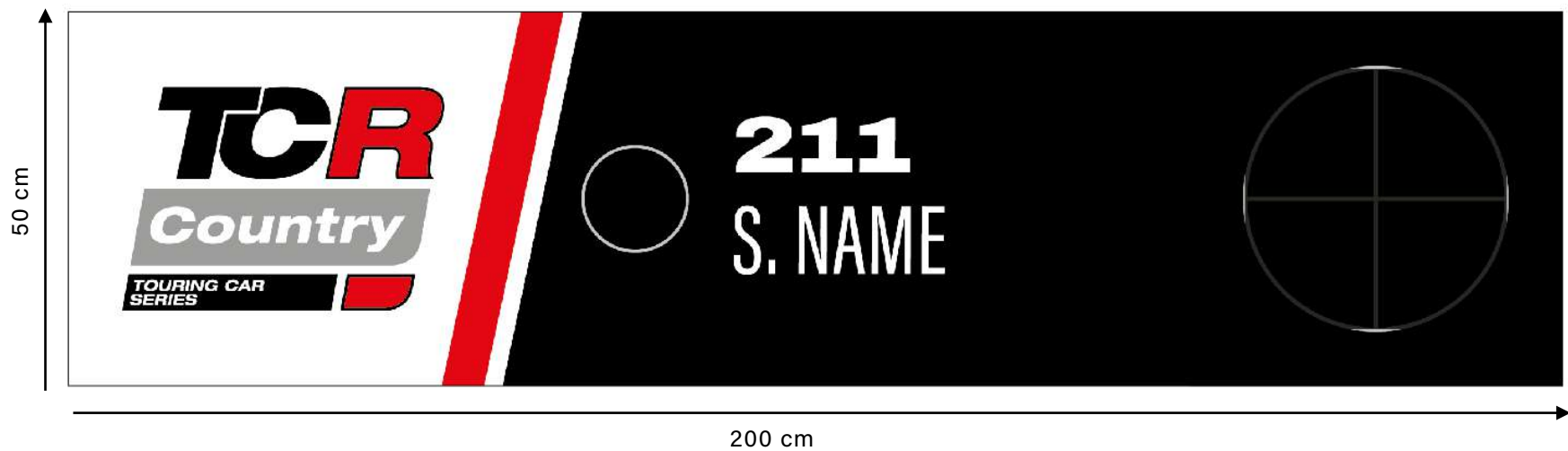


4 SIDES TOTEM - Series Logo, Race number, Driver Name and National Flag, Car brand, Team Name



**PANEL A**  
**TEAM & DRIVERS' NAME**  
TCR SERIES ONLY

LAYOUT & SIZE



All rights reserved 2023 WSC Group

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



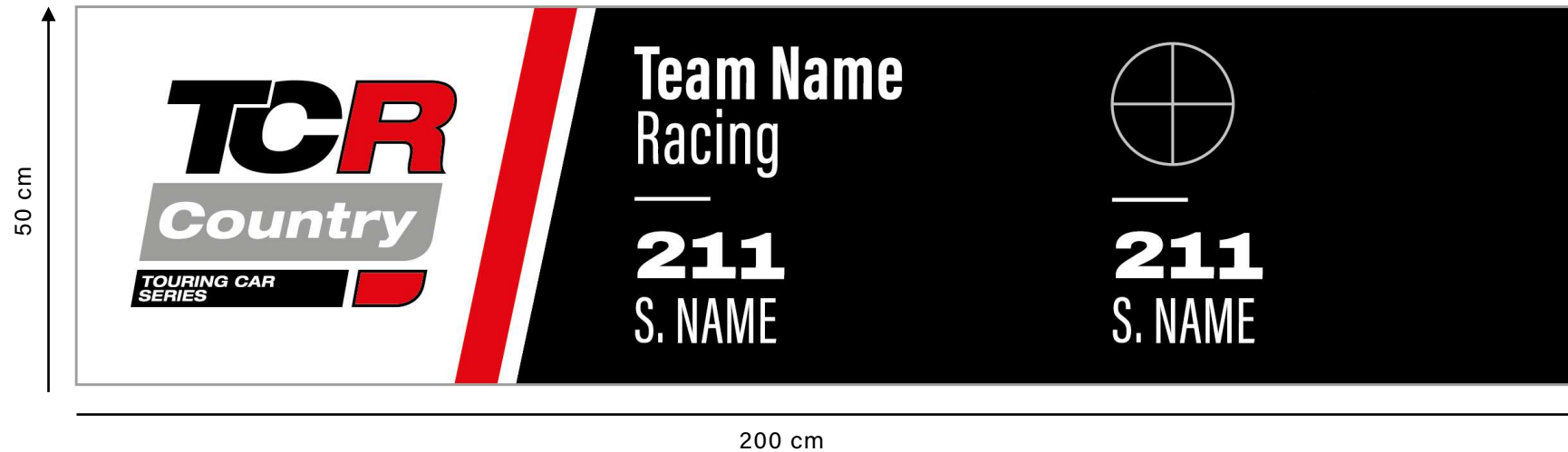


# PANEL B

## TEAM & DRIVERS' NAME

TCR SERIES ONLY

### LAYOUT & SIZE

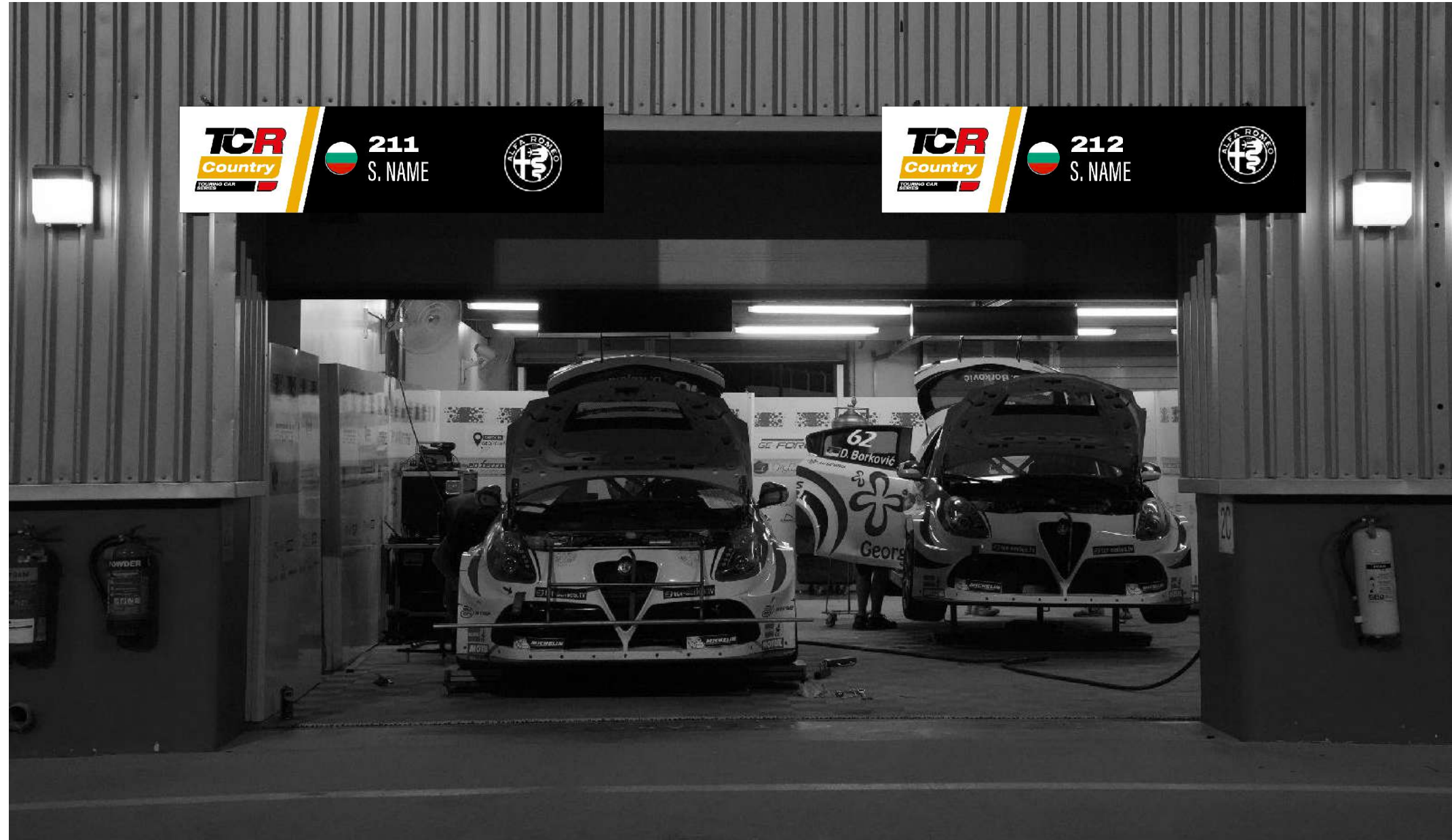


HARD BANNER -  
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS

ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS  
PRIVATE AREA



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

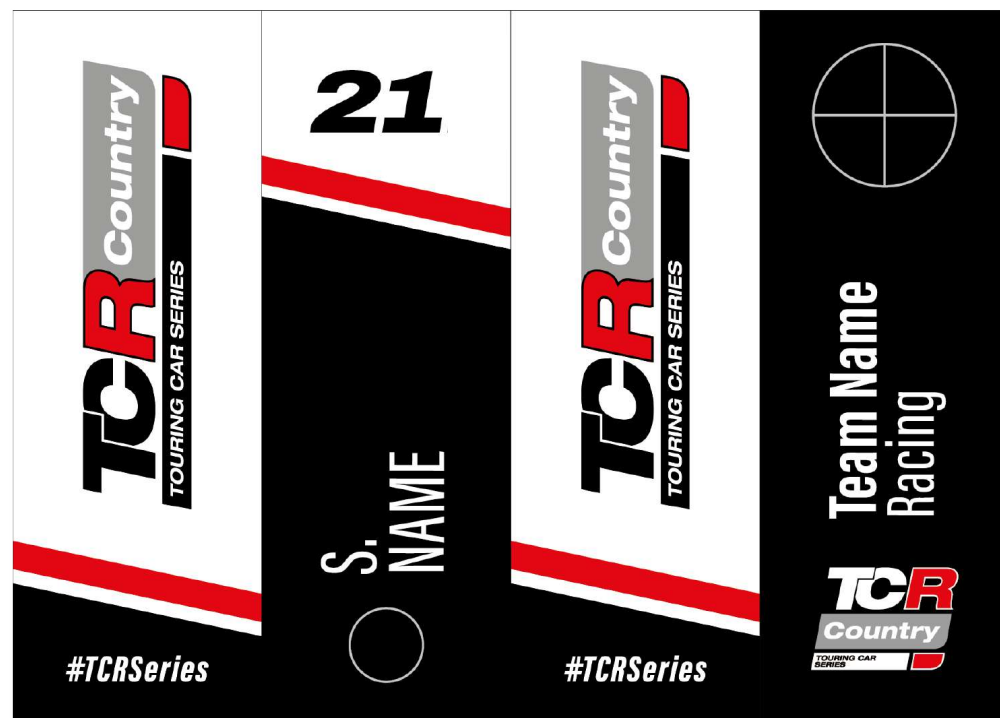


# 4 SIDES TOTEM

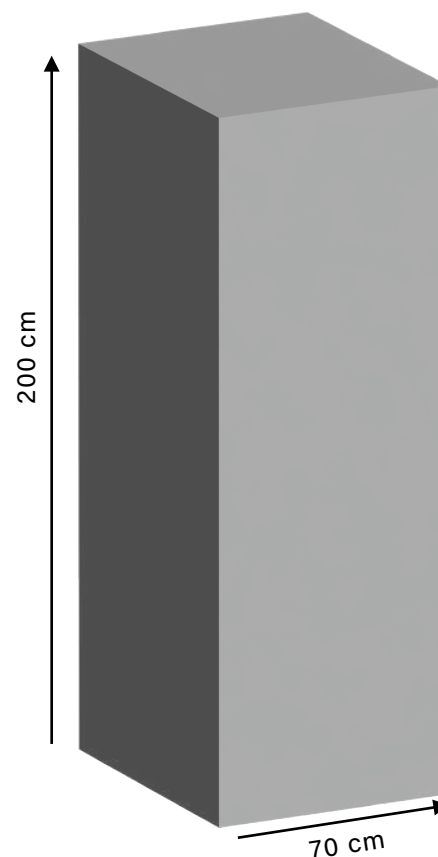
## TEAM & DRIVERS' NAME

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)



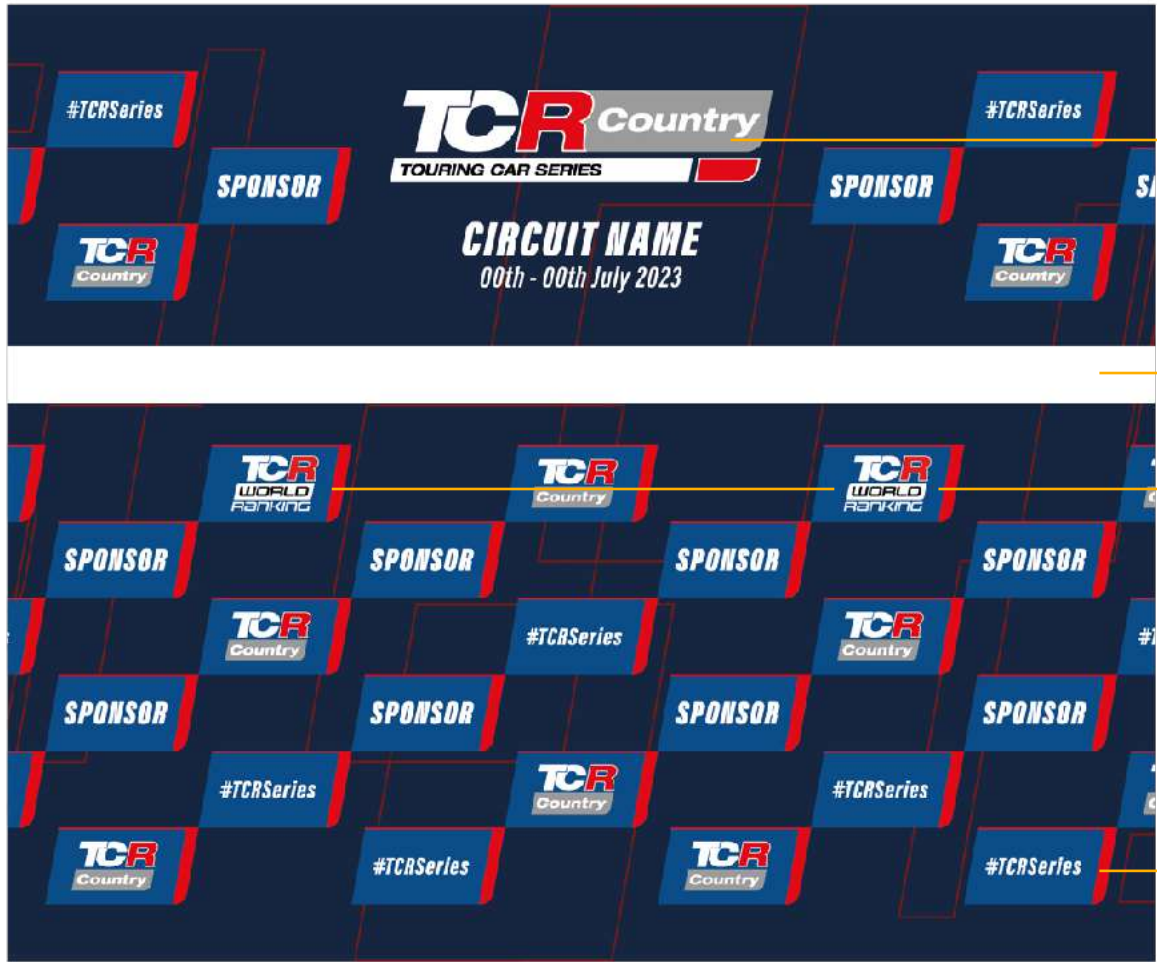




# PODIUM

# 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



**SERIES NAME**  
Event of NAME OF THE CIRCUIT  
Date - Race #  
**Winning/2nd/3rd Driver**

COMPULSORY: YOUR TCR LOGO IN THE LABEL

## TCR CLASS

Your Series Logo

**TCR Class**  
Event of NAME OF THE CIRCUIT  
Date - Race #  
**Winning/2nd/3rd Driver**

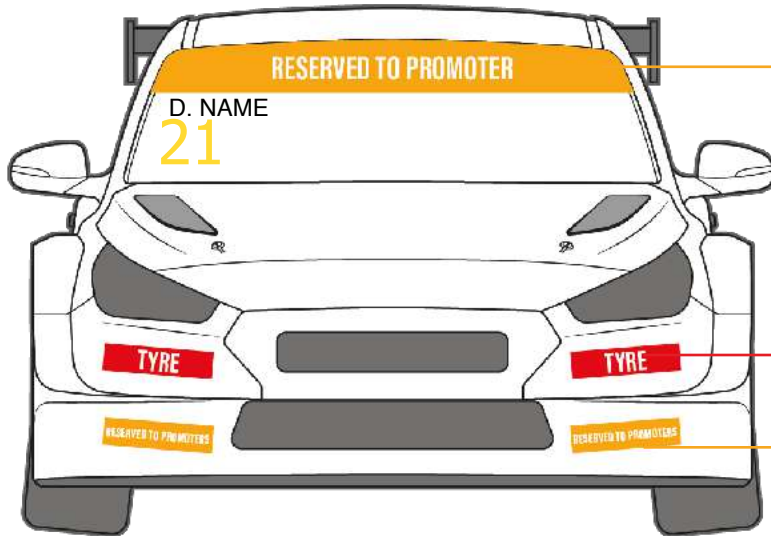
HIGHLIGHT THE TCR CLASS WRITING IT  
OR USING THE TCR LOGO



# 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

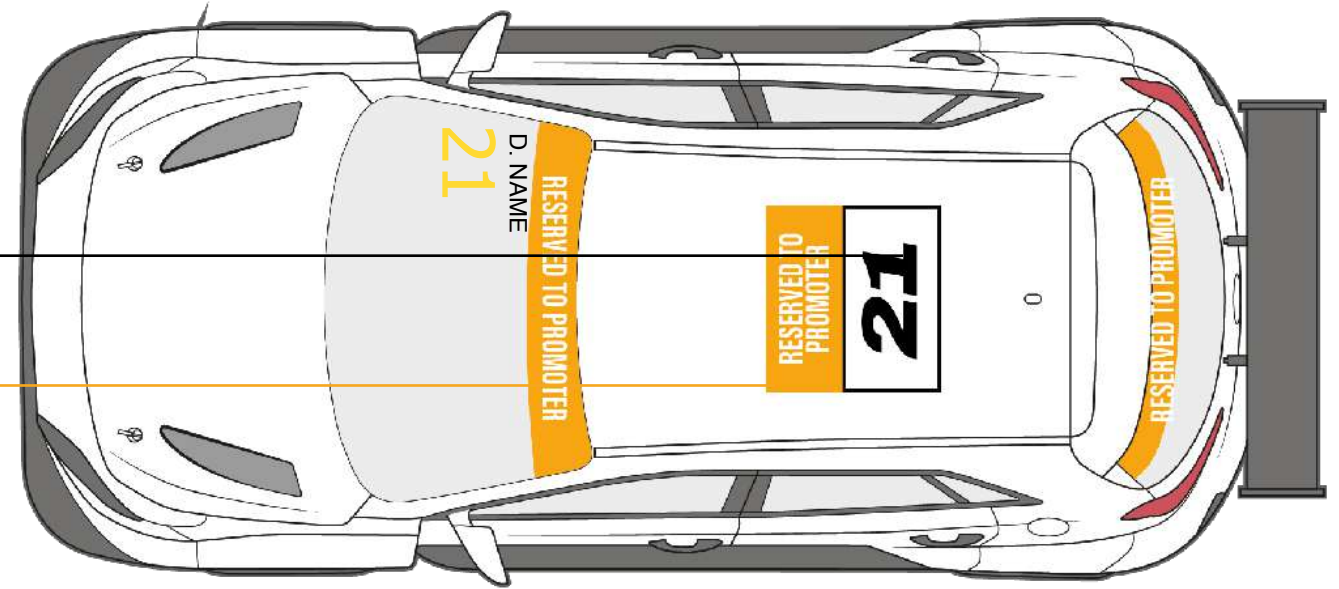


# CAR LAYOUT

## TCR SERIES ONLY

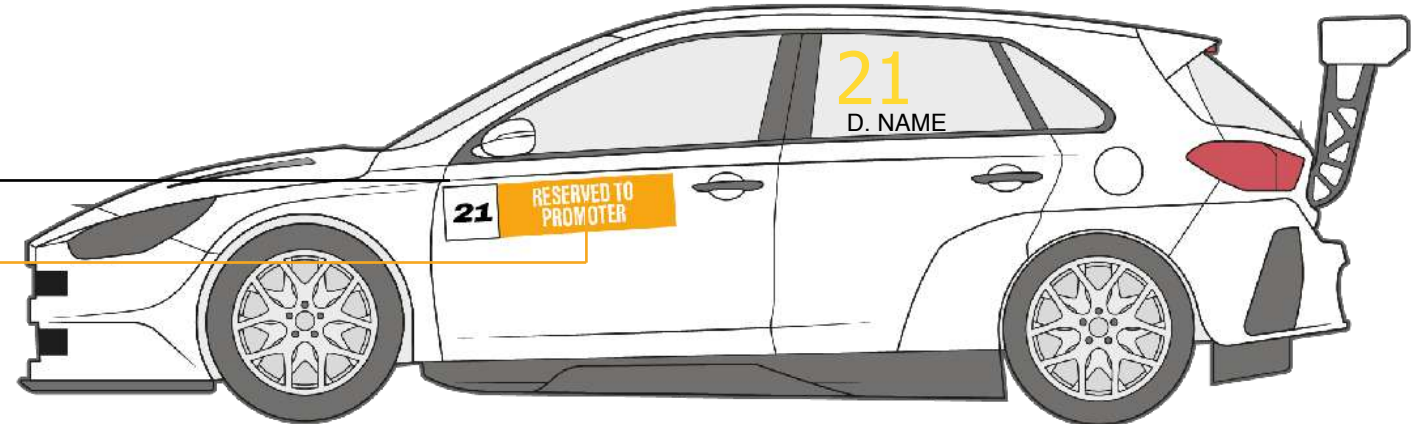
Roof race number plate: 50x50 or 50x35

Roof race number plate reserved area: 50x15



Front door race number plates on both sides: 15x15

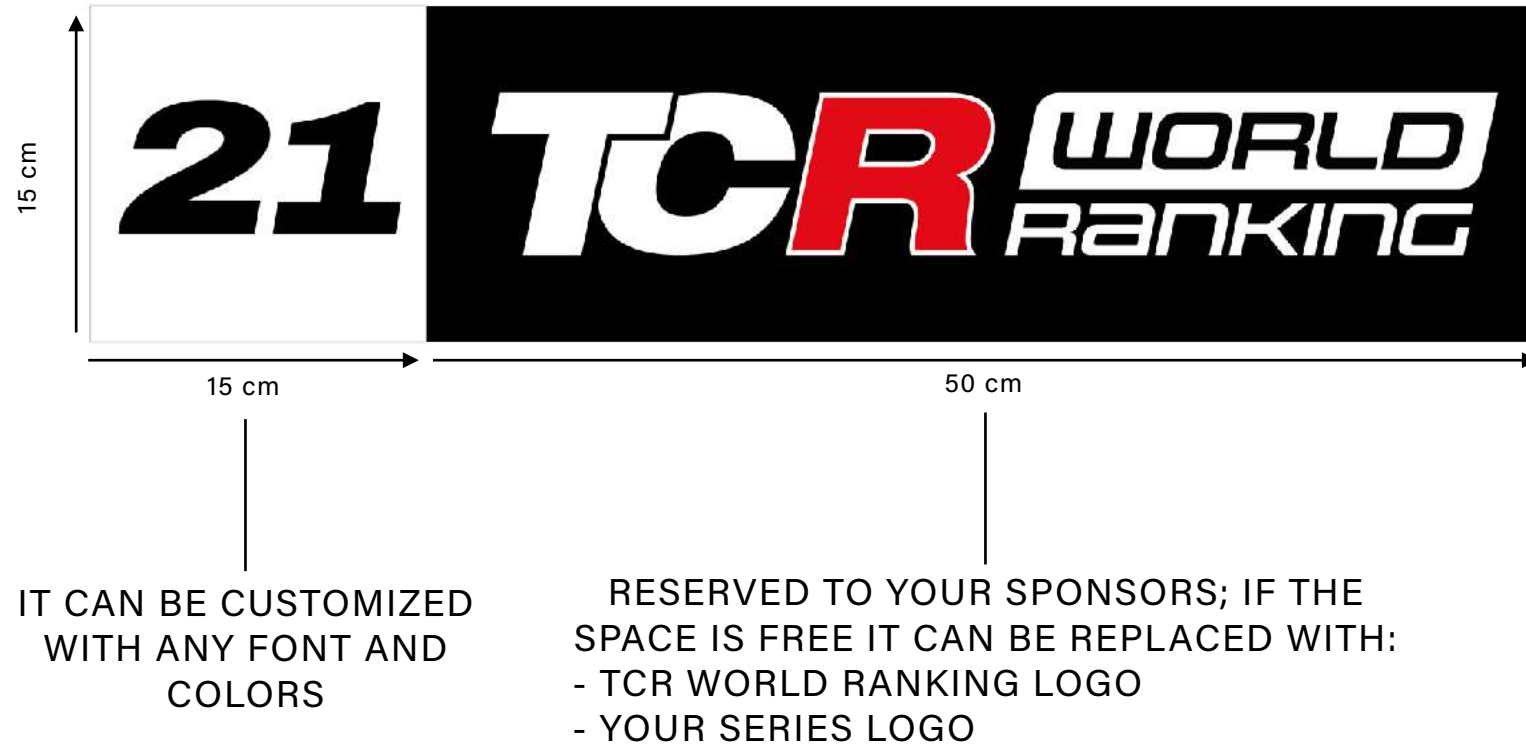
Front door race number reserved area on both sides: 50x15



# CAR LAYOUT - NUMBER PLATE

TCR SERIES ONLY

SIZE



# 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

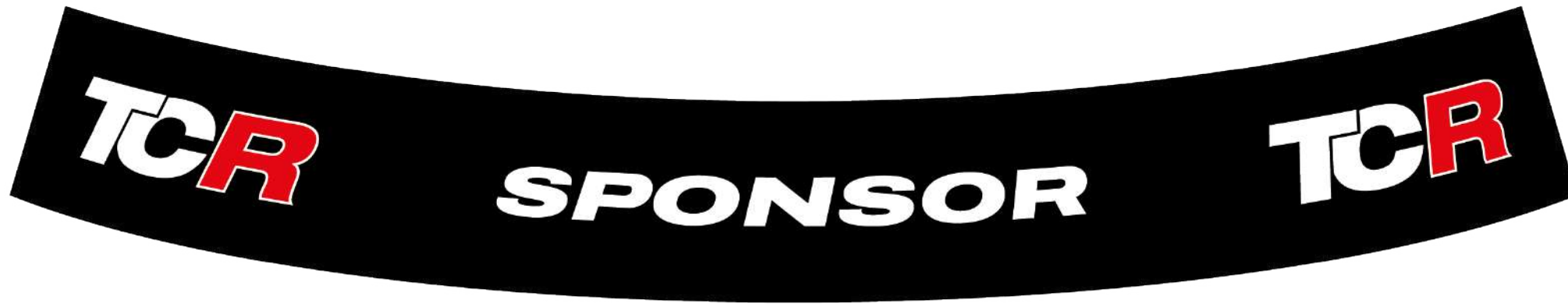
TO BE CUSTOMIZED WITH YOUR TCR SERIES COLORS -  
ALL DETAILS AND FILES ARE INCLUDED IN THE PROMOTERS PRIVATE AREA



# 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

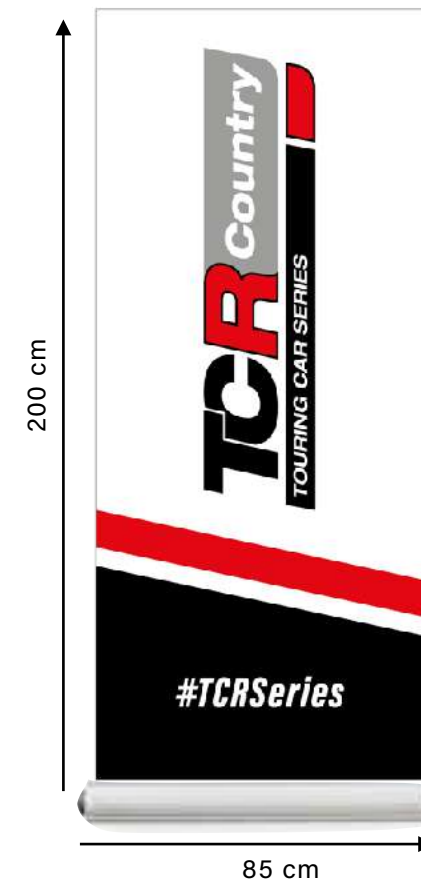
LAYOUT A



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



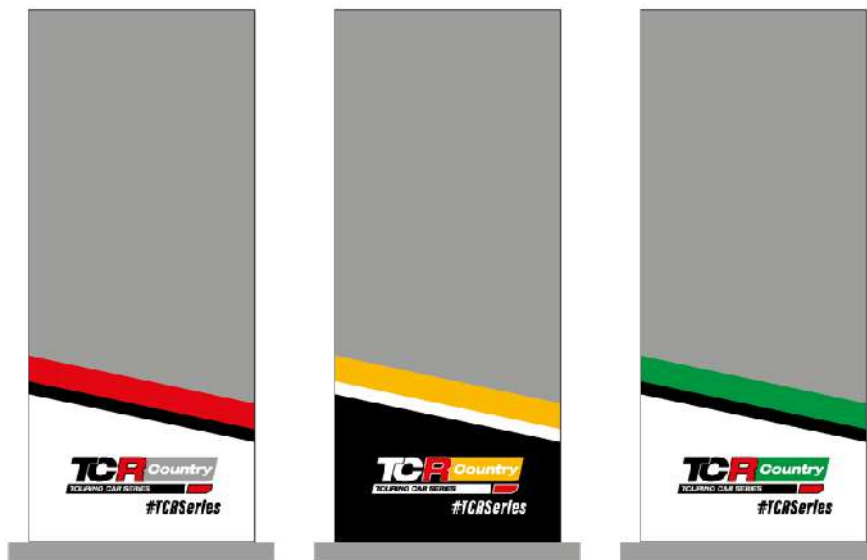
# ROLL UP

## TCR SERIES ONLY

### LAYOUT B



### EXAMPLES



### DIMENSIONS



TO 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

# 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



TCR SERIES NAME  
EVEN OF XXXX

Lorem Ipsum,


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sit amet tortor lectus. Maecenas ac dictum orci, sed tempor justo. Proin rutrum tortor non ipsum vulputate volutpat. Nulla facilisi. Aenean ut rutrum mauris, eget placerat quam. In mattis dui eget massa pulvinar, nec elementum sapien euismod.

Consectetur

SERIES SPONSOR AREA

SPORTING DOCUMENTS

TCR SERIES




Circuito de Barcelona

TCR Europe

Race - 1

Final Results



Cls	Nº	Driver	Nat	Team	Nat	Vehicle	Cat	Cls	Laps	Total Time	Gap	Interval	Km/h	Best	Time	Km/h
1	62	Jack Young	GBR	Halder Motorsport	ESP	Honda Civic Type R FK7 TCR			12	23:25.388			143.7	3	1:55.407	145.8
2	33	Tom Coronel	NLD	Comtoy Racing	ESP	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	ITA	Comtoy Racing	ESP	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 Vervisch	FRA	Comtoy Team Audi	ESP	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	ESP	Volcano Motorsport	ESP	CUPRA Leon Competición TCR			12	23:39.334	13.946	0.903	142.2	2	1:56.609	144.3
6	24	Jáchym Galáš	CZE	HYUNDAI Janik	ESP	Hyundai Elantra N TCR			12	23:41.469	16.081	2.135	142.0	3	1:57.047	143.7
7	8	Nicola Baldan	ITA	Target Srl	ITA	Hyundai Elantra N TCR			12	23:44.067	8.679	2.598	141.8	4	1:57.348	143.4
8	74	Pepe Oriola	ESP	Aggressive Team Italia ASD	ITA	Hyundai Elantra N TCR			12	23:44.614	19.226	0.547	141.7	2	1:57.539	143.1
9	99	Josh Files	GBR	Target Srl	ITA	Hyundai Elantra N TCR			12	23:47.462	22.074	2.848	141.4	5	1:57.476	143.2
10	7	Mike Halder	GBR	Halder Motorsport	ESP	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	FRA	Sébastien Loeb Racing-Bardahl Team	ESP	CUPRA Leon Competición TCR			12	23:52.631	27.243	4.201	140.9	5	1:57.701	142.9
12	14	Klim Gavrilov	RUS	Volcano Motorsport	ESP	CUPRA Leon Competición TCR			12	23:53.490	28.102	0.859	140.8	3	1:57.510	143.2
13	111	Marco Butti	ITA	Comtoy Racing	ESP	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	ESP	Teo Martín Motorsport	ESP	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	RUS	Comtoy Racing	ESP	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	ESP	Halder Motorsport	ESP	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	ESP	Auto Club RC2 Valles	ESP	CUPRA Leon Competición TCR			12	24:12.521	47.133	1.904	139.0	6	1:58.797	141.6
18	16	Evgenii Leonov	RUS	Volcano Motorsport	ESP	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	ESP	Auto Club RC2 Valles	ESP	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	CZE	HYUNDAI Janik	ESP	Hyundai Elantra N TCR			12	24:24.644	59.256	10.555	137.8	10	1:59.130	141.2
21	3	Giacomo Ghermandi	ITA	Lema Racing	ESP	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	ESP	Auto Club RC2 Valles	ESP	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 García Nuñez  
JOB/I-0030-ESP




TCR CLASS



Circuito de Barcelona

Race - 1

Final Results



Cls	Nº	Driver	Nat	Team	Nat	Vehicle	Cat	Cls	Laps	Total Time	Gap	Interval	Km/h	Best	Time	Km/h
1	62	Jack Young	GBR	Halder Motorsport	ESP	Honda Civic Type R FK7 TCR			12	23:25.388			143.7	3	1:55.407	145.8
2	33	Tom Coronel	NLD	Comtoy Racing	ESP	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	ITA	Comtoy Racing	ESP	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 Vervisch	FRA	Comtoy Team Audi	ESP	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	ESP	Volcano Motorsport	ESP	CUPRA Leon Competición TCR			12	23:39.334	13.946	0.903	142.2	2	1:56.609	144.3
6	24	Jáchym Galáš	CZE	HYUNDAI Janik	ESP	Hyundai Elantra N TCR			12	23:41.469	16.081	2.135	142.0	3	1:57.047	143.7
7	8	Nicola Baldan	ITA	Target Srl	ITA	Hyundai Elantra N TCR			12	23:44.067	18.679	2.598	141.8	4	1:57.348	143.4
8	74	Pepe Oriola	ESP	Aggressive Team Italia ASD	ITA	Hyundai Elantra N TCR			12	23:44.614	19.226	0.547	141.7	2	1:57.539	143.1
9	99	Josh Files	GBR	Target Srl	ITA	Hyundai Elantra N TCR			12	23:47.462	22.074	2.848	141.4	5	1:57.476	143.2
10	7	Mike Halder	GBR	Halder Motorsport	ESP	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	FRA	Sébastien Loeb Racing-Bardahl Team	ESP	CUPRA Leon Competición TCR			12	23:52.631	27.243	4.201	140.9	5	1:57.701	142.9
12	14	Klim Gavrilov	RUS	Volcano Motorsport	ESP	CUPRA Leon Competición TCR			12	23:53.490	28.102	0.859	140.8	3	1:57.510	143.2
13	111	Marco Butti	ITA	Comtoy Racing	ESP	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	ESP	Teo Martín Motorsport	ESP	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	RUS	Comtoy Racing	ESP	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	ESP	Halder Motorsport	ESP	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	ESP	Auto Club RC2 Valles	ESP	CUPRA Leon Competición TCR			12	24:12.521	47.133	1.904	139.0	6	1:58.797	141.6
18	16	Evgenii Leonov	RUS	Volcano Motorsport	ESP	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	ESP	Auto Club RC2 Valles	ESP	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	CZE	HYUNDAI Janik	ESP	Hyundai Elantra N TCR			12	24:24.644	59.256	10.555	137.8	10	1:59.130	141.2
21	3	Giacomo Ghermandi	ITA	Lema Racing	ESP	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	ESP	Auto Club RC2 Valles	ESP	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

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 García Nuñez  
JOB/I-0030-ESP





# 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](http://www.wsc.group)