



# FERRARI CLUB OF AMERICA

## LOGO USAGE AND GUIDELINES

2025 / 2026



# logos and fonts

The next pages take a look at the logos that are a direct representation of Ferrari.

You are not permitted to use any of Ferrari's official logos anywhere. That is what you have your Ferrari Club of America logo for.

The official Ferrari font - **Ferrari Sans** - on the other hand, is permitted and will be useful when creating content consistent with **Ferrari's standards**. This font family is available upon request to your director or magazine editor, or via this link:

<https://ferrari-share.thron.com/page?id=7b29661b-b65e-4c4f-9a42-a22c0079ceed#/contents>

Ferrari Sans  
*Ferrari Sans*  
Ferrari Sans  
*Ferrari Sans*  
Ferrari Sans  
*Ferrari Sans*  
Ferrari Sans  
*Ferrari Sans*

This is the Ferrari **cavallino**.



It embodies the soul and spirit of the brand and its use is regulated by strict rules. It is recognized as a symbol of luxury and exclusivity.

This is the Ferrari **racing shield**.



It embodies the history of the brand and its epic dimension. Being directly linked to the racing activities, it is the most visible and recognized Ferrari logo. It's the official Scuderia Ferrari team logo.

This is the Ferrari **corporate trademark**.



It is used for all company core products and parts of the company tied to the GT business.

This is the Ferrari **'long F' logotype**.

**Ferrari**

The most rational way to show the brand, it is a signature for Ferrari. Usually it is a stand alone logo, in rare cases is used in combination with the cavallino.

This is the logo for the **Ferrari Club of America**.



It is your official logo and its the one that you can use in your content. You are never permitted to use any of the logos shown left without written permission from Ferrari.



You are encouraged to add your area's branding below the Ferrari Club of America's official logo as these two examples show.

Take pride in being part of Ferrari's global community by utilizing your new logo instead of a localized unbranded logo.

Left is a small example of the other Ferrari club logos in use within your global family.



**Empire State Region**



**Greater Orlando Chapter**



# merchandise guidelines

## and approval procedure

Ferrari takes its fabrics, materials, and image seriously, and prefers the following:

**Jacket** construction is ideally synthetic recycled nylon or polyester, fake down, recycled padding, or recycled feather down. If organic then recycled down only. Ideally always sustainable fabric materials when possible. Natural fibers would be organic cotton or a cotton mix with recycled fibers.

**Polo shirts** should be a natural organic cotton, either jersey or piquet is preferred. Or a synthetic cotton mix with recycled polyester (only if polyester provides additional performance). Avoid 100% polyester.

**Tee shirts** should have a crew neck with ribs, while the sleeves are without ribs. The fabric is ideally always a sustainable natural organic cotton in jersey. Avoid synthetic fibers.

**Baseball caps** are to be a five-slice construction, allowing the correct logo positioning. The fabric should be 100% cotton drill, and avoid leather trims. The brim should only be a curved style, avoiding flat styles.

**jacket**

also applies to a vest, sweatshirt, or hoodie



Logo should not exceed 1.75 inches in diameter and should be centered over the heart and placed 8 inches below the shoulder. Logo should be a rubber patch, not embroidered. Garment should be black or navy blue.

**polo shirt**

also applies to a long sleeve buttoned oxford shirt



Logo should not exceed 1.75 inches in diameter and should be centered over the heart and placed 8 inches below the shoulder. Logo should be a rubber patch, not embroidered. Garment should be black, navy blue, or white.

**tee shirt**

also applies to a long sleeve tee shirt



Logo should not exceed 1.75 inches in diameter and should be centered over the heart and placed 8 inches below the shoulder. Logo should be a rubber patch, not embroidered. Garment should be black, navy blue, or white.

**baseball cap**



Logo should not exceed 1.75 inches in diameter and should be centered and placed 1 inch above the brim. Logo should be a rubber patch, not embroidered. Hat should be black or navy blue of five-slice construction.

**mug**

also applies to a stainless steel 500ml water bottle



Logo should not exceed 1.75 inches in diameter and should be centered. Logo should be printed or a decal. Mug should be black or white ceramic of a regular shape with a rounded or squared handle.

**key chain**

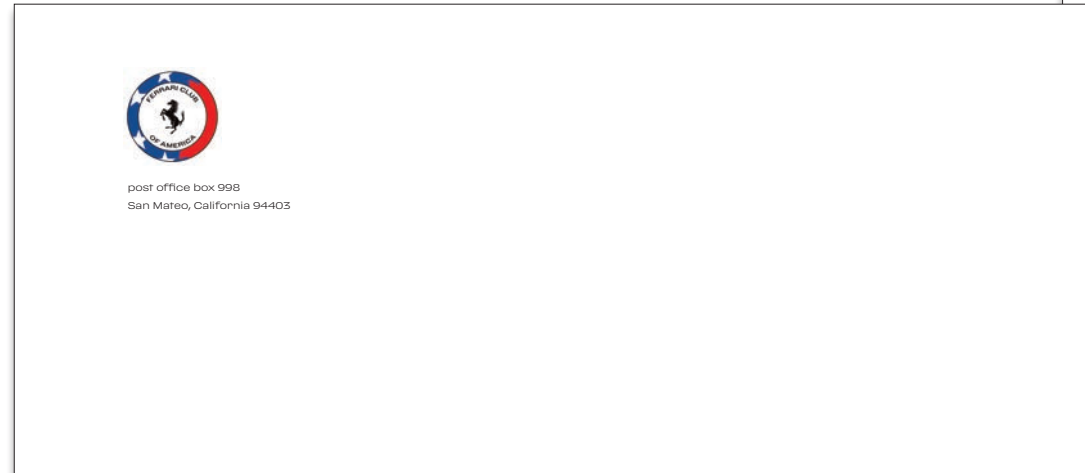


Logo should not exceed 1.25 inches in diameter and be of enamel construction within a silver-plated zinc alloy revolving style ring.

**metal pin**



Logo should not exceed 1.25 inches in diameter and be of enamel construction.



## Stationery

Lastly, the Ferrari Club of America regional directors, chapter presidents, and key board members are entitled to request approved **business cards, letterhead, or envelopes** to maintain a professional appearance.

To have business cards prepared, contact David Williams at [dwilliams308@earthlink.net](mailto:dwilliams308@earthlink.net). David will prepare the electronic file with your information and emails the file(s) to you as a .pdf. The files will be prepared to [vistaprint.com](http://vistaprint.com) specification although you may have them printed at the vendor of your choice. The Ferrari Club of America does not cover the cost of your printing.

Additional requests can be submitted to David for the electronic file of your approved business envelope and letterhead. These formats have been approved by Ferrari and must be adhered to exactly. No modifications to the font or layout should be made. Again .pdf files will be sent for final production by the recipient.

For all items, the requesting FCA officer must provide a full name, title, phone number, and email address. A personal mailing or website address will be at the requester's discretion but if omitted the FCA's national mailing and website addresses will be used. There is not an option to omit this information.



### Merchandise approval procedure

The **Ferrari Club of America** may develop merchandise bearing the official club logo for club members only. Only approved items in full compliance with all terms and conditions may be developed for members only following these dedicated merchandise approval procedures:

- 1.** Please submit a preliminary proposal by providing rendered designs of the items you wish to create, with the exact logo positioning, and quantities to be produced. Your proposal should be emailed to: [dwilliams308@earthlink.net](mailto:dwilliams308@earthlink.net)
- 2.** The **Ferrari Club of America** shall approve all submissions within ten working days from design submission. Only upon this approval shall any item in question begin production
- 3.** One example of any product created should be mailed to the **Ferrari Club of America Archives** at 1545 Ascencio Way, Wildwood, Florida 34762

The above described procedure exclusively provides details regarding the authorization process to develop and sell merchandising items, notwithstanding the contractual obligations set forth in the signed FOC agreement.

**The following pages illustrate the production requirements for approved Ferrari Club of America merchandise:** jackets, polo shirts, tee shirts, baseball caps, mugs, key chains, metal pins, and water bottles. Additional needs will be addressed on a case by case basis.

