

Global Rally Championship

Brand Guidelines

Version: 1.1

Date: 26.09.2025

Organized by: DYNMC Motorsport

Recent amendments to the brand guidelines are highlighted in red for your convenience.

1. Introduction

The **Global Rally Championship (GRC)** is an esports competition powered and organized by **DYNMC Motorsport**. To maintain a consistent and professional brand image across various media, all participants, content creators, and partners must adhere to these branding guidelines when producing promotional content related to the GRC.

These guidelines ensure that all official and community-driven media align with the championship's visual identity and core values.

These guidelines apply to all content that can be clearly identified and classified as “**promotional content**”. They do not apply to other content, such as live streams of an event attempt or publishing a video of your quickest run. If you wish to use the GRC logo in other contexts, please do so within the rules outlined in this document.

2. Logo Usage

2.1. Official GRC Logo Placement

- The **GRC logo** must be clearly visible in any promotional content, including images, videos, and live streams.
- The logo should be placed in one of the bottom corners of the screen, preferably the **bottom-right**.
- The logo must maintain a **minimum clear space** around it, free of other elements or text, to ensure visibility.
- The logo should not be **altered, distorted, recolored, or modified** in any way.

2.2. Minimum Logo Size

- For **digital content**, the logo must be at least **128 pixels wide**.
- For **printed materials**, the logo must be at least **5 cm (2 inches) wide**.

2.3. Background and Contrast

- The logo should be placed on a **contrasting background** to maintain visibility.
- Avoid placing the logo on **busy or cluttered backgrounds** that may make it difficult to read.

3. Branding in Videos & Streaming

3.1. GRC & DYNMC Mentions

- **All videos and live streams** featuring the GRC **in a clear promotional way** must include the following mentions in the **description**:
 - **"This content is related to the Global Rally Championship (GRC), powered by DYNMC Motorsport."**
 - Include a **link** to the official **GRC website**: <https://grc.dynmc-ms.de>.
 - Include a **link** to the official **DYNMC Motorsport website**: <https://dynmc-ms.de>.
 - Mention **@dynmc.motorsports / @DYNMC_MS** if posted on social media (Instagram, X).

3.2. Use of the GRC Name in Titles & Thumbnails

- The **GRC name** must not be used in misleading or unrelated content.
- Video **titles and thumbnails** should **clearly indicate** their connection to the GRC without implying official sponsorship or endorsement unless explicitly approved by **DYNMC Motorsport**.

3.3. Community-Driven Content

- Creators are encouraged to produce content such as **event highlights, analysis, commentary, and livestreams**, but must **respect the competition's fair play and integrity**.
- Any **misleading, offensive, or discriminatory content** that damages the **GRC's reputation** is strictly prohibited.

4. Commercial & Non-Commercial Use

4.1. Non-Commercial Use

- The **GRC brand, logo, and content** may only be used for **non-commercial purposes**, including:
 - Personal projects, fan content, and esports event coverage.
 - Social media posts, community discussions, and forum threads (e.g. Reddit).
 - Educational content, esports analysis, and personal blogs.

4.2. Commercial Use – Approval Required

- Any **commercial use** (e.g., sponsorship deals, merchandise, paid promotions, or monetized media campaigns) **must receive explicit approval** from **DYNMC Motorsport**.
- For commercial inquiries, contact:
 - grc@dynmc-ms.de

4.3. Sponsorship & Monetization

- Creators and organizations wishing to **monetize GRC-related content** must seek approval **before publication**.

- Unauthorized use of the **GRC logo, name, or visual assets for financial gain** is **strictly prohibited**.

5. Social Media & Online Presence

5.1. Official GRC Channels

- Website: <https://grc.dynmc-ms.de>
- Twitch: https://www.twitch.tv/dynmc_motorsports
- Instagram: **@dynmc.motorsports**
- Twitter/X: **@DYNMC_MS**

5.2. Hashtag Guidelines

- **#GRCrally** – For official event discussions.
- **#GlobalRallyChampionship** – General content related to GRC.
- **#DYNMCMotorsport** – Official DYNMC content.

5.3. Tagging & Attribution

- When posting GRC-related content, credit **DYNMC Motorsport** where applicable.
- Avoid misleading descriptions suggesting an official partnership unless authorized.

6. Forbidden Uses

Any misuse of the **GRC branding** will result in content removal requests, penalties, or legal action. The following are **strictly prohibited**:

- **Altering the GRC logo or colors** beyond the permitted modifications.
- **Implying false partnerships** or sponsorships with GRC or DYNMC Motorsport.
- **Using GRC branding for political, offensive, or harmful content.**
- **Selling GRC-branded products** without explicit permission.
- **Uploading copyrighted GRC content** without approval.

7. Amendments & Compliance

- **DYNMC Motorsport** reserves the **right to amend** these guidelines at any time.
- It is the responsibility of **all users** to ensure compliance with the latest branding rules.
- Failure to comply may result in **content takedowns, legal actions, or disqualification** from GRC-related activities.

8. Contact Information

For further inquiries or clarifications, please contact:

E-Mail: grc@dynmc-ms.de

Website: <https://grc.dynmc-ms.de>

DYNMC Motorsport: <https://dynmc-ms.de>