

Tire Rack Event Sponsorship Windshield Decal Placement

The Tire Rack windshield header decal represents our brand logo, and must be protected at all times.

The windshield area is exclusive to the official Tire Rack windshield header decal.

The official Tire Rack windshield header decal (white, 30" x 3.5") is the only decal to be placed on the upper 6" of the windshield. Letter or word spacing may not be altered.

No other sponsor, team or event decal or graphics may appear anywhere on the windshield.

Small sized event tech, state inspection, parking or driver name decals can be placed in the corners of the windshield as long as they do not obstruct the Tire Rack decal.

All decals will show signs of wear and tear over time. Event officials must ensure competitors replace any Tire Rack windshield decal that does not look good or is no longer intact. Tattered, missing part or whole letters, extensive black staining from wipers, etc. are examples of decals that should be replaced.

Installation Guidelines

"Full-Size" Windshields

- The white Tire Rack windshield header decal must be located on the outside and in the upper 6" of the windshield area
- The preferred location of the windshield header decal is centered in the windshield, but it may be offset to one side to aid the driver's view
- During installation the windshield header decal letters may be arced slightly to help conform to the shape of the top of the windshield, or to help remain within the 6" installation area.
- The windshield header decal may be installed on top of a solid, dark color decal applied to the windshield (as sun visor, extension of the body color, etc), as long as it provides good contrast to the Tire Rack windshield header decal
- Do not change spacing between letters or "Tire" and "Rack"

Vehicles with windshield-based Driver Assist Technology

- Some newer production vehicles come equipped with driver assist technology that relies on cameras or sensors that “look” through the upper part of the windshield
- For these vehicles - If portions of the official event require transit over public roads and installation of the standard Tire Rack windshield decal would obstruct the driver assist technology, then:
 - Offset the installation of the windshield decal to one side of center only as much as needed to prevent interference with the driver assist system
 - If not possible to avoid interference by offsetting the decal when positioned at the top of the windshield, then follow the alternate installation guidelines for Fendered Vehicles detailed below

Vehicles with modified (cut down), unusually narrow, very short vertical height (driver’s line of sight through top 4” of windshield), or no windshield should consult an event official for an approved alternate location. When using an approved alternate location, no other sponsor or team graphic can appear in the windshield area.

General Guidelines for alternate install location on vehicles without full-size windshield

Fendered Vehicles

- Install the white Tire Rack windshield header decal on the hood close to the nose of the vehicle
- If the vehicle color is light enough to not provide good contrast for the white Tire Rack windshield header decal to be clearly legible from a distance, the black 30”x3.5” die-cut Tire Rack decal should be used, installed on the hood close to the nose of the vehicle.

Narrow/Open-Wheel Vehicles or Karts

- If the front bodywork area is too narrow for the 30” Tire Rack windshield header decal to be properly displayed, then the 20”x2.5” die-cut Tire Rack decal should be used, choosing either black or white based on which provides the best contrast and visibility

Examples of what is not acceptable

- Distorted or missing letters in the Tire Rack decal
- “Tire” and Rack” on separate sides of the windshield or changing the spacing between them
- Placement anywhere other than the windshield when the windshield is tall and wide enough for proper installation
- Placement on the roof just above the windshield
- Presence of any other sponsor or team decals/graphics on the windshield
- Installation upside down when viewed from the front of the vehicle
- Stacking “Tire” and “Rack”, even if attempting to fit a narrow space