



Motorsport Ireland Rally Academy Logo Usage Guidelines

The Motorsport Ireland Rally Academy (MIRA) logo is a valuable asset that represents our identity and reputation. To protect its integrity, we have established the following guidelines for its use:

1. Permitted Usage

- The MIRA logo may only be used with prior written permission from Motorsport Ireland Rally Academy.
- Approved uses include:
 - Official partnership or sponsorship agreements.
 - Promotion of events, programs, or initiatives directly associated with MIRA.
 - Use by accredited media when covering MIRA activities.

2. Prohibited Usage

To maintain brand consistency, the following uses of the MIRA logo are strictly prohibited:

- Altering the logo in any way, including its colors, proportions, or design elements.
- Adding text, graphics, or other elements to the logo.
- Using the logo in any context that implies endorsement, sponsorship, or partnership without explicit approval.
- Placing the logo on materials or platforms that contain offensive, inappropriate, or unrelated content.

3. Design and Placement Requirements

- Always use the official logo file provided by MIRA.
- Ensure the logo is displayed with sufficient clear space around it to maintain visibility and avoid overlapping with other design elements.
- The logo must be legible and not distorted when resized. Maintain its original aspect ratio.
- Do not use the logo on backgrounds that compromise its visibility.

4. Digital and Social Media Use

- The MIRA logo may be used on websites, social media, or digital platforms only with prior approval.
- It must link back to the official MIRA website or an approved partner page when used online.

5. Requesting Permission

To request permission to use the MIRA logo, please provide the following details:

- Your name, organization, and contact information.
- Purpose of the logo use.
- Description of where and how the logo will be displayed.
- Duration of the proposed use.

Submit your request to mirallyacademy@gmail.com All requests will be reviewed on a case-by-case basis, and MIRA reserves the right to decline any use of the logo that does not align with our mission and values.

6. Legal Disclaimer

Unauthorized use of the Motorsport Ireland Rally Academy logo is strictly prohibited and may result in legal action. By using the logo with permission, you agree to comply with these guidelines and uphold the integrity of the MIRA brand.