



BRAND GUIDELINES

THE TRADEMARKS



THE OFFICIAL TYPEFACES

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MADRING is the official identity of Madrid's new circuit and a destination designed to host world-class sporting, entertainment and cultural events. Developed by IFEMA MADRID, MADRING will be home to the FORMULA 1 GRAN PREMIO DE ESPAÑA from 2026, as well as a range of international experiences that will showcase Madrid to a global audience.

More than a circuit, MADRING represents a new landmark for the city: a place designed to host unforgettable experiences, bring people together through the excitement of major events, and reflect the energy, creativity and ambition that define Madrid. The **MADRING** and **IFEMA MADRID** brands embody a shared commitment to excellence, innovation and international projection. As the official identities of the venue, the circuit and the experiences associated with them, they include a range of protected assets, including names, logos, visual identities, typography, the MADRING track layout and other creative elements.

As Madrid prepares to welcome visitors from around the world, MADRING and IFEMA MADRID encourage local businesses, organisations and communities to take part in this exciting moment and help create the unique atmosphere that will make the city a global destination for major events.

To help ensure a consistent and high-quality experience for everyone, we ask that the following principles are respected:

- Be clear that any activity is not official, approved, endorsed or sponsored by MADRING, IFEMA MADRID, Formula 1 or any of their partners unless authorised.
- Use generic motorsport imagery and references where appropriate.
- Ensure there is no use of MADRING, IFEMA MADRID, Formula 1 or partner logos, the MADRING track layout, circuit configuration, proprietary typefaces, visual assets or audiovisual content without prior authorisation.

- Do not use the MADRING or IFEMA MADRID names, trademarks or other protected assets for branding purposes without permission.
- Do not engage in activities that are unlawful, misleading, harmful, offensive or damaging to the reputation of MADRING, IFEMA MADRID, the circuit or the event.
- Help protect visitors and consumers from counterfeit products and misleading commercial practices.

Certain commercial activities may require prior approval or licensing, including:

- Public screenings of the event.
- The use of event tickets as prizes, competitions or giveaways.
- The production, sale or distribution of branded merchandise.
- The commercial use of MADRING or IFEMA MADRID intellectual property, trademarks, the track layout or visual assets.
- Promotional activities that suggest an official relationship with MADRING, IFEMA MADRID or the FORMULA 1 GRAN PREMIO DE ESPAÑA.
- The use of MADRING or IFEMA MADRID branding within commercial campaigns, products, services or events.

If you have any questions regarding the use of brand assets, the MADRING track layout, planned activations or commercial initiatives, or if you are unsure whether a proposed activity may infringe any of the rights referred to above, please contact legal@madring.com.

MADRING is a project born in Madrid and developed by IFEMA MADRID to create a new international benchmark for sport, entertainment and major events. Together, we can build experiences that reflect the character, creativity and global spirit of the city, while preserving the integrity and value of our brands.

Thank you for being part of this journey.
MADRING & IFEMA MADRID