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FORMULA REGIONAL AMERICAS CHAMPIONSHIP

POWERED BY HONDA

FR AMERICAS CHAMPIONSHIP

2021 Style Guide

GUIDELINES

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The following slides outline the specifications for all logo identification that each team and its drivers are required to follow during the 2021 FR Americas Championship season. The specifications include logo type, location and size for the designated space. This document covers the Official FR Americas Championship, Hankook Tires, Ligier, SCCA Pro Racing, Honda, Honda Racing HPD, Omologato, Sunoco Fuels, Hagerty and the FR Americas TBA title sponsor logos.

Teams should not produce official partner logos, series logos or numbers for their cars. All teams will receive one set of decals and patches as well as two sets of numbers and panels with their vehicle registration. Additional sets will be available for purchase. Please provide a solid background for the area where the logo is to be placed unless prior approval has been received by SCCA Pro Racing. The goal is to maximize the contrast between the surface and logos, in order to provide the greatest visibility for trackside viewers.

Drivers are free to have their suits embroidered and not use the provided patches.

Teams must send liveries to Sydney Davis Yagel (syagel@sccapro.com) for approval prior to completion of the wrap. Any questions regarding logo placement, decals or assets, contact Amy Greenway (agreenway@sccapro.com).

Sponsor assets can be downloaded from the FR website by clicking here.

FR AMERICAS LOGO

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The FR logos must be given prominence and visibility, so they are not crowded by other text and graphics.

The clear space area of 2” is the minimum distance away from other graphics. We recommend that you increase this space whenever possible.

Whichever logo arrangement is in use, the width of the ‘FR’ icon should be at least 2” tall, and ideally larger when possible.

The complete FR Americas logo usage guide is available in the sponsor asset folder available for download on Page 2.

GRAPHIC MOTIF

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Black	White	Blue	Silver
C 20	C 0	C 100	C 48
M 20	M 0	M 97	M 38
Y 20	Y 0	Y 3	Y 38
K 100	K 0	K 3	K 2

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Honda Red	Black	White
R 237	C 20	C 0
G 27	M 20	M 0
B 47	Y 20	Y 0
	K 100	K 0

GRAPHIC MOTIF

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LIGIER

Black		White	
C	20	C	0
M	20	M	0
Y	20	Y	0
K	100	K	0

HPD

Black		White	
C	20	C	0
M	20	M	0
Y	20	Y	0
K	100	K	0

GRAPHIC MOTIF

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SCCA PRO RACING

Red	Black	White
R 217	C 20	C 0
G 23	M 20	M 0
B 18	Y 20	Y 0
	K 100	K 0

Hankook Competition

Orange	Grey	Black	White
R 225	R 153	C 20	C 0
G 102	G 155	M 20	M 0
B 0	B 158	Y 20	Y 0
		K 100	K 0

GRAPHIC MOTIF

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SUNOCO RACE FUELS

	Blue	Yellow	Red
C	100	0	0
M	80	9	93
Y	6	100	79
K	32	0	0

HONDA

	Black	White
C	20	0
M	20	0
Y	20	0
K	100	0

GRAPHIC MOTIF

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SPEEDCOM™ COMMUNICATIONS

	Black	White
C	20	0
M	20	0
Y	20	0
K	100	0

Sabelt®

	Black	Yellow
C	20	0
M	20	0
Y	20	100
K	100	0

GRAPHIC MOTIF

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BELL HELMETS

Black	White	Red
C 20 M 20 Y 20 K 100	C 0 M 0 Y 0 K 0	PMS 1795

Red

PMS 186

GRAPHIC MOTIF

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FORMULA REGIONAL AMERICAS CHAMPIONSHIP
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HAGERTY®
FOR PEOPLE WHO LOVE CARS

	Black	White
C	20	0
M	20	0
Y	20	0
K	100	0

HI-PERFORMANCE LUCAS OIL PRODUCTS INC.

LUCAS OIL®

	Black	Blue	Red
C	50	100	0
M	50	69	100
Y	50	0	72
K	100	4	0

DRIVER SUIT

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Upper chest, left-hand side
Format: 3” Tall

Left arm, upper-shoulder
Format: 2”x4”

Left arm, upper-shoulder
Format: 2” Tall

Upper chest, right-hand side
Format: 2”x4.5”

[Leave 2”x4.5” space blank for title sponsor]

Upper chest, right-hand side
Format: 2.5” Tall

There needs to be at least 1/2 height of the logo surrounding the combined H logo

ALL drivers are required to wear their suit meeting proper branding standards when on the podium. See sporting regulations for more information.

DRIVER SHIRT

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ALL drivers are required to wear a driver shirt during practice, qualifying and competition days on race weekend. See sporting regulations for more information.

Upper chest, left-hand side
Format: 2.5” Tall

Left arm, upper-shoulder
Format: 1.5”x3”

Upper chest, right-hand side
Format: 1.5”x3” Leave 1.5”x3” space blank for title sponsor

Upper chest, right-hand side
Format: 2.5” Tall

There needs to be at least 1/2 height of the logo surrounding the combined H logo

CREW SHIRT

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Upper chest, left-hand side
Format: 2.5” Tall

Left arm, upper-shoulder
Format: 1.5”x3.75”

Upper chest, right-hand side
Format: 2”x4.5” [Leave 2”x4.5” space blank for title sponsor]

Upper chest, right-hand side
Format: 2.5” Tall

HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

DUAL SERIES CREW SHIRT

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Upper chest, left-hand side
Format: 2.0” Tall

For dark jackets use white logos

Left arm, upper-shoulder
Format: 1.5”x3.75”

Upper chest, right-hand side
Format: 2”x4.5” [Leave 2”x4.5” space blank for title sponsor]

Upper chest, right-hand side
Format: 2.5” Tall

HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

CREW JACKET

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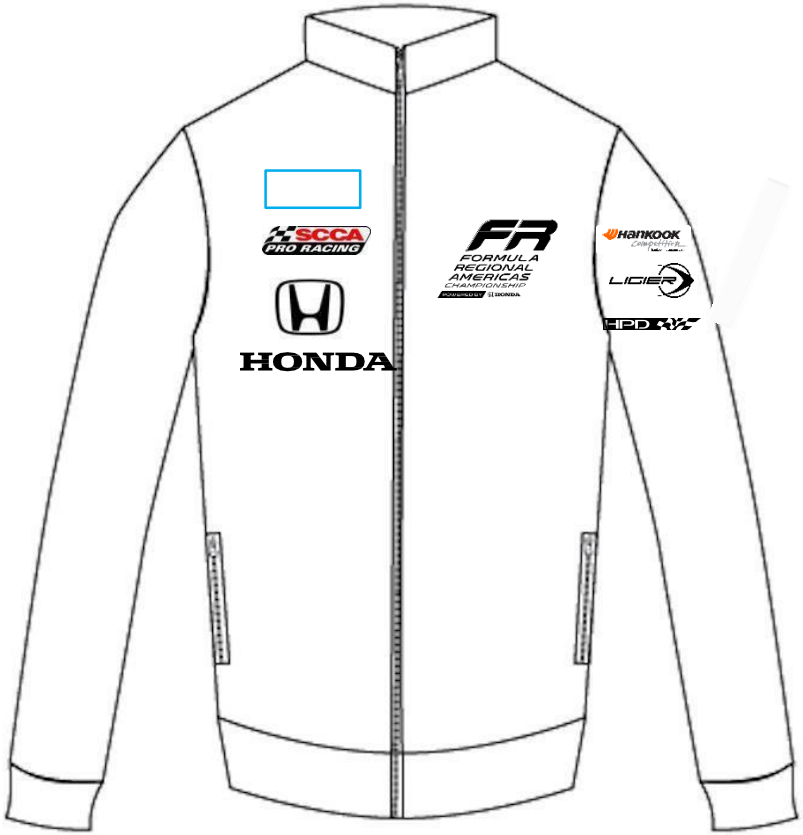

Upper chest, left-hand side
Format: 2.5” Tall

Left arm, upper-shoulder
Format: 1.5”x3”

Upper chest, right-hand side
Format: 2”x3.5” **Leave 2”x3.5” space blank for title sponsor**

Upper chest, right-hand side
Format: 2.5” Tall

HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

DUAL SERIES CREW JACKET

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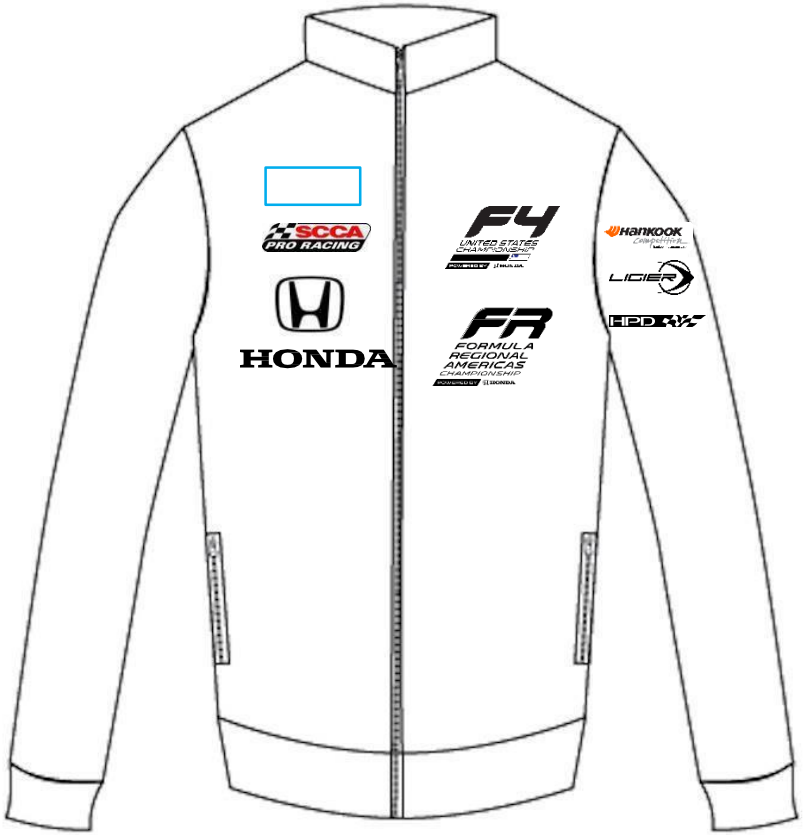

Upper chest, left-hand side
Format: 2.0” Tall

For dark jackets use white logos

Left arm, upper-shoulder
Format: 1.5”x3”

Upper chest, right-hand side
Format: 2”x3.5” [Leave 2”x3.5” space blank for title sponsor]

Upper chest, right-hand side
Format: 2.5” Tall

HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

TEAM TRANSPORTER

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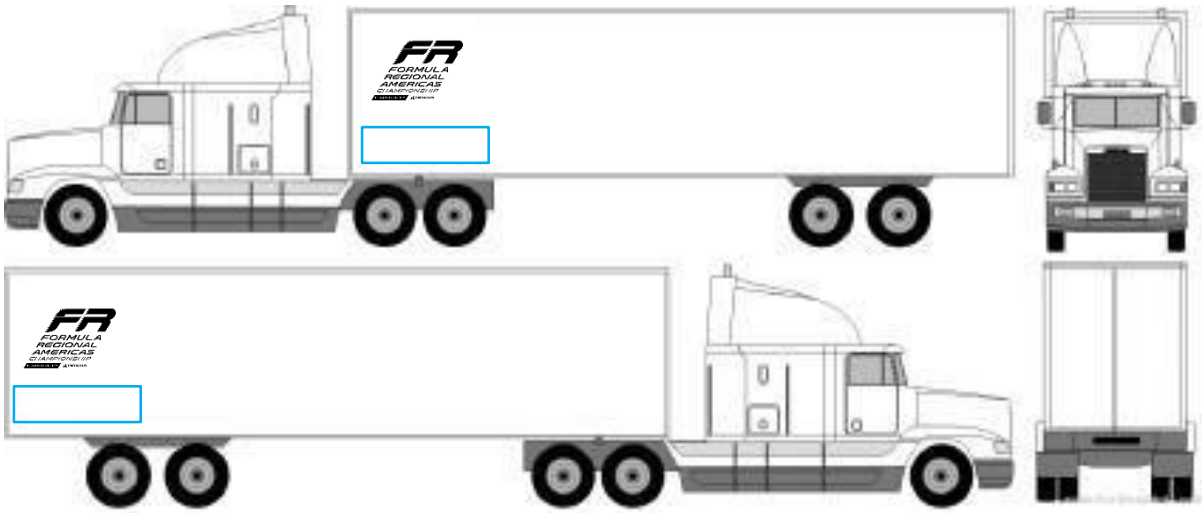

Trailer branding (driver's side)
Format: 3.25'x9'

Trailer branding (driver's side)
Leave 2'x4' space blank for series sponsor

Trailer branding (passenger side)
Format: 3.25'x9'

Trailer branding (passenger side)
Leave 2'x4' space blank for series sponsor

Not part of the decal registration kit. Team to provide transporter decals.

DUAL TEAM TRANSPORTER

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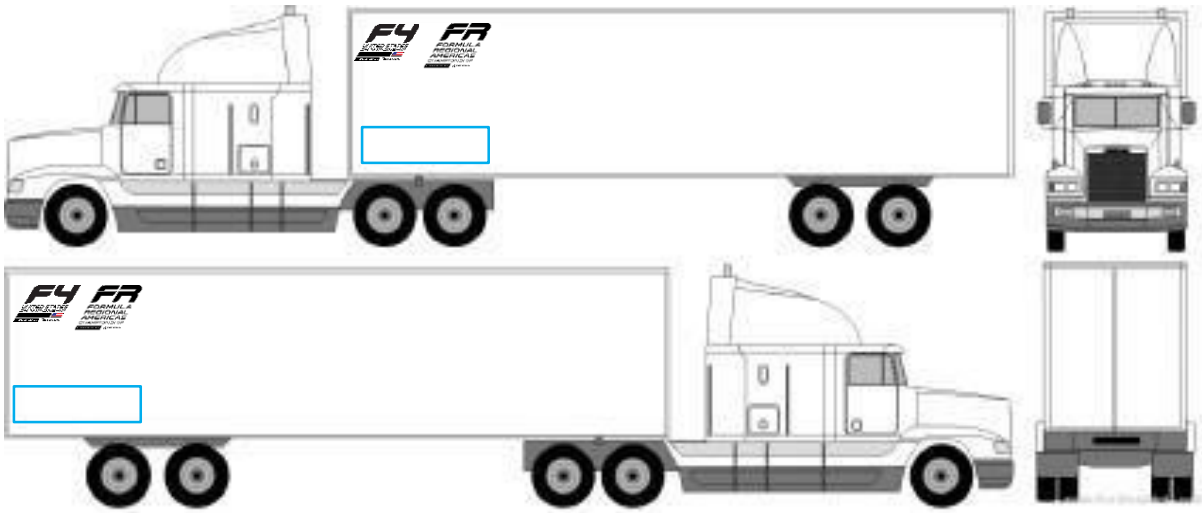

Trailer branding (driver's side)
Format: 3.25'x9'

Trailer branding (driver's side)
Leave 2'x4' space blank for series sponsor

Trailer branding (passenger side)
Format: 3.25'x9'

Trailer branding (passenger side)
Leave 2'x4' space blank for series sponsor

****Not part of the decal registration kit. Team to provide transporter decals.***

TEAM CAR SIDE

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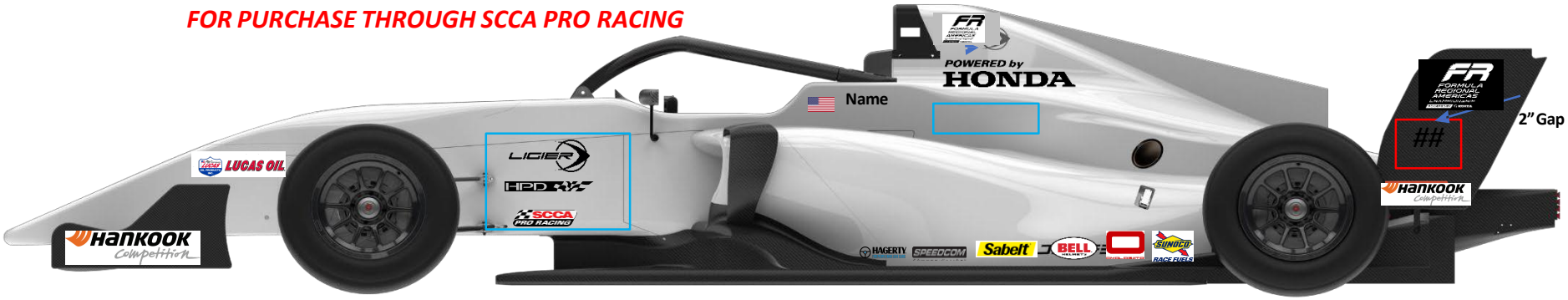
SCCA PRO RACING WILL PROVIDE EVERY TEAM WITH ONE (1) SET OF EASY TO APPLY ONE PIECE SIDE PANEL ASSETS, ONE (1) SET OF ADDITIONAL SPONSOR DECALS, TWO (2) SETS OF NUMBERS AND TWO (2) SETS OF NUMBER PANELS. ANY ASSETS NEEDED AFTER. THAT WILL BE AVAILABLE FOR PURCHASE THROUGH SCCA PRO RACING

The HONDA must be black, white or red (PMS185) and may not have a background pattern visible through the logo.



Front Wing
Format: 3.5"x11"

Hankook Competition

Side Nose
Format: 2"x8.5"

LUCAS OIL

Front Chassis
Location: Top of Decal sheet 7" from the top of the nose (center of the halo)

LIGIER
HPD
SCCA PRO RACING

Intake Cover
Format: 3" Tall
Location: 1" Down from the top (profile, not curved over)

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Intake Cover
Format: 1.8"x15"
Location: 6.5" Down from the top (profile, not curved over)
**Base of 'H' or 'A' touches separation*

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Isolation Space: Leave a minimum of 2.5"

Engine Cover
Format: 3"x12"
Leave 3"x12" space for title sponsor

Cockpit Side:
Format: 2"x18"
Flag Then name . Single color font. No outline or shadowing

Sidepod Ribbon
Format: 2" Tall
Location: Bottom of decal should start 2" above the under try

HAGERTY FOR PEOPLE WHO LOVE CARS
SPEEDCOM COMMUNICATIONS
Sabelt
BELL
SUNOCO RACE FUELS

Rear Wing
Format: 5"Tall
Location:

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Rear Wing
Format: 2"x8"

Hankook Competition

Rear Wing
Number Plate
Format: 9"x9"
Location: 8" down from top of rear wing

TEAM CAR NOSE

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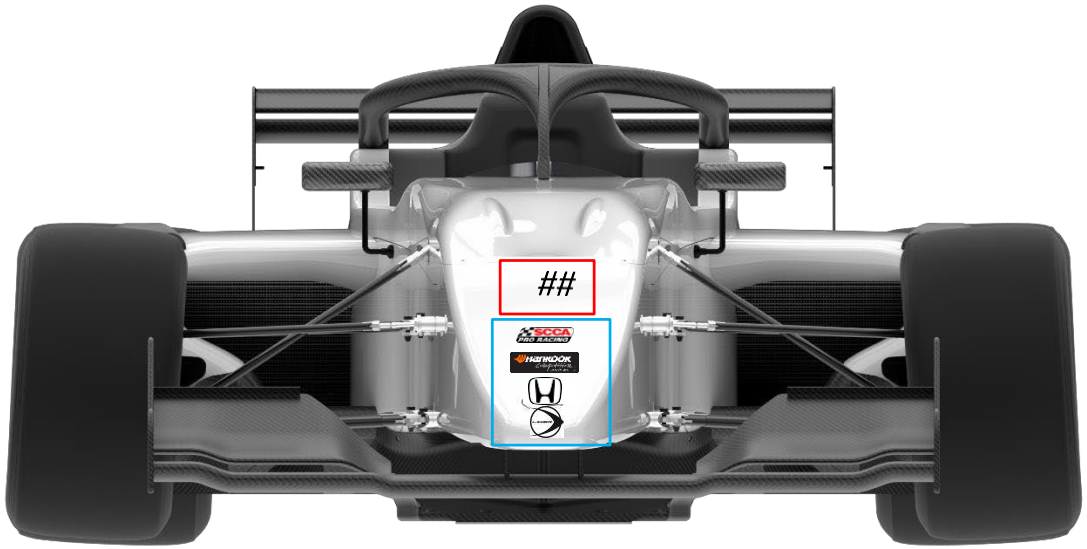
SCCA PRO RACING WILL PROVIDE EVERY TEAM WITH ONE (1) SET OF EASY TO APPLY ONE PIECE NOSE PANELS AND TWO (2) SETS OF NUMBERS. NUMBERS WILL COME IN BLACK OR WHITE. ANY ASSETS NEEDED AFTER THAT WILL BE AVAILABLE FOR PURCHASE THROUGH SCCA PRO RACING



Number:
Format: 6" Black or White # Provided by SCCA Pro

Location: Top of Number 3" Down from the nose cone

##

Sponsor placement
Format: Decal Sheet

Location: Top of decal sheet start 10" Down from the nose cone