

2017



F4 UNITED STATES CHAMPIONSHIP

Style guide



GUIDELINES



The following slides outline the specifications for all logo identification that each team and its drivers are required to follow during the 2016 F4 United States Championship season. The specifications include logo type, location and size for the designated space. This document covers the Official F4, F4 United States Championship, Pirelli Tires, Crawford Composites, SCCA Pro Racing, Honda, Honda Racing HPD, JRi Shocks and the TBA title sponsor logos.

All team produced logos must be applied in either its original format or black or white, depending on the background of the application surface. If the surface is multi-colored or shaded, please provide a solid background for that 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.

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

All partner assets for cars, trailers and clothing can be downloaded by [clicking here](#). They are also found on our website under the Competitors, Team Memo and Information.



F4 UNITED STATES



The F4 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 'F4' icon should be at least 2" tall, and ideally larger when possible.

GRAPHIC MOTIF



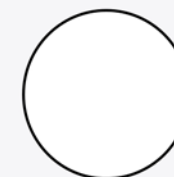
Black



C 20
M 20
Y 20
K 100



White



C 0
M 0
Y 0
K 0

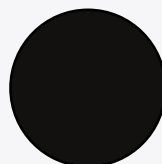
HONDA

Honda Red



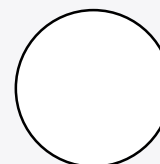
R 237
G 27
B 47

Black



C 20
M 20
Y 20
K 100

White



C 0
M 0
Y 0
K 0



GRAPHIC MOTIF

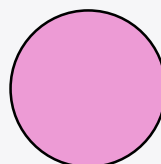


Black



C 20
M 20
Y 20
K 100

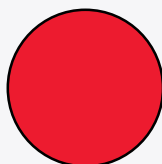
Purple



C 11, 03
M 91, 61
Y 0
K 0



Honda Red



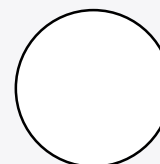
R 237
G 27
B 47

Black



C 20
M 20
Y 20
K 100

White



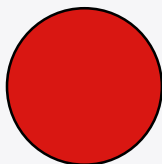
C 0
M 0
Y 0
K 0



GRAPHIC MOTIF

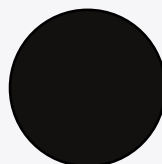


Red



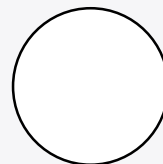
R 217
G 23
B 18

Black



C 20
M 20
Y 20
K 100

White



C 0
M 0
Y 0
K 0

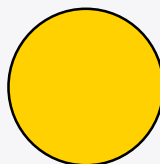


Red

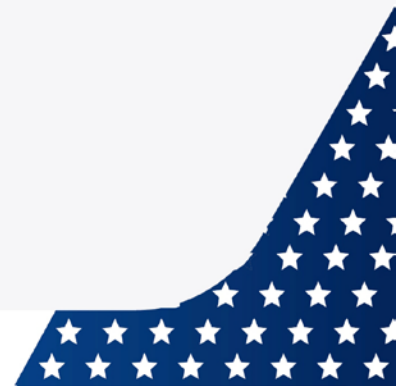


R 218
G 41
B 28

Yellow



R 255
G 209
B 0



GRAPHIC MOTIF

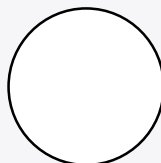


Black



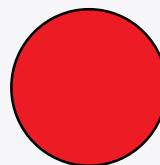
C 20
M 20
Y 20
K 100

White



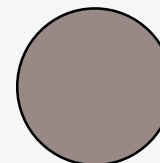
C 0
M 0
Y 0
K 0

Red

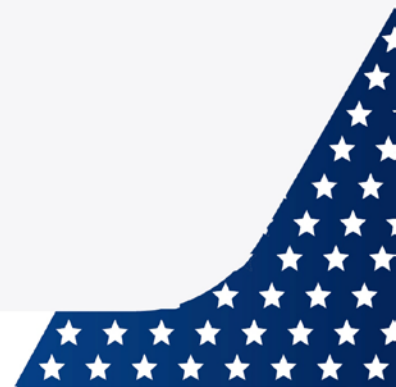


C 0
M 100
Y 100
K 0

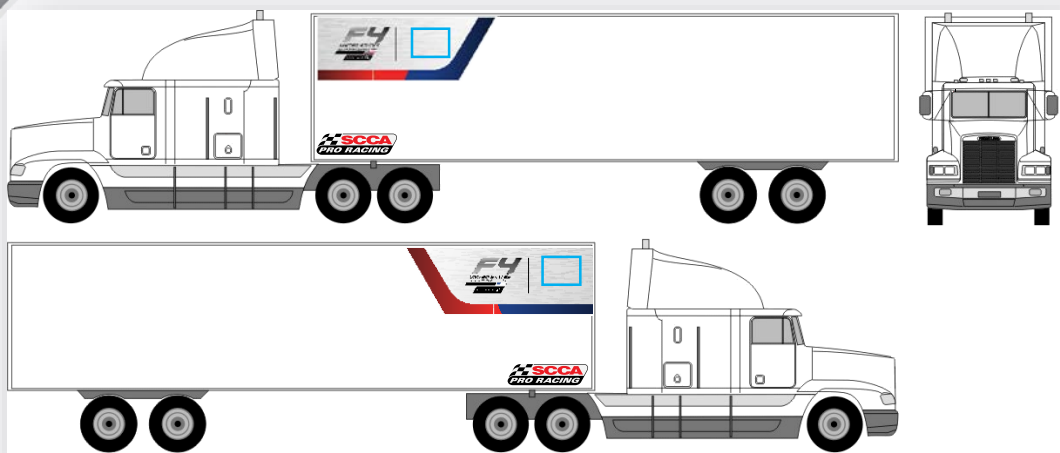
Grey



C 45
M 45
Y 44
K 0



TEAM TRANSPORTER



Trailer branding (driver's side)

Format: 3.25'x9'

Leave 1.5'x1.5' space blank for title sponsor



Trailer branding (driver's side)

Format: 2'x4'



Trailer branding (passenger's side)

Format: 3.25'x9'

Leave 1.5'x1.5' space blank for title sponsor



Trailer branding (passenger's side)

Format: 2'x4'



Windscreen strip

Format: 6.5"x88"

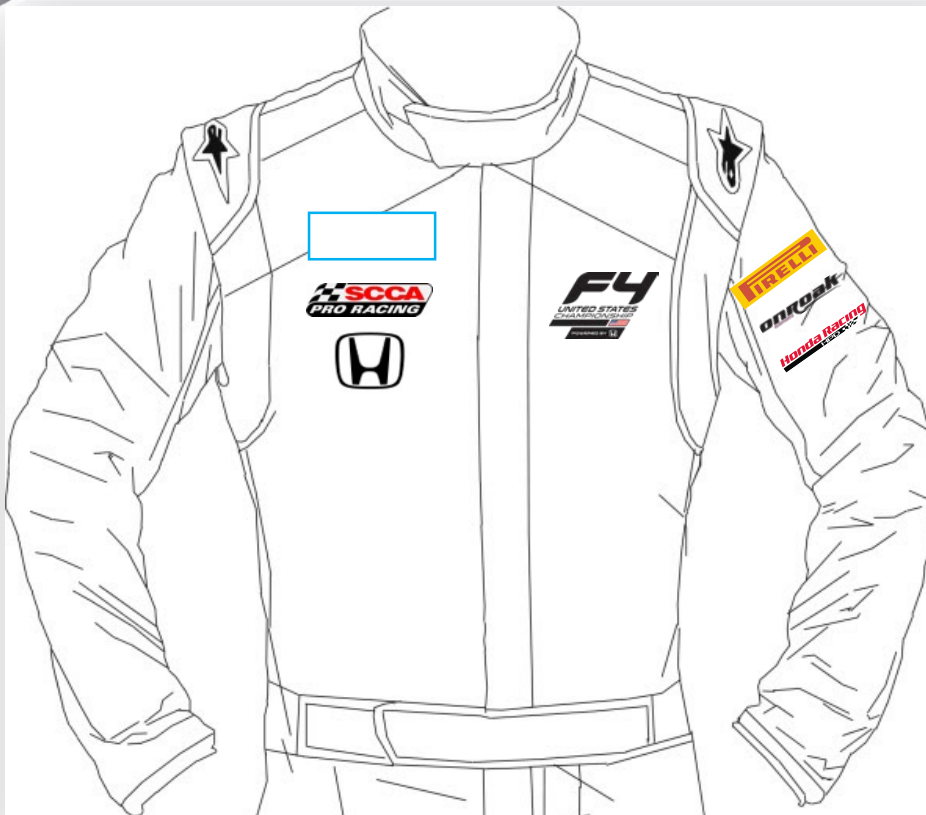
Leave 5"x5" space blank for title sponsor



**Trailer branding is optional, however, if teams decide to wrap the trailers, we ask that it follows this format.*

2017

DRIVER SUIT



Upper chest, left-hand side

Format: 3" Tall

Light Suit



Dark Suit



Left arm, upper-shoulder

Format: 2"x4"



Upper chest, right-hand side

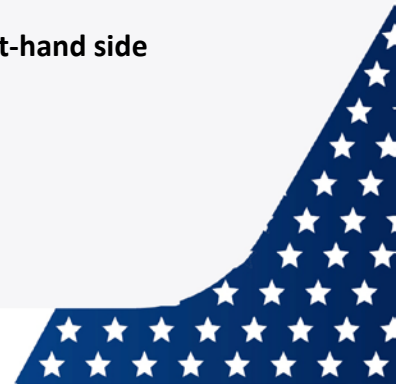
Format: 2"x4.5"

Leave 2"x4.5" space blank for
title sponsor



Upper chest, right-hand side

Format: 2.5" Tall



2017

DRIVER SHIRT



Upper chest, left-hand side

Format: 2.5" Tall

Light Shirt



Dark Shirt



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



2017

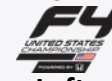
CREW SHIRT



Upper chest, left-hand side

Format: 2.5" Tall

Light Shirt



Dark Shirt



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



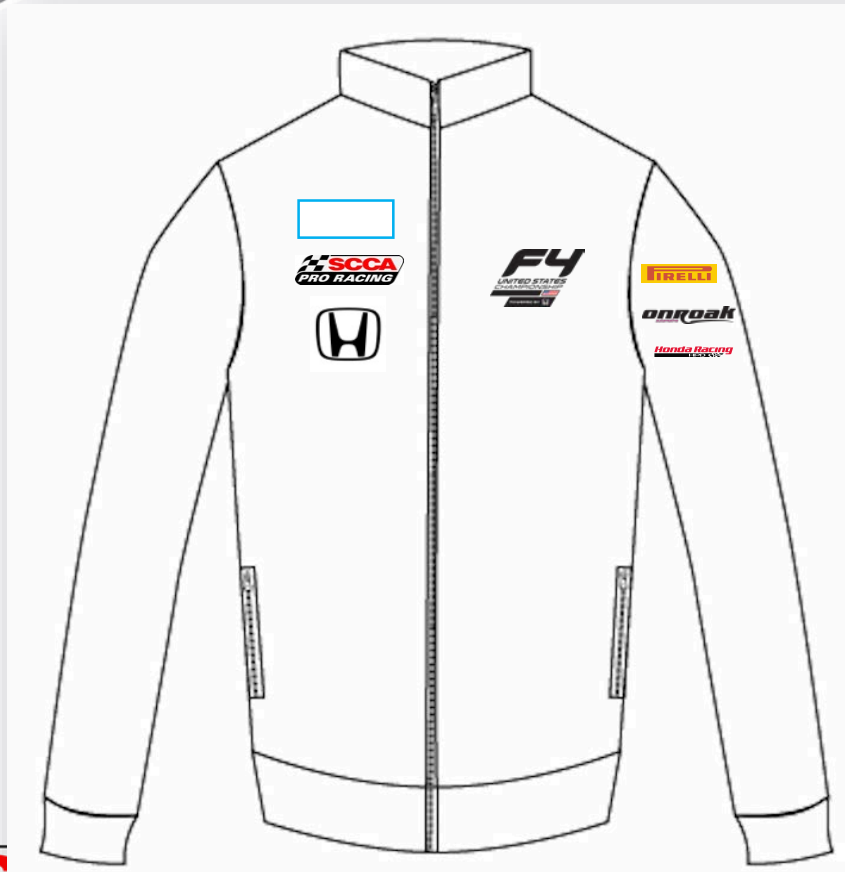
Upper chest, right-hand side

Format: 2.5" Tall



2017

CREW JACKET



Upper chest, left-hand side

Format: 2.5" Tall

Light Jacket



Dark Jacket



Left arm, upper-shoulder

Format: 1.5"x3"



Upper chest, right-hand side

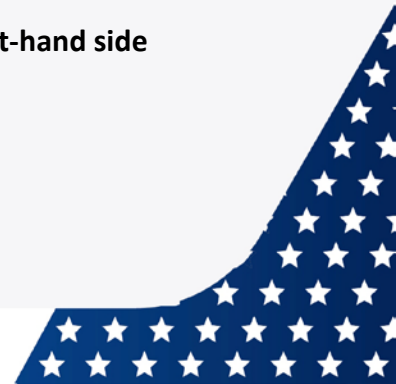
Format: 2"x3.5"

Leave 2"x3.5" space blank for title sponsor



Upper chest, right-hand side

Format: 2.5" Tall

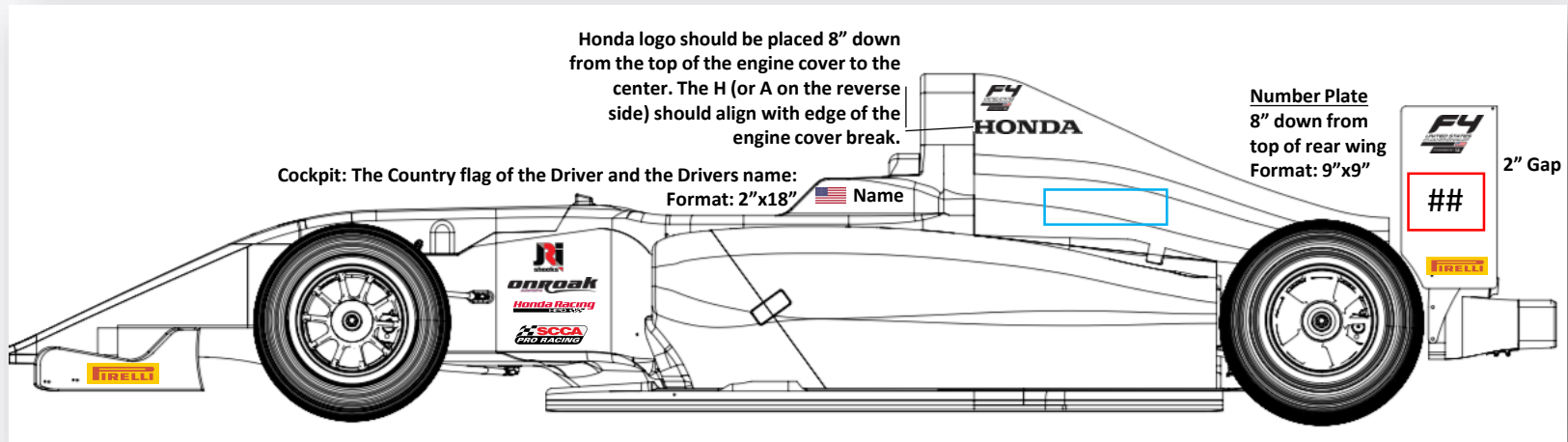


2017

TEAM CAR SIDES



DO NOT PRODUCE ANY LOGOS OR NUMBERS.
SCCA PRO RACING WILL PROVIDE EVERY TEAM WITH ONE (1) SET OF CAR ASSETS. ANY ASSETS NEEDED AFTER THAT WILL BE AVAILABLE FOR PURCHASE THROUGH SCCA PRO RACING



Front Wing
 Format: 4"x8"



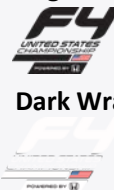
Front Chassis
 Format 5.8125"x 5.5"
 Isolation Space: Leave a minimum of 2"



Format: 3.375"x8.5"



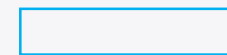
Engine Cover
 Format: 3" Tall
 Light Wrap



Dark Wrap

Engine Cover
 Format: 1.8"x15"
 Location: 8" Down from the top of the engine cover
HONDA
 Isolation Space:
 Leave a minimum of 1.8"

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



Rear Wing
 Format: 5" Tall



Light Wrap



Dark Wrap



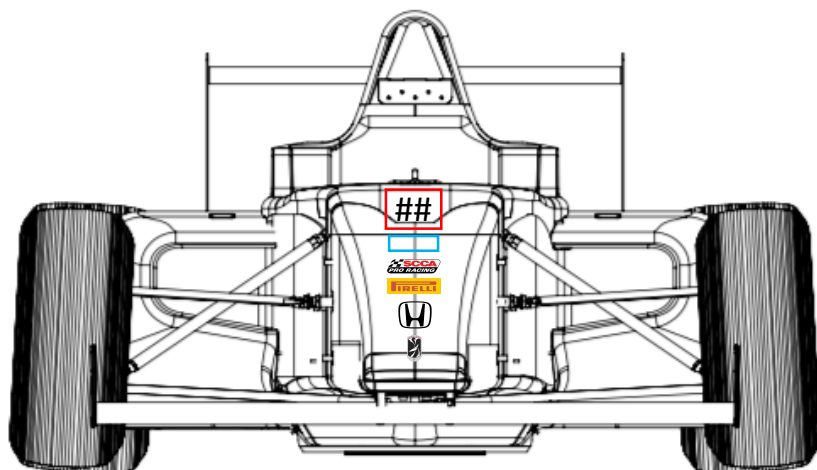
The HONDA must be black, white or red (PMS185) and may not have a background pattern visible through the logo. The Honda Racing/HPD logo must be black, white, or red/black and must contrast with the background color. No distortion of any logo is permitted.

2017

TEAM CAR NOSE



DO NOT PRODUCE ANY FRONT NOSE LOGOS OR NUMBERS.
SCCA PRO RACING WILL PROVIDE EVERY TEAM WITH ONE (1) SET OF FRONT NOSE ASSETS. ANY ASSETS NEEDED AFTER THAT WILL BE AVAILABLE FOR PURCHASE THROUGH SCCA PRO RACING



Number Plate:

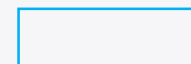
9"x9" (Leave 2" gap between number & title sponsor logo)

##

Sponsor placement

Format: 2"x4"

Leave 2"x4" space for title sponsor



Format: 2"x4"



Format: 4" Tall



The top of the "H" must be 10" from the beginning of the slope of the nose. Isolation Space- 2"

Format: 3.75" Tall



The top of the "Deer" logo must be 3.75" from the end of the nose



The Honda "H" mark must be black, white or red (PMS185) and may not have a background pattern visible through the logo. The Honda "H" mark must be the same color as the HONDA air box logo. No distortion of the any logo is permitted