2018

F4 UNITED STATES CHAMPIONSHIP

2018 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 2018 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, Onroak Automotive, Ligier, SCCA Pro Racing, Honda, Honda Racing HPD and the F4 U.S. 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).

Sponsor assets can be downloaded from the F4 website by clicking here.

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

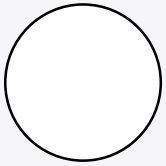


Black



C 20
M 20
Y 20
K 100

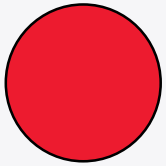
White



C 0
M 0
Y 0
K 0

HONDA

Honda Red



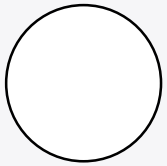
R 237
G 27
B 47

Black



C 20
M 20
Y 20
K 100

White



C 0
M 0
Y 0
K 0

SCCA PRO RACING

GRAPHIC MOTIF

2018

F4 UNITED STATES CHAMPIONSHIP POWERED BY HONDA

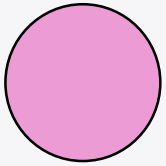
onroak automotive

Black



C 20
M 20
Y 20
K 100

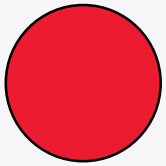
Pink



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

Honda Racing HPD

Honda Red



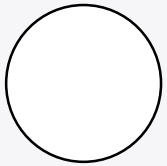
R 237
G 27
B 47

Black



C 20
M 20
Y 20
K 100

White



C 0
M 0
Y 0
K 0

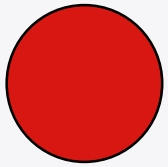
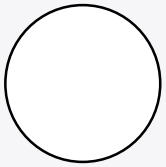
SCCA PRO RACING

GRAPHIC MOTIF

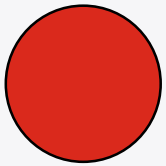
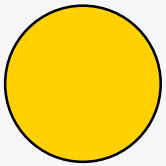
2018

F4 UNITED STATES CHAMPIONSHIP POWERED BY HONDA

SCCA PRO RACING

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

PIRELLI

Red	Yellow
	
R 222 G 33 B 27	R 255 G 221 B 0

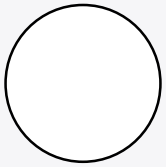
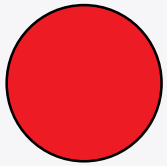
SCCA PRO RACING

GRAPHIC MOTIF

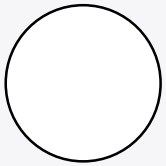
2018

F4 UNITED STATES CHAMPIONSHIP POWERED BY HONDA

PHILLIPS 66 LUBRICANTS

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

LIGIER

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

SCCA PRO RACING

GRAPHIC MOTIF

SPEEDCOM COMMUNICATIONS

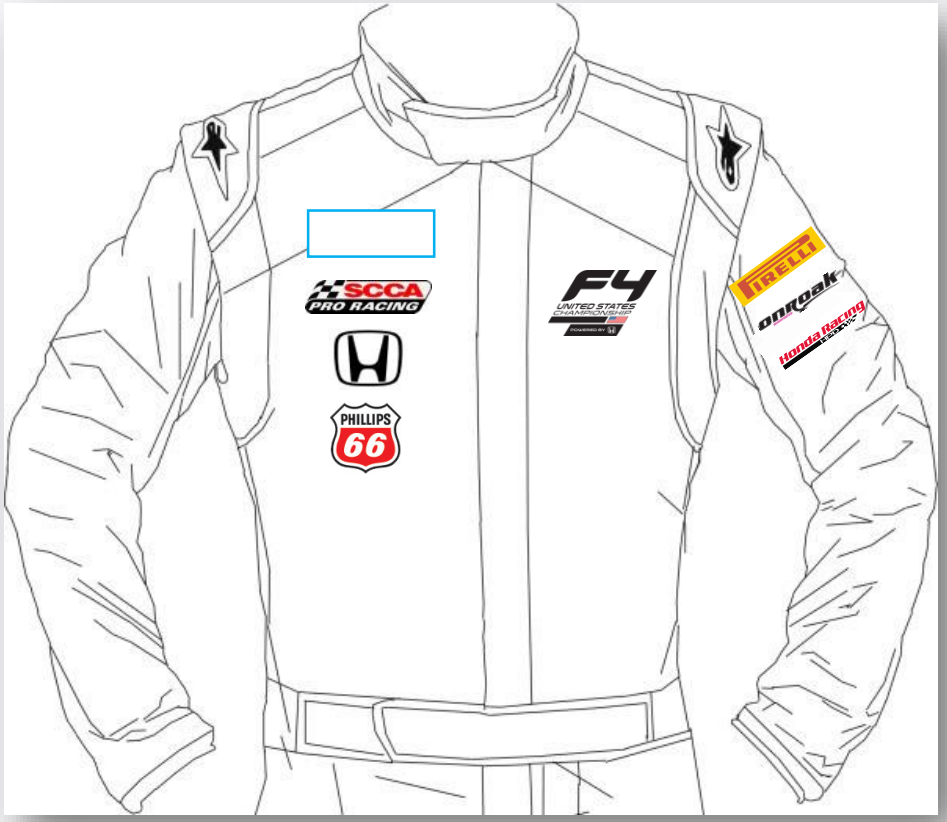
Black	White
C 20	C 0
M 20	M 0
Y 20	Y 0
K 100	K 0

F3 AMERICAS CHAMPIONSHIP POWERED BY HONDA

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

SCCA PRO RACING

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

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

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

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

DUAL SERIES CREW SHIRT



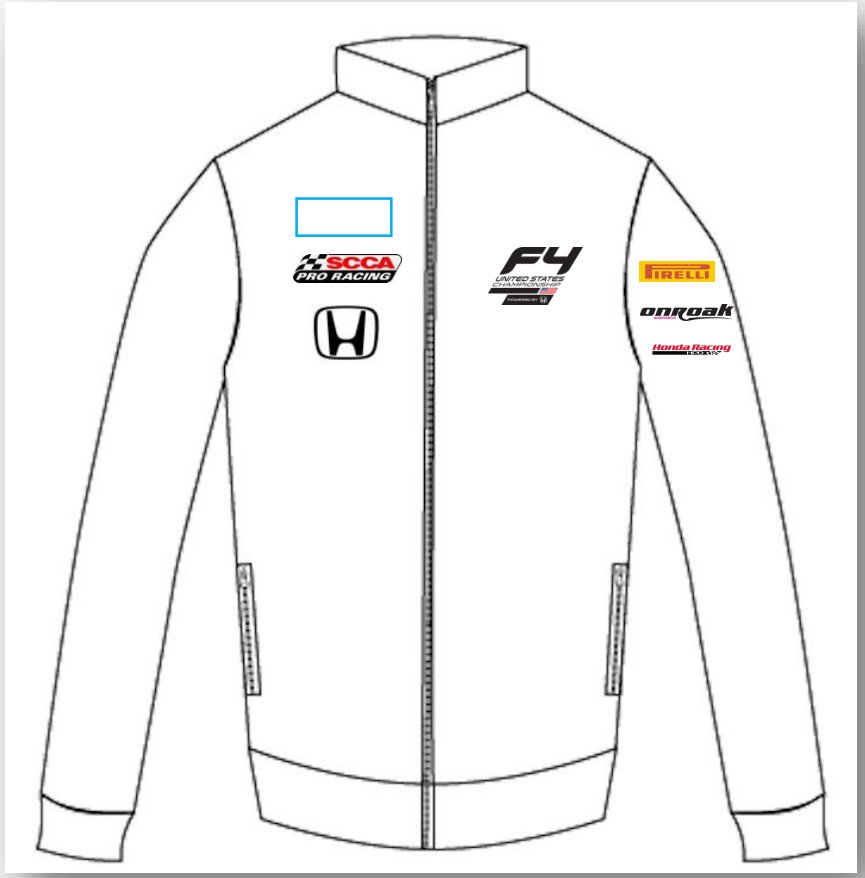
Upper chest, left-hand side
Format: 2.0” Tall
For dark jackets use white logos

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

CREW JACKET



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

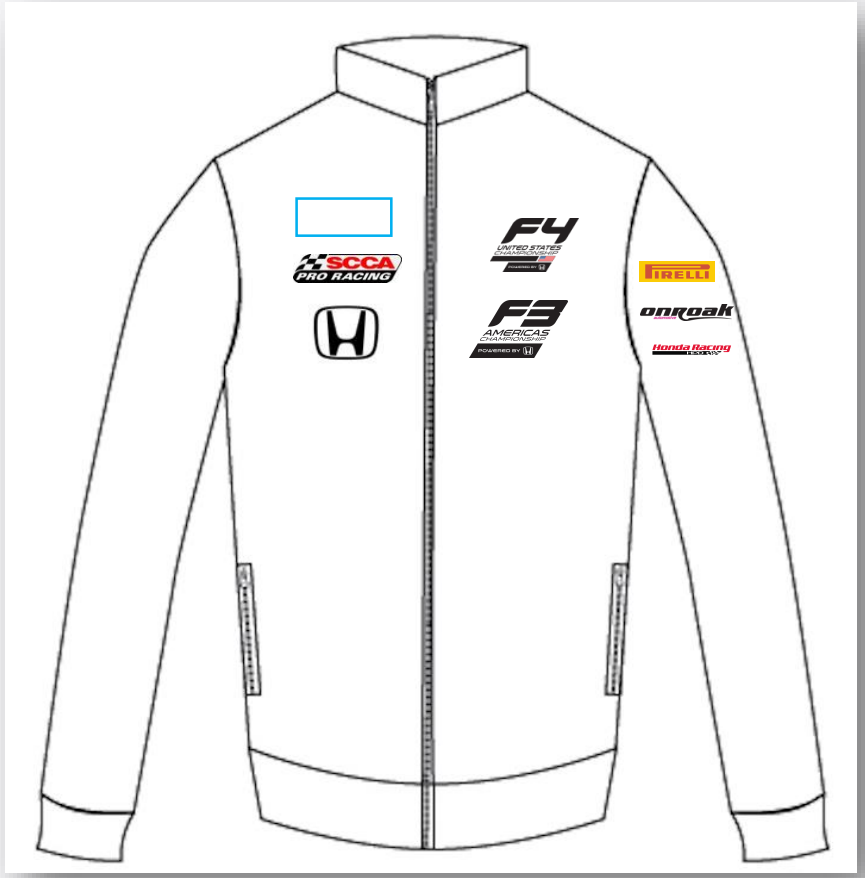
Light Jacket **Dark Jacket**

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

DUAL SERIES CREW JACKET



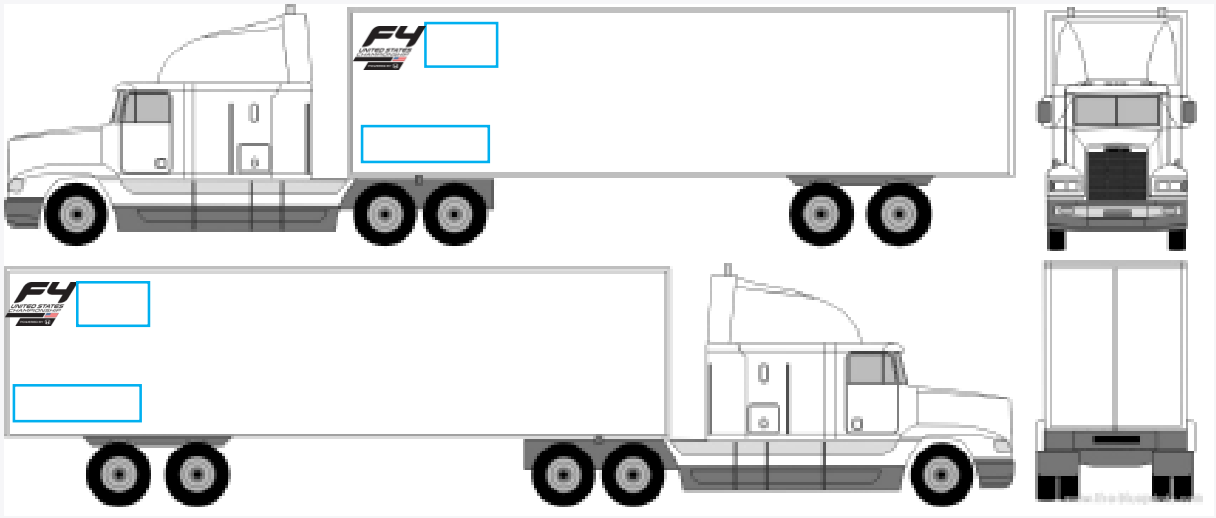
Upper chest, left-hand side
Format: 2.0” Tall
For dark jackets use white logos

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

TEAM TRANSPORTER



Trailer branding (driver's side)
Format: 3.25'x9'
Leave 3.25'x9' space blank if you plan on competing in F3

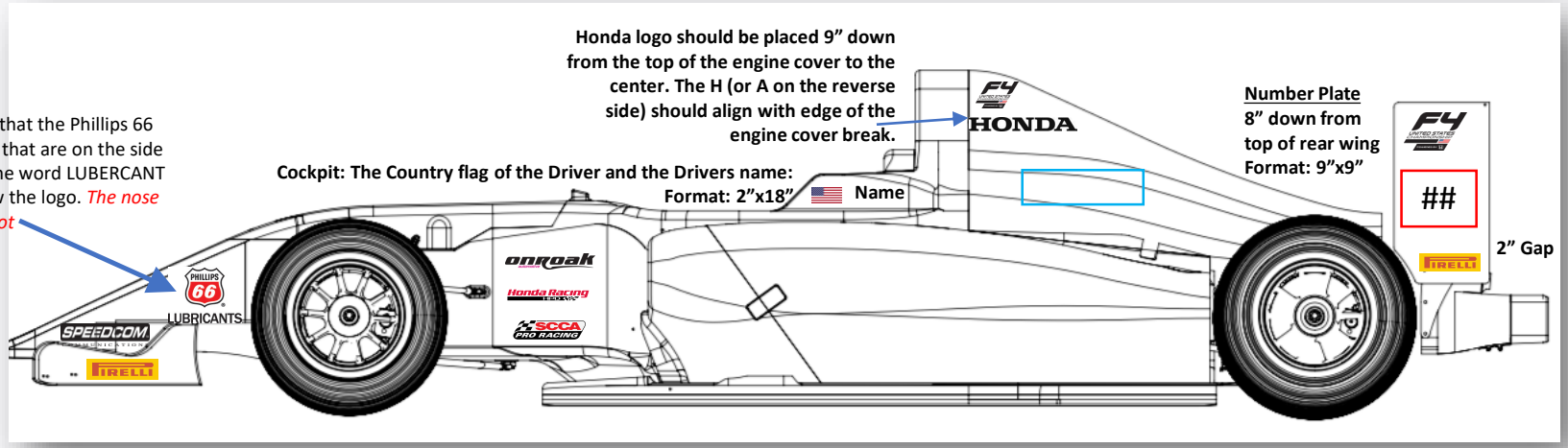
Trailer branding (driver's side)
Leave 2'x4' space blank for series sponsor

Trailer branding (passenger side)
Format: 3.25'x9'
Leave 3.25'x9' space blank if you plan on competing in F3

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

TEAM CAR SIDE

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"

Side Nose
Format 5" Tall
Isolation Space: Leave a minimum of 2"
Format 1.5"x7"

Front Chassis
Format: 3.375"x8.5"
Isolation Space: Leave a minimum of 2"

Engine Cover
Format: 3" Tall
Dark Wrap
Light Wrap

Engine Cover
Format: 1.8"x15"
Location: 9" Down from the top of the engine cover
Isolation Space: Leave a minimum of 1.8"

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

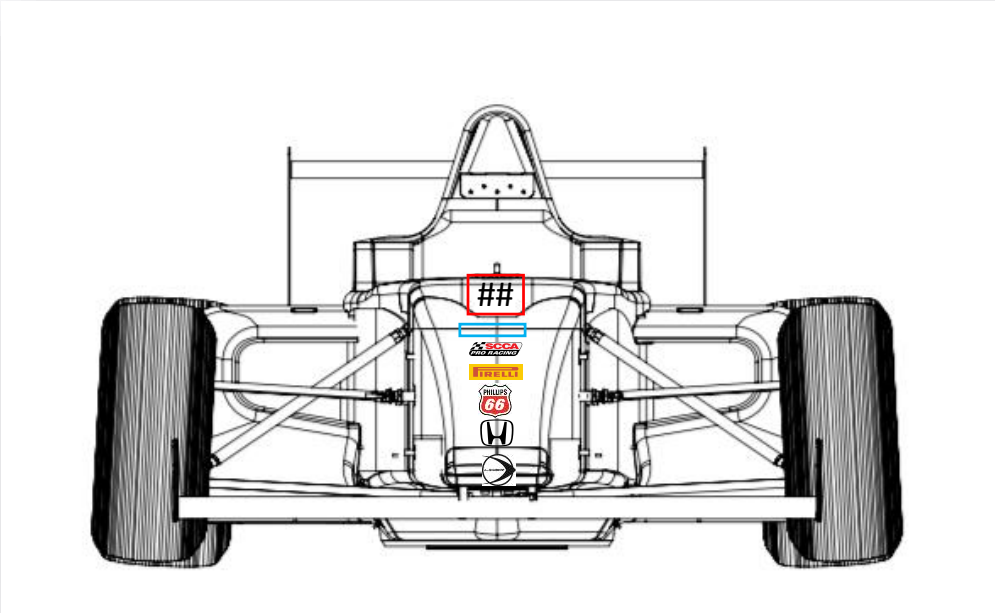
Rear Wing
Format: 5" Tall
Dark Wrap
Light Wrap

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.

TEAM CAR NOSE

2018

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



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

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"

The top of the Ligier circle must be 4" from the end of the nose