

FR FORMULA REGIONAL AMERICAS CHAMPIONSHIP

POWERED BY  HONDA



PURPOSE

This guide has been prepared to ensure that the Formula Regional Americas Championship Powered by Honda identity is always displayed and communicated correctly and with maximum visual effect.

The FR Americas logo is the primary element used for identifying and branding. It is a valuable asset that must be used carefully. Consistent use is important to building a strong brand and ensuring clear communication.

Please review and maintain the following guidelines in executing use of FR Americas identity in all applications.

USE

Always use original electronic versions of the logo provided with this document.

The correct use of the brand elements will ensure a positive consistent image that is an important reflection of this organization. Do not attempt to recreate, modify or alter original electronic versions of the brand logos provided with this document.

The primary FR Americas logo is intended to be used in the following format and in a horizontal orientation only in all applications.

PRIMARY LOGO



SECONDARY LOGO

The secondary FR Americas logo should be used where a vertical format is necessary or desired.



ELEMENTS

The FR Americas logo is presented in color and black and white applications.

PRIMARY LOGO (COLOR)



PRIMARY LOGO (B/W)



PRIMARY LOGO REVERSED (COLOR)



PRIMARY LOGO REVERSED (B/W)



SECONDARY LOGO (COLOR)



SECONDARY LOGO (BLACK AND WHITE)



FR AMERICAS COLORS

For printed materials or any high resolution reproduction, use the following Pantone Matching System ink spot colors that are embedded into the digital files included with this guide:



PMS 288 BLUE

C/M/Y/K VALUES: 100/84/33/18

R/G/B VALUES: 0/45/116



PMS 877 METALLIC SILVER

C/M/Y/K VALUES: 48/38/38/2

R/G/B VALUES: 141/144/144



PMS BLACK

C/M/Y/K VALUES: 100/100/100/100

R/G/B VALUES: 0/0/0

COMPLEMENTARY TYPEFACES

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Futura PT Heavy Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

VENERA 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SPECIFICATIONS AND USAGE

The FR Americas logo is preferred on a white background:



The FR Americas logo can be placed on a dark backgrounds:



Use solid black & white versions only when a color version cannot be used, specifically on single ink print applications. Should only be used in rare occasions. Poor quality reproduction such as faxes or logomarks reproducing smaller than 3/4" qualify in these instances.

DIGITAL FILES

Included in this document are the digital files necessary for proper utilization and execution of the FR Americas logo brand identity.

ADOBE ILLUSTRATOR FILES

These files are the industry standard for digital output. All can be scaled to any size without any degradation in quality. A folder containing the Adobe Illustrator digital files with the following AI files: Version CC EPS files (.eps0).

ADOBE PHOTOSHOP FILES

Adobe Photoshop files are included as .jpeg and .png RGB files. These files are ideal for use in email or internet applications.

LOGO ISOLATION AREA

When using any of the digital files included in this guide, a minimum isolated space should remain around all four sides of the FR Americas logo.

Elements not belonging to the mark, such as type, other symbols, or photographs should not be placed within the area at any time.



ADOBE DIGITAL FILE CATALOG

ILLUSTRATOR FILES



❶ FRA PRIMARY LOGO COLOR.eps



❷ FRA PRIMARY LOGO BW.eps



❸ FRA PRIMARY LOGO COLOR REVERSE.eps



❹ FRA PRIMARY LOGO BW REVERSE.eps



❺ FRA SECONDARY LOGO COLOR.eps



❻ FRA SECONDARY LOGO BW.eps



❼ FRA SECONDARY LOGO COLOR REVERSE.eps



❽ FRA SECONDARY LOGO BW REVERSE.eps

PHOTOSHOP FILES

❶ FRA PRIMARY LOGO COLOR.png

❶ FRA PRIMARY LOGO COLOR.jpeg

❷ FRA PRIMARY LOGO BW.png

❷ FRA PRIMARY LOGO BW.jpeg

❸ FRA PRIMARY LOGO COLOR REVERSE.png

❸ FRA PRIMARY LOGO COLOR REVERSE.jpeg

❹ FRA PRIMARY LOGO BW REVERSE.png

❹ FRA PRIMARY LOGO BW REVERSE.jpeg

❺ FRA SECONDARY LOGO COLOR.png

❺ FRA SECONDARY LOGO COLOR.jpeg

❻ FRA SECONDARY LOGO BW.png

❻ FRA SECONDARY LOGO BW.jpeg

❼ FRA SECONDARY LOGO COLOR REVERSE.png

❼ FRA SECONDARY LOGO COLOR REVERSE.jpeg

❽ FRA SECONDARY LOGO BW REVERSE.png

❽ FRA SECONDARY LOGO BW REVERSE.jpeg