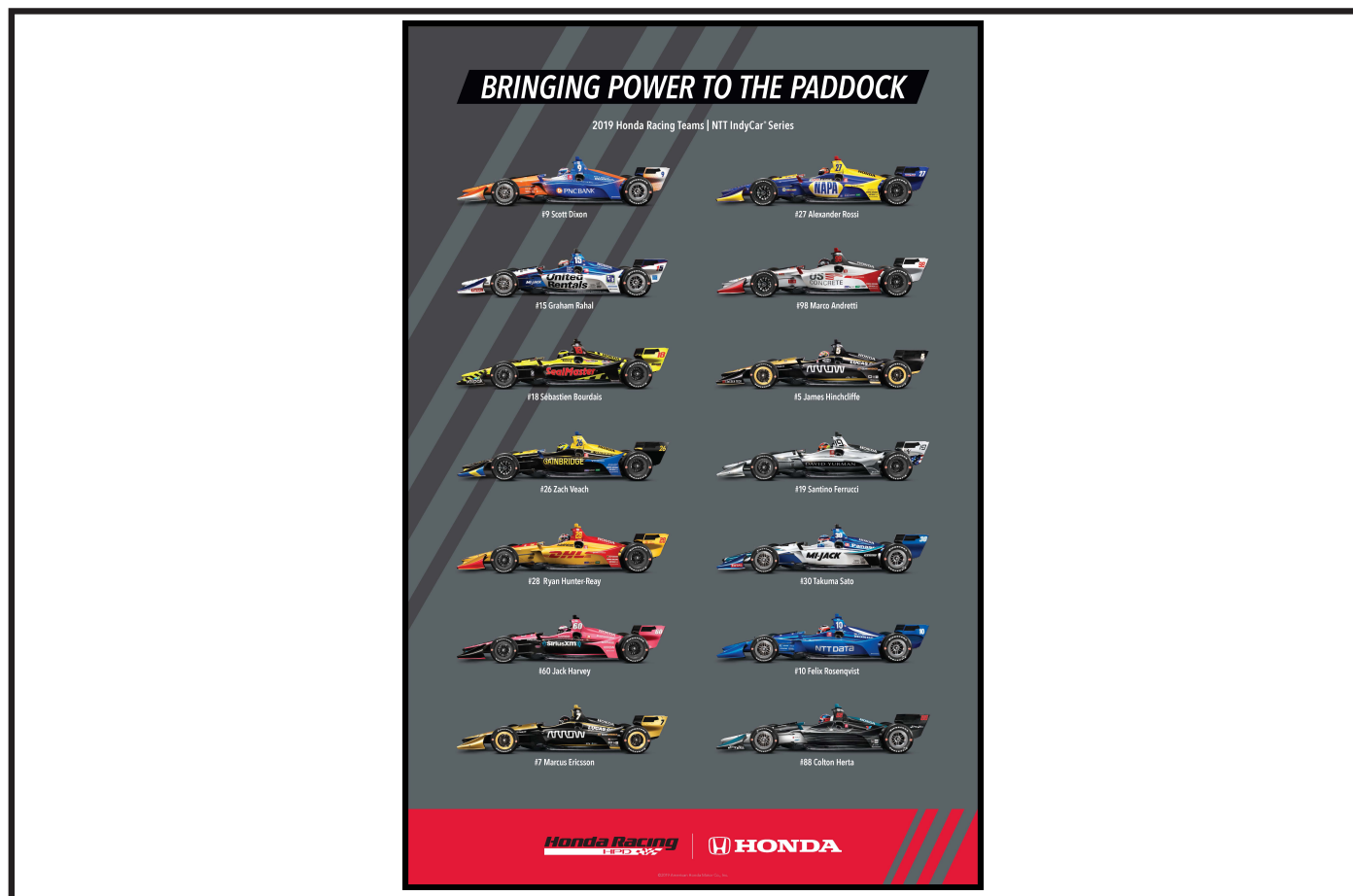




Style Guide
2021

HPD's Vision Statement

Developing performance solutions that drive Honda's race-winning passion.











Honda Performance Development, Inc. (HPD) will help Honda position itself in American motorsports as a manufacturer that can compete and excel at the highest levels of the sport by supplying superior product and outstanding customer support.

HPD will support American Honda Motor Co., Inc.'s (AHM) motorsports objectives through the establishment and management of targeted racing activities.

HPD will establish itself as a self-reliant organization capable of designing, producing and developing top-level, competitive, racing engines and other performance products.





Corporate Symbol		HONDA
Logos for Motorsport		 POWERED by HONDA
		Automobile Racing
Communication Items	Engine	HONDA
	Chassis	HONDA 
Communication Items	Poster / Websites	HONDA The Power of Dreams
	PR Items / Event Signs, etc.	 HONDA or  + 
Team Items (for Honda-Approved Teams Only)	Racing Suits	HONDA The Power of Dreams  or  + 
	Transporters	
	Staff Uniforms, etc.	

The key to Honda Racing's identity is our color palette. It is therefore critical that you carefully match paint, ink, vinyl, fabrics and other material samples used for identity purposes as closely as possible to our signature color swatches. All Honda Racing graphics that your team produces must be applied in either 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 the area where the graphic is to be placed unless prior approval has been received from Honda/HPD. The goal is to maximize contrast between the surface and Honda's marks, in order to provide the greatest visibility for trackside and television viewers. (See color palette on page 4.)

Brand Look and Feel: Preferred Color Applications



White logo can be used on dark background.



Black logo can be used on light background.



Color Palette & Graphic Motif

Honda Red

Pantone 186C

RGB: 237/27/47

CMYK: 0/100 /90/0

Web Color CC0000

Embroidery threads: 2263



Gray

Pantone 423

RGB: 154/154/154

CMYK: 0/ 0/ 16/41

Web Color: 154/154/154

Embroidery threads: 2483 cloud



Black

Pantone Black

RGB: 0/0/0

CMYK: 20/ 20/20/100

Web Color: 0/0/0

Embroidery threads: 5596



Silver

Pantone 877C

RGB: 130/129/129

CMYK: none

Web Color: 130/129/ 129

Embroidery threads: "J" Metallic



White

Pantone N/A

RGB: 255/255/255

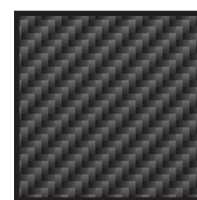
CMYK: 0, 0, 0, 0

Web Color: 255/255/255

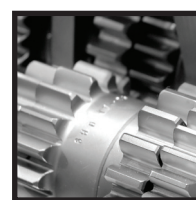
Embroidery threads: 9174



Carbon Fiber



Titanium

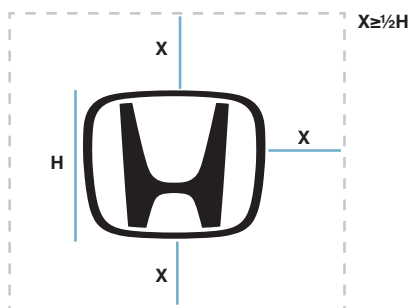
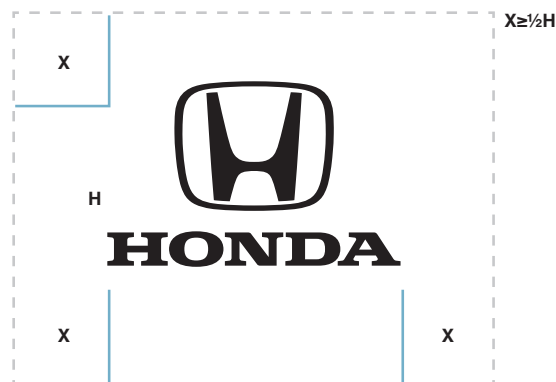


The colors noted can be blended with certain textures to create print and web materials. Honda Racing logos should be in Honda Red, and light colors should be used in the background to enhance Honda Red. When using a reverse-type display (white), the background should be a dark color. In printed materials, reproduce the colors accurately using color chips. Please use the designated similar colors in the event that color chips cannot be used, such as in four-color printing or website applications.

The preferred colors for Honda Racing are Red, Black, and White. All White logos can be used on dark backgrounds and all Black logos can be used on light backgrounds. For applications of Honda Racing logos where the letters HPD and flag are not prominent, or where just the HPD logo is used, the letters and flag may be white or black over a solid, contrasting background (as needed).

Adhesive-backed, opaque graphic films, such as 3M's Scotchcal ElectroCut Graphic Film Series 7725, may be used for Gerber-cut graphics applications on vehicles, vehicle labels, striping, signs, tool chests, track barriers, etc.





As demonstrated here, the required clear space surrounding the mark is a function of the logo's equivalent height. It is important to maintain a sufficient amount of space around the mark to ensure that the mark is distinct and easily identifiable at all times. The following guidelines were established to create a standard for logo application on race vehicles, drivers' suits, pit-crew uniforms, pit equipment and other race-team elements. Your cooperation in the correct, consistent use of the logo will reinforce our marketing efforts and present a strong brand image to our customers. The sizing of the marks should be such that visibility is maintained.

Preservation of Honda's Reputation & Incorrect Usage



Honda Performance Development, Inc.



Honda logos and symbols should never be used in a way which may, in the reasonable opinion of Honda, bring it into disrepute or ridicule. The logos should not be applied in a manner which is or can be reasonably construed as being grossly offensive or unsafe. This includes any material, used together with the logos, which is grossly obscene or defamatory under the law of any country in which the logos are displayed or distributed. Any act, which in the reasonable opinion of Honda, in its sole discretion, damages the goodwill or reputation of Honda and/or its respective products and/or trademarks is also not allowed. Any representation of these logos or symbols should refrain from communicating or non-verbally implying that inappropriate behavior or illegal activity has been sanctioned by Honda. All new applications of these marks must be approved in writing in advance by Honda.



Do not reposition any mark components.



Do not use any Honda Racing marks as part of your team identity.



Do not outline any mark.



Do not embellish or alter any mark.



Do not change or alter proportions, perspective or widen Honda or Honda Racing marks.



Do not substitute color on Honda or Honda Racing marks.



Do not use a logo if the font is squared off like this. This is an older, outdated version of the logo.

Demonstrated here are examples of unacceptable Honda Racing marks and applications. These examples do not represent all possible cases of unacceptable usage. Do not alter the mark artwork in any way. The size relationships, drawing and color of Honda Racing marks have been carefully refined for maximum impact as well as optimum readability. Do not incorporate Honda Racing marks or any of their elements into any other design or artwork. The marks are intended to stand alone without embellishment. All Honda marks must follow Honda Motor's brand guidelines and AHM's style guide.

Preservation of Honda's Reputation: Any use of the logos and trademarks which damages the goodwill or reputation of Honda and its respective products is not allowed.





HONDA

Embroideries must be >3" wide

Embroideries must be >2" wide



Embroideries must be >3.5" wide

When embroidering, please carefully follow the minimum size parameters and use the correct threads.

Approved Embroidery thread options are:

- Honda Red: 2263
- Silver: J Metallic
- Gray: 2483 Cloud
- Black: 5596
- White: 9174 (See Honda color palette on page 4.)

Style Guide
V3.0 Rev. 1.5.18

Honda

Honda Performance Development, Inc.

Honda Racing/HPD

Honda Racing

HONDA

HONDA PERFORMANCE DEVELOPMENT INC.

HONDA RACING/HPD

HONDA RACING

Never Capitalize Honda Racing mark texts

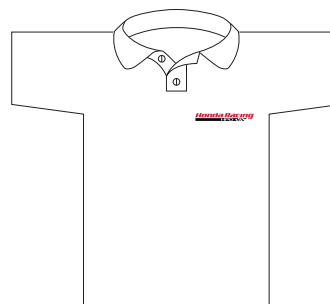
HPD

HPD logo text may be utilized on small parts where space is limited. The same isolation space requirements still apply as with the HPD flag logo.

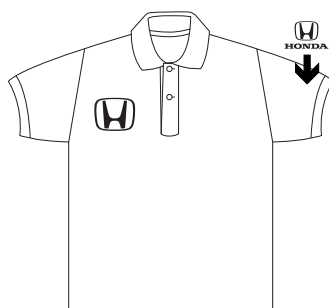
When using Honda Racing's marks in text applications, only use upper-and lower-case characters. To avoid confusion with the logo, never use all caps.

This rule applies to company names, logos, advertising, product or technology names and all other text usages of Honda Racing marks.





On apparel, logo can be centered, right / left chest, across the front or back.



The combined "H mark" and "HONDA" logo needs to be on all apparel and must be approved by HPD.



Logo should be visible in its entirety.

Logo should not be wrapped.

Merchandise:

The Honda Racing logo needs to be visible in its entirety on all forms of merchandise. Merchandise sold with the Honda Racing marks must strictly follow this guide.

Logos On Products:

The placement of the Honda Racing logo is to be separated from other manufacturers' logos.



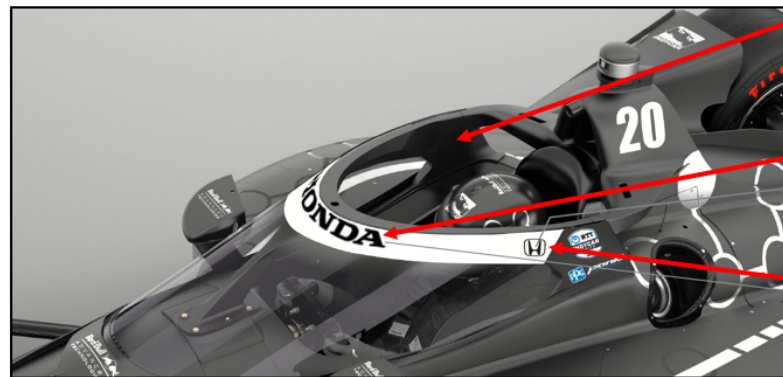
Spacing: ½ Height of H Logo

PRIMARY LOGO

"H" logo at least 6" tall
placed on nose cone
(not monocoque)



Desired flag placement: HPD
Flag Logo separated by at
least height of HPD logo



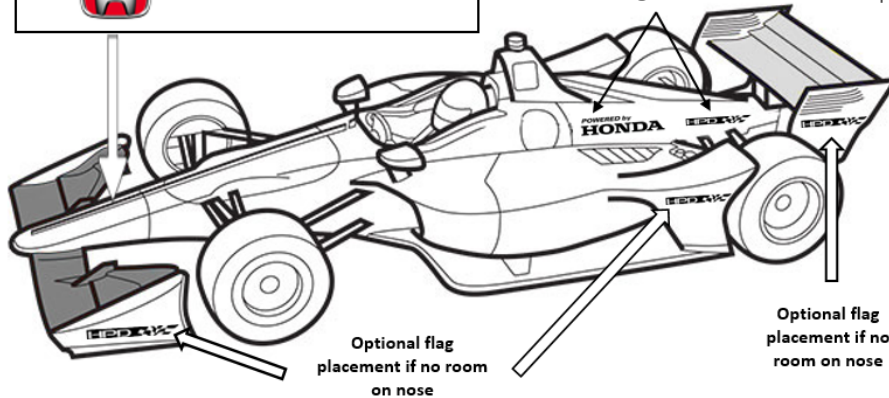
Aeroscreen Option #1:
HPD Flag Logo
-Black or white over solid,
contrasting color
-on inside of screen

Aeroscreen Option #2/3:
Honda "H" logo or
"HONDA" logo
-Black or white over solid
contrasting color
-Centered on aeroscreen

Aeroscreen Option #4:
Honda "H" logo
-Black or white over solid
contrasting color
-One each side

"Powered by Honda" logo and
HPD Flag logo preferred location
on engine cover.

"Powered by Honda" logo at least
20" wide placed on engine cover
above vent



Optional flag
placement if no room
on nose

Optional flag
placement if no
room on nose

The required placement of Honda's graphics is shown here. The "Powered By Honda" logo must be black or white and on a contrasting, non-patterned background. It must be at least 20" wide (HONDA lettering) and not skewed or distorted.

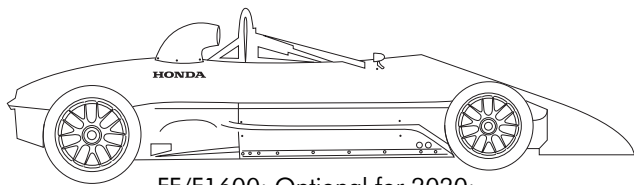
The 6" tall H mark logo placement on the nose cone must adhere to the area-of-isolation guidelines. It must also be easily identifiable, and unobstructed by race-vehicle features (bodywork seams, gurneys, suspension covers, radio beacons, etc.).

The silver 3D logo with red background may be placed over a patterned or solid background.

The Honda "H" or "HONDA" logo on the aeroscreen must be at least 2" tall in black or white over a contrasting, solid color.

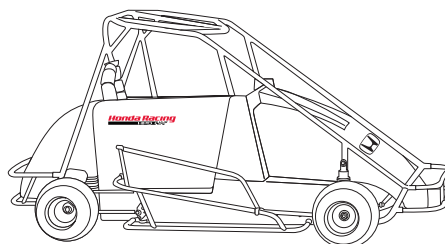
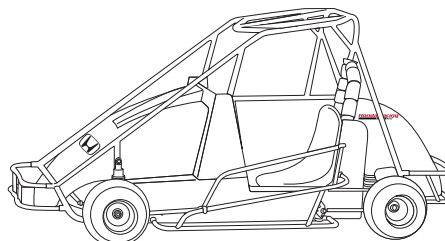
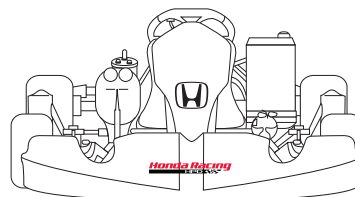
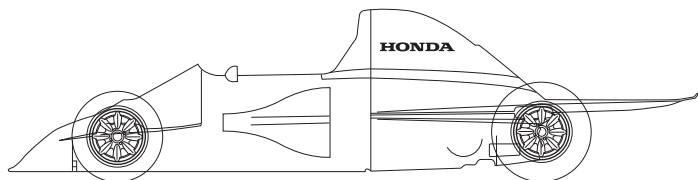
Style Guide
V4.0 Rev. 11.15.19

Decal Placement: Open Wheel

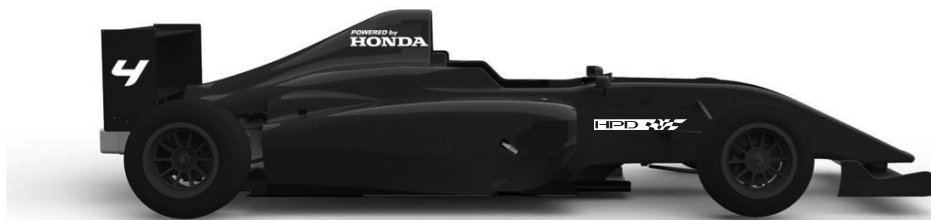


FF/F1600: Optional for 2020:

POWERED by
HONDA



F4/F3: Mandatory for 2020:



As shown here, the Honda logo is at least 15" wide. The 'H' logo must measure 3" wide, and centered on the H logo's vertical-center line. The Honda Racing/HPD logo must be 8.5" wide.

See Honda Racing approved color palette on page 4.

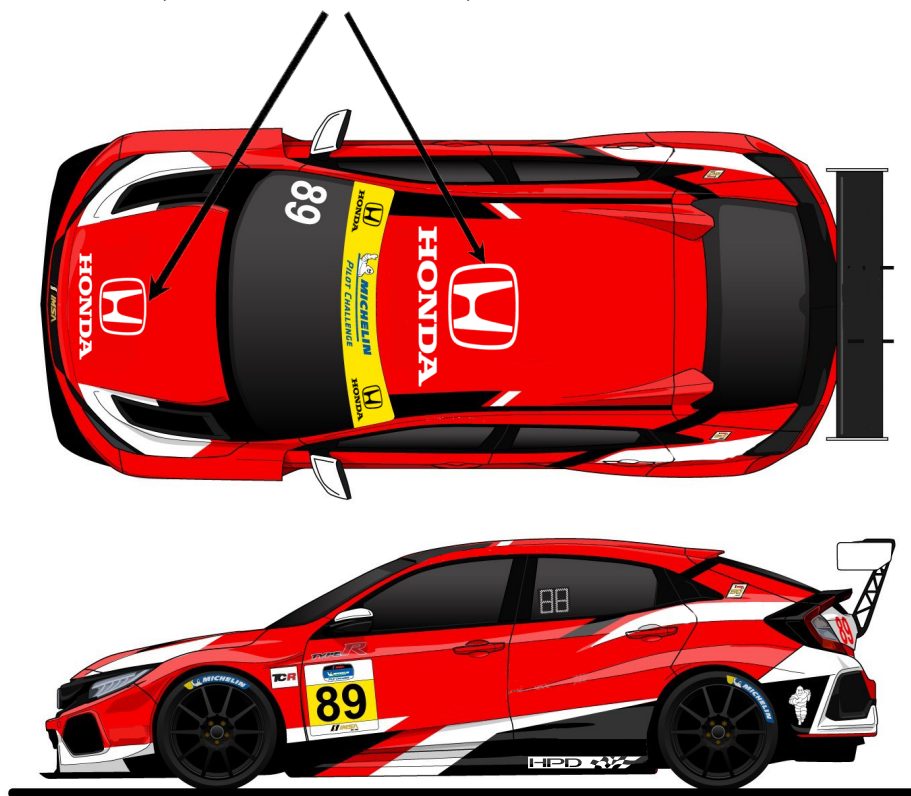
The prominence of Honda Racing identity applications on the race vehicle depends on the degree of corporate sponsorship. Shown here are the approved logo-placement positions for Honda Racing Line members.

The H mark logo placement on the nose cone must adhere to the area-of-isolation guidelines (the distance between the top of the H logo and the bottom of the Honda Racing/HPD logo must be 1.5"). It must also be easily identifiable, and unobstructed by race-vehicle features (bodywork seams, gurneys, suspension covers, radio beacons, etc.).





Optional Honda brand location placements
(both are not required)



Preferred "HPD" placement

See Honda Racing approved color palette on page 4.

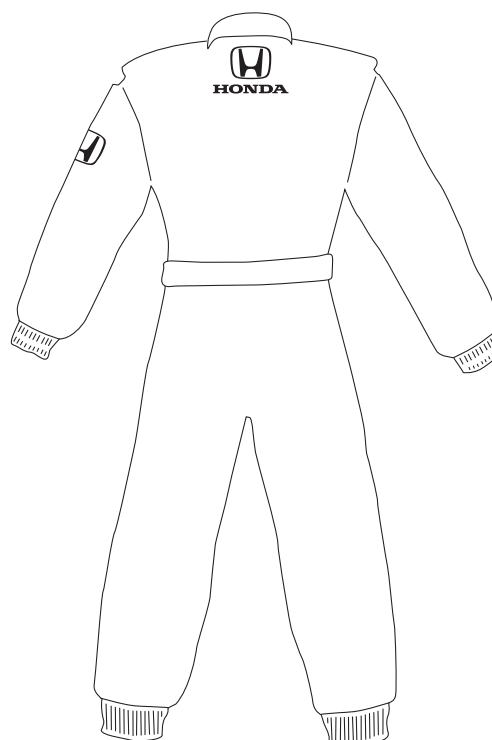
The prominence of Honda Racing identity applications on the race vehicle depends on the degree of corporate sponsorship. Shown here are the approved logo-placement positions for Honda Racing Line members.



Right-front chest,
5" wide, minimum.



Center back, H logo
2.5" wide, minimum.



The proper Honda identification for the driver's fire suits is shown here. The graphic locations and sizes must be strictly observed. Embroidered applications are required on all articles of clothing.

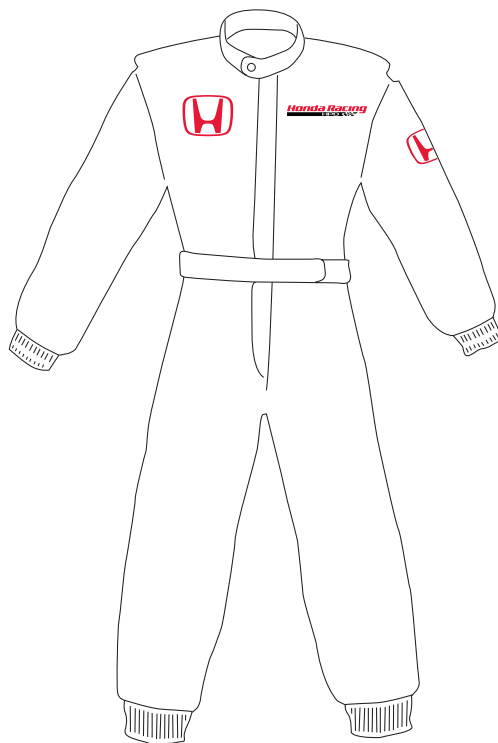
The H/Honda unified brand on the upper right-front chest is considered to be a singular logo and must measure 5" across the widest section, minimum.

The H mark logo placements on left sleeve must measure 2.5" wide.

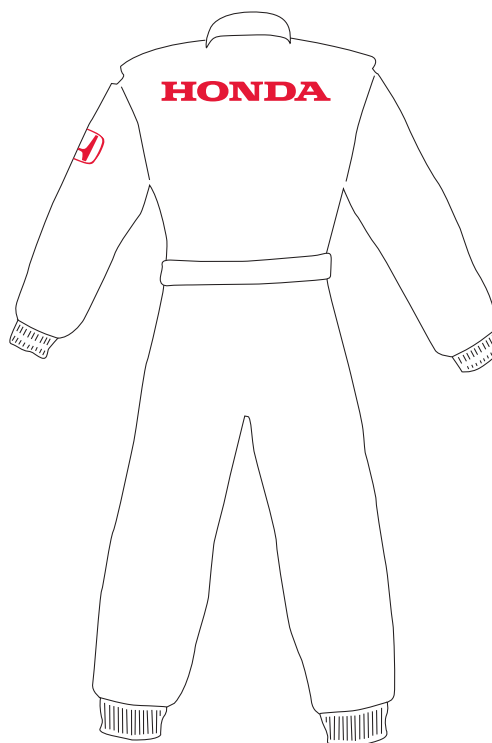
On the center back, H logo must measure 2.5" wide, minimum, between the shoulders.

Honda Fire Suits: HPD Associate

Right-front chest, "H" logo 5" wide, minimum; Honda Racing/HPD logos 5" wide, minimum, and centered on the H logo's vertical-center line.



Center back, Honda logo 9.5" wide, minimum.



Left shoulder, H logo 2.5" wide, minimum.

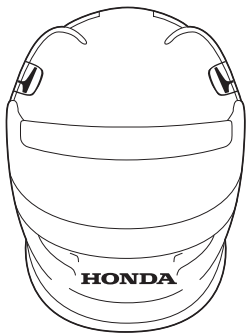
* If, in the normal construction of the driver's firesuit, any design element (epaulet, sleeve gusset, zipper enclosure, etc.) interferes with the application of the Honda trademarks, a width allowance may be granted by HPD. This width allowance must be applied for in writing and with proper justification. Approval requests are at HPD's discretion. See Honda Racing approved color palette on page 4.

The proper Honda identification for the driver's fire suits is shown here. The graphic locations and sizes must be strictly observed. Embroidered applications are required on all articles of clothing.

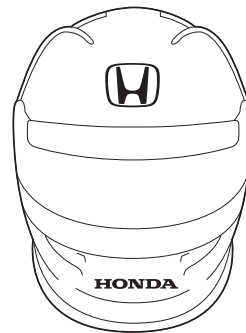
The Honda Racing/HPD brand on the upper right-front chest is considered to be a singular logo and must measure 5" across the widest section, minimum.

There are two logos to be used on the front of the fire suit. The H logo must measure 5" wide and must be the uppermost logo on the right chest. The Honda Racing/HPD logo must be 5" wide, minimum, and must be on the left chest. On the center back, the Honda logo must measure 9.5" wide, minimum, between the shoulders.



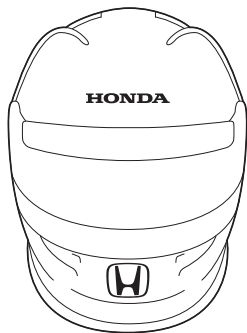


Preferred:
H mark logo, 1.5" wide, minimum, above visor on the sides of the helmet in two placements. Honda logo, 4" wide, minimum, centered in the upper-most position, right below the visor.

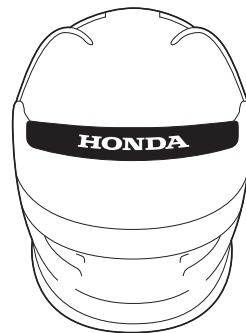


Option 1:
H mark logo, 2" wide, minimum, centered in the lowermost position, right above the visor. Honda logo, 4" wide, minimum, centered in the upper-most position, right below the visor

Note: The two H marks above the visor should be visible when the visor is in the raised position.



Option 2:
Honda logo, 4" wide, minimum, centered in the lowermost position, right above the visor. H mark logo, 2" wide, minimum, centered in the uppermost position, right below the visor.



Amateur Racing Only:
The Honda decal for the helmet visor is optional.

There are three acceptable configurations for Honda graphics on driver helmets. Please note that Honda graphics should not be placed on top of other graphics and that a solid-color background is required. Based on helmet design, logos can be bigger than minimums.

The Honda visor decal is optional for all Honda Race Line amateur racers.



Left shoulder, H logo should be
2.5" wide, minimum.



Right-front chest, 4.5" wide, minimum.



Center back H logo should be
2.5" wide, minimum.

Shown here are the correct locations for the Honda trademark on owners' shirts, team uniforms and casual wear, including sweatshirts, jackets, raincoats, etc.

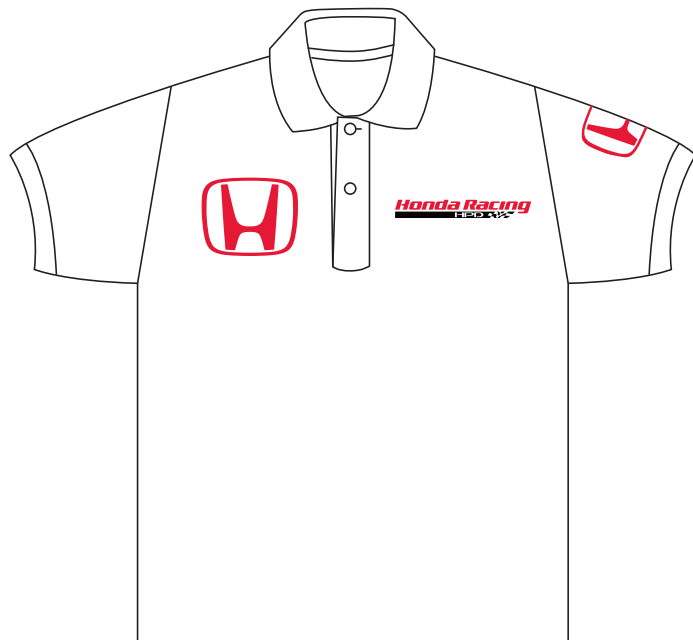
The H/Honda unified brand on the upper right-front chest is considered to be a singular logo and must measure 4.5" across the widest section, minimum.

The H mark logo placements on left sleeve must measure 2.5" wide.

On the center back, H logo must measure 2.5" wide, minimum, between the shoulders.

Honda Uniforms

Left shoulder, H logo should be 2.5" wide, minimum.



Right chest, H logo should be 2.5" wide, minimum. 'Honda Racing/HPD' logo should be 5" wide, minimum.



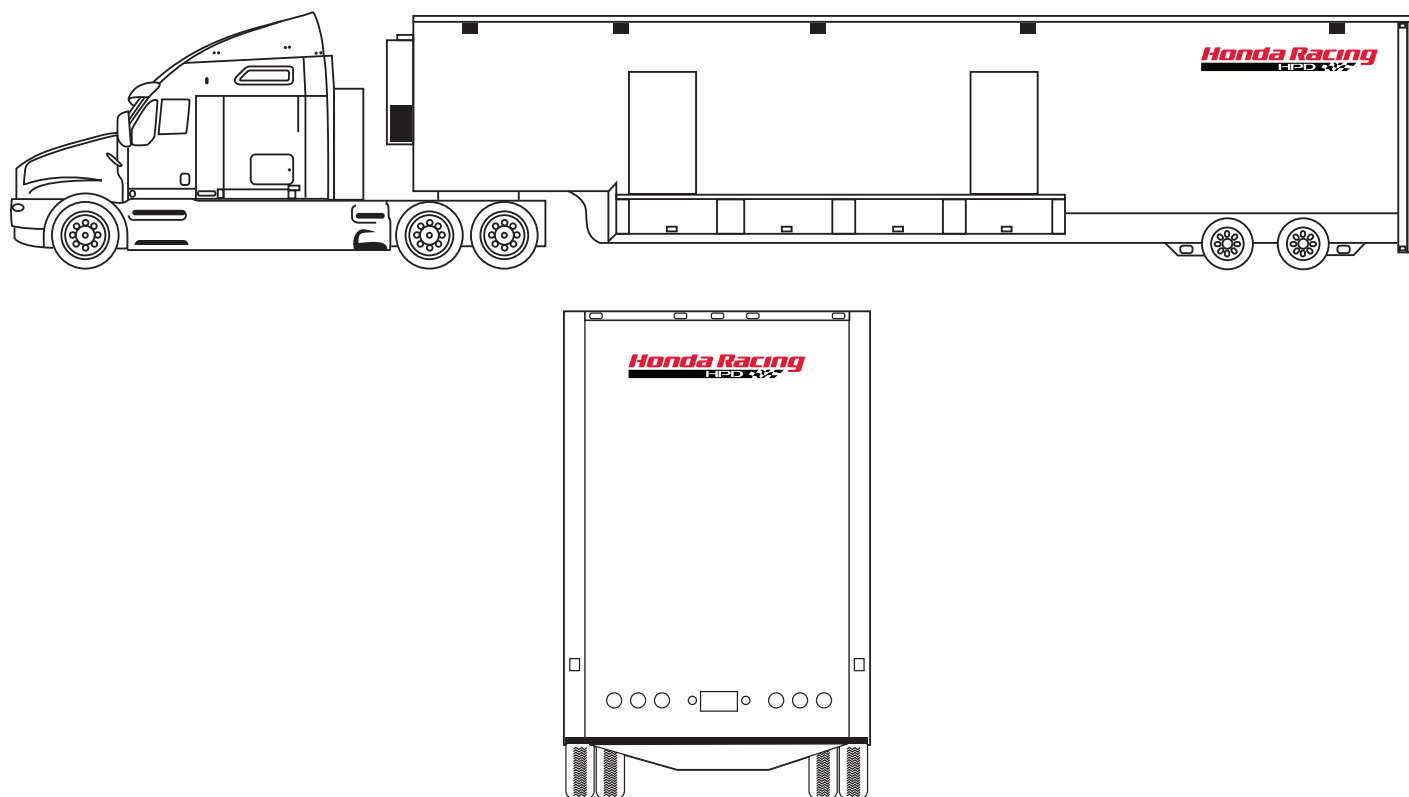
Honda Racing/HPD logo should be 9.5" wide, minimum.

Shown here are the correct locations for the Honda trademark on Honda associate shirts, uniforms and casual wear, including sweatshirts, jackets, raincoats, etc.

The H mark logo placements on left sleeve must measure 2.5" wide. Note that there are two logos to be used on the front of the shirt. On the front, the H logo must measure 2.5" wide and must be the uppermost logo on the right chest. On the front, the H logo must measure 2.5" wide, minimum, and must be on the right chest. The Honda Racing/HPD logo must be 5" wide, minimum, and must be on the left chest. On the center back, the Honda Racing/HPD log must measure 9.5" wide, minimum, between the shoulders.



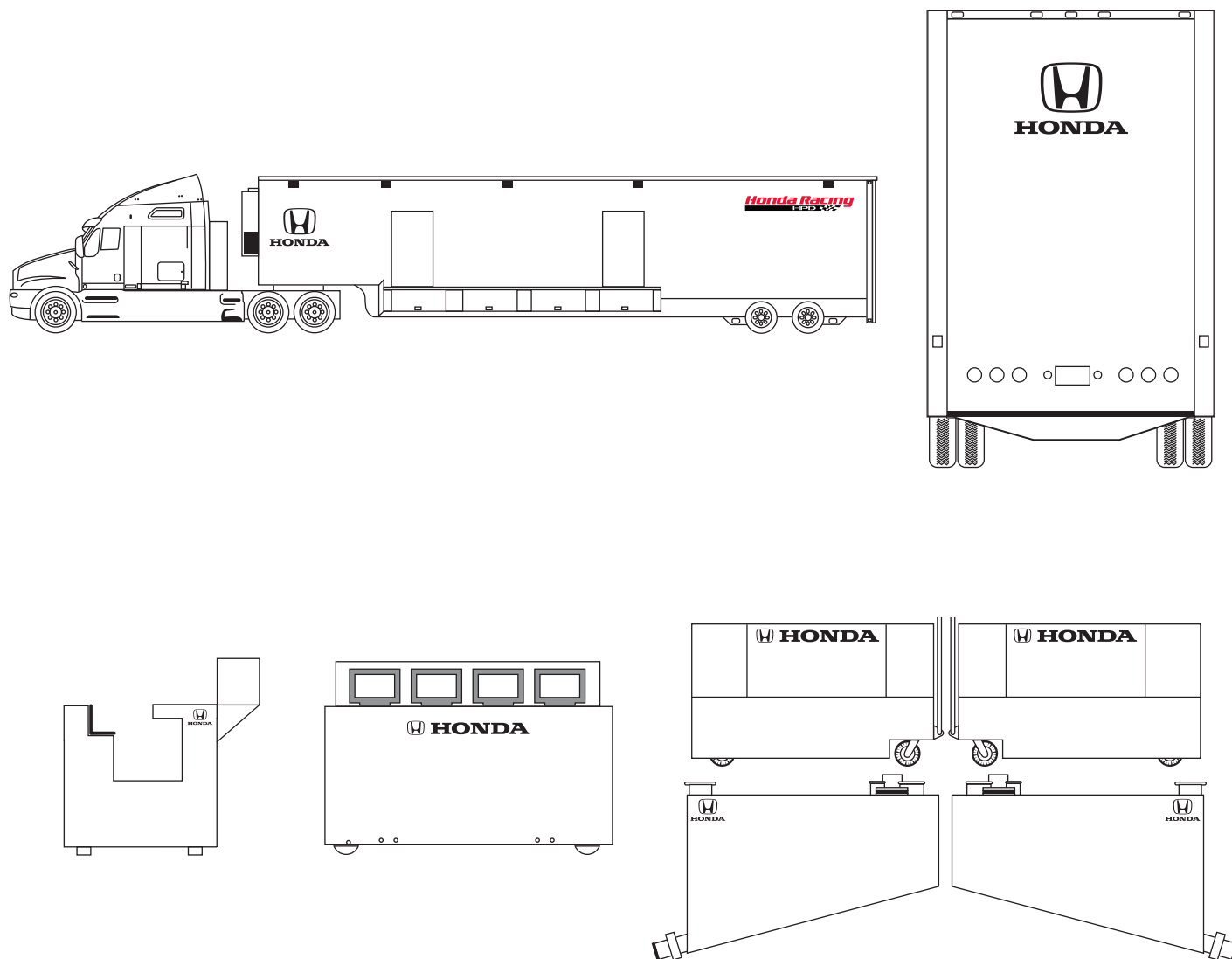
Team Transporters: Customer Racing



Vehicle transporters may be identified using paint or adhesive vinyl material. Observe the area of isolation in placing Honda Racing/HPD logos in relation to other graphic elements.

Preferred placements are shown in the diagrams. As always, observe the minimum required area of isolation around each logo in relation to any other graphics.





Vehicle transporters may be identified using paint or adhesive vinyl material. Observe the area of isolation in placing Honda Racing/HPD logos in relation to other graphic elements.

When placing Honda graphics on the pit and paddock staging areas (stands, carts or rigs) please use an area that is in the upper regions of the equipment, and does not cramp or crop the logo.

Preferred placements are shown in the diagrams. As always, observe the minimum required area of isolation around each logo in relation to any other graphics.

