

# F4

*UNITED STATES  
CHAMPIONSHIP*



**POWERED BY**



**HONDA**

## PURPOSE

This guide has been prepared to ensure that the Formula 4 United States Championship Powered by Honda brand identity is always displayed and communicated correctly and with maximum visual effect.

The F4 U.S Championship 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 F4 U.S Championship 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 F4 U.S Championship logo is intended to be used in the following format and orientation only in all applications.

## PRIMARY LOGO



## ELEMENTS

The F4 U.S Championship logo can be presented against color and black and white backgrounds.

### PRIMARY LOGO



### PRIMARY LOGO REVERSED



### PRIMARY LOGO KEYLINE



## COMPLEMENTARY TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Futura PT Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Futura PT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Futura PT Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
VENERA 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
VENERA 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
VENERA 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
VENERA 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
VENERA 900

**F4 U.S. CHAMPIONSHIP 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 BLACK****C/M/Y/K VALUES: 100/100/100/100****R/G/B VALUES: 0/0/0****WHITE****C/M/Y/K VALUES: 0/0/0/0****R/G/B VALUES: 255/255/255****PMS 185C****C/M/Y/K VALUES: 3/100/85/0****R/G/B VALUES: 231/0/51****PMS REFLEX BLUE****C/M/Y/K VALUES: 100/89/12/6****R/G/B VALUES: 0/37/150**

## SPECIFICATIONS AND USAGE

The F4 U.S Championship logo is preferred on a white background:



The F4 U.S Championship logo can be placed on a dark backgrounds:



## ALTERNATE LOGO

Used specifically for clothing applications.



## DIGITAL FILES

Included in this document are the digital files necessary for proper utilization and execution of the F4 U.S Championship 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 (.eps) and (.pdf).

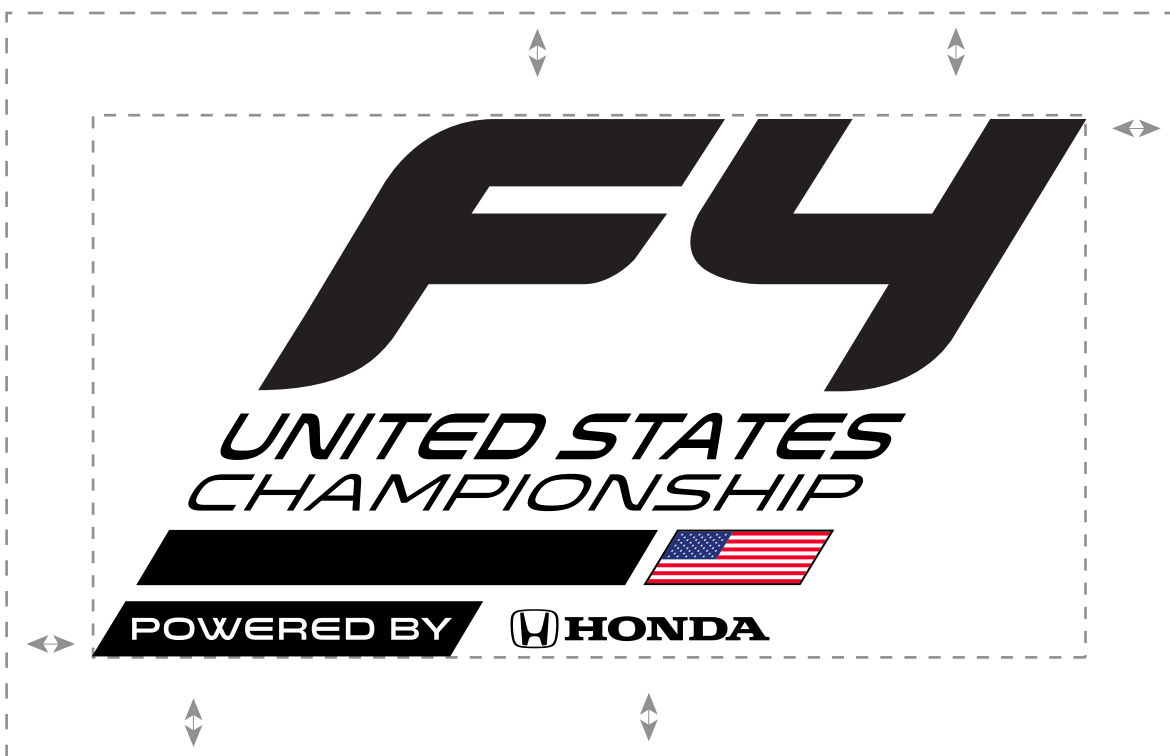
## ADOBE PHOTOSHOP FILES

Adobe Photoshop files are included respectively as .jpeg and .png Grayscale or 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 F4 U.S Championship logo.

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



## DIGITAL FILE CATALOG

### ADOBE ILLUSTRATOR FILES



- ① F4 PRIMARY Logo.eps  
F4 PRIMARY Logo.pdf



- ② F4 PRIMARY Logo REVERSED.eps  
F4 PRIMARY Logo REVERSED.pdf



- ③ F4 PRIMARY Logo KEYLINE.eps  
F4 PRIMARY Logo KEYLINE.pdf



- ④ F4 MARK.eps  
F4 MARK.pdf



- ⑤ F4 MARK REVERSED.eps  
F4 MARK REVERSED.pdf

### ADOBE PHOTOSHOP FILES



- ① F4 PRIMARY Logo.jpeg  
F4 PRIMARY Logo.png



- ② F4 PRIMARY Logo REVERSED.jpeg  
F4 PRIMARY Logo REVERSED.png



- ③ F4 PRIMARY Logo KEYLINE.eps  
F4 PRIMARY Logo KEYLINE.pdf



- ④ F4 MARK.jpeg  
F4 MARK.png



- ⑤ F4 MARK REVERSED.jpeg  
F4 MARK REVERSED.png