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FR AMERICAS CHAMPIONSHIP

2021 Style Guide

GUIDELINES

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The following slides outline the specifications for all logo identification that each team and its drivers are required to follow during the 2021 FR Americas Championship season. The specifications include logo type, location and size for the designated space. This document covers the Official FR Americas Championship, Hankook Tires, Ligier, SCCA Pro Racing, Honda, Honda Racing HPD, Omologato, Sunoco Fuels, Hagerty and the FR Americas TBA title sponsor logos.

Teams should not produce official partner logos, series logos or numbers for their cars. All teams will receive one set of decals and patches as well as two sets of numbers and panels with their vehicle registration. Additional sets will be available for purchase. **Please provide a solid background for the 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.

Drivers are free to have their suits embroidered and not use the provided patches.

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

FR AMERICAS LOGO

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

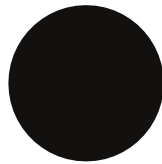
The complete FR Americas logo usage guide is available in the sponsor asset folder available for download on Page 2.

GRAPHIC MOTIF

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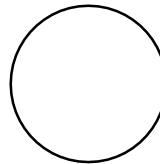


Black



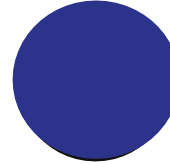
C 20
M 20
Y 20
K 100

White



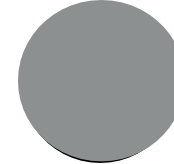
C 0
M 0
Y 0
K 0

Blue



C 100
M 97
Y 3
K 3

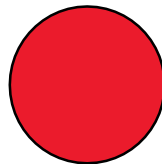
Silver



C 48
M 38
Y 38
K 2

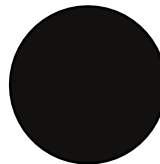
POWERED by
HONDA

Honda Red



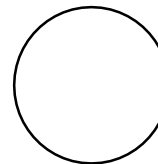
R 237
G 27
B 47

Black



C 20
M 20
Y 20
K 100

White



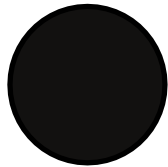
C 0
M 0
Y 0
K 0

GRAPHIC MOTIF

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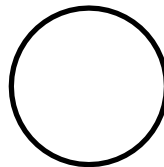


Black



C 20
M 20
Y 20
K 100

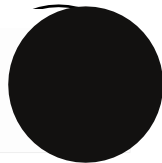
White



C 0
M 0
Y 0
K 0

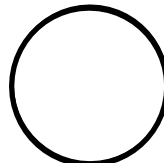


Black



C 20
M 20
Y 20
K 100

White



C 0
M 0
Y 0
K 0

GRAPHIC MOTIF

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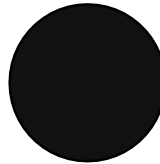


Red



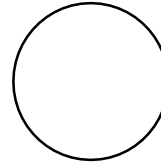
R 217
G 23
B 18

Black



C 20
M 20
Y 20
K 100

White



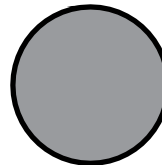
C 0
M 0
Y 0
K 0

Orange



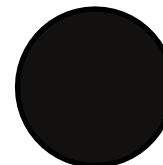
R 225
G 102
B 0

Grey



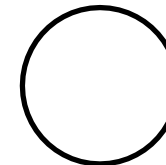
R 153
G 155
B 158

Black



C 20
M 20
Y 20
K 100

White



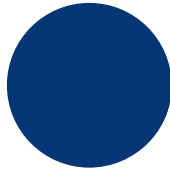
C 0
M 0
Y 0
K 0

GRAPHIC MOTIF

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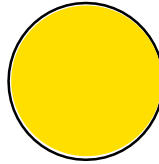


Blue



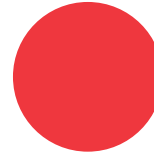
C 100
M 80
Y 6
K 32

Yellow



C 0
M 9
Y 100
K 0

Red

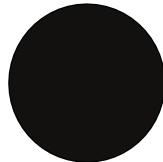


C 0
M 93
Y 79
K 0



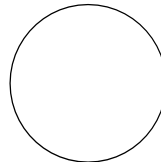
HONDA

Black



C 20
M 20
Y 20
K 100

White



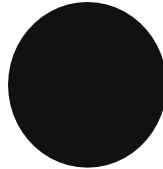
C 0
M 0
Y 0
K 0

GRAPHIC MOTIF

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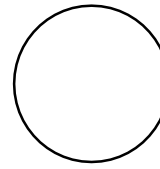


Black



C 20
M 20
Y 20
K 100

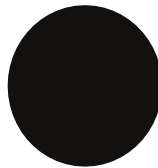
White



C 0
M 0
Y 0
K 0

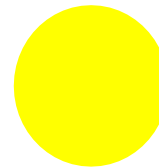


Black



C 20
M 20
Y 20
K 100

Yellow



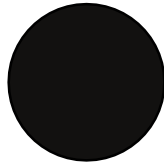
C 0
M 0
Y 100
K 0

GRAPHIC MOTIF

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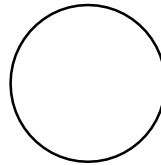


Black



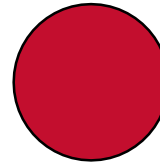
C 20
M 20
Y 20
K 100

White



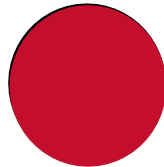
C 0
M 0
Y 0
K 0

Red



PMS
1795

Red



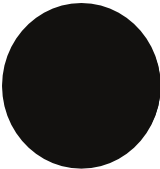
PMS
186

GRAPHIC MOTIF

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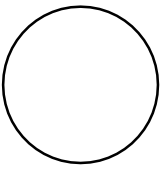


Black



C 20
M 20
Y 20
K 100

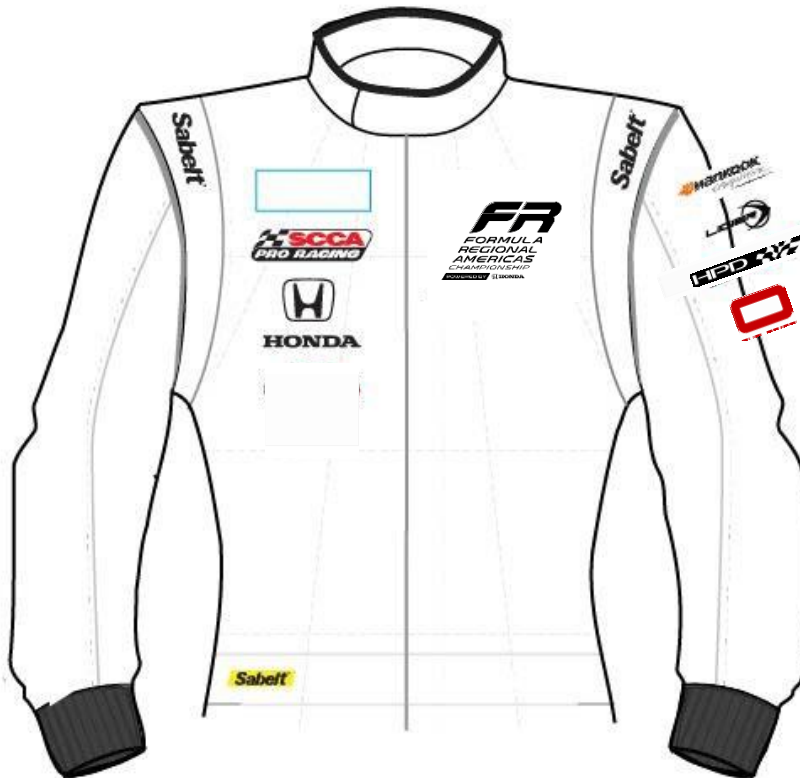
White



C 0
M 0
Y 0
K 0

DRIVER SUIT

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Upper chest, left-hand side

Format: 3" Tall



Left arm, upper-shoulder

Format: 2"x4"

Left arm, upper-shoulder

Format: 2" Tall



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



HONDA

ALL drivers are required to wear their suit meeting proper branding standards when on the podium. See sporting regulations for more information.

There needs to be at least 1/2 height of the logo surrounding the combined H logo

DRIVER SHIRT

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

Upper chest, left-hand side

Format: 2.5" Tall



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



HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

CREW SHIRT

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Upper chest, left-hand side

Format: 2.5" Tall



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



HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

DUAL SERIES CREW SHIRT

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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

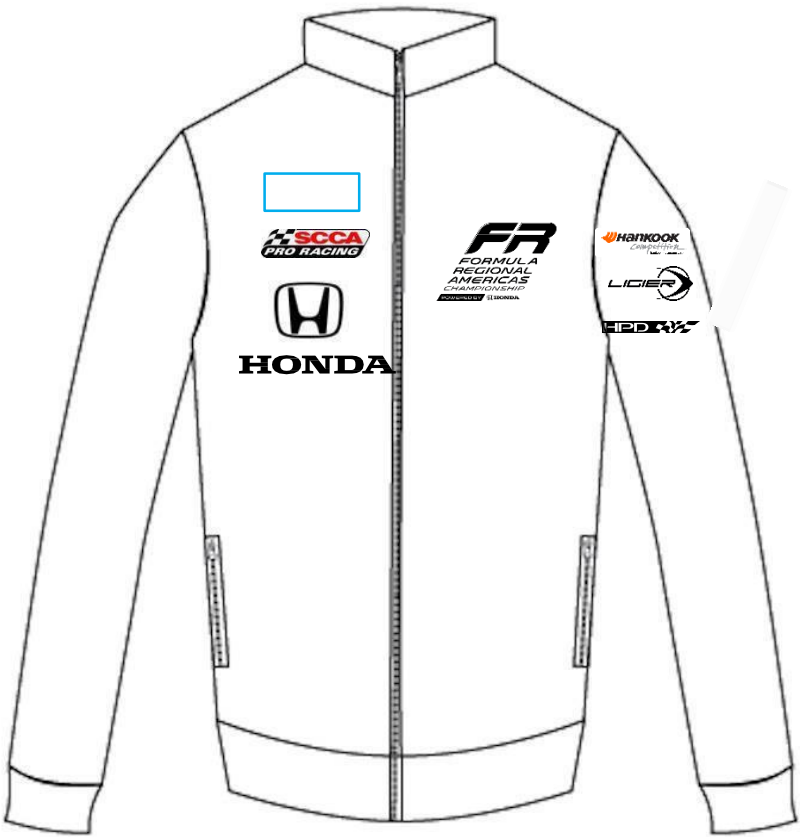


HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

CREW JACKET

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Upper chest, left-hand side

Format: 2.5" Tall



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

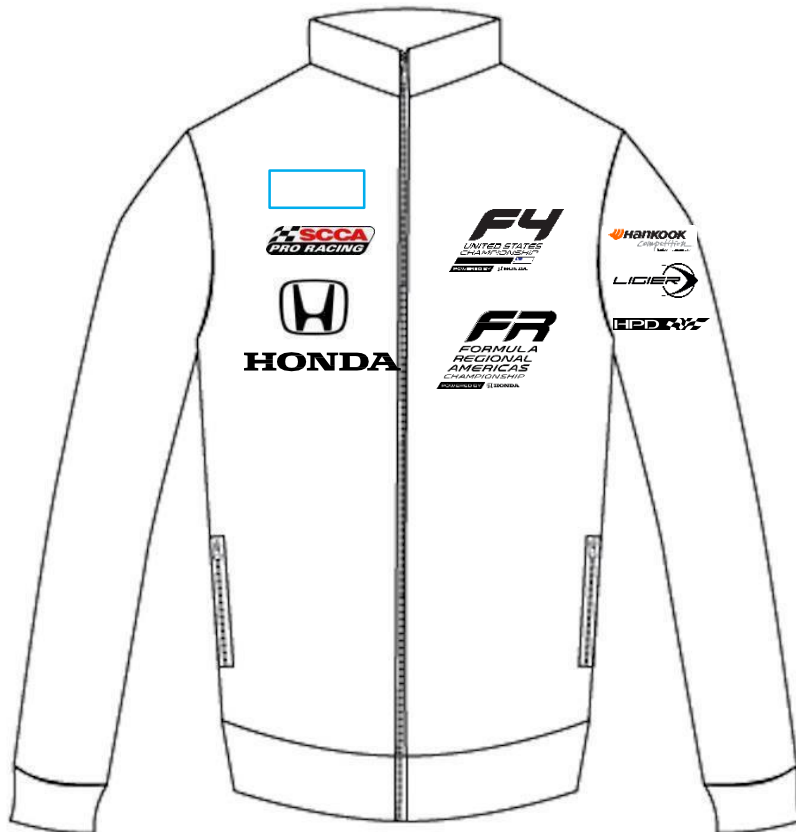


HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

DUAL SERIES CREW JACKET

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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

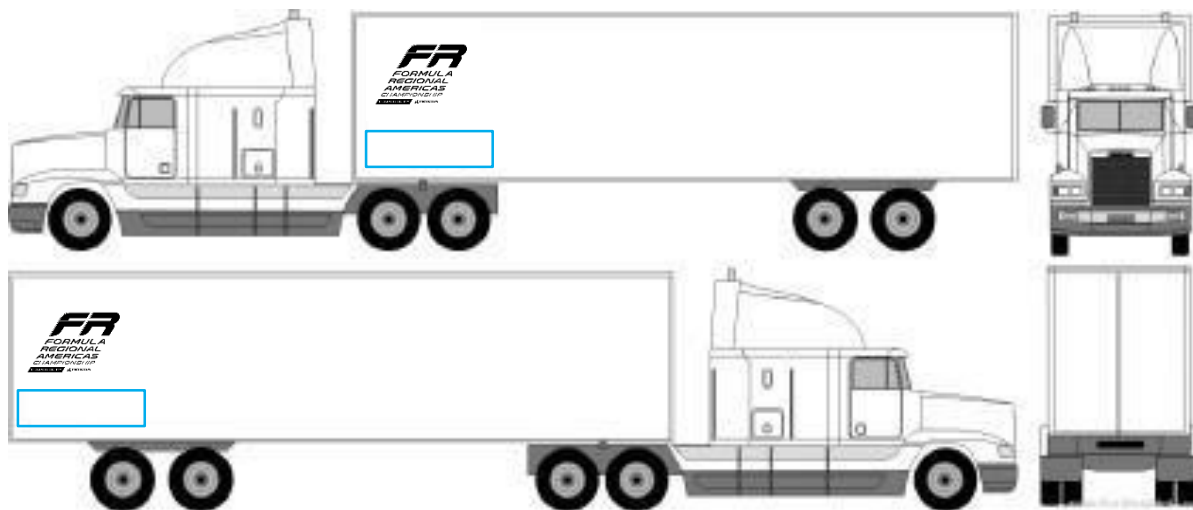


HONDA

There needs to be at least 1/2 height of the logo surrounding the combined H logo

TEAM TRANSPORTER

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Trailer branding (driver's side)

Format: 3.25'x9'



Trailer branding (driver's side)

Leave 2'x4' space blank for series sponsor



Trailer branding (passenger side)

Format: 3.25'x9'



Trailer branding (passenger side)

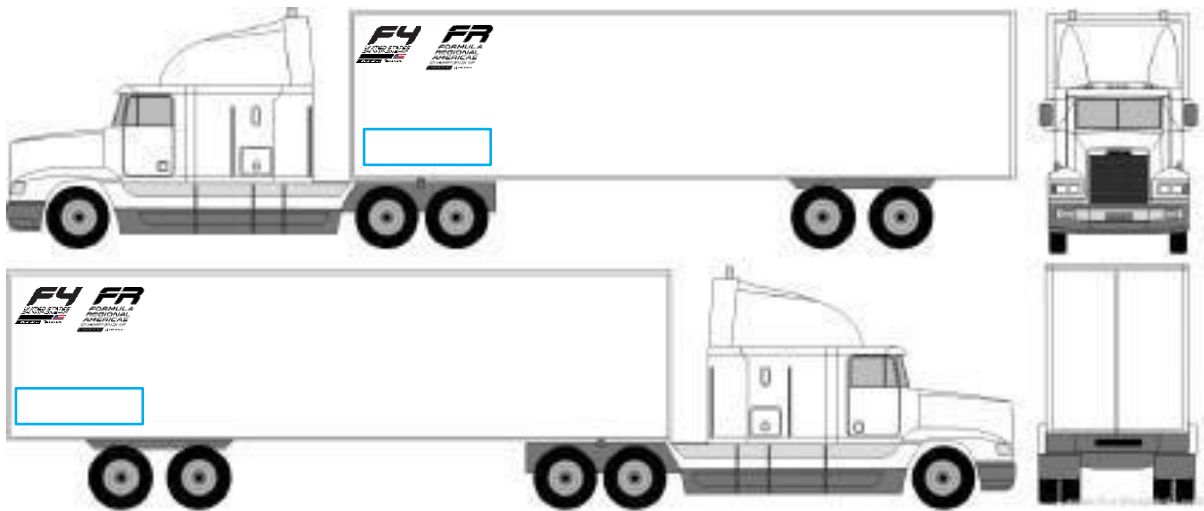
Leave 2'x4' space blank for series sponsor



***Not part of the decal registration kit. Team to provide transporter decals.**

DUAL TEAM TRANSPORTER

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Trailer branding (driver's side)
Format: 3.25'x9'



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



Trailer branding (passenger side)
Format: 3.25'x9'



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



**Not part of the decal registration kit. Team to provide transporter decals.*

TEAM CAR SIDE

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SCCA PRO RACING WILL PROVIDE EVERY TEAM WITH ONE (1) SET OF EASY TO APPLY ONE PIECE SIDE PANEL ASSETS, ONE (1) SET OF ADDITIONAL SPONSOR DECALS, TWO (2) SETS OF NUMBERS AND TWO (2) SETS OF NUMBER PANELS. ANY ASSETS NEEDED AFTER. THAT WILL BE AVAILABLE FOR PURCHASE THROUGH SCCA PRO RACING

The HONDA must be black, white or red (PMS185) and may not have a background pattern visible through the logo.



Front Wing
Format: 3.5"x11"



Side Nose
Leave 8"x 2.3"
space for title
sponsor



Front Chassis

Location: Top of
Decal sheet 7"
from the top of
the nose (center
of the halo)



Intake Cover

Format: 3" Tall
Location: 1"
Down from the
top (profile, not
curved over)



Intake Cover

Format: 1.8"x15"
Location: 6.5" Down
from the top (profile,
not curved over)
*Base of 'H' or 'A'
touches separation



Isolation Space:
Leave a minimum of
2.5"

Engine Cover

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



Cockpit Side:
Format: 2"x18"

Flag Then name . Single
color font. No outline or
shadowing

Sidepod Ribbon

Format: 2" Tall
Location: Bottom
of decal should start
2" above the under
try



Rear Wing

Format: 5" Tall
Location:



Rear Wing
Format: 2"x8"



Rear Wing

Number Plate
Format: 9"x9"
Location: 8"
down from top
of rear wing

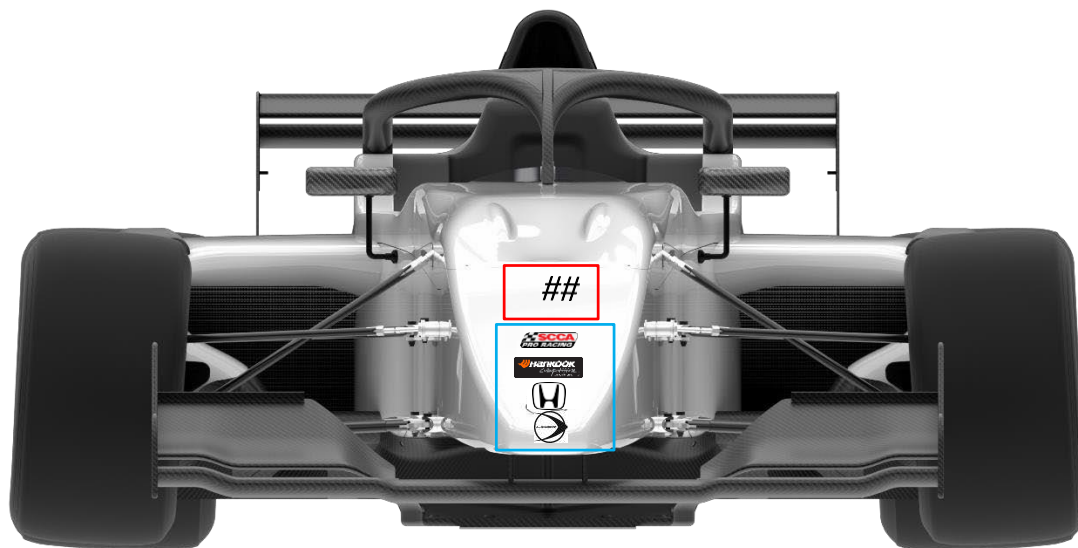


TEAM CAR NOSE

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SCCA PRO RACING WILL PROVIDE EVERY TEAM WITH ONE (1) SET OF EASY TO APPLY ONE PIECE NOSE PANELS AND TWO (2) SETS OF NUMBERS. NUMBERS WILL COME IN BLACK OR WHITE. ANY ASSETS NEEDED AFTER THAT WILL BE AVAILABLE FOR PURCHASE THROUGH SCCA PRO RACING



Number:

Format: 6" Black or White # Provided by SCCA Pro

Location: Top of Number 3" Down from the nose cone

##

Sponsor placement

Format: Decal Sheet

Location: Top of decal sheet start 10" Down from the nose cone

