

FR AMERICAS CHAMPIONSHIP STYLE GUIDE

2022 V1 – FEBRUARY 1, 2022

Guidelines

The following slides outline the specifications for all logo identification that each team and its drivers are required to follow during the 2022 FR Americas Championship season. The specifications include logo type, location, and size for the designated spaces. This document covers the Championship, partner, and sponsors logos for the season. Updates may be made via Competitor Advisory Memos during the season.

Teams should not produce official partner logos, series logos, or numbers for their cars. All teams will receive one (1) vehicle kit with their vehicle registration. This vehicle kit includes all required Championship and partner/sponsor logo decals. Numbers and number plates are available upon request. Additional kits and individual assets will be available for purchase at each event.

Teams are allowed to wrap/paint their vehicles, but they are required to follow all usage guides provided by the Championship and partners/sponsors. All liveries require approval.

All drivers will receive one (1) suit kit with their driver registration. This suit kit includes all required Championship and partner/sponsor logo patches. Drivers are free to have their suits embroidered in lieu of these patches, but layouts require approval.

Car liveries, suit layouts, and any questions regarding logo placement, decals, patches or assets should be sent to Sydney Davis Yagel: sydney@parellamotorsports.com

All assets and logo usage guides can be downloaded from the FR Americas Championship website.

Partner/Sponsor Logos

Some of our partners/sponsors have their own usage guides for their logos. For your reference, you can download them individually by clicking the links below, if applicable. The full compliment of usage guides can be downloaded from the FR Americas Championship website.

- FR Americas Championship
- SCCA Pro Racing
- Hankook Tires
- Honda & HPD
- Ligier
- Merchants Fleet
- Mission Foods
- Lucas Oil
- Hagerty
- Bell
- OMP Racing
- Sunoco Race Fuels
- Omologato

Partner/Sponsor Logos

The following partner/sponsor logos are listed by location on the next couple of pages. For all logos, please provide a solid background for the area where the logo is to be placed unless prior approval has been received by Championship officials. Graphic layouts for decal placement on the cars will follow these charts. As a reminder, teams should not produce official partner logos, series logos, or numbers for their cars.

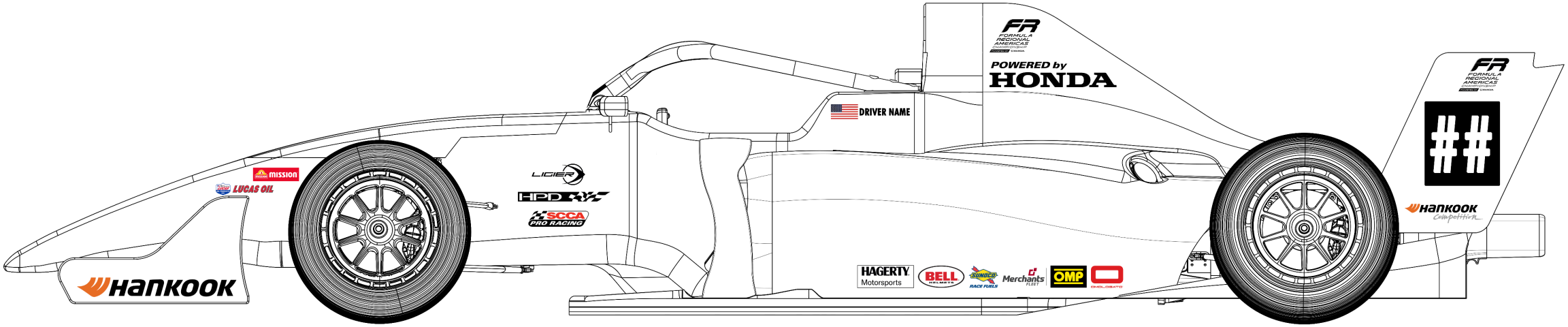
NOSE & FRONT CHASSIS	SCCA PRO RACING, HANKOOK Competition, HONDA, LIGIER, LUCAS OIL PRODUCTS INC., LUCAS OIL, MISSION, LIGIER, HPD, SCCA PRO RACING
WINGS	HANKOOK, FR FORMULA REGIONAL AMERICAS CHAMPIONSHIP POWERED BY HONDA, HANKOOK Competition

Partner/Sponsor Logos

The following partner/sponsor logos are listed by location on the next couple of pages. For all logos, please provide a solid background for the area where the logo is to be placed unless prior approval has been received by Championship officials. Graphic layouts for decal placement on the cars will follow these charts. As a reminder, teams should not produce official partner logos, series logos, or numbers for their cars.

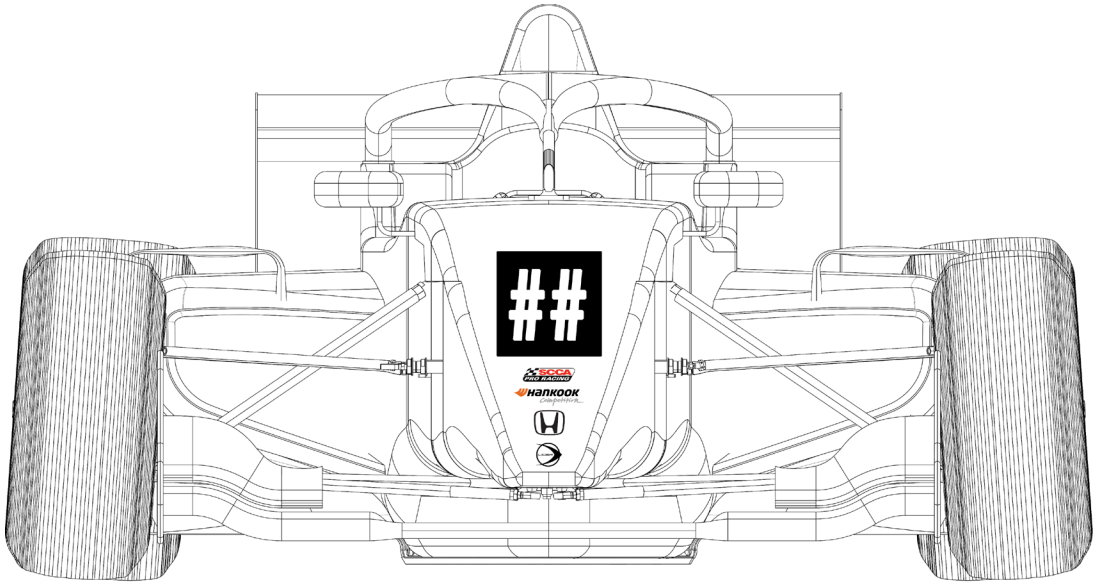
LOWER CHASSIS	HAGERTY Motorsports BELL HELMETS OMOLOGATO Merchants FLEET OMP SUNOCO RACE FUELS
UPPER CHASSIS	POWERED by HONDA *Provided Powered by Honda logos are black or white. Teams have the option to utilize red, but it must be (PMS 185).* FORMULA REGIONAL AMERICAS CHAMPIONSHIP POWERED BY HONDA Additional space reserved for future title sponsor(s)

Car Side View Example & Location Descriptions



Front Wing	Front Chassis	Intake Cover		Engine Cover	Sidepod Ribbon	Rear Wing	
Long Hankook decal should be centered.	Top of decal sheet should be 7” down from the top of the chassis, centered on the halo.	Small FR logo should be 1” down from the top (profile, not curved over).	Powered by Honda should be 6.5” down from top (profile, not curved over). Leave a minimum isolation space of 2.5” from the base of the HONDA.	Leave 3” by 12” space for title sponsor.	All decals will be 2” tall. Bottom of decal should be 2” above the undertray. Group decals together in an organized fashion.	Large FR logo should be in alignment with the wing plane, positioned 1” below the top. Short Hankook logo should be positioned 1” above the bottom of the wing.	Optional number plate should be in contrast with the wing color, positioned 8” down from the top of the wing. Numbers must be bold in font and in a high-contrast color, centered on the plate or in the middle.
Side Nose				**Cockpit Side**			
Logos should not be blocked by wheel or wing.				Home country flag to the left of name. Single color font without outline or shadow.			

Car Nose View Example & Location Descriptions



Number & Number Plate
White or black number plate should be in contrast with the chassis color, positioned 3” down from the nose cone connection point. Numbers will be in opposite color, centered on the plate in a large visible font.
Sponsor Column
Top of decal sheet should be 10” down from the nose cone connection point.

Driver Suit



**Drawing is not to scale*

Upper Left Chest

Championship Logo:
3” tall; width proportionate to the logo design

Upper Right Chest

Future Title Sponsor:
Leave 2”x4.5” space blank

SCCA Pro Logo:
2”x4.5”

Honda H Logo:
2.5” tall; there needs to be at least half the height of the logo surrounding the combined H logo

Lucas Oil Logo:
2.5” tall

Upper Left Arm

All logos are 2” tall, width proportionate to the logo design; order top to bottom to be reflected as example to the right.

For dark suits, please use white logos in lieu of black logos featured here. All drivers will receive one (1) suit kit with their driver registration. This suit kit includes all required Championship and partner/sponsor logo patches. Drivers are free to have their suits embroidered in lieu of these patches, but layouts require approval. All drivers are required to wear a suit meeting proper branding standards when on the podium. Additional details are outlined in the Sporting Regulations.

Driver Shirt



**Drawing is not to scale*

Upper Left Chest

Championship Logo:
2.5” tall; width proportionate to the logo design

Upper Right Chest

Future Title Sponsor:
Leave 1.5”x3” space blank

SCCA Pro Logo:
1.5”x3”

Honda H Logo:
2.5” tall; there needs to be at least half the height of the logo surrounding the combined H logo

Upper Left Arm

All logos are 1.5” tall, width proportionate to the logo design; order top to bottom to be reflected as example to the right.

For dark shirts, please use white logos in lieu of black logos featured here. All drivers are required to wear a driver shirt during official sessions (practice, qualifying, and races). This shirt can be worn in lieu of a suit at promotional events with the permission of Championship officials. Additional details are outlined in the Sporting Regulations.

Crew Shirt



**Drawing is not to scale*

Upper Left Chest

Championship Logo:
2.5” tall; width proportionate to the logo design

Upper Right Chest

Future Title Sponsor:
Leave 2”x4.5” space blank

SCCA Pro Logo:
2”x4.5”

Honda H Logo:
2.5” tall; there needs to be at least half the height of the logo surrounding the combined H logo

Upper Left Arm

All logos are 1.5” tall, width proportionate to the logo design; order top to bottom to be reflected as example to the right.

For dark shirts, please use white logos in lieu of black logos featured here. All crew members over the wall in the pits must be in an official crew shirt. Additional details are outlined in the Sporting Regulations.

Dual Championship Crew Shirt



**Drawing is not to scale*

Upper Left Chest

Championship Logos:
2” tall; width proportionate to the logo design; order top to bottom to be reflected as example to the right.

Upper Right Chest

Future Title Sponsor:
Leave 2”x4.5” space blank

SCCA Pro Logo:
2”x4.5”

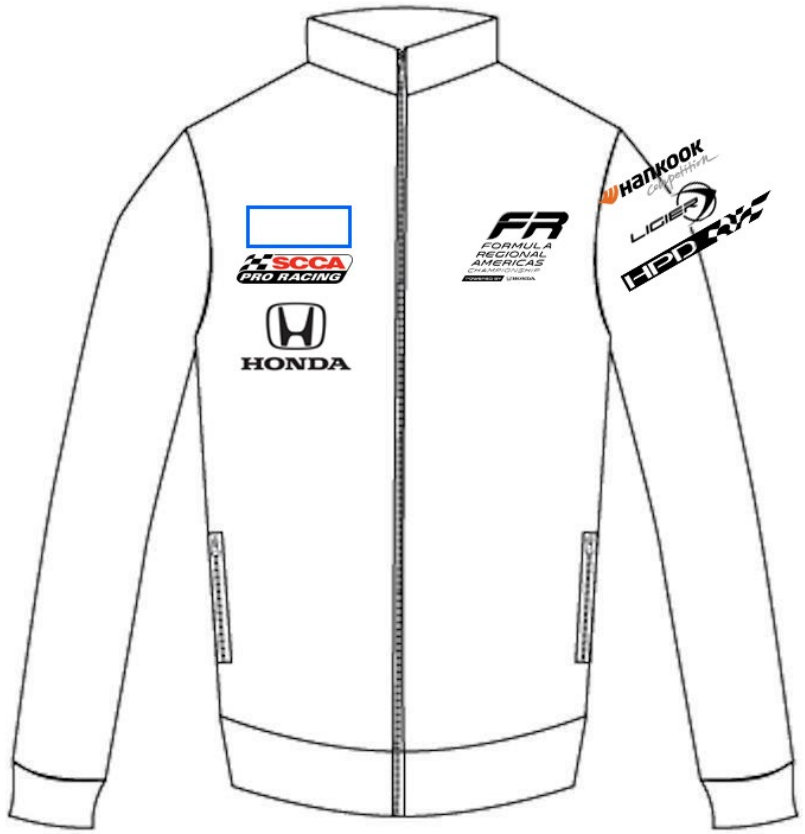
Honda H Logo:
2.5” tall; there needs to be at least half the height of the logo surrounding the combined H logo

Upper Left Arm

All logos are 1.5” tall, width proportionate to the logo design; order top to bottom to be reflected as example to the right.

For dark shirts, please use white logos in lieu of black logos featured here. All crew members over the wall in the pits must be in an official crew shirt. Additional details are outlined in the Sporting Regulations.

Crew Jacket



**Drawing is not to scale*

Upper Left Chest

Championship Logo:
2.5” tall; width proportionate to the logo design

Upper Right Chest

Future Title Sponsor:
Leave 2”x4.5” space blank

SCCA Pro Logo:
2”x4.5”

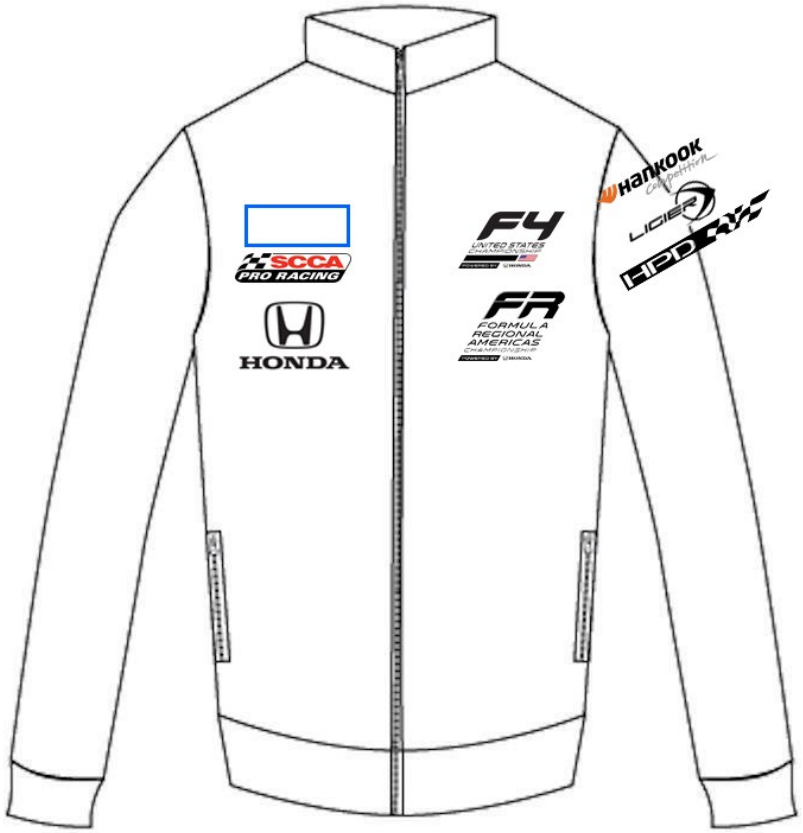
Honda H Logo:
2.5” tall; there needs to be at least half the height of the logo surrounding the combined H logo

Upper Left Arm

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Dual Championship Crew Jacket



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Upper Left Chest

Championship Logos:
2” tall; width proportionate to the logo design; order top to bottom to be reflected as example to the right.

Upper Right Chest

Future Title Sponsor:
Leave 2”x4.5” space blank

SCCA Pro Logo:
2”x4.5”

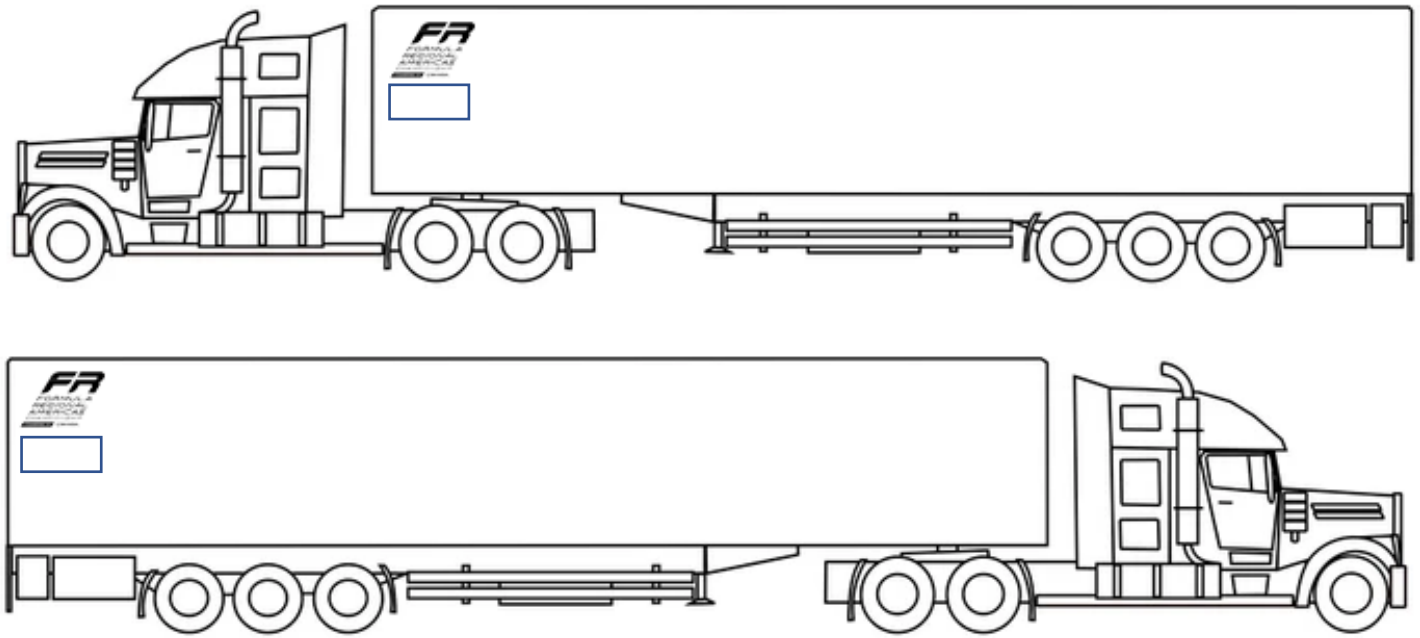
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Upper Left Arm

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Team Transporter

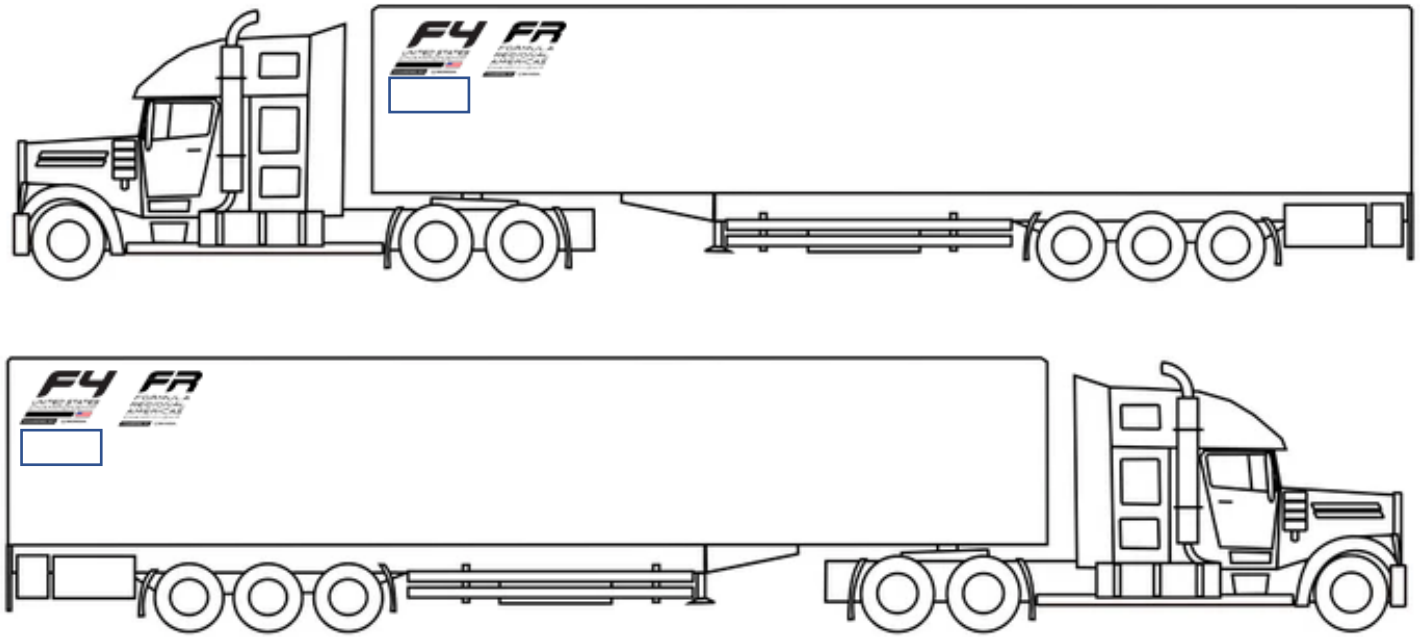


**Drawing is not to scale*

Driver's Side	Passenger's Side
Championship Logo: 9' tall; width proportionate to the logo design	Championship Logo: 9' tall; width proportionate to the logo design
Future Title Sponsor: Leave 2'x4' space blank	Future Title Sponsor: Leave 2'x4' space blank
Location of logos should be at the front of the trailer.	Location of logos should be at the rear of the trailer.

These decals are not part of the decal kit provided with vehicle registration. Teams should make every effort possible to not feature conflicting logos with our primary sponsors/partners: Hankook, Honda/HPD, and Liger.

Dual Team Transporter



**Drawing is not to scale*

Driver's Side	Passenger's Side
Championship Logos: 9' tall; width proportionate to the logo design	Championship Logos: 9' tall; width proportionate to the logo design
Future Title Sponsor: Leave 2'x4' space blank	Future Title Sponsor: Leave 2'x4' space blank
Location of logos should be at the front of the trailer.	Location of logos should be at the rear of the trailer.

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