



## PURPOSE

This guide has been prepared to ensure that the Formula 4 United States Championship (F4 U.S.) 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 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.

## PRIMARY LOGO

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



**ELEMENTS**

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

**PRIMARY LOGO**



**PRIMARY LOGO REVERSED**



**PRIMARY LOGO STACKED**



**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 F4 LOGO

Used specifically for clothing applications.



## DIGITAL FILES

Included in this guide on the following page are the Adobe Illustrator digital files necessary for proper utilization and execution of the F4 U.S Championship logo brand identity.

These files are the industry standard for digital output. When choosing a file type for any high quality output where premium resolution is necessary, use files with the .eps designation, which can be scaled to any size without any degradation in quality and include PMS, CMYK, and RGB color designation.

## 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 each version of the F4 U.S Championship logos.

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



**PRIMARY LOGO**

- F4 logo blk PMS.ai
- F4 logo blk PMS.eps
- F4 logo blk PMS.pdf
- F4 logo blk PMS.png



**PRIMARY LOGO REVERSED**

- F4 logo wht PMS.ai
- F4 logo wht PMS.eps
- F4 logo wht PMS.pdf
- F4 logo wht PMS.png



**PRIMARY LOGO STACKED**

- F4 logo wht stk PMS.ai
- F4 logo wht stk PMS.eps
- F4 logo wht stk PMS.pdf
- F4 logo wht stk PMS.png



**ALTERNATE F4 LOGO**

- F4 PMS.ai
- F4 PMS.eps
- F4 PMS.pdf
- F4 PMS.png



**ALTERNATE F4 LOGO REVERSED**

- F4 REVERSED.ai
- F4 REVERSED.eps
- F4 REVERSED.pdf
- F4 REVERSED.png