



PURPOSE

This guide has been prepared to ensure that the Formula Regional Americas Championship (FR America) brand identity is always displayed and communicated correctly and with maximum visual effect.

The FR Americas 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 FR Americas 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.

PRIMARY LOGO

The primary FR Americas logo is intended to be used in the following format and in a vertical orientation in all applications.



SECONDARY LOGO

The secondary FR Americas logo should be used where a horizontal format is necessary or desired.



ELEMENTS

The FR Americas primary and secondary logos are presented in color and black and white applications.

PRIMARY LOGO



SECONDARY LOGO



FR AMERICAS 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 288 BLUE

C/M/Y/K VALUES: 100/84/33/18

R/G/B VALUES: 0/45/116



PMS 877 METALLIC SILVER

C/M/Y/K VALUES: 48/38/38/2

R/G/B VALUES: 141/144/144



PMS BLACK

C/M/Y/K VALUES: 100/100/100/100

R/G/B VALUES: 0/0/0

COMPLEMENTARY TYPEFACES

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Futura PT Heavy Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

VENERA 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SPECIFICATIONS AND USAGE

The FR Americas logo is preferred on a white background:



The FR Americas logo can be placed on a dark backgrounds:



Use solid black & white versions only when a color version cannot be used, specifically on single ink print applications. Should only be used in rare occasions. Poor quality reproduction such as faxes or logomarks reproducing smaller than 3/4" qualify in these instances.

DIGITAL FILES

Included in this guide on the following page are the Adobe Illustrator digital files necessary for proper utilization and execution of the FR Americas 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 the FR Americas 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

**PRIMARY LOGO**

FR logo gry-nvy PMS.ai
FR logo gry-nvy PMS.eps
FR logo gry-nvy PMS.pdf
FR logo gry-nvy PMS.png

**PRIMARY LOGO (BLACK)**

FR logo blk PMS.ai
FR logo blk PMS.eps
FR logo blk PMS.pdf
FR logo blk PMS.png

**PRIMARY LOGO REVERSED**

FR logo gry-wht PMS.ai
FR logo gry-wht PMS.eps
FR logo gry-wht PMS.pdf
FR logo gry-wht PMS.png

**PRIMARY LOGO REVERSED (WHITE)**

FR logo wht PMS.ai
FR logo wht PMS.eps
FR logo wht PMS.pdf
FR logo wht PMS.png

**PRIMARY LOGO (STACKED)**

FR logo wht stk PMS.ai
FR logo wht stk PMS.eps
FR logo wht stk PMS.pdf
FR logo wht stk PMS.png

DIGITAL FILE CATALOG

**SECONDARY LOGO**

FR LOGO horiz gry-nvy PMS.ai
FR LOGO horiz gry-nvy PMS.eps
FR LOGO horiz gry-nvy PMS.pdf
FR LOGO horiz gry-nvy PMS.png

**SECONDARY LOGO (BLACK)**

FR LOGO horiz blk PMS.ai
FR LOGO horiz blk PMS.eps
FR LOGO horiz blk PMS.pdf
FR LOGO horiz blk PMS.png

**SECONDARY LOGO REVERSED**

FR LOGO horiz gry-wht PMS.ai
FR LOGO horiz gry-wht PMS.eps
FR LOGO horiz gry-wht PMS.pdf
FR LOGO horiz gry-wht PMS.png

**SECONDARY LOGO REVERSED (WHITE)**

FR LOGO horiz wht.ai
FR LOGO horiz wht.eps
FR LOGO horiz wht.pdf
FR LOGO horiz wht.png

**SECONDARY LOGO (STACKED)**

FR LOGO horiz wht stk PMS.ai
FR LOGO horiz wht stk PMS.eps
FR LOGO horiz wht stk PMS.pdf
FR LOGO horiz wht stk PMS.png