

# STYLE GUIDE 2023

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# GUIDELINES 2023

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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 2023 Formula Pro USA season. The specifications include logo type, location and size for the designated space. This document covers the Official Sponsor Logos.

Teams will receive two sets of decals with their vehicle registration. Additional sets will be available for purchase. Drivers are free to have their suits embroidered with the appropriate assets. **Please provide a solid background for the area where the logo is to be placed unless prior approval has been received by Exclusive Racing.** The goal is to maximize the contrast between the surface and logos, in order to provide the greatest visibility for trackside viewers.

Teams must send liveries to Exclusive Racing [Info@ExclusiveRacing.com](mailto:Info@ExclusiveRacing.com) for approval prior to completion of the vehicle wrap. Any questions regarding logo placement, decals or assets, contact [Info@ExclusiveRacing.com](mailto:Info@ExclusiveRacing.com).

[Assets can be downloaded from the website by clicking here](#)



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# GRAPHIC MOTIF 2023

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The FPUSA3 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 Letter 3 should be at least 2" tall, and ideally larger when possible.



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# GRAPHIC MOTIF 2023

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The FPUSA4 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 Letter 4 should be at least 2" tall, and ideally larger when possible.



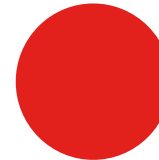
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# GRAPHIC MOTIF 2023

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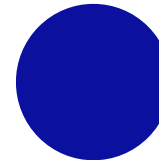


Red



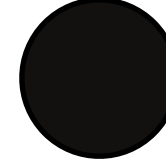
R 226  
G 33  
B 28

Blue



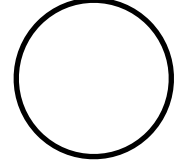
R 11  
G 16  
B 159

Black



C 20  
M 20  
Y 20  
K 100

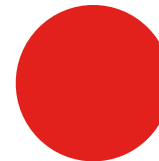
White



C 0  
M 0  
Y 0  
K 0

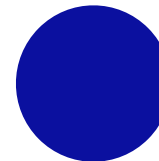


Red



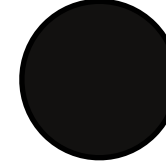
R 226  
G 33  
B 28

Blue



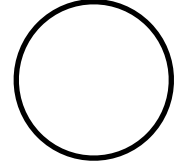
R 11  
G 16  
B 159

Black



C 20  
M 20  
Y 20  
K 100

White



C 0  
M 0  
Y 0  
K 0



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# GRAPHIC MOTIF

## 2023

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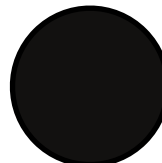
**POWERED by**  
**HONDA**

Honda Red



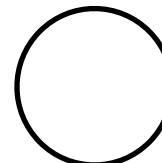
R 237  
G 27  
B 47

Black



C 20  
M 20  
Y 20  
K 100

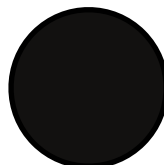
White



C 0  
M 0  
Y 0  
K 0

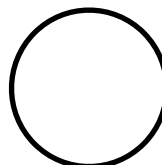


Black



C 20  
M 20  
Y 20  
K 100

White



C 0  
M 0  
Y 0  
K 0



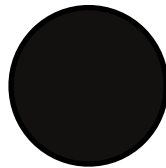
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# GRAPHIC MOTIF 2023

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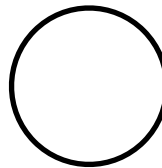


Black



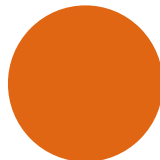
C 20  
M 20  
Y 20  
K 100

White



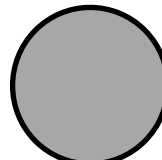
C 0  
M 0  
Y 0  
K 0

Orange



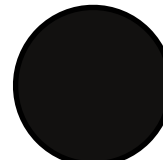
R 225  
G 102  
B 0

Grey



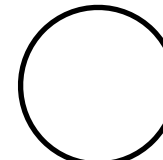
R 153  
G 155  
B 158

Black



C 20  
M 20  
Y 20  
K 100

White



C 0  
M 0  
Y 0  
K 0



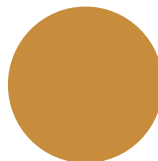
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# GRAPHIC MOTIF 2023

FORMULAPROUSA.COM

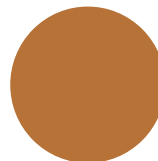


Lt Gold



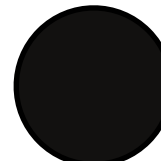
R 247  
G 177  
B 0

Dk Gold



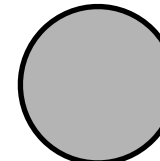
R 183  
G 114  
B 55

Black



C 20  
M 20  
Y 20  
K 100

Silver



C 0  
M 0  
Y 0  
K 20



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# DRIVER SUIT 2023

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Upper chest, RIGHT-HAND  
SIDE Format: 2"x 4" approx.



Format: 2" tall for each logo approx.



Both logos are not required.  
Only the series logo you race  
with is required and should be  
place below the FPUSA logo.  
However, if used together they  
should be stacked as shown.

Upper chest, LEFT-HAND SIDE  
Format: 2"x 4" approx.



Left arm, UPPER-SHOULDER  
Format: 2"x 4" approx.



Drivers are free to have their suits embroidered.

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# DRIVER SHIRT 2023

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Upper chest, RIGHT-HAND  
SIDE Format: 2"x 4" approx.



Format: 2" tall for each logo approx.



Both logos are not required.  
Only the series logo you race  
with is required and should be  
place below the FPUSA logo.  
However, if used together they  
should be stacked as shown.

Upper chest, LEFT-HAND SIDE  
Format: 2"x 4" approx.



Left arm, UPPER-SHOULDER  
Format: 2"x 4" approx.



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# CREW SHIRT 2023

FORMULAPROUSA.COM



Upper chest, RIGHT-HAND  
SIDE Format: 2"x 4" approx.



Format: 2" tall for each logo approx.



Both logos are not required.  
Only the series logo you race  
with is required and should be  
placed below the FPUSA logo.  
However, if used together they  
should be stacked as shown.

Upper chest, LEFT-HAND SIDE  
Format: 2"x 4" approx.



Left arm, UPPER-SHOULDER  
Format: 2"x 4" approx.



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# CREW JACKET 2023

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Upper chest, RIGHT-HAND  
SIDE Format: 2"x 4" approx.



Format: 2" tall for each logo approx.



Both logos are not required.  
Only the series logo you race  
with is required and should be  
placed below the FPUSA logo.  
However, if used together they  
should be stacked as shown.

Upper chest, LEFT-HAND SIDE  
Format: 2"x 4" approx.



Left arm, UPPER-SHOULDER  
Format: 2"x 4" approx.



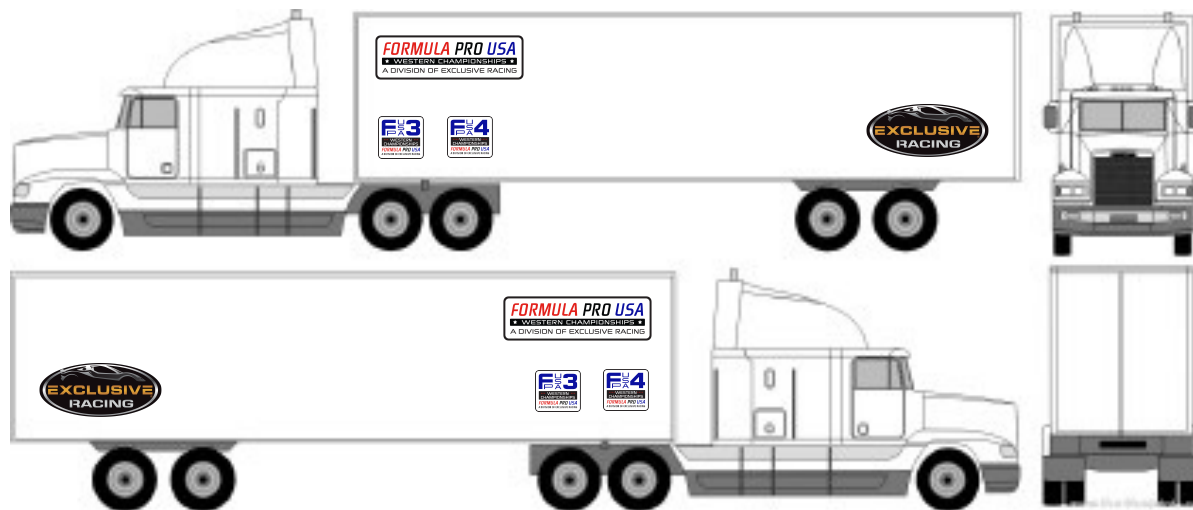
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# TEAM TRANSPORTER 2023

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Trailer branding, DRIVERS SIDE  
Format: 3.25'x9' approx.



Trailer branding,  
PASSENGERS SIDE  
Format: 3.25'x9' approx.



PRESENTED BY EXCLUSIVE RACING



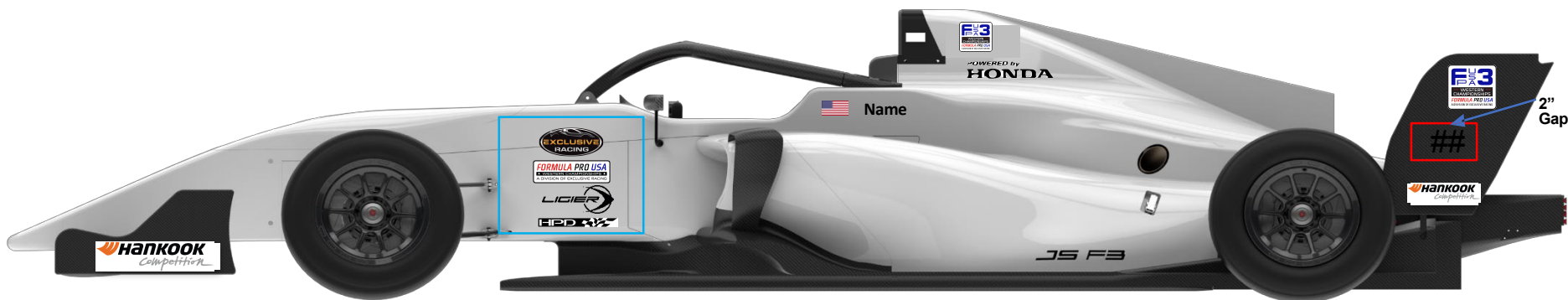
# FPUSA3 TEAM CAR SIDE 2023

FORMULAPROUSA.COM



**EXCLUSIVE RACING WILL PROVIDE EVERY TEAM WITH TWO (2) SETS OF SIDE PANEL ASSETS. ANY ASSETS NEEDED AFTER THAT WILL BE AVAILABLE FOR PURCHASE THROUGH EXCLUSIVE RACING**

The Honda "H" mark must be black, white or red (PMS185) and may not have a background pattern visible through the logo. No distortion of the any logo is permitted



**Front Wing**  
Format: 3.5"x11"  
approx.



## Front Chassis

Leave space for title series sponsors for one piece side panel decal.

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



## Intake Cover

Format: 3" Tall  
approx.

Location: 1" down from the top profile, (not curved over)



## Intake Cover

Format: 1.8"x15"  
approx.

Location: 6.5" down from the top profile, (not curved over)  
\*Base of 'H' or 'A' touches separation

POWERED by  
**HONDA**

Isolation Space:  
Leave a minimum of 2.5" approx.

## Cockpit Side

Format: 2"x18"  
approx.

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

## Rear Wing

Format: 5" Tall  
approx.



## Rear Wing

Number Plate  
Format: 9"x9"

Location: 8" down from top of rear wing

## Rear Wing

Format: 2"x8"  
approx.



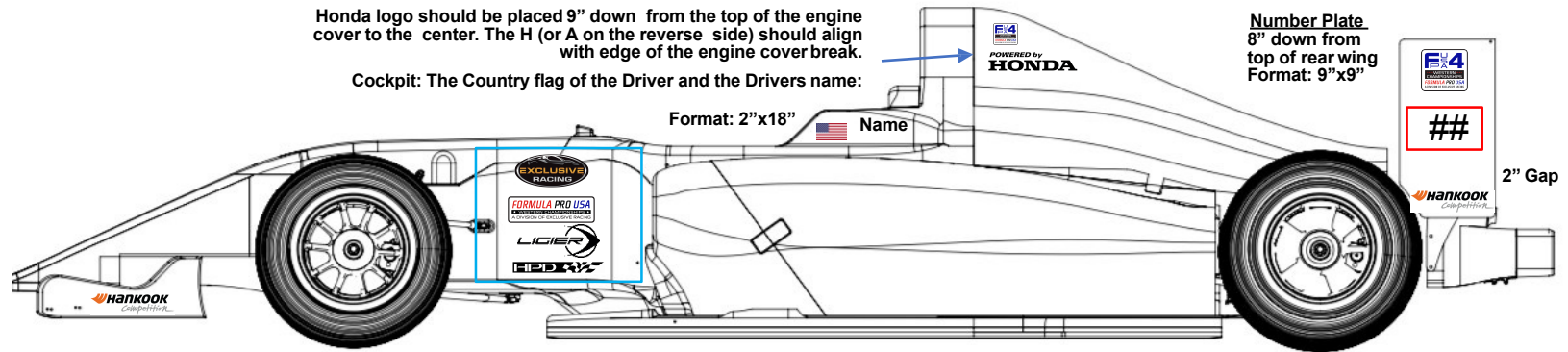
PRESENTED BY EXCLUSIVE RACING

# FPUSA4 TEAM CAR SIDE 2023

FORMULAPROUSA.COM



**EXCLUSIVE RACING WILL PROVIDE EVERY TEAM WITH TWO (2) SETS OF SIDE PANEL ASSETS. ANY ASSETS NEEDED AFTER THAT WILL BE AVAILABLE FOR PURCHASE THROUGH EXCLUSIVE RACING**



**Front Wing**  
Format: 3.5"x11"  
approx.



## Front Chassis

Leave space for title series sponsors for one piece side panel decal.

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



## Intake Cover

Format: 3" Tall approx.

Location: 1" down from the top profile, (not curved over)



## Intake Cover

Format: 1.8"x15" approx.

Location: 6.5" down from the top profile, (not curved over)  
\*Base of 'H' or 'A' touches separation

POWERED by  
**HONDA**

Isolation Space:  
Leave a minimum of 2.5" approx.

## Cockpit Side

Format: 2"x18" approx.

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

## Rear Wing

Format: 5" Tall approx.



## Rear Wing Number Plate

Format: 9"x9"

Location: 8" down from top of rear wing

**Rear Wing**  
Format: 2"x8" approx.



The Honda "H" mark must be black, white or red (PMS185) and may not have a background pattern visible through the logo. No distortion of the any logo is permitted

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# FPUSA3 TEAM CAR NOSE 2023

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**EXCLUSIVE RACING WILL PROVIDE EVERY TEAM WITH TWO (2) SETS OF SIDE PANEL ASSETS. ANY ASSETS NEEDED AFTER THAT WILL BE AVAILABLE FOR PURCHASE THROUGH EXCLUSIVE RACING**

**Number:**

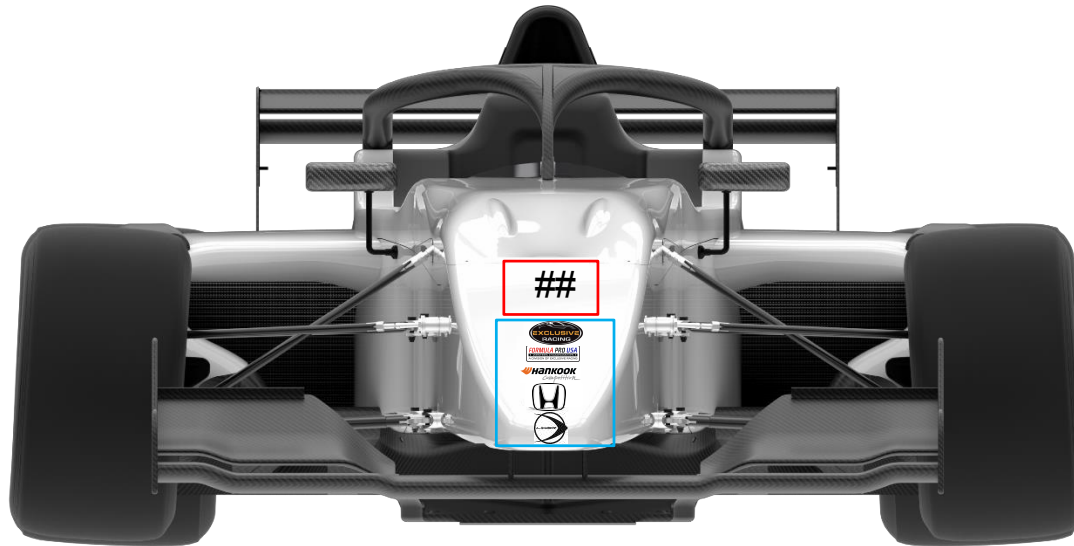
**Format: 6" Black or White #**

*Location: Top of number 3" down from the nose cone*

##

**Sponsor Placement Format:**

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



*The Honda "H" mark must be black, white or red (PMS185) and may not have a background pattern visible through the logo. No distortion of the any logo is permitted*



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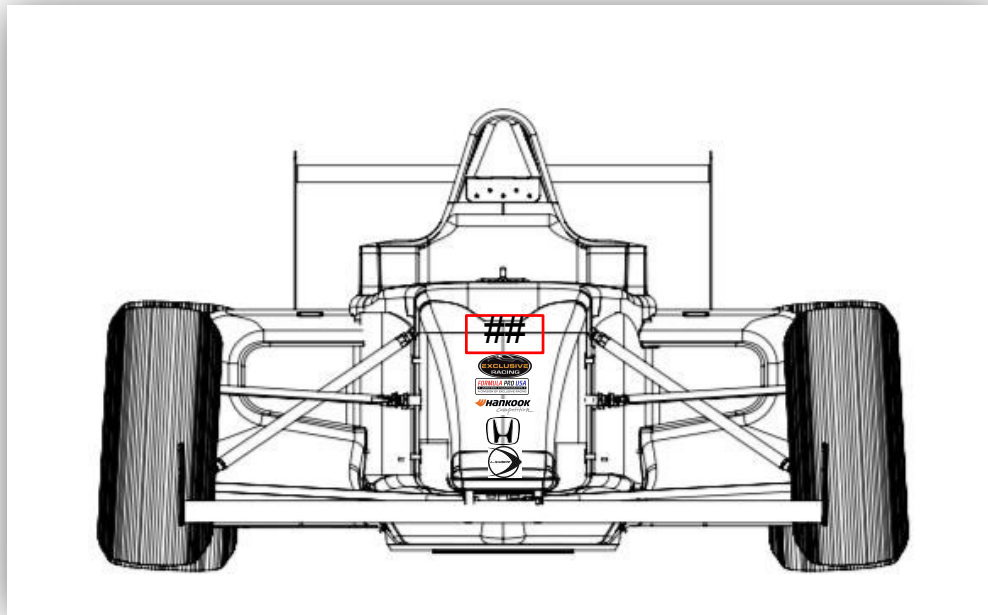


# FPUSA4 TEAM CAR NOSE 2023

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**EXCLUSIVE RACING WILL PROVIDE EVERY TEAM WITH TWO (2) SETS OF SIDE PANEL ASSETS. ANY ASSETS NEEDED AFTER THAT WILL BE AVAILABLE FOR PURCHASE THROUGH EXCLUSIVE RACING**



*The Honda "H" mark must be black, white or red (PMS185) and may not have a background pattern visible through the logo. No distortion of the any logo is permitted*



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**Number Plate: 9"x9"**

2" down from top of the shock cover.  
Leave 2" gap between number & Exclusive Racing logo.

##

**Format: 2"x4"**



**Format: 4" Tall**



*The top of the "H" must be 10" from the beginning of the slope of the nose. Isolation Space-2"*



*The top of the Ligier circle must be 4" from the end of the nose. (For easy placement-bottom of logo goes right above nose cap)*

