

STYLE GUIDE 2024

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PRESENTED BY EXCLUSIVE RACING

GUIDELINES

2024

FORMULAPROUSA.COM



The following slides outline the specifications for all logo identification that each team and its drivers are required to follow during the 2024 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 for approval prior to completion of the vehicle wrap. For any questions regarding logo placement, decals or assets, contact Info@ExclusiveRacing.com.

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



GRAPHIC MOTIF

2024

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FPUSA-3 logos should 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 height of the logo should be at least 2" tall.



GRAPHIC MOTIF

2024

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FPUSA-4 logos should 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 height of the logo should be at least 2" tall.

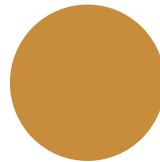


GRAPHIC MOTIF 2024

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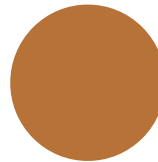


Lt Gold



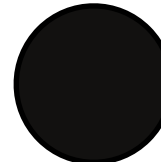
R 247
G 177
B 0

Dk Gold



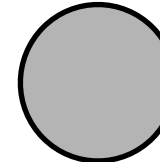
R 183
G 114
B 55

Black



C 20
M 20
Y 20
K 100

Silver



C 0
M 0
Y 0
K 20



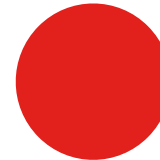
GRAPHIC MOTIF

2024

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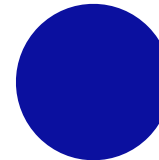


Red



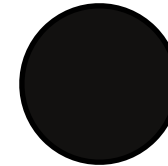
R 226
G 33
B 28

Blue



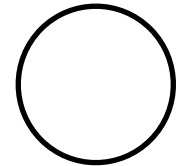
R 11
G 16
B 159

Black



C 20
M 20
Y 20
K 100

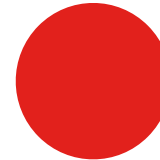
White



C 0
M 0
Y 0
K 0

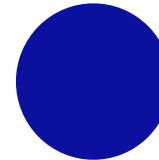


Red



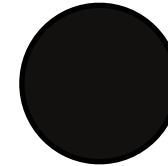
R 226
G 33
B 28

Blue



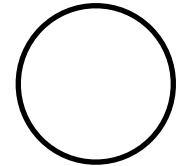
R 11
G 16
B 159

Black



C 20
M 20
Y 20
K 100

White



C 0
M 0
Y 0
K 0

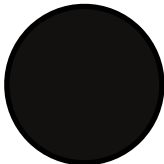


GRAPHIC MOTIF 2024

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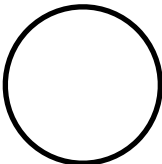


Black



C 20
M 20
Y 20
K 100

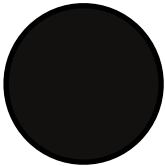
White



C 0
M 0
Y 0
K 0

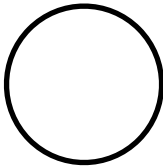


Black



C 20
M 20
Y 20
K 100

White



C 0
M 0
Y 0
K 0

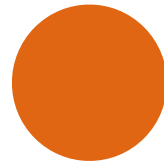


GRAPHIC MOTIF 2024

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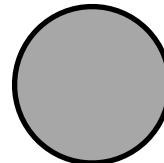


Orange



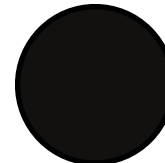
R 225
G 102
B 0

Grey



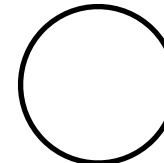
R 153
G 155
B 158

Black



C 20
M 20
Y 20
K 100

White



C 0
M 0
Y 0
K 0



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DRIVER SUIT 2024

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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.



Drivers are free to have their suits embroidered.

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DRIVER SHIRT 2024

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.



CREW SHIRT 2024

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 2024

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.



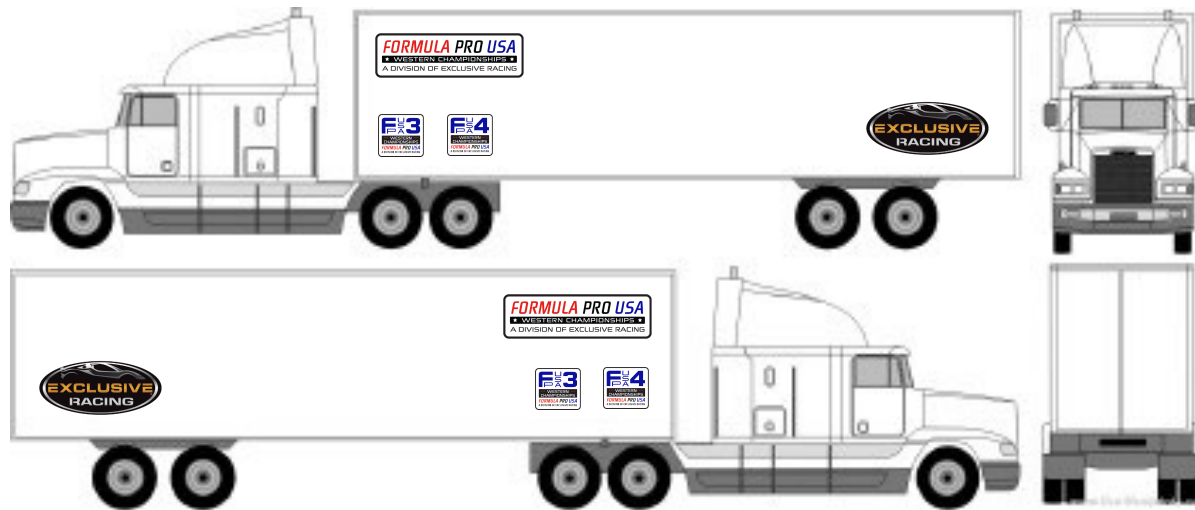
Left arm, UPPER-SHOULDER
Format: 2"x 4" approx.



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TEAM TRANSPORTER 2024

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



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



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FPUSA3 TEAM CAR SIDE

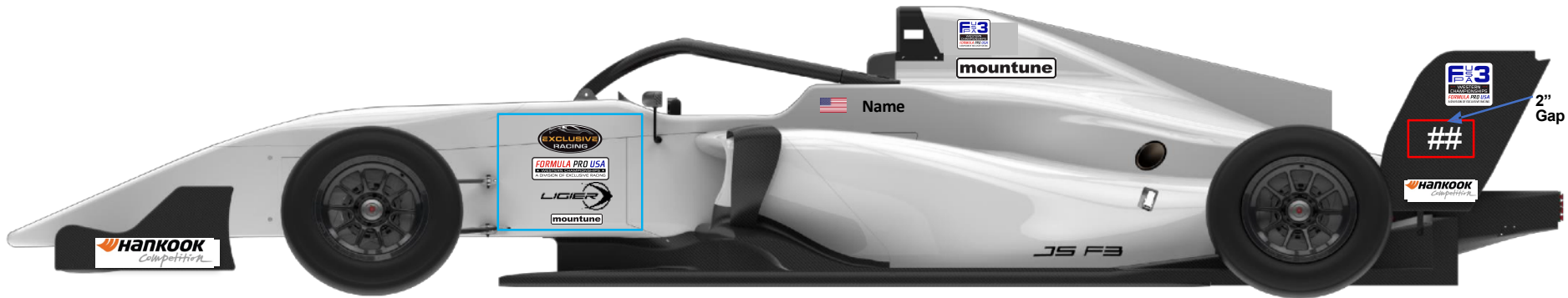
2024

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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

No distortion of 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)



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.



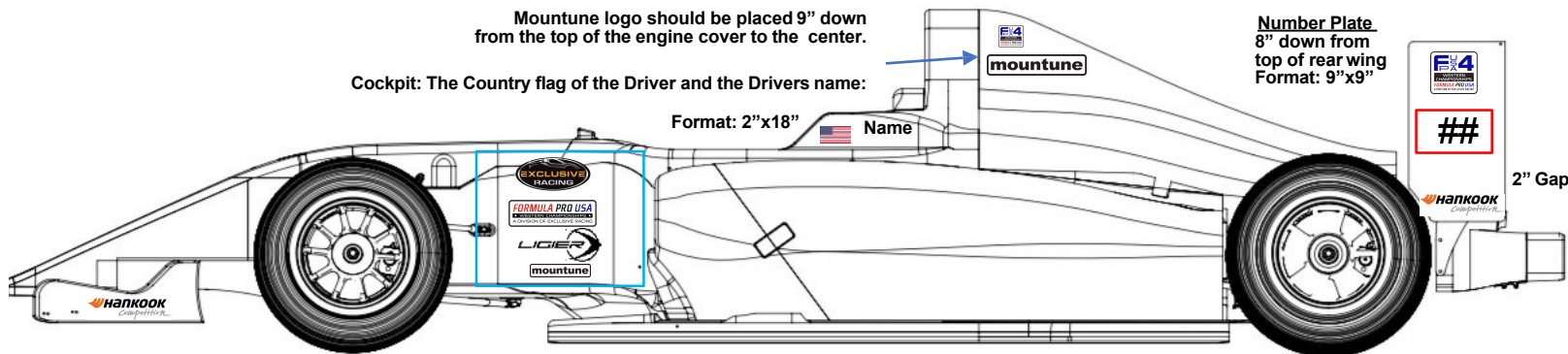
FPUSA4 TEAM CAR SIDE

2024

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)



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
Format: 2"x8"
approx.



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



No distortion of the any logo is permitted

FPUSA3 TEAM CAR NOSE

2024

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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:

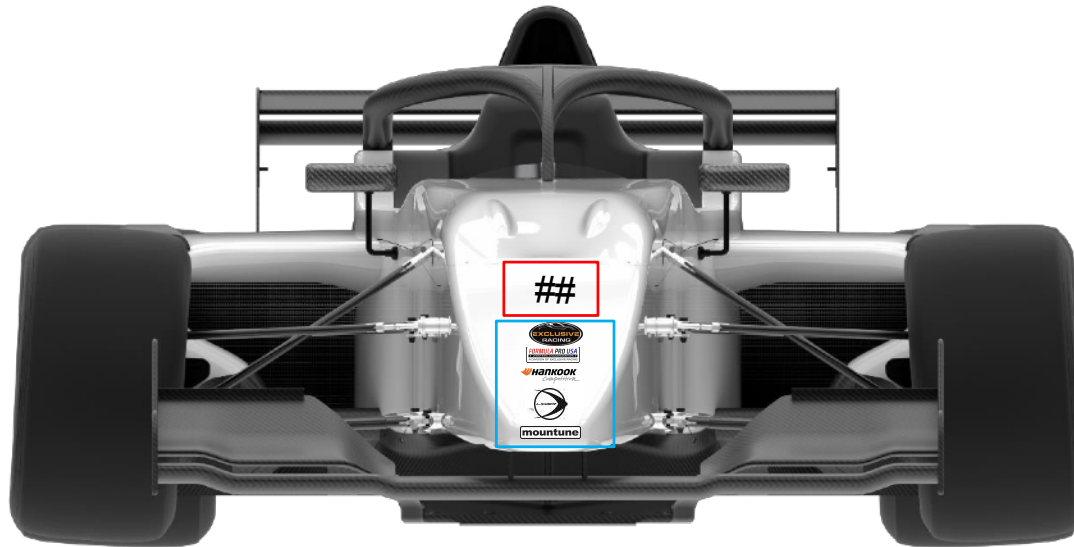
Format: 6" Approx.

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



No distortion of the any logo is permitted



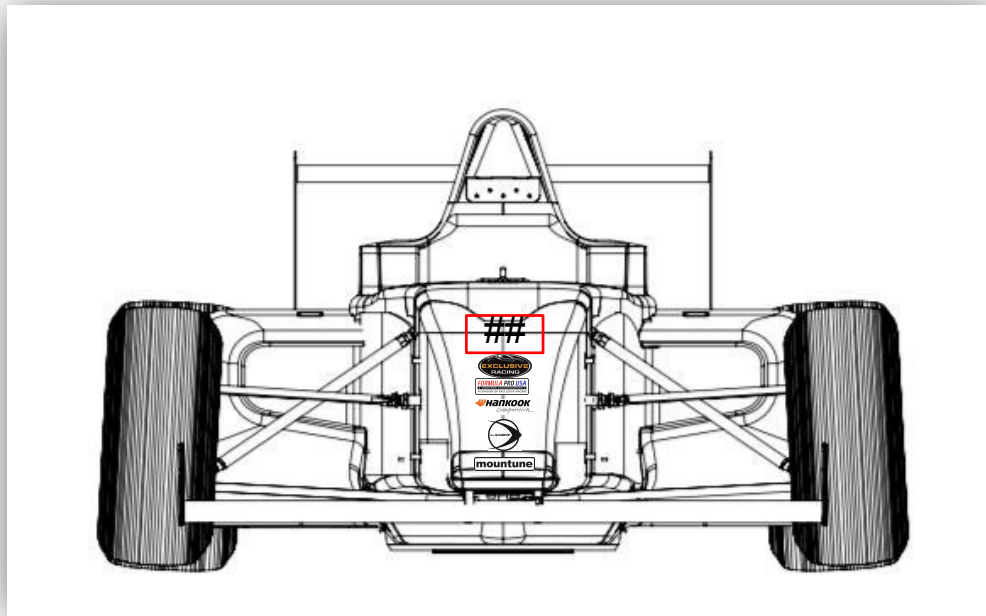
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FPUSA4 TEAM CAR NOSE 2024

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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



No distortion of the any logo is permitted

Number Plate: 6" Approx.
2" down from top of the shock cover.
Leave 2" gap between number & Exclusive Racing logo.



Format: 2"x4"



Format: 4" Tall



(For easy placement- bottom of logo goes right above nose cap)

Format: 4" Wide



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