

# STYLE GUIDE 2025

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# GUIDELINES 2025

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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 2025 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](#)



# GRAPHIC MOTIF 2025

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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.



# GRAPHIC MOTIF 2025

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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.



# GRAPHIC MOTIF 2025

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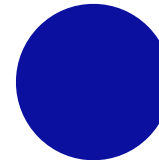


Red



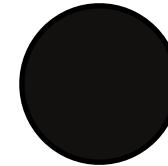
R 226  
G 33  
B 28

Blue



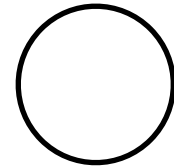
R 11  
G 16  
B 159

Black



C 20  
M 20  
Y 20  
K 100

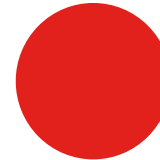
White



C 0  
M 0  
Y 0  
K 0

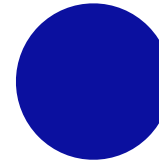


Red



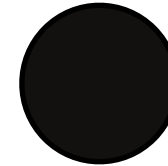
R 226  
G 33  
B 28

Blue



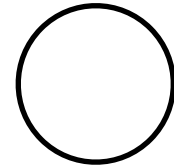
R 11  
G 16  
B 159

Black



C 20  
M 20  
Y 20  
K 100

White



C 0  
M 0  
Y 0  
K 0

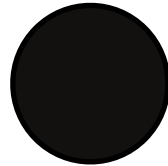


# GRAPHIC MOTIF 2025

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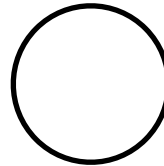


Black



C 20  
M 20  
Y 20  
K 100

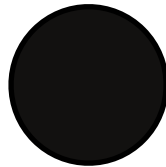
White



C 0  
M 0  
Y 0  
K 0

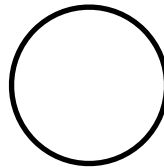


Black



C 20  
M 20  
Y 20  
K 100

White



C 0  
M 0  
Y 0  
K 0



# GRAPHIC MOTIF 2025

FORMULAPROUSA.COM

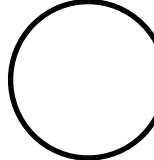
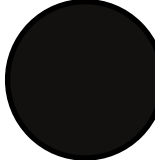
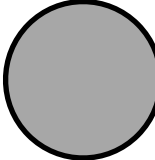
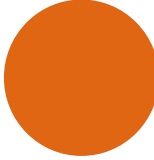


Orange

Grey

Black

White



R 225  
G 102  
B 0

R 153  
G 155  
B 158

C 20  
M 20  
Y 20  
K 100

C 0  
M 0  
Y 0  
K 0

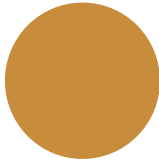


# GRAPHIC MOTIF 2025

FORMULAPROUSA.COM

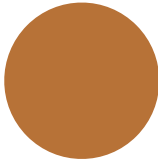


Lt Gold



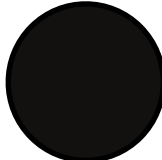
R 247  
G 177  
B 0

Dk Gold



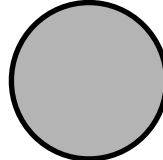
R 183  
G 114  
B 55

Black



C 20  
M 20  
Y 20  
K 100

Silver



C 0  
M 0  
Y 0  
K 20





# DRIVER SUIT 2025

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Drivers are free to have their suits embroidered.

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.



# DRIVER SHIRT 2025

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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.



# CREW SHIRT 2025

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  
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.



# CREW JACKET 2025

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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.

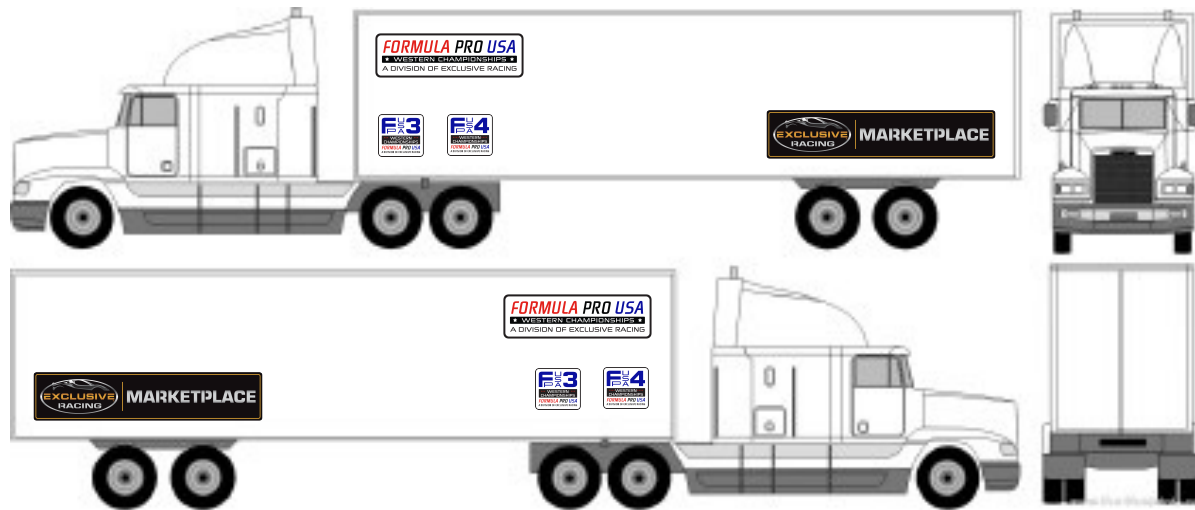


Left arm, UPPER-SHOULDER  
Format: 2"x 4" approx.



# TEAM TRANSPORTER 2025

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



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



# FPUSA3 TEAM CAR SIDE

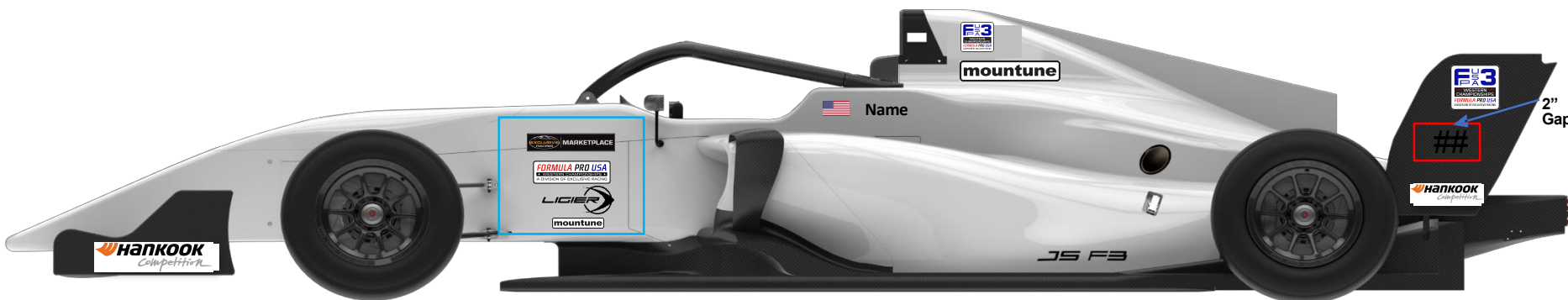
# 2025

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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)  
\*Base of 'H' or 'A' touches separation



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.



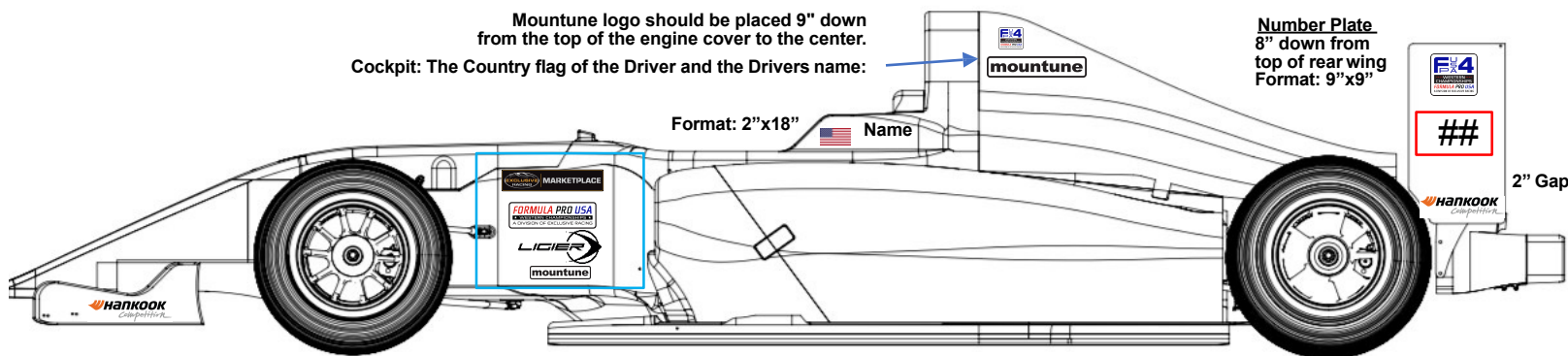
No distortion of any logo is permitted

# FPUSA4 TEAM CAR SIDE 2025

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



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 any logo is permitted

# FPUSA3 TEAM CAR NOSE 2025

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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:**

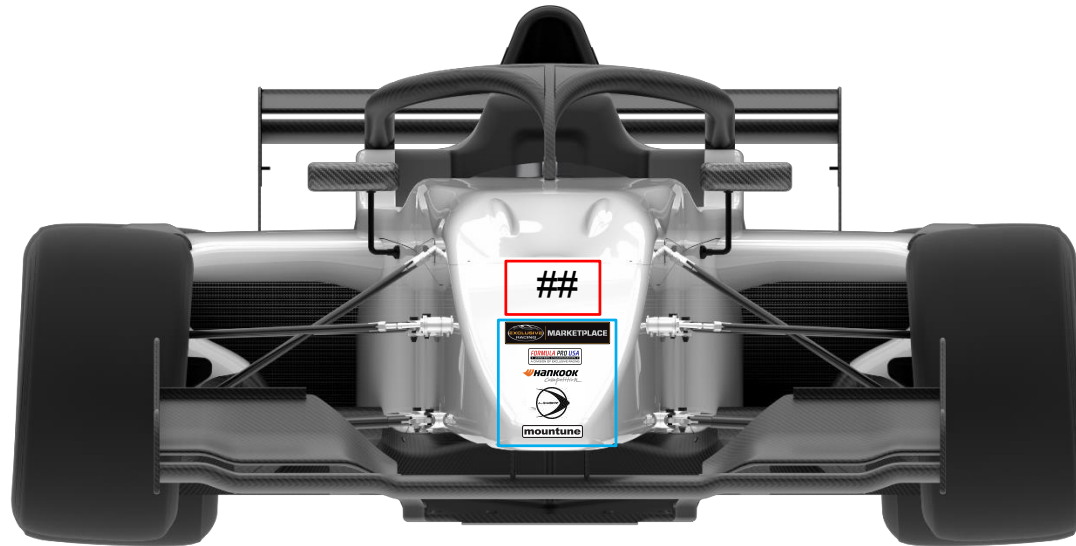
**Format: 6" Black or White #**

*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*



*No distortion of any logo is permitted*



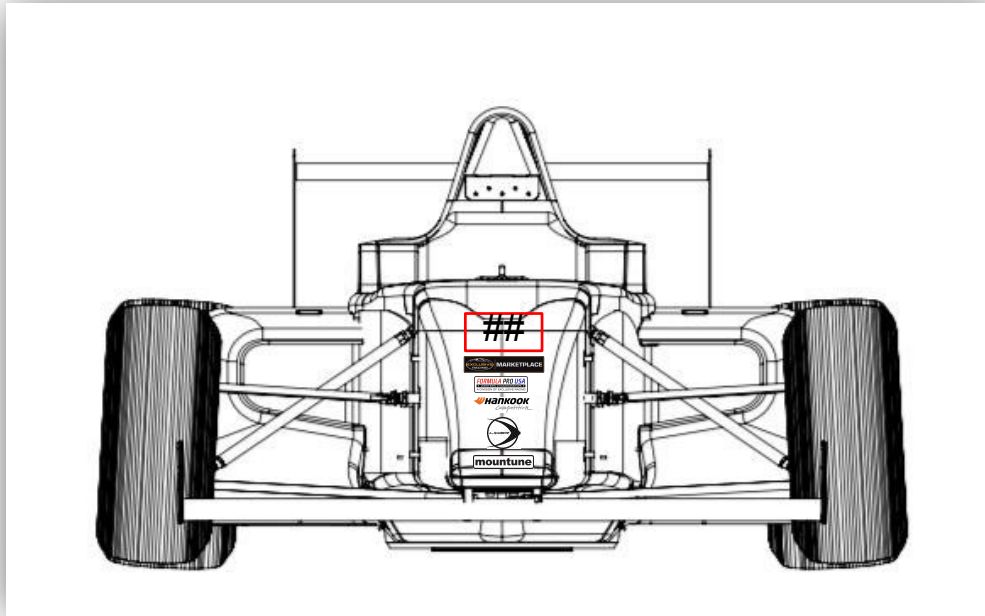


# FPUSA4 TEAM CAR NOSE 2025

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**



No distortion of any logo is permitted

**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**



*EDIT with new placement?  
(For easy placement- bottom of logo goes right above nose cap)*

**Format: 4" Wide**

