F3 AMERICAS CHAMPIONSHIP

POWERED BY HONDA

PURPOSE
This guide has been prepared to ensure that the F3 Americas identity is always displayed and communicated correctly and with maximum visual effect.

The F3 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 F3 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.

The F3 Americas logo is intended to be used in the following format and orientation only in all applications.

PRIMARY COLOR LOGO

ELEMENTS

The F3 Americas logo is presented in color and black and white applications.

PRIMARY LOGO (COLOR)

PRIMARY LOGO (BLACK AND WHITE)

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

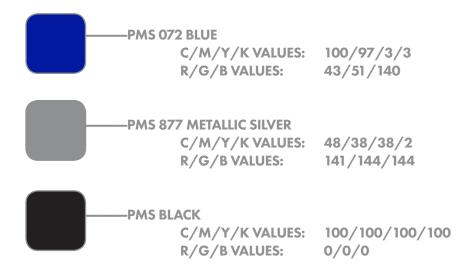ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
VENERA 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
VENERA 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
VENERA 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
VENERA 900

F3 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 072 BLUE

C/M/Y/K VALUES:	100/97/3/3
R/G/B VALUES:	43/51/140

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

SPECIFICATIONS AND USAGE

The F3 Americas logo is preferred on a white background:

The F3 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 document are the digital files necessary for proper utilization and execution of the F3 Americas logo brand identity.

ADOBE ILLUSTRATOR FILES

These files are the industry standard for digital output. All can be scaled to any size without any degradation in quality. A folder containing the Adobe Illustrator digital files with the following AI files: Version CC EPS files (.eps).

ADOBE PHOTOSHOP FILES

Adobe Photoshop files are included as .jpeg and .png RGB files, and CMYK tiff files. These files are ideal for use in email or internet applications.

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 F3 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

ADOBE ILLUSTRATOR FILES

❶ F3 Americas Logo Metallic.eps

❷ F3 Americas Logo Black.eps

❸ F3 Americas Logo KEYLINE.eps

❹ F3 Americas Logo KEYLINEBW.eps

❺ F3 Americas Logo REVERSE.eps

ADOBE PHOTOSHOP FILES

❶ F3 Americas Logo Metallic.jpeg
F3 Americas Logo Metallic.tiff
F3 Americas Logo Metallic.png

❷ F3 Americas Logo Black.jpeg
F3 Americas Logo Black.tiff
F3 Americas Logo Black.png

❸ F3 Americas Logo KEYLINE.jpeg
F3 Americas Logo KEYLINE.tiff
F3 Americas Logo KEYLINE.png

❹ F3 Americas Logo KEYLINEBW.jpeg
F3 Americas Logo KEYLINEBW.tiff
F3 Americas Logo KEYLINEBW.png

❺ F3 Americas Logo REVERSE.jpeg
F3 Americas Logo REVERSE.tiff
F3 Americas Logo REVERSE.png