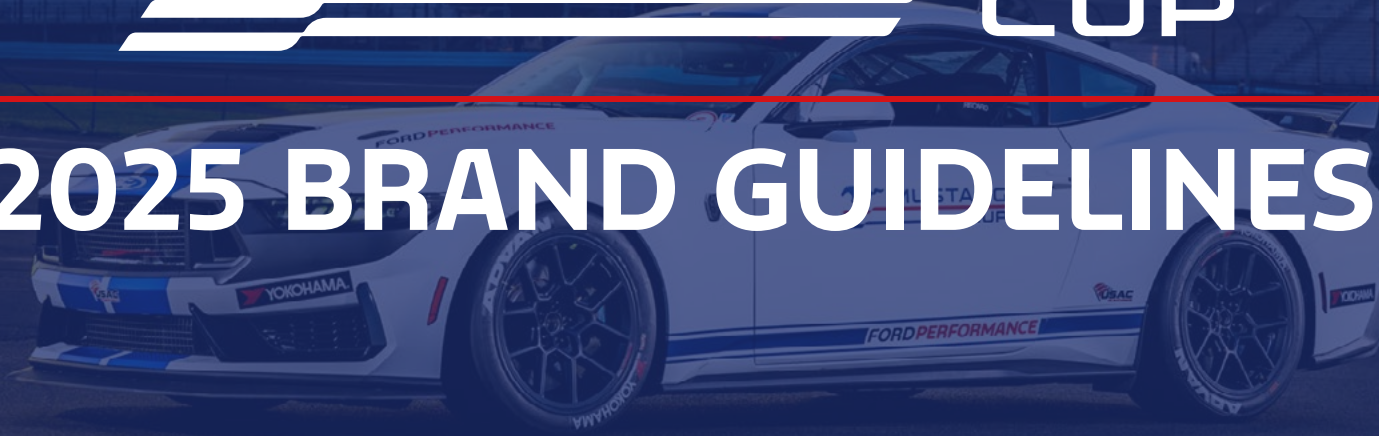




2025 BRAND GUIDELINES



2025 MUSTANG CUP

BRAND GUIDELINES



Few brands can match the racing heritage of Ford Motor Company. Whether competing in single-seaters or stockcars, the famous blue oval emblem carries a rich history of innovation and success. Ford Performance, the brand's high-performance arm, oversees the development of Ford racing engines and vehicles competing in series such as NASCAR, IMSA, SRO British GT, FIA World Rally Championship, Supercars Championship and Formula Drift. Ford Performance will also spearhead the much-anticipated return to Formula One competition with Red Bull Ford Powertrains from 2026.

Perhaps the most famous name in Ford's racing armory is the Mustang, a model that has enjoyed huge success in racing over the decades. That fine tradition continues in the modern era with the all-new Mustang Dark Horse R, offering the most demanding track enthusiasts a turn-key race car ready to compete in the all-new, single-make Mustang Cup series, sanctioned by the United States Auto Club (USAC).

Brand identity is fundamental to any business. It is far more than a logo. It is a look and feel instantly distinguishable in any application and should mirror the brand's values - the outward reflection of our company's image. The effectiveness of the corporate identity depends upon consistency, and that means applying the identity in the same manner in every application.

The following Brand Guidelines have been designed to assist all Mustang Cup teams and drivers in applying the brand consistently and accurately, as simply as possible by giving precise and comprehensive guidance on brand rules that must be followed, how assets should be used and where individuality may be expressed. This ensures Ford is presented in the correct manner, therefore strengthening the brand identity and projecting a professional image.

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BRANDING

LOGOS

The primary version of every logo should be used in almost all circumstances, unless a mono version is required as per the following pages.

Fig. 1. Mustang Cup logo

Please refer to page 04 for full guidelines.



Fig. 2. Ford and Ford Performance logo

Please refer to page 05 for full guidelines.



Fig. 3. Mustang model logo variations

Please refer to page 06 for full guidelines.

Fig. 3a



Fig. 3b



Fig. 4. United States Auto Club logo

Please refer to page 08 for full guidelines.



Fig. 5. The Ford oval

Please refer to page 07 for full guidelines.



BRAND INTEGRITY

MUSTANG CUP LOGOS



To maintain consistency across Ford Performance single-make series, the Mustang Cup branding aligns with the pre-existing Mustang Challenge. Only use the authorized file versions of the logo exactly as supplied. Do not distort, alter, reconfigure the arrangement or colors of the logo elements in any way. When using the logo over color, imagery, patterns or textures please ensure maximum legibility is maintained.

Primary - Full color [Fig. 1]

Where possible, the full color iteration of the logo should always be used.

Mono - Ford blue [Fig. 2]

A mono blue version of the logo is provided for times when the primary logo becomes illegible against the background.

Mono - White [Fig. 3]

The mono white version of the logo is provided for times when the primary logo becomes illegible against the background.

Clear space (below)



Fig. 1. Primary - Full color



Fig. 2. Mono - Ford blue



Fig. 3. Mono - White



NOTE:

Care should be taken to select a contrasting logo colorway to the background on which it is being applied to ensure maximum legibility.

BRAND INTEGRITY

FORD PERFORMANCE LOGOS AND VARIATIONS



The Ford Performance brand is positioned as a divisional umbrella within the global Ford brand, to unify all of the channels that have a performance component in the business. Vertical and horizontal versions of the Ford Performance wordmark are available. Only use the authorized file versions of the logo exactly as supplied. Do not distort, alter, reconfigure the arrangement or colors of the logo elements in any way.

Primary - Full color [Fig. 1]

Where possible, the full color iteration of the logo should always be used. Depending on available space, either the stacked or horizontal version can be used.

Secondary - Negative [Fig. 2]

A reverse version of the primary logo is provided for times when placing on a white or light colored background is not possible. Depending on available space, either the stacked or horizontal version can be used.

Mono configuration [Fig. 3 and 4]

The one-color iterations of the Ford Performance logo (black, white) should only be used where the use of color versions is not possible.

Clearspace (below):

A clearspace equal to the height of 'Performance' should be adhered at all times.



Fig. 1. Primary - Full color



Fig. 2. Secondary - Negative



Fig. 3. Mono white



Fig. 4. Mono black



NOTE:

Care should be taken to select a contrasting logo colorway to the background on which it is being applied to ensure maximum legibility.

BRAND INTEGRITY

MUSTANG MODEL LOGO VARIATIONS

Mustang Dark Horse [Fig. 1]

The Mustang Dark Horse logo must only be used on the front fender of the race car, per homologation requirements - see page 09.

Pony [Fig. 2]

The Mustang Pony must only be used in the front grille of the race car, per homologation requirements - see page 09.



Fig. 1. Mustang Dark Horse

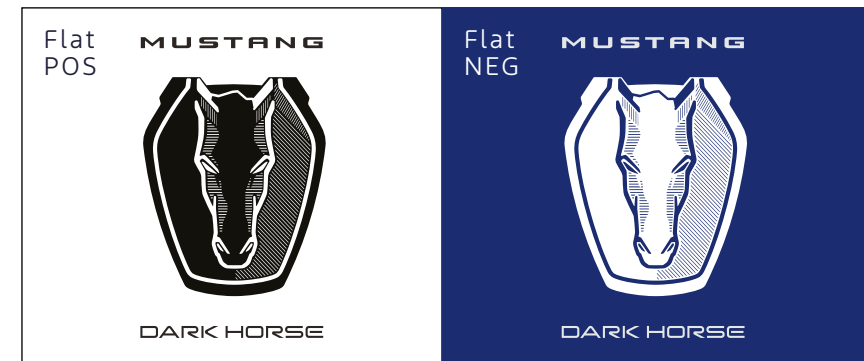
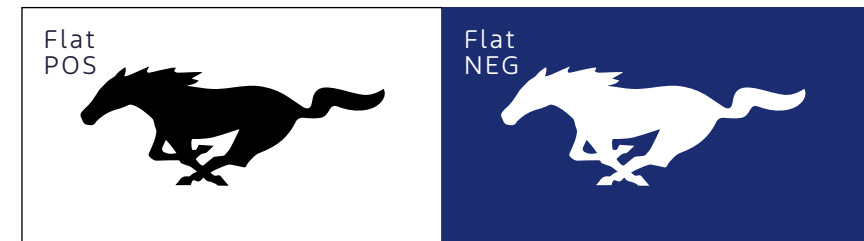


Fig. 2. Pony



NOTE:

Care should be taken to select a contrasting logo colorway to the background on which it is being applied to ensure maximum legibility.

BRAND INTEGRITY

FORD MOTOR COMPANY



The Ford Oval is the primary asset used to represent Ford Motor Company, the corporation and its entities. Only use the authorized file versions of the logo exactly as supplied. Do not distort, alter, reconfigure the arrangement or colors of the logo elements in any way.

Full color - Primary [Fig. 1]

Where capable, the iteration of the logo with the outer blue oval should be used.

Negative - Secondary [Fig. 2]

A version of the logo without the outer blue oval is provided for times when placing on a white or light colored background is not possible.

Fig. 1. Ford Oval - Primary



Fig. 2. Ford Oval - Negative



Fig. 3. Ford Oval - Clearspace



NOTE:

Care should be taken to select a contrasting logo colorway to the background on which it is being applied to ensure maximum legibility.

BRAND INTEGRITY

UNITED STATES AUTO CLUB

Founded in 1956, the United States Auto Club (USAC) is a leading sanctioning body in American motorsport. As a founding member club of ACCUS-FIA, it now oversees a diverse range of racing series across 4 pillars of disciplines, hosting over 500 events worldwide.

Only use the authorized file versions of the logo exactly as supplied. Do not distort, alter, reconfigure the arrangement or colors of the logo elements in any way.

Primary - Full color [Fig. 1]

Where possible, the full color iteration of the logo should always be used. Depending on available space, either the stacked or horizontal version can be used.

Secondary - Negative [Fig. 2]

A reverse version of the primary logo is provided for times when placing on a white or light colored background is not possible. Depending on available space, either the stacked or horizontal version can be used.

Mono configuration [Fig. 3 and 4]

The one-color iterations of the United States Auto Club logo (black, white) should only be used where the use of color versions is not possible.



Fig. 1. Primary - Full color



Fig. 2. Secondary - Negative



Fig. 3. Mono white



Fig. 4. Mono black



NOTE:

Care should be taken to select a contrasting logo colorway to the background on which it is being applied to ensure maximum legibility.

BRAND INTEGRITY

COLOR PALETTE



The Mustang Cup utilizes a modern day take on the original tri-bar color palette. Using Ford Blue to recognize the heritage of Mustang in its 60th anniversary year; Ford Performance Red from the Blue Oval's high performance arm and Light Gray from the Ford Motor Company palette.

To easily distinguish between the two classes within Mustang Cup (Dark Horse and Dark Horse Legends), Ford Performance Red and Ford Skyview are respectively employed.

Mustang Cup drivers and teams are prohibited from mimicking the race car, transporter and uniform designs of the Ford Multimatic Motorsports GT3 team ([Appendix A](#)).

Primary palette

FORD BLUE

HEX: #00095B
RGB: 0, 9, 91
CMYK: 100, 85, 0, 30

Pantone® 294C

FORD PERFORMANCE RED

HEX: #D50032
RGB: 213, 0, 50
CMYK: 0, 100, 72, 0

Pantone® 199C
Dark Horse Class

LIGHT GRAY

HEX: #E0E0E0
RGB: 224, 224, 224
CMYK: 0, 0, 0, 12

Pantone® Cool Gray 1 C

Secondary palette

FORD SKYVIEW

HEX: #066FEF
RGB: 6, 111, 239
CMYK: 85, 45, 0, 0

Pantone® 2172C
Dark Horse Legends Class

WHITE

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Pantone® White

BRAND INTEGRITY

TYPOGRAPHY



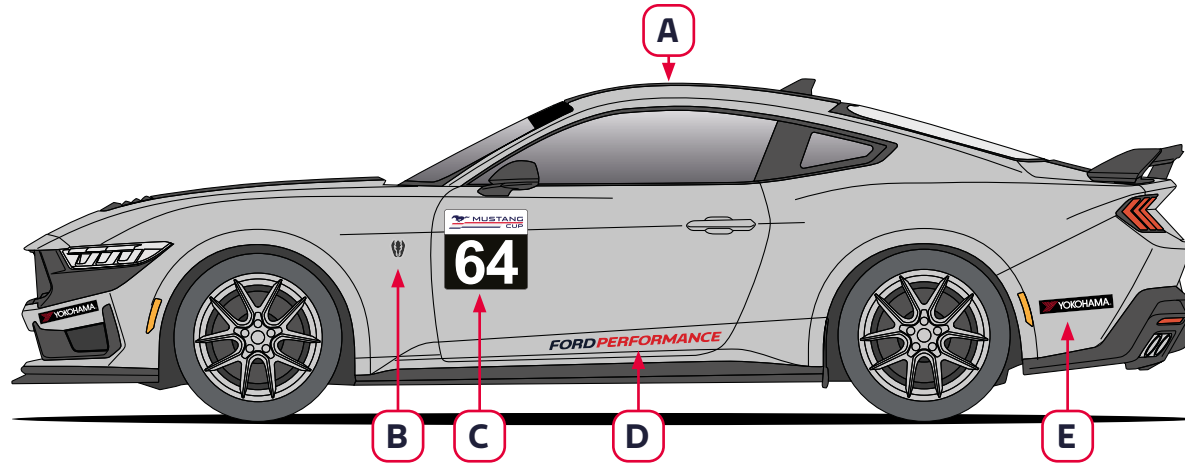
Use of the Ford F-1 font is not permitted for Mustang Cup competitors and teams. Instead, whatever typeface associated with the team or brand should be used.

Use of the Ford F-1 font is reserved strictly for Ford Performance official communication, packaging, labels and parts specific to Ford Performance. Any unauthorized or unlicensed use will be considered an infringement of our intellectual property rights, and action may be taken to protect those rights.

APPLICATION

CAR LIVERY REQUIREMENTS

LEFT AND RIGHT SIDES



Left and right sides of car					
	Item	Qty	Description	Location	Info / Size (in)
A	Driver name	2 (L / R)	Driver's name and national flag: White or black only*, Arial Bold CAPS font Flag forward-most	Outer roof edge on both sides	Min 1.25" H
B	Dark Horse badge	2 (L / R)	Part number: #PR3Z-16228-B	Front fender per homologation requirements	N/A
C	Mustang Cup number panel	2 (L / R)	Car race number panel	Front edge of both doors	13" H x 13.5" W
			Background in black		N/A
			Numbers in white, Arial Bold		7" H
			Mustang Cup logo	Door panel header strip	N/A
D	Ford Performance	2 (L / R)	Horizontal logo*	Doors below crease line	28" W
E	Yokohama	2 (L / R)	Horizontal	Rear bumper corners behind rear wheels	12" W

NOTES:

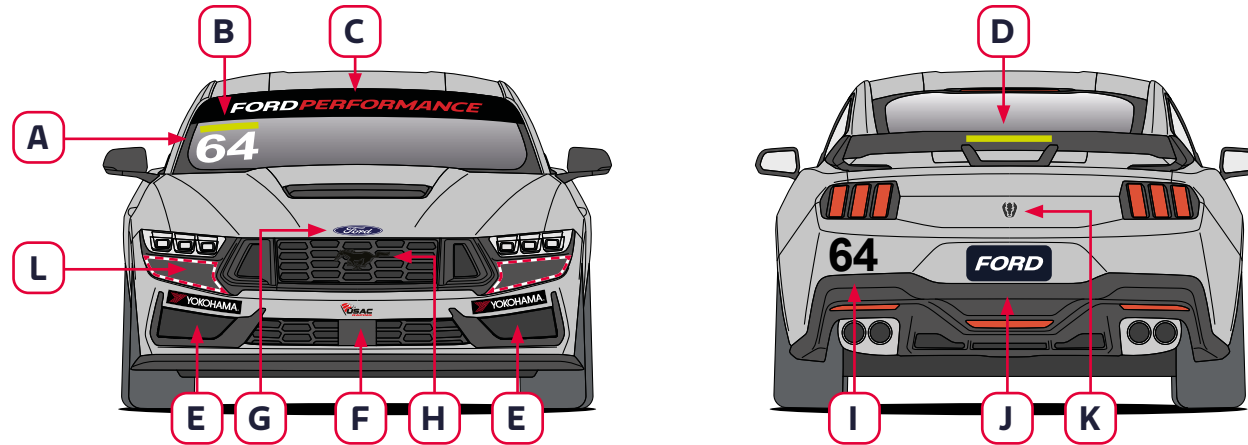
*Care should be taken to use a contrasting logo color to the livery to ensure maximum legibility.

APPLICATION

CAR LIVERY REQUIREMENTS



FRONT AND REAR



Front and rear of car					
Item	Qty	Description	Location	Info / Size (in)	
A	1	White, Arial Bold font	Top-right corner applied to the inside of the glass	7" H	
B	1	Flourescent strip: Dark Horse Legends	Top-right corner applied to the inside of the glass	10" W	
C	1	Ford Performance on black background	Top of windshield	43" W	
D	-	Flourescent strip: Dark Horse Legends	Gurney flap (rear wing)	10" W	
E	2 (L / R)	Yokohama logo	Front bumper below each headlight	12" W	
F	1	United States Auto Club logo	Front bumper center	8" W	
G	1	Ford Oval	Front edge of hood in the center	8" W	
H	1	Maintain the Pony	Front grille per homologation requirements	10" W	
I	1	White or black only*, Arial Bold font	Left-side of the rear bumper	5.75" H	
J	1	Ford wordmark in white or black only	Rear licence plate recess	11" W	
K	1	Part number: #PR3Z-16228-B	Rear decklid per homologation requirements	N/A	
L	-	Must remain dark gray, without logos or livery elements. Ford paint code: GXT / GXTEWHA "Tarnish Dark Anodized"		N/A	

NOTES:

*Care should be taken to use a contrasting logo color to the livery to ensure maximum legibility.

Do not place any logos or livery elements on the dark gray areas below the headlights (L - marked above).

APPLICATION

MUSTANG CUP RACE TRANSPORTERS

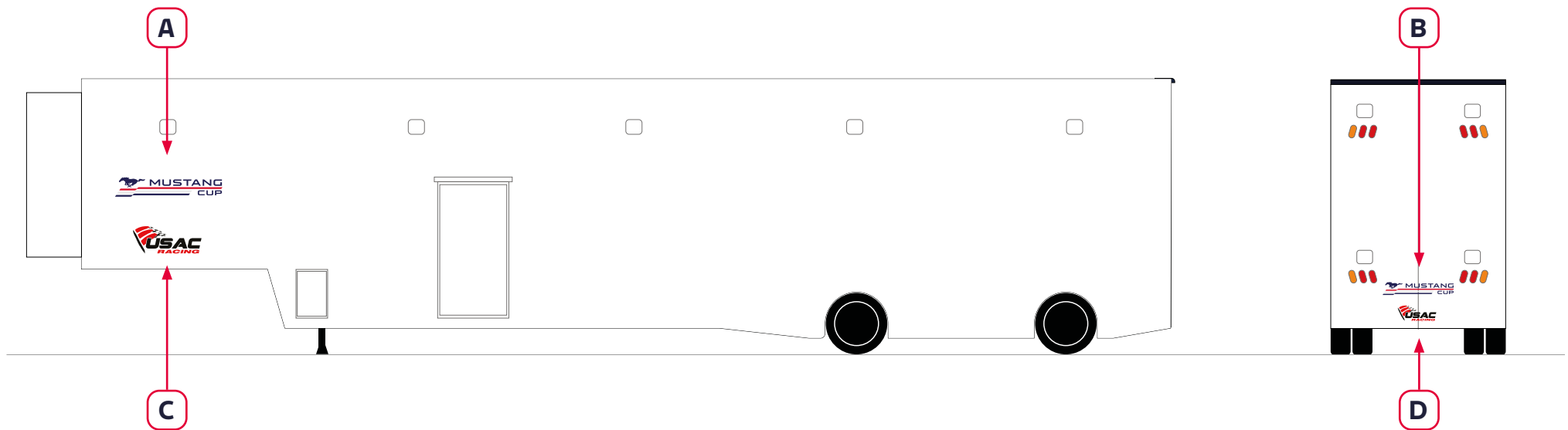


Do not:

Use diagonal lines, color palette or general layout of the Ford works team truck (Appendix A)

Race transporters					
	Item	Qty	Description	Location	Info / Size (in)
A	Mustang Cup logo	2 (L / R)	Mustang Cup series logo (see page 4)	Both sides of the trailer (above United States Auto Club)	Min 42" W
B	Mustang Cup logo	1	Mustang Cup series logo (see page 4)	On the rear of the trailer/tail-lift (above United States Auto Club)	Min 24" W
C	United States Auto Club logo	2 (L / R)	United States Auto Club logo	Both sides of the trailer	Min 36" W
D	United States Auto Club logo	1	United States Auto Club logo	On the rear of the trailer/tail-lift	Min 18" W

*Care should be taken to use a contrasting color to the livery to ensure maximum legibility



CLOTHING

MUSTANG CUP UNIFORMS

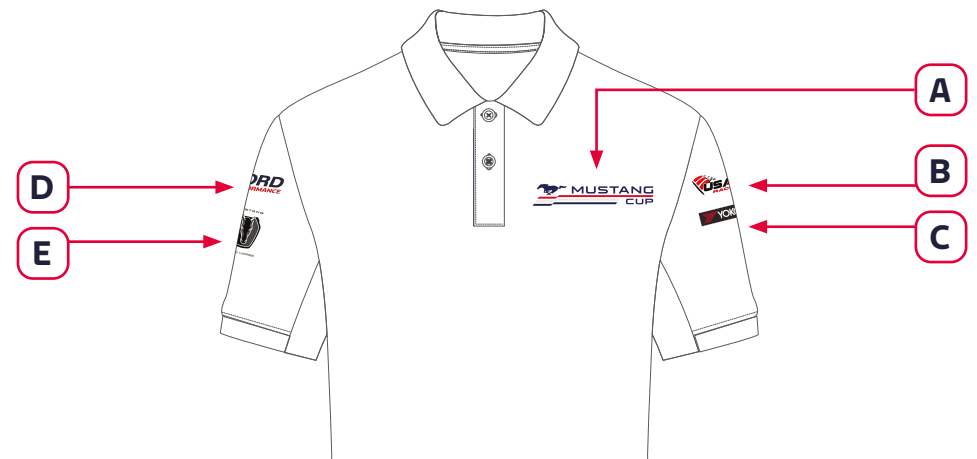


Sparco is an Official Supplier to Ford Performance, offering a preferential rate across their product range to Mustang Cup competitors and teams. Please speak to **Ben Gridley** if you are interested in purchasing Sparco racewear or teamwear.

Do not:

Use the Ford Performance diagonal line elements, color palette or general layout of the Ford Multimatic Motorsports works team (**Appendix A**)

Multiple series patches/logos are not permitted on the same fire suit. Multiple tire partner logos are prohibited on the same fire suit - only the appropriate series tire partner must be displayed when participating in the Mustang Cup.



Clothing				
	Item	Qty	Location	Size (in)
A	Mustang Cup	1	Upper left chest in position 1	4.5" W
B	United States Auto Club	1	Upper left sleeve in position 1	3.75" W
C	Tire manufacturer	1	Upper left sleeve in position 2	4.5" W
You may also use:				
D	Ford Performance logo	1	Upper right sleeve in position 1	3" W
E	Dark Horse logo	1	Upper right sleeve in position 2	3" W

**Care should be taken to use a contrasting color logo option (pages 4-6) to ensure maximum legibility*

LICENSING

MUSTANG CUP



IMPORTANT NOTE:

This document does not grant licensing for usage of Mustang Cup, Ford Performance or Mustang marks for merchandise.

Please speak to the series organizer regarding licensing for merchandise using the aforementioned marks.



APPENDIX

FORD MULTIMATIC MOTORSPORTS GT3 WORKS TEAM



Mustang Cup competitors must NOT imitate the designs below. They are exclusive to the works team.





CONTACT

MUSTANG CUP

For Mustang Cup related inquiries, please contact:

randy@usacnation.com

For Ford Performance related inquiries, please contact:

fordperf@ford.com

Click [HERE](#) to download series logos.

Click [HERE](#) for the United States Auto Club site.

www.performance.ford.com

FORD
PERFORMANCE