

CARÁ ORIGIN

M O T O R S P O R T S

Style Guide 2023



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Introduction

At the beginning of 2022, Cará Origin Motorsports was created. The passion for motorsport is shared between a father and son, and all of it originates from one name:

Cará.

In partnership with the Formula 4 United States Championship Presented by Honda, our team introduces drivers into the first open-wheel step to Formula One.

Daniel Cará, born in Houston, Texas is a driver and founder of Cará Origin Motorsports. With family coming from Brasil, their support helped the passion for motorsports become a career. 2022 was a year dedicated to carefully crafting a team. His father, Miguel Cará, helped incorporate Cará Origin Motorsports in the Formula 4 United States Championship as both a competitive and exclusive program.

Purpose

The purpose of this style sheet is to standardize the presentation and usage of the identity of the Cará Origin Motorsports team.

How to Use

Refer to this stylesheet whenever creating, editing, or brainstorming ideas for how to represent Cará Origin Motorsports.

Some examples for the use of this stylesheet include the production of items such as letterheads, posters, emails, apparel, bags, and advertisement.

Color Palette

For any electronic and printed productions including the logo of Cará Origin Motorsports and/or relations to the original identity, use these following color models. CMYK should be applied to printed mediums, and RGB to digital.



Black
CMYK 0/0/0/100
RGB 0/0/0

White
CMYK 0/0/0/0
RGB 255/255/255



Blue
CMYK 100/89.59/32.72/23.87
RGB 0/45/100



Yellow
CMYK 0/39/98/0
RGB 250/168/30



Team Name

These are approved variations of the Cará Origin Motorsports brand identity.

The primary logo is black text on a white background.

Approved variations utilize the team color palette (the color models can be seen on [page 4](#)).

The brand name should have a keyline of either a black rectangle or white rectangle when placed on a new color, with the letters as negative space. Best judgment should be used to optimize contrast.

On [page 22](#), there are multiple .png files that have the correct proportions for these alterations, and these files can be scaled appropriately to maintain the set measurements.

Primary name

CARÁ ORIGIN
M O T O R S P O R T S

Approved variations

Designated brand Black, White, Blue, and Yellow (see page 4)



Name with keyline variation examples



General Typography

These are the primary and complementary typefaces that may be used for additional text applications.

Helvetica Neue Bold is the primary typeface of the Cará Origin Motorsports team. Aviano Sans Bold is the secondary typeface used for the word “Motorsports” in the brand name.

For “Cará Origin” within the brand identity, the stroke of Helvetica has been increased to make the typeface appear more bold. Additionally, the Aviano Sans used for “Motorsports” has the tracking increased.

Documents and official texts should be written in Times New Roman and appropriate variations such as Bold, Italic and Bold Italic.

The team website utilizes Archivo Black as a primary typeface and Helvetica as a secondary typeface.

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVIANO SANS BOLD (WITH INCREASED TRACKING)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archivo Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Pilot Numbers and Identity

For each pilot's identifying number, use the typeface Belarius Sans Wide Extrabold Oblique.

The same rules stated for the Team Name on [page 6](#) are used for representation of each pilot number and identity.

2023 Pilot Identity of Daniel Cará

10

Other numeric examples

1 2 3 4 5 6 7 8 9 0

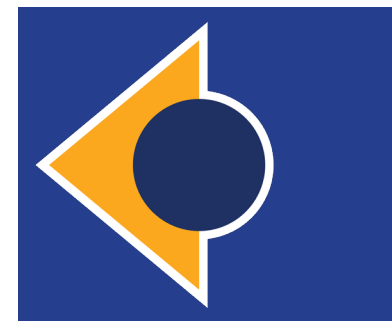
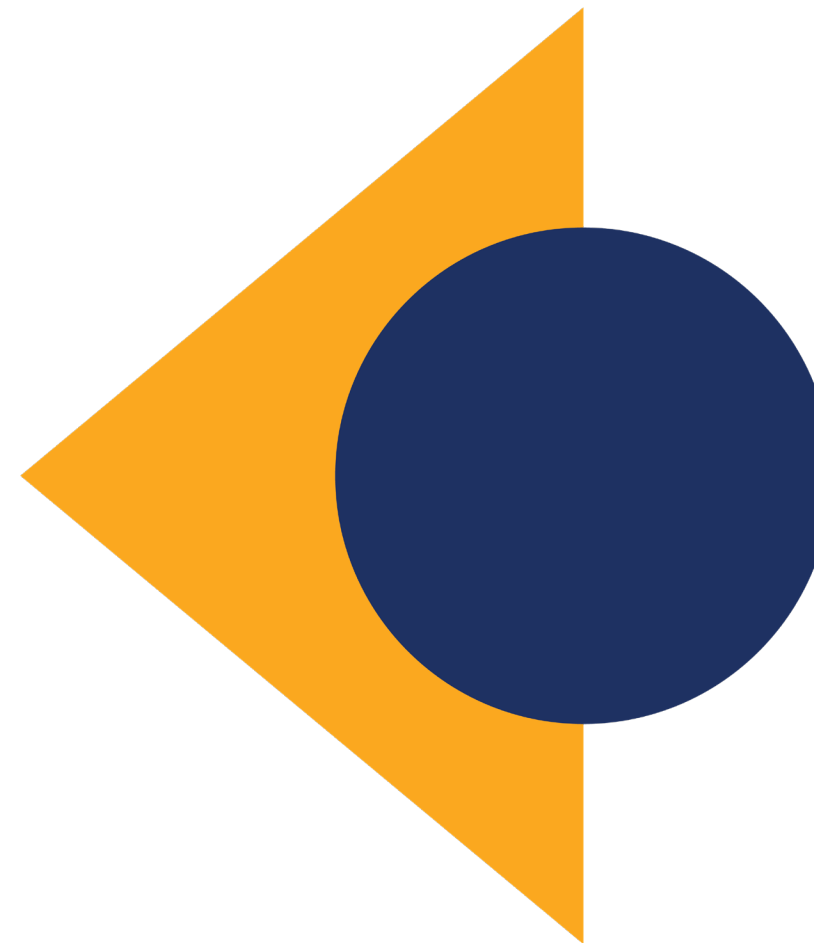
12 34 98 76	56 78 54 32	90 12 10 98
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1234567890 1234567890 1234567890 1234567890	Belarius Sans Wide Extrabold Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
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Logo and Iterations

The Cará Origin Motorsports is preferred primarily on a white background, yet is applicable and accepted on black, gray, or colors of high contrast.

If the Cará Origin Motorsports logo is placed on a background that is of similar shade, hue, or tone, a keyline must be placed around the logo.



Additional Illustrations

These are official illustrations from the 2023 season that can be used on any medium when depicting Cará Origin Motorsports.

The *2023 Daniel Illustration* must be on a white background. If there is any alteration of background color other than white, use the illustration with the given keyline.

The *Pilot Logo* and *Pilot Logo Keyline* should follow the same rules that the original Cará Origin Motorsports logo has, which can be found on [page 12](#).

The *Logo Blackout* and *Pilot Logo Blackout* shall only be used on a white background. The *Logo Whiteout* and *Pilot Logo Whiteout* are only to be used on a black background. These logo variations are available on [page 22](#).

2023 Daniel Illustration and keyline



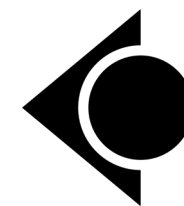
Pilot Logo (current number of Daniel Cará)



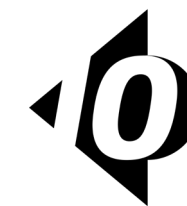
Pilot Logo Keyline



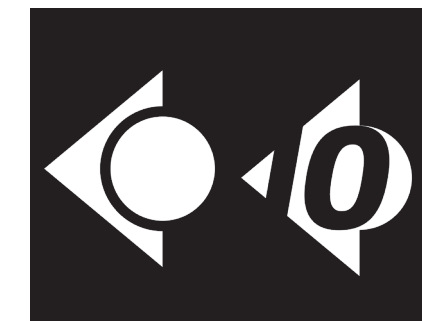
Logo Blackout



Pilot Logo Blackout



Logo Whiteout



Pilot Logo Whiteout



Letterhead and Stationery

Below is the official letterhead used for any printed documents provided by Cará Origin Motorsports.

All business cards used to promote Cará Origin Motorsports should follow the format given.

The .png files for the letterhead and the business card design are given on [page 22](#).



Email Template

All emails sent by any member of Cará Origin Motorsports should contain a signature that follows the format below (which includes the keyline Letterhead, found in [page 16](#) and [page 22](#)):

Sender name
Job Title
Sender email
Sender phone number



Cará Origin Motorsports
MSR Houston, 1 Performance Dr
Angleton, TX 77515, United States

Rum que maiorer natus.

Debit, sitaero es animaxi minulpa ruptaepro ium que experep taeculpa alici saes nostin periaspitem a am eiuntio velenimus eos et est aut volorro dolore nia volorro que eost untium esedipsa netur sum arundi volendandi volupta plab is autem. Nem evenda num aditasp iciusandamet quis nestibu saperrum volupta ssinus que pa quidername nam autasim uscienimod molore modit ad ut lab ipsandus pelit pore ne et essi occum faccatem corehenet accus eturistia doloruptint fuga.

Ma nobitiu ntiore voluptat.
Icimus esciur andel et aut por mi,
quiae officta cus aut et quid molorro
vidusda quodis exera doles molupta dest

Sender name
Job Title
Sender email
Sender phone number



Cará Origin Motorsports
MSR Houston, 1 Performance Dr
Angleton, TX 77515, United States

Rum que maiorer natus.

Debit, sitaero es animaxi minulpa ruptaepro ium que experep taeculpa alici saes nostin periaspitem a am eiuntio velenimus eos et est aut volorro dolore nia volorro que eost untium esedipsa netur sum arundi volendandi volupta plab is autem. Nem evenda num aditasp iciusandamet quis nestibu saperrum volupta ssinus que pa quidername nam autasim uscienimod molore modit ad ut lab ipsandus pelit pore ne et essi occum faccatem corehenet accus eturistia doloruptint fuga.

Ma nobitiu ntiore voluptat.
Icimus esciur andel et aut por mi,
quiae officta cus aut et quid molorro
vidusda quodis exera doles molupta dest

Sender name
Job Title
Sender email
Sender phone number



Cará Origin Motorsports
MSR Houston, 1 Performance Dr
Angleton, TX 77515, United States

Partners and Sponsors

As of September 2023, these are the current partners and sponsors of Cará Origin Motorsports. Each corresponding brand guideline can be found in the File Downloads section of this stylesheet located on [page 22](#).

F4 U.S. Championship



Hagerty



Hankook



Hillenburg Motorsports



Honda-HPD



Ligier



Lucas Oil



Mission Foods



MK Technologies



Omologato



Racing Group



Radford Racing School



Safety Kleen



SCCA Pro Racing



Sunoco Fuel



File Downloads

All design files referenced in this document can be found here. When using each file and manipulating it to its proper medium, maintain the original proportions and given rules.

[Cará Origin Motorsports Stylesheet Files Folder](#)

[Letterhead](#)
[Letterhead Keyline](#)

[Official Logo \(.png\)](#)
[Official Logo \(.jpg\)](#)
[Official Logo Keyline](#)
[Logo Blackout](#)
[Logo Whiteout](#)

[Partners and Sponsors Brand Guidelines](#)
[Hillenburg Motorsports Logo](#)

[Pilot Logo](#)
[Pilot Logo Keyline](#)
[Pilot Logo Blackout](#)
[Pilot Logo Whiteout](#)

[Team Name Primary \(black text\)](#)
[Team Name \(white text\)](#)
[Team Name \(yellow text\)](#)
[Team Name \(blue text\)](#)
[Team Name \(white keyline\)](#)
[Team Name \(black keyline\)](#)

[2023 Daniel Illustration](#)
[2023 Daniel Illustration Keyline](#)

Contacts

Business Operations

caraoriginmotorsports@gmail.com

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Design, Advertisement, Team Representation

nikkicara@comcast.net

+1 (936) 697-9989

General Questions

caraoriginmotorsports@gmail.com

+1 (936) 697-1370

<https://caraoriginmotorsports.com/>

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