



RACING

MUSTANG CUP USA

2026 BRAND GUIDELINES

ISSUE 1.0 - DECEMBER 17, 2025

INTRODUCTION

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 Racing, 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 Racing 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 single-make Mustang Cup USA 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 USA 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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BRAND MARKS

OVERVIEW



FIG. 1. MUSTANG CUP USA LOGO
Please refer to page 4 for full guidelines.



FIG. 2 FORD RACING
See page 5 for full guidelines.



FIG. 3 RACING WORDMARK
See page 6 for full guidelines.



FIG. 4 MUSTANG PONY
See page 7 for full guidelines.



FIG. 5 MUSTANG DARK HORSE LOGO
See page 7 for full guidelines.

BRAND MARKS

MUSTANG CUP USA

Whilst the Mustang Cup USA is one of the three single-make series of Ford Racing, each has its own distinctive brand. 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.

BLUE [FIG. 1A]

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

WHITE [FIG. 1B]

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

CLEAR SPACE (BELOW)



Clearspace



Fig. 1a. Primary - Full color



Fig. 1b. Mono - White

BRAND MARKS

RACING OVAL

The Racing Oval carries the full weight of our identity. It's how we stake our claim in the world, so we don't go anywhere without it. And in communications where brand recognition is the single most important goal, the Racing Oval leads.

We have four versions to use depending on background and format:

BLUE [FIG. 2A]

The go-to version for most applications when the background is a light color. In the instance of a striped background, place a solid white square behind the blue logo.

BLUE WITH WHITE TYPE [FIG. 2B]

For use on blue and dark backgrounds.

WHITE [FIG. 2C]

For use over imagery that isn't busy and has enough contrast with the logo.

BLACK [FIG. 2D]

For limited-color applications such as black & white print, tooling, or embossing.

OVAL ONLY (FORD RACING BLUE) - RESTRICTED USE [FIG. 2E]

For use only on the nose of the Dark Horse R livery (pages 11 & 12).

Always use the version of the logo that maximizes visibility, contrast, and impact. Never alter colors or applying effects, and be sure the Racing Oval can be clearly seen at all times. Avoid overlaying on complex imagery or patterns.



Fig. 2a. Blue



Fig. 2b. Blue with White Type



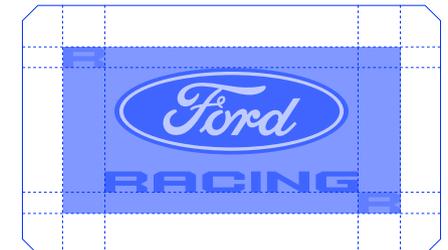
Fig. 2c. White



Fig. 2d. Black



Fig. 2e. Oval Only (Ford Racing Blue)



Clearspace



THE RACING OVAL SHOULD ALWAYS BE THE PRIMARY LOGO ASSET IN ANY COMMUNICATION.

BRAND MARKS

RACING WORDMARK

The Racing Wordmark is a secondary asset that we use in instances where vertical space is limited — like on helmet visors or windshields.

The wordmark should always appear as Ford Racing — never modifying to just ‘Ford’ or just ‘Racing’.

The Racing Wordmark comes in three color options for maximum flexibility and visibility. Always choose a version of the wordmark that allows it to stand out boldly, with strong contrast and clarity:

BLUE [FIG. 3A]

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

WHITE [FIG. 3B]

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

BLACK [FIG. 3C]

For limited-color applications such as black & white print, tooling, or embossing.



Fig. 3a Blue



Fig. 3b White



Fig. 3c Black



Clearspace

BRAND MARKS

MUSTANG

MUSTANG DARK HORSE [FIG. 4]

The Mustang Dark Horse logo must be used on the front fender and rear decklid of the race car, per homologation requirements - see pages 10 and 12 respectively.

PONY [FIG. 5]

The Mustang Pony must only be used in the front grille of the race car, per homologation requirements - see page 12.



Fig. 4. Mustang Dark Horse

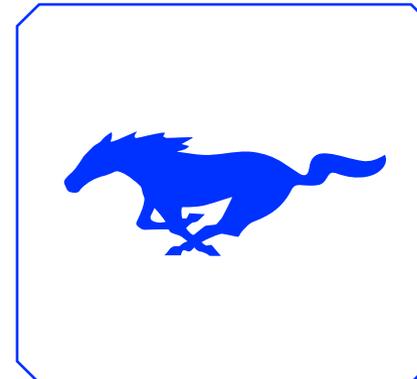
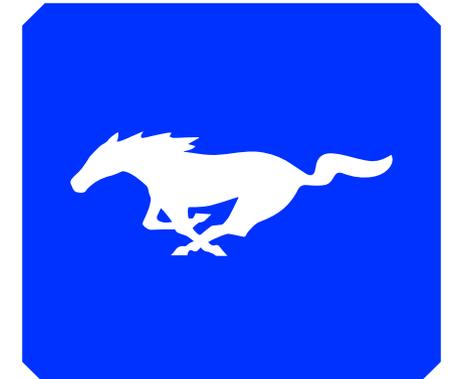


Fig. 5. Pony



COLOR PALETTE

BRAND GUIDELINES

Racing Blue and White are our two main colors — an iconic combination pulled straight out of Ford history and updated to live on for decades. These are our primary colors, and this is the combination that should dominate across all experiences.

Racing Blue is a signature color, made for this brand. Never alter or recreate the shade.

Secondary Blue is a secondary color that we use to add dimension. It compliments Racing Blue, but offers less contrast and a change of pace from White.

Off-White and Black are tertiary colors that can be used in specific cases. Only use Black for body copy. Off- White can be used to create a subtle tonal difference when paired against White, useful for creating background graphics and page breaks in digital layouts.

These colors are critical assets — our most powerful tool for standing out from afar. Always use the correct swatches and color values. Please contact the global design team for additional color specifications beyond digital and print.



TERTIARY COLORS ARE SOLELY FOR DIGITAL APPLICATIONS AND SHOULD NOT APPEAR IN PHYSICAL STATES.

RACING BLUE

HEX: 0032FF

R: 0 G: 50 B: 255

C: 87.5 M: 67.1 Y: 0.8 K: 0

PMS: 2728 C

WHITE

HEX: FFFFFFFF

R: 255 G: 255 B: 255

SECONDARY BLUE

HEX: 000795

R: 0 G: 7 B: 149

C: 88.2 M: 82 Y: 0.4 K: 0

PMS 2738 C

OFF-WHITE (TERTIARY)

HEX: F9F5EF

R: 249 G: 245 B: 239

PMS 9345 C

BLACK (TERTIARY)

HEX: 000000

R: 0 G: 0 B: 0

BRAND INTEGRITY

FONTS

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

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

A B C D E F F O R D

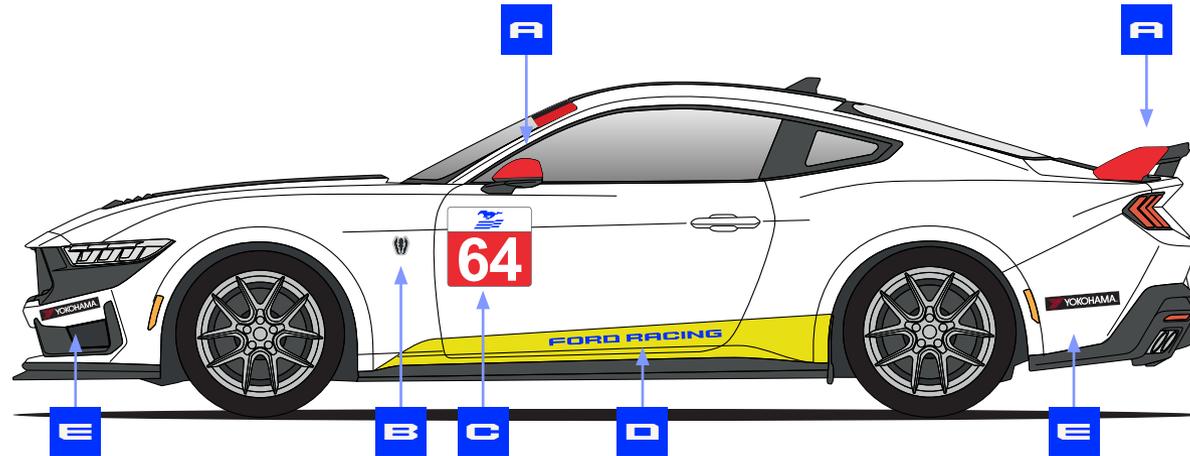
APPLICATION

LIVERY - LEFT & RIGHT SIDES

NOTES:

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

Areas marked yellow are reserved for series partners.



ITEM	QTY	DESCRIPTION	LOCATION	INFO / SIZE (IN)	APPENDIX A	
A	L / R	Red: Dark Horse Blue: Dark Horse Legends Green: Cup Classic	Wing mirror caps, rear wing end plates	N/A	DH: C1 + C3 DHL: C2 + C4 Classic: C3 + CC6	
B	2 (L / R)	Part number: #PR3Z-16228-B	Front fender per homologation requirements	N/A	N/A	
C	2 (L / R)	Car race number panel	Front edge of both doors	13" H x 13.5" W	DH: C10 DHL: C11 Classic: C12	
		Background in class color - Red: Dark Horse / Blue: Dark Horse Legends / Green: Cup Classic		N/A		
		Numbers in white, Arial Bold		7" H		
		One make series icon	Door panel header strip	N/A		
D	2 (L / R)	Ford Racing*	Horizontal logo	Doors below crease line	28" W	FR1 (POS or NEG)
E	4	Yokohama	Yokohama Tire logos	Front and Rear bumper corners	12" W	S1

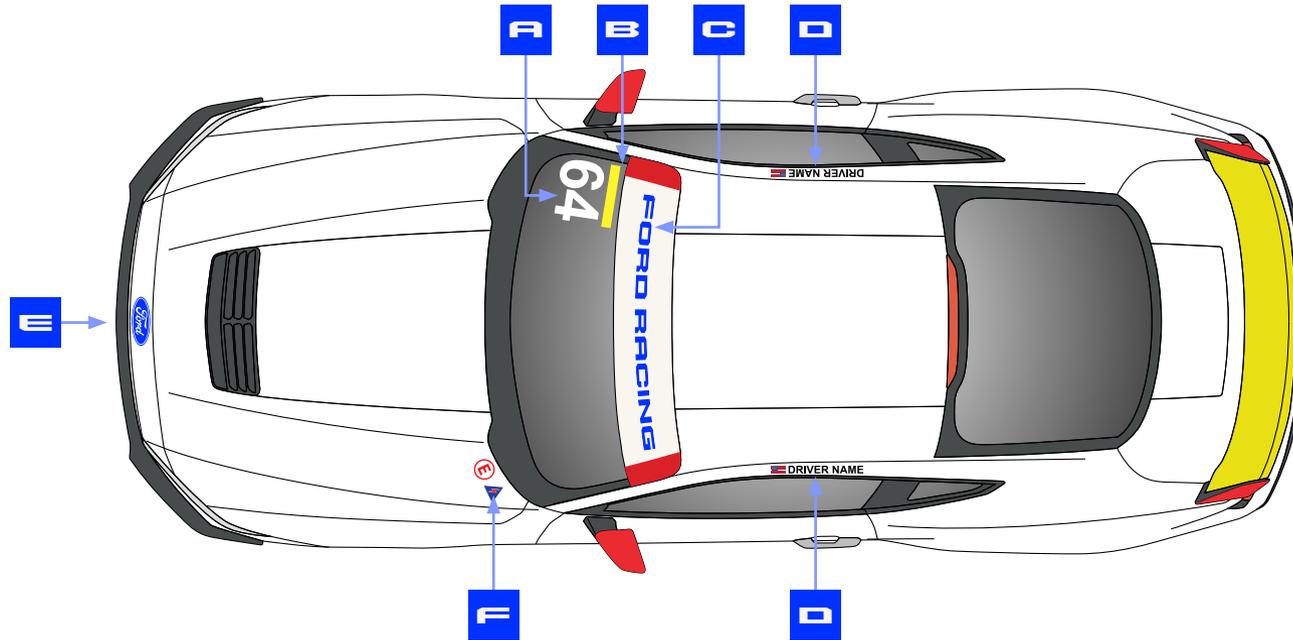
APPLICATION

LIVERY - TOP

NOTES:

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

Areas marked yellow are reserved for series partners.



ITEM	QTY	DESCRIPTION	LOCATION	INFO / SIZE (IN)	APPENDIX A
A	1	Windshield number White, Arial Bold font	Top-right corner applied to the inside of the glass	7" H	S7
B	1	Windshield class identifier Display the flourescent strip for the second driver	Top-right corner applied to the inside of the glass	10" W	
C	1	Screenstrip Ford Racing on white background	Top of windshield	43" W	FR4
D	2 (L / R)	Driver's name and national flag: White or black only*, Arial Bold CAPS font Flag forwardmost	Outer roof edge on both sides	Min 1.25" H	N/A
E	1	Ford Oval Ford Oval	Front edge of hood in the center	8" W	FR3
F	2	Electrical cut off & fire extinguisher Engine and electrical cut off location markers	Left-side of hood	As supplied	S5

APPLICATION

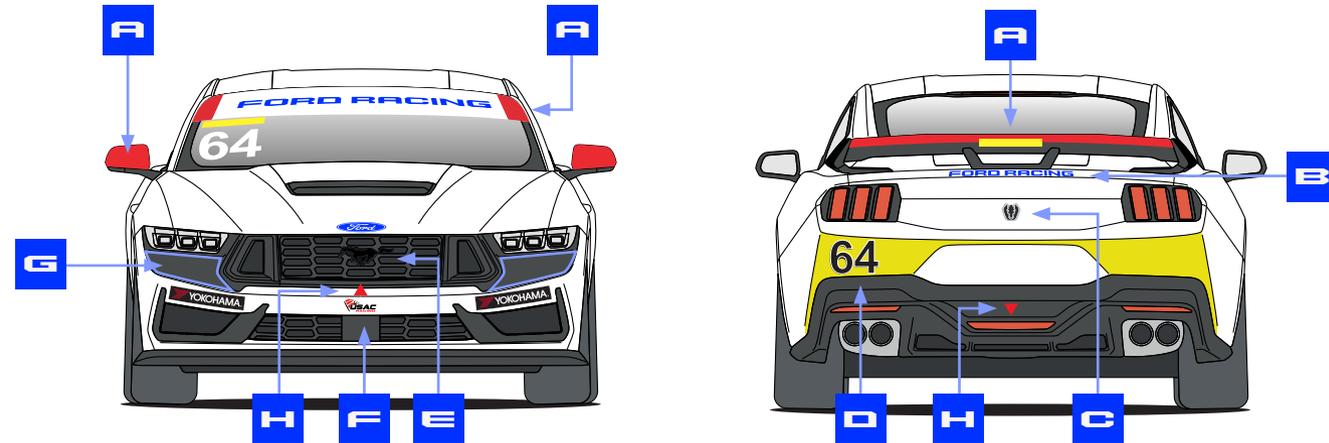
LIVERY - FRONT & REAR

NOTES:

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

Areas marked yellow are reserved for series partners.

Teams are not permitted to change the color/tint of the headlights. They must remain as per factory specification.



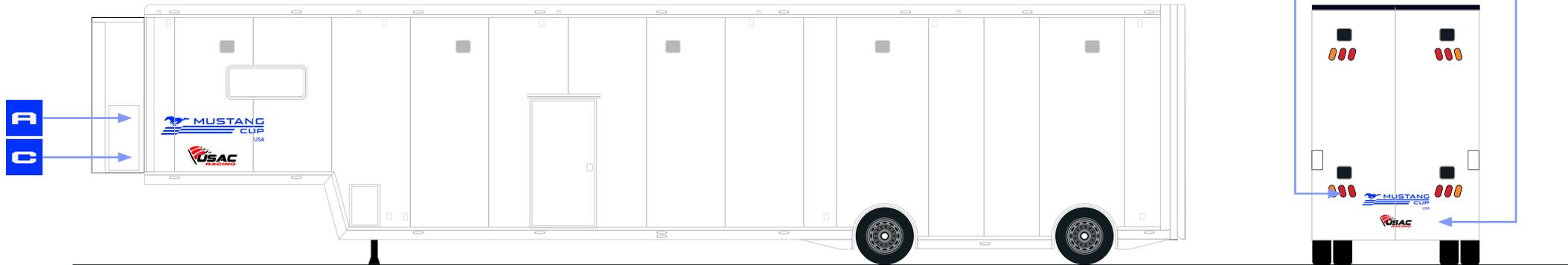
ITEM	QTY	DESCRIPTION	LOCATION	INFO / SIZE (IN)	APPENDIX A
A	-	Red: Dark Horse / Blue: Dark Horse Legends / Green: Cup Classic Display the fluorescent strip for the second driver	Wing mirror caps, gurney flap (rear wing), screenstrip edges,	N/A	DH: C1, C7 + C13 DHL: C2, C8 + C14 Classic: C3, C9 + C15
B	1	Ford Racing Wordmark	Rear trunk lid lip	21" W	FR2 (POS or NEG)
C	1	Part number: #PR3Z-16228-B	Rear decklid per homologation requirements	N/A	N/A
D	1	Black with a white outline, Arai Bold font	Left-side of the rear bumper	5.75" H	S4
E	1	Maintain the Pony	Front grille per homologation requirements	10" W	N/A
F	1	USAC logo	Front bumper center	8" W	S2 (POS or NEG)
G	-	Must remain dark gray, without logos or livery elements. Ford paint code: GXT / GXTEWHA "Tarnish Dark Anodized"		N/A	N/A
H	2 (F / R)	Tow location marker arrows	Front bumper center below grille/rear bumper center in recess	1" W	N/A

APPLICATION

TRANSPORTERS

DO NOT:

- Use design cues, color palette or general layout of the Ford works team transporter



ITEM	QTY	LOCATION	INFO / SIZE (IN)
MANDATORY			
A	2 (L / R)	Both sides of the trailer (above USAC)	Min 42" W
B	1	On the rear of the trailer/tail-lift (above USAC)	Min 24" W
C	2 (L / R)	Both sides of the trailer	Min 36" W
D	1	On the rear of the trailer/tail-lift	Min 18" W

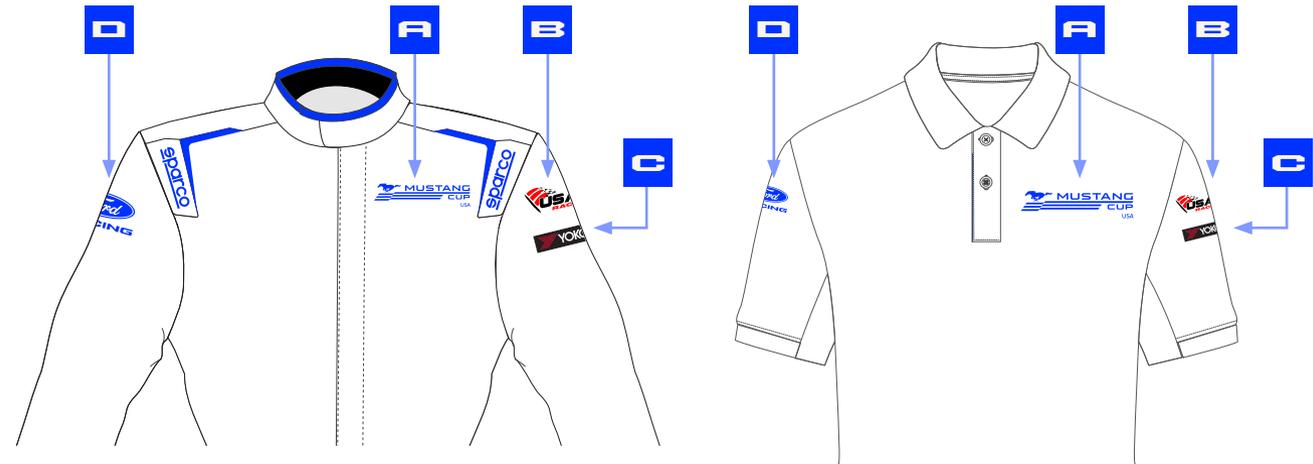
NOTES: *Care should be taken to use a contrasting color to the livery to ensure maximum legibility

APPLICATION

TEAM WEAR

Multiple series patches/logos are permitted on the same fire suit, however only Yokohama must be displayed when participating in Mustang Cup USA.

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



CLOTHING				
	ITEM	QTY	LOCATION	SIZE (IN)
A	Mustang Cup USA*	1	Upper left chest	4.5" W
B	USAC	1	Upper left left sleeve	3.75" W
C	Yokohama	1	Upper left left sleeve	3.75" W
YOU MAY ALSO USE:				
D	Ford Racing logo*	1	Upper right left sleeve	3" W

*Care should be taken to use a contrasting color logo option to ensure maximum legibility

LICENSING

IMPORTANT NOTE:

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

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

CONTACT

For marketing related enquiries, please contact:
DBALTAZ4@ford.com

Click [here](#) to download the Mustang Cup USA related logos.

The name 'Ford Racing' and logo design are registered trademarks of Ford Motor Company. Ford acknowledges the rights of third parties in other trademarks. The models shown may include US and non-US specifications.

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APPENDIX A

DECAL PART NUMBERS - PRINTABLE

CLASS IDENTIFICATION	PART #	PART #	
		POSITIVE	NEGATIVE
C1	Wing mirror cap - red	DEC-ALL-WMC-R	N/A
C2	Wing mirror cap - blue	DEC-ALL-WMC-B	N/A
C3	Wing mirror cap - green	DEC-MCUUS-WMC-G	N/A
C4	Wing end plate - red	DEC-ALL-WEP-R	N/A
C5	Wing end plate - blue	DEC-ALL-WEP-B	N/A
C6	Wing end plate - green	DEC-MCUUS-WEP-G	N/A
C7	Gurney flap - red	DEC-ALL-GF-R	N/A
C8	Gurney flap - blue	DEC-ALL-GF-B	N/A
C9	Gurney flap - green	DEC-MCUUS-GF-G	N/A
C10	Race number panel - red	DEC-ALL-RNP-R	N/A
C11	Race number panel - blue	DEC-ALL-RNP-B	N/A
C12	Race number panel - green	DEC-MCUUS-RNP-G	N/A
C13	Windshield class - red	DEC-ALL-WS-R	N/A
C14	Windshield class - blue	DEC-ALL-WS-B	N/A
C15	Windshield class - green	DEC-MCUUS-WS-G	N/A

SERIES REQUIREMENTS	PART #	PART #	
		POSITIVE	NEGATIVE
S1	Yokohama Logo	DEC-MCUUS-YL	N/A
S2	USAC	DEC-MCUUS-USAC-POS	DEC-MCUUS-USAC-NEG
S3	Race number (Panel & Windshield)	DEC-ALL-RN-PW	N/A
S4	Race number (Rear Bumper)	DEC-ALL-RN-RB	N/A
S5	Engine and electrical cut off location markers	DEC-ALL-EC-RB	N/A

FORD RACING BRANDING	PART #	PART #	
		POSITIVE	NEGATIVE
FR1	Ford Racing Wordmark (Door)	DEC-ALL-D-FRW-POS	DEC-ALL-D-FRW-NEG
FR2	Ford Racing Wordmark (Lip)	DEC-ALL-L-FRW-POS	DEC-ALL-L-FRW-NEG
FR3	Ford Oval (Ford Racing Blue)	DEC-ALL-FO	N/A
FR4	Windshield screenstrip	DEC-ALL-FO	N/A

NOTES:

Reference the required part # when visiting the parts trailer (not C1, S2, FR3 etc).

APPENDIX B

ONE-MAKE-SERIES FIRESUIT

Mustang Cup USA competitors are able to purchase the Sparco one-make-series fire suit in the series parts trailer.

