

Hoosier Racing Tire – Car Branding

The inclusion of the Hoosier Racing Tire stickers is mandatory on all car liveries. The Hoosier Racing Tire logo (available to download in the FIA Box) must appear in white with Hoosier Purple background according to following colour coding:



HOOSIER PURPLE

Pantone
2603 C

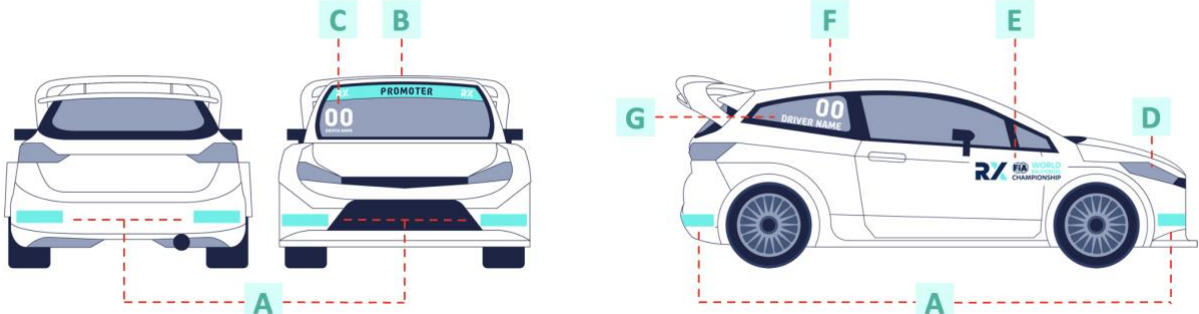
C/M/Y/K
66/100/0/0

R/G/B
120/33/130

HEX
#782182

RAL
4006

Please refer to the car branding images in the 2025 Team Manuals for correct sizing and positioning. The World RX car imagery is below and the reference for the tire sticker is A.



A Single Supplier Tyre Sticker. Min 30cm by 10cm. Placed on each of the four corners of the car. Forward and backwards facing.

B Windscreen Sticker minimum of 12cm to be supplied by the Promoter.

C Number on Windscreen to be supplied by Promoter. Driver name to be supplied by Teams. To be produced in Hero Semi Bold and all in UPPER CASE. Text to be no higher than 75mm in White and to be positioned on the inside of the car.

D Promoter recommends using artificial headlights

E Door Stickers maximum size 20cm by 50cm to be supplied by the Promoter

F Rear window Number to be positioned on the inside of the car and to be supplied by the Promoter

G Driver name to be supplied by Teams. To be produced in Hero Semi Bold and all in UPPER CASE. Text to be no higher than 75mm, in White and to be positioned on the inside of the car. Flag 75mm high and rectangular.

H To be included in suit design artwork on request, or Badges to be provided by Promoter upon request. Size must be exactly 15cm wide.

I Dashboard branding plate with sizing 250mm x 150mm to be supplied by the Teams. Only use colours and font that appear in the template provided and #WORLD RX must remain.

All livery designs including the Hoosier Racing Tire logo must be sent to the FIA Event Coordinator (bto@fia.com) for approval before production.