

autocare
ASSOCIATION

Independence drives us.



Style Guide



This document is a guide to the brand communication style for the Auto Care Association. It explains what our brand stands for, how it's expressed and how the creative elements fit together in all our communications. As an ambassador of our brand, use this guide to maintain consistency, clarity and character across all designs and communications.

what's inside

- our brand story.....
- our logo.....
- our identity.....
- color.....
- typography.....
- photography.....
- design.....

welcome to our new brand story

When people ask you what you do, and where you work, this story is your answer. This core language describes what the industry does, and why it matters. The tone is straightforward, informal and built from real feelings expressed by

members and consumers alike. Used consistently, the brand story can be used to unify language from websites to brochures to advertising – tying our diverse membership and customer base into a larger story that speaks for us all.

Our cars and trucks are an extension of ourselves. They get us to work. They get our kids to soccer practice. They haul our stuff. Sometimes it feels like our whole lives are on four wheels. Our vehicles keep us moving, and the Auto Care Industry keeps our vehicles moving – maintaining, repairing and upgrading the 254 million cars and trucks on the road today. With its quality, convenience and choices, the Auto Care Industry keeps our cars moving, so we can keep our lives moving – whichever way we choose to go.

Our Auto Care Association brand can only live and breathe when we all tell our chapter of this unified story.

The name, tag line, values, logo and story are only the beginning. Consistent graphic standards, coordinated communications and teamwork will bring the brand to life, and build our story and help our reputation break through.

Our new identity requires consistency to raise awareness. We should never shorten Auto Care Association to an acronym (“ACA”), because we want audiences to hear its full form everywhere and every time we use it. In addition, we should shift from the term “aftermarket” to “auto care market” everywhere, to build the new image.



our logo.

consistency. identity. brand.

In order to build the Auto Care Association brand this mark needs to be used consistently across all materials. The following pages are a guide to help you through that process.

please use it.

our identity.

The stationary items displayed here are for the Auto Care Association team to use. It's important for everyone to look like they are part of the same team, so, the templates provided should not bechanged. That include margins, type sizes and position. All copy must align left.

thanks.



Business Card

Size:
3.5" x 2"

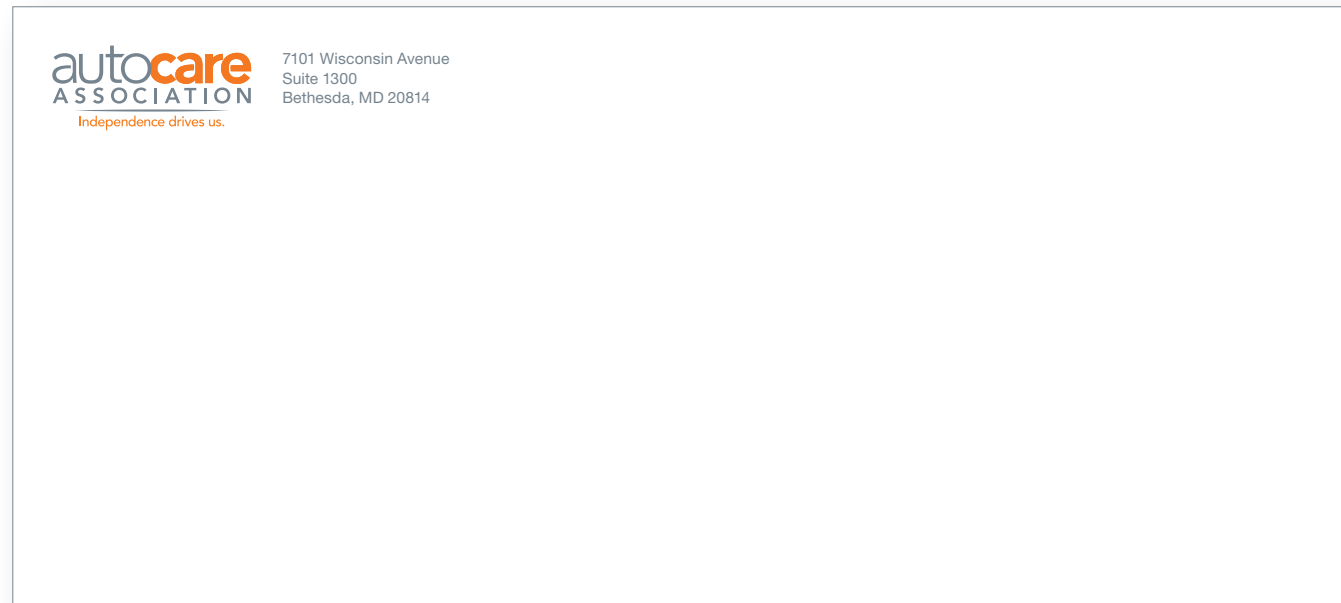


Letterhead

Size:
8.5" x 11"

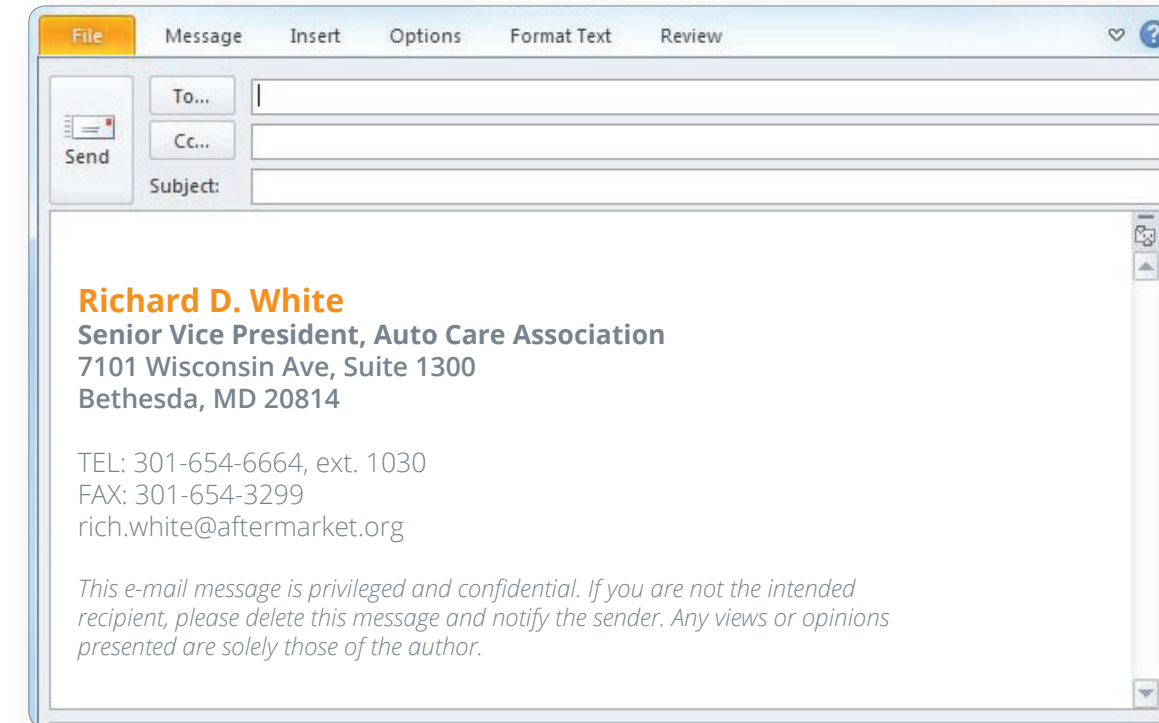
Font:
Date/Address: 11 pt, Helvetica Neue Light
Body Text: 11 pt, Helvetica Neue Light

Paragraph spacing:
Exactly 14



Envelope

Size:
No. 10
4.25" x 9.5"



Email Signature

Name: 12 pt, Open Sans Bold

Title: 10 pt, Open Sans Bold

Address/phone: 10 pt, Open Sans Light

Disclaimer: 9 pt, Open Sans Light Italic

Colors

Orange: R25 G57 B138

Gray: R123 G192 B67

Paragraph spacing

Name/title line spacing: Exactly 12

Address/phone line spacing: Exactly 12

Disclaimer: Exactly 10.8

do's.

DO use authorized artwork from the Auto Care Association.

DO follow the clear space guidelines. Use the height of the "A" in Auto Care as guide.

DO use our snazzy version on the Auto Care grey.



don'ts.

DON'T place the logo on a busy image or dark color

DON'T rotate the logo

DON'T add any effects

DON'T go too small

DON'T redraw it

...because we don't want anything to get in the way of our logo.





color.

Our colors are the building block of our brand. Please use them at 100%, 75%, 50% or 25%.









Our **primary colors**, to be used a lot.

	PMS 430	C 33 M 18 Y 13 K 40	R 118 G 132 B 143
	PMS 152	C 0 M 66 Y 100 K 0	R 243 G 144 B 29

Our **tertiary colors**, to be used in background.

	PMS 152	C 0 M 66 Y 100 K 0	R 233 G 227 B 220
	PMS 402	C 0 M 6 Y 14 K 31	R 187 G 176 B 163

Our **secondary colors**, to be used a little.

	PMS 577	C 24 M 0 Y 46 K 10	R 180 G 204 B 149
	PMS 549	C 52 M 6 Y 0 K 25	R 86 G 155 B 190
	PMS 5135	C 47 M 64 Y 28 K 0	R 149 G 110 B 142
	PMS 606	C 0 M 4 Y 100 K 12	R 232 G 207 B 0
	PMS 180	C 0 M 79 Y 100 K 11	R 217 G 83 B 30
	PMS 568	C 88 M 0 Y 57 K 36	R 0 G 125 B 104
	PMS 302	C 100 M 25 Y 0 K 50	R 0 G 85 B 129
	PMS 519	C 67 M 100 Y 30 K 0	R 109 G 39 B 106

using color.

By taking these colors and layering them in bands, we build the structure behind our brand. The bands of color create energy. The angles create movement. Please use them often.

TIPS

START with Auto Care grey or orange as a base.

USE the multiply effect.

TRY the opacities.

USE angles, not everything should be a perfect rectangle.



typography: text.

Our corporate font is Helvetica Neue.

USE heavy, bold, regular, light, thin and italic.

USE it in most things. Think: memos, fact sheets, anything with large amounts of copy or data.

USE a range of weights to create variety and hierarchy.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

typography: display.

Our display font is Expletus Sans.

USE bold, semibold, medium, regular and italic.

USE sparingly. Think titles, headlines, call outs, anything with short bursts of copy. Avoid italic.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

typography: online.

Our web font is Open Sans.

USE bold, semibold, regular, light and italic.

USE it the same way you would Helvetica Neue, but with this websafe font.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

typography: illustrative.

Our display font is Alpha Bloc Zoom.

USE very sparingly and for added style like on drop caps and large repeated words.

ABCD
ABCDEFGHI

photography.

The photography in the Auto Care Association library is provided to give a variety of options for many design applications.

When using photography keep it black and white to keep our brand unified and allow our colors to pop. One exception to this rule is making our textures or lifestyle photos a monotone version of our brand orange or gray.

The photos fit into three categories: Web. Member materials. Environmental. When using them consider the audience in determining what fits best.

textures.

For background and ambient accents in all materials.

Build on existing library from stock photography that fits the style shown here. Micro views of automotive parts and environments.

Key: close up abstracts of car parts or environments.

components.

For covers of core materials (annual reports, member benefits materials, pocket folders, direct mail and digital fact book).

For expanded material internal accents (Inside magazine, trade show displays, etc).

Limited to the photos generated from professional shoots.

Key: silhouetted images of parts held in hand that appear to be floating in white space with a light shadow on the ground. Placement of these images should always bleed off the edge.

lifestyle.

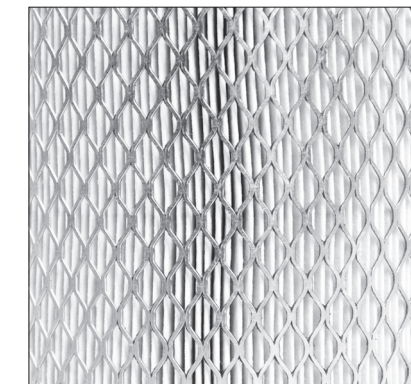
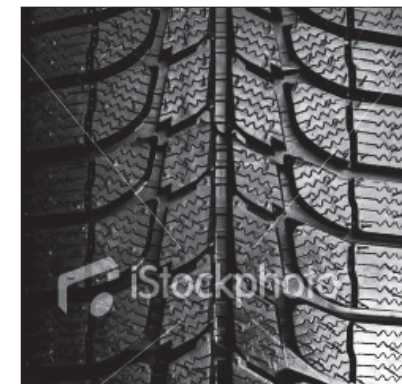
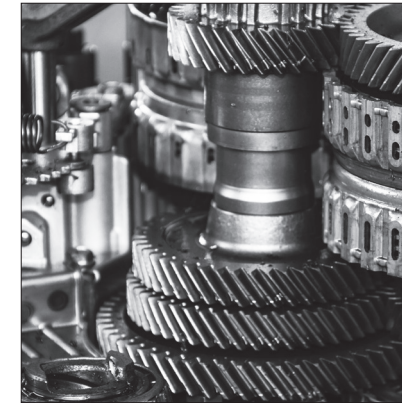
For all expanded materials' lead images.

For all core materials' internal accents.

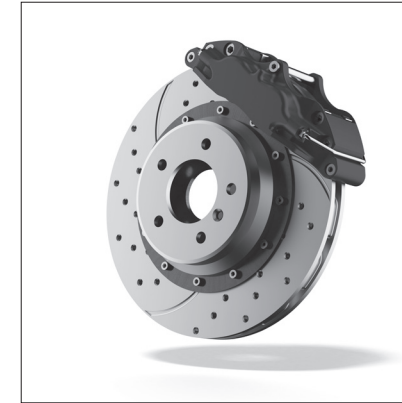
Limited to the photos generated from professional shoots.

Key: avoid conventional situations and stock-like images by playing with perspective and scale.

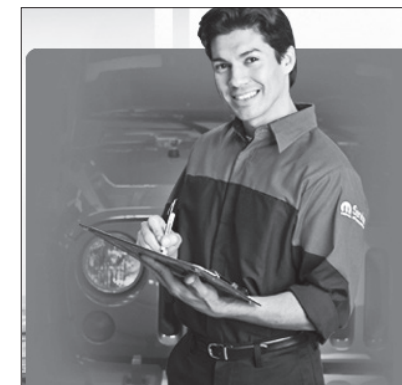
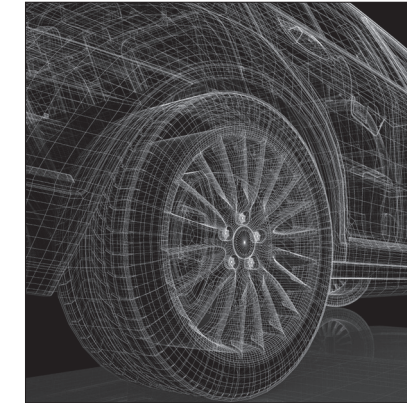
textures



components



lifestyle



design.

Putting it all together.

Keep it simple and uncluttered.

Use color.

Use typography to break up text.

Use of commissioned photo, black and white, bleeds off the edge

Use of clear space

Use of display font in primary brand color orange

Illustrative font used in a drop cap

Corporate font used in large blocks of copy

Display font using oversized type

Clear space around logo

Use of color bands, a base of brand orange or gray multiplied over an image

Use of clear space

Lifestyle photo used in a monotone orange

HEADLINE

Cone as am aliquo
rehrs prendem utem
quatempora nos ditio lilt
ut illab il ini volore eicatiam
ex et repro explantus
quandandus incnem
quis maiores aped quid
quis delitios as ut aped
quo verifere natur. Eque
everrunto beatur. Simo
experis tiation ecusdant
soluptaecat.

Ullique labore eumquiae ipsum ne preste
non pro idanti re nonem verspel molorum que
doloremam que vit porresti a quae ratio vene
latus nobis a nonem volum reptass inavimus
sunt harum allaepstatur ne modi que dita
quature nobit hicima a ad et haris dolupti unt.
Busamua solorem. Eped minum quam fugitas
quidest eaturem artiosa vit et omnihli laccab
imi, sanis ut que eicati sequi ullic tecearqi
que autendus nis saperem quuntur? Me
enendicatem ea cus, ad ma voluptat audanda

Ullique labore eumquiae ipsum ne preste
non pro idanti re nonem verspel molorum que
doloremam que vit porresti a quae ratio vene
latus nobis a nonem volum reptass inavimus
sunt harum allaepstatur ne modi que dita
quature nobit hicima a ad et haris dolupti unt.
Busamua solorem. Eped minum quam fugitas
quidest eaturem artiosa vit et omnihli laccab
imi, sanis ut que eicati sequi ullic tecearqi
que autendus nis saperem quuntur? Me
enendicatem ea cus, ad ma voluptat audanda