autocare® ASSOCIATION

Independence drives us.

style guide

independence drives us.

auto care

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our mission

To protect and advance the interests of businesses providing aftermarket products and services for all classes of motor vehicles.

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 brand story

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 nearly 300 million vehicles and trucks on the road today. With its quality, convenience and choices, the auto care industry keeps our vehicles moving, so we can keep our lives moving – whichever way we choose to go.

our brand values

Our values define what we stand for.
They put into words the ideas we want people to take away every time they hear about us. From the shop floor, to the corporate office, these values represent what unites us.

trusted voice

We possess the knowledge, authority and experience to represent the independent market.

independence

We stand for a driver's freedom to choose where and how they care for their vehicles.

champion

We are a strong force for the industry and the consumers who depend on it.

innovation

We work relentlessly to provide parts and service designed to last longer, perform better and keep drivers safer.

putting the brand to work

As the voice of the auto care industry and the champion for consumer choice, we are bringing a stronger focus to clearly communicate the value we deliver to drivers, businesses and the economy. Our great industry has always been driven by a spirit of independence. Now it's time for everyone else to know it.

Our industry guarantees freedom of mobility. Our industry keeps the world rolling. Our industry deserves an identity that illustrates our contribution to safety, the economy, the environment, jobs, energy efficiency and the quality of life. That identity is called the auto care industry.

Our Auto Care Association brand can only live and breathe when we all tell our chapter of this unified story. The name, tagline, 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 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 industry."

Always refer to us as the auto care industry on first mention. Subsequently, you may use "automotive aftermarket" to avoid repetition, but always lead with "auto care industry."

logo

In order to protect 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.

CLEAR SPACE AREA

Clear space should always be used to separate the logo from other elements that may distract from or interact with the logo. The minimum amount of clear space around the logo is equal the height of the “a” in the logo. Always keep clear space on all sides of the logo.

MINIMUM SIZE

Proper sizing protects the integrity of our logo. Minimum size guidelines have been established to ensure that the logo remains legible in all applications. When using the logo at small sizes, be sure to consider the fidelity of the reproduction method so that the logo maintains its readability.

Minimum Width: 1.00”

logo usage

APPROVED LOGOS

Clear space should always be used to separate the logo from other elements that may distract from or interact with the logo. The minimum amount of clear space around the logo is equal the height of the “a” in the logo. Always keep clear space at the top, bottom, left and right of the logo.

COLOR

BLACK

WHITE/ORANGE

WHITE

LOGO LOCKUPS

Partner or sponsor logos should always appear to the right of the Auto Care Association logo with required clear space and equal weight to properly balance the lockup.

logo usage

DOs

Proper ways to display logo

DON'Ts

The Auto Care Association logos should be used as provided and not changed in any way.

DO NOT place over a busy image

DO NOT place over a busy image

DO NOT rotate the logo

DO NOT add any effects

DO NOT place over a split image

DO NOT use without proper contrast

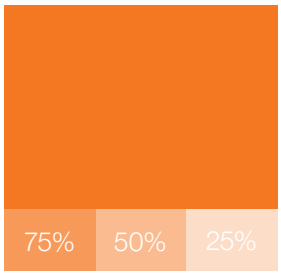
DO NOT distort the logo

DO NOT change or add colors

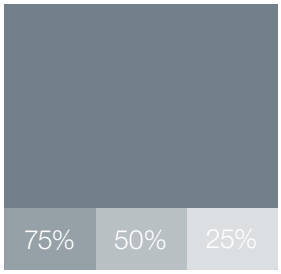
color palette

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

PRIMARY



AUTO CARE ORANGE
PANTONE 152
CMYK 0.66.100.0
RGB 229.114.0
HEX #F47721



AUTO CARE GRAY
PANTONE 430
CMYK 33.18.13.40
RGB 124.135.142
HEX #72808A

SECONDARY

PANTONE BLACK
CMYK 0.0.0.100
RGB 0.0.0
HEX #000000

FMC/PANTONE 2293
CMYK 43.0.100.0
RGB 159.204.59
HEX #9ECB3A

ACPN/PANTONE 368
CMYK 59.2.100.0
RGB 124.135.142
HEX #72808A

PBES/PANTONE 3268
CMYK 89.0.50.0
RGB 0.175.157
HEX #00AF9D

IMPORT/PANTONE 300
CMYK 100.43.0.0
RGB 0.122.194
HEX #007AC2

AWDA/PANTONE 653
CMYK 96.59.4.17
RGB 0.89.150
HEX #005996

YANG/PANTONE 5425
CMYK 30.4.0.31
RGB 128.161.182
HEX #80A1B6

REPS/PANTONE 145
CMYK 0.58.100.8
RGB 227.124.29
HEX #E37C1D

CCPN/PANTONE 696
CMYK 12.75.33.43
RGB 139.61.81
HEX #8B3D51

WOMEN/PANTONE 7434
CMYK 9.89.23.34
RGB 158.42.90
HEX #9E2A5A

TOOL/PANTONE 5135
CMYK 51.74.34.11
RGB 130.84.117
HEX #825475

ADVOCACY

NAVY
CMYK 100.74.39.27
RGB 0.64.98
HEX #1C3664

RED
CMYK 52.6.0.25
RGB 186.35.52
HEX #BA2433

TERTIARY

PANTONE 402
CMYK 0.6.14.31
RGB 187.176.163
HEX #BBB0A3

PANTONE 549
CMYK 52.6.0.25
RGB 86.155.190
HEX #569BBE

PANTONE 606
CMYK 11.12.100.0
RGB 232.207.0
HEX #E8CF00

PANTONE 577
CMYK 24.0.46.10
RGB 180.204.149
HEX #B4CC95

typography

PRIMARY TYPEFACE

Auto Care Association's primary typeface is Helvetica Neue. This sans serif typeface is modern, bold and timeless. The variety of weights makes it versatile and flexible for use in different applications. The use of these fonts across all communications are important in retaining the consistency of the Auto Care Association brand.

HELVETICA NEUE

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Thin Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

DISPLAY TYPEFACE

EXPLETUS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

typography

TYPEFACE SUBSTITUTIONS

Most brand applications should use the primary typeface Helvetica Neue. However, materials created for electronic distribution (e.g., PowerPoint decks, Word templates, emails, etc.), are often shared with individuals who may not have the typeface installed. When Helvetica Neue is not available, the following typefaces can be substituted (below).

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

WEB/ONLINE

The Auto Care Association's web/online typeface is Open Sans. This typeface can also be used as a substitution for electronic distribution.

OPEN SANS

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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.

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.

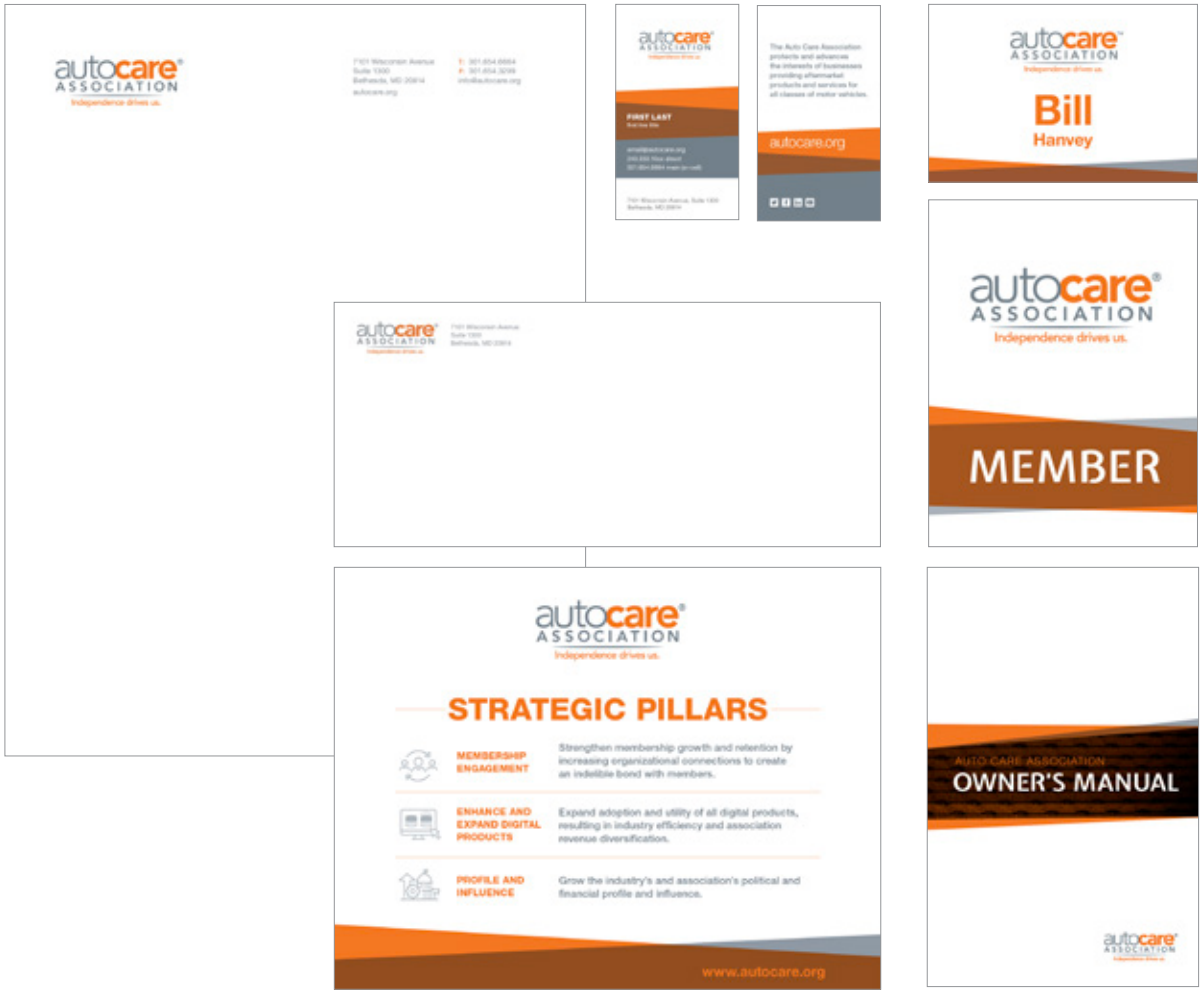
Key: close-up abstracts of car parts or environments.

LIFESTYLE

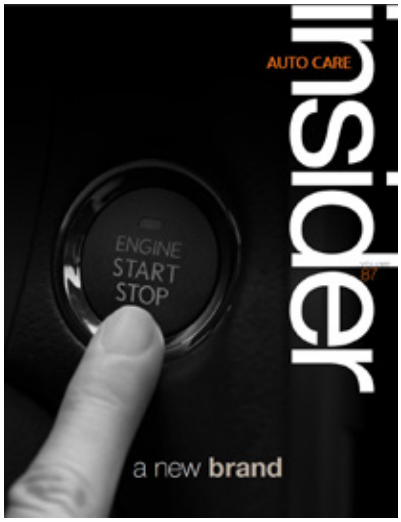
For all expanded materials' lead images. For all core materials' internal accents. Limited to the photos generated from professional shoots.

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

brand applications



brand applications



logo file formats

Not only is it important to use the logo correctly, it is equally important to use the correct file format for the right media.

VECTOR-BASED FILE

PIXEL-BASED (RASTER/BITMAP) FILE

EPS

The EPS file is what is known as a source file – a file from which ALL other types and formats can be made. This is a **vector-based** file**,** which means that it features unlimited resolution – it can be reproduced at any size without any degradation of sharpness or quality. This is the file that you will need to send to your printer for printing T-shirts, brochures, signs, mugs, etc.

PDF

The main advantage of a PDF file is that you can view a high-resolution **vector-based** version of your logo without the need for professional design software. A designer can (if necessary) use this as a source file for your logo (but requires professional design software). Like EPS files, it is generally vector based and likewise has unlimited resolution.

JPG

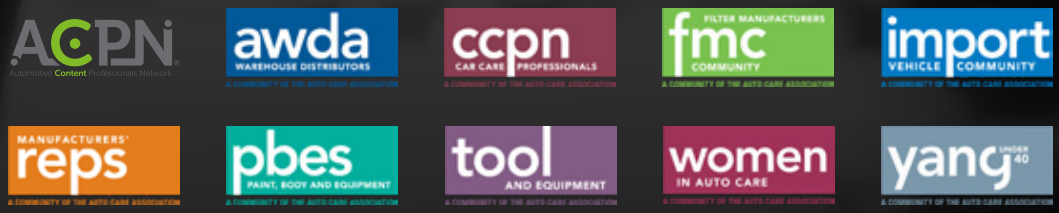
A JPG file is made up from pixels as its main function is use on screens such as part of a website, social media, email signature, etc. A JPG ALWAYS has a background bounding box (usually white). If you want an image with a transparent background, use a PNG file instead. This is a **pixel-based** format; therefore original size cannot be enlarged without losing image resolution and should be used at 100% size or less.

PNG

A PNG file is also **pixel-based** and used where the end goal is to be viewed on a monitor – on a website and is ideal for use in PowerPoint due to its transparent background. For the most part, PNG is practically the universal standard for high-quality logo images.

community logos

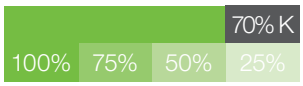
the auto care association works as an umbrella organization serving every corner of the auto care industry through its network of company- and individual-based **communities**.



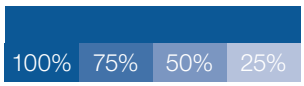
community logos

CLEAR SPACE AREA

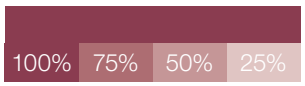
Clear space should always be used to separate the logo from other elements that may distract from or interact with the logo. The minimum amount of clear space around the logo is equal to the height of the “specific letter” in the logo, as shown. Always keep clear space on all sides of the logo.



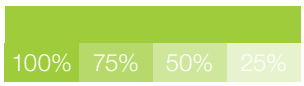
ACPN/PANTONE 368
CMYK 59.2.100.0
RGB 124.135.142
HEX #72808A



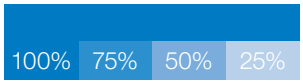
AWDA/PANTONE 653
CMYK 96.59.4.17
RGB 0.89.150
HEX #005996



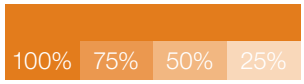
CCPN/PANTONE 696
CMYK 12.75.33.43
RGB 139.61.81
HEX #8B3D51



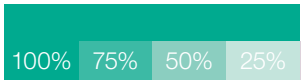
FMC/PANTONE 2293
CMYK 43.0.100.0
RGB 159.204.59
HEX #9ECB3A



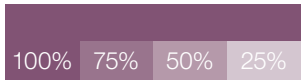
IMPORT/PANTONE 300
CMYK 100.43.0.0
RGB 0.122.194
HEX #007AC2



REPS/PANTONE 145
CMYK 0.58.100.8
RGB 227.124.29
HEX #E37C1D



PBES/PANTONE 3268
CMYK 89.0.50.0
RGB 0.175.157
HEX #00AF9D



TOOL/PANTONE 5135
CMYK 51.74.34.11
RGB 130.84.117
HEX #825475

MINIMUM SIZE

Minimum size guidelines have been established to ensure that the logo remains legible in all applications.

Minimum Width: 1.00”

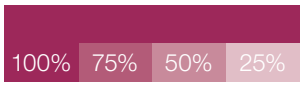
LOCKUP

Community logo without the tagline, should only be used with the Auto Care Association logo lockup, as shown.

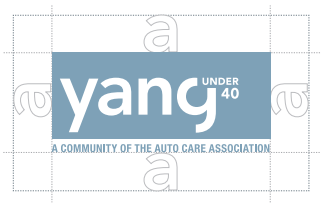
community logos

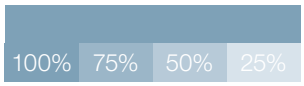
CLEAR SPACE AREA cont.

Clear space should always be used to separate the logo from other elements that may distract from or interact with the logo. The minimum amount of clear space around the logo is equal to the height of the "specific letter" in the logo, as shown. Always keep clear space on all sides of the logo.



WOMEN/PANTONE 7434
CMYK 9.89.23.34
RGB 158.42.90
HEX #9E2A5A





YANG/PANTONE 5425
CMYK 30.4.0.31
RGB 128.161.182
HEX #80A1B6

MINIMUM SIZE

Minimum size guidelines have been established to ensure that the logo remains legible in all applications.

Minimum Width: 1.00"

LOCKUP

Community logo without the tagline, should only be used with the Auto Care Association logo lockup, as shown.

trade/conference logos

TRADE SHOW

aapex ahead of the curve

HDAW23 Heavy Duty Aftermarket Week '23

CONFERENCE

autocare connect

ACPN knowledgexchange CONFERENCE

awda WAREHOUSE DISTRIBUTORS 76TH ANNUAL conference

pbes PAINT, BODY AND EQUIPMENT ANNUAL conference

women IN AUTO CARE LEADERSHIP conference

yang UNDER 40 LEADERSHIP conference

EVENT

autocare ASSOCIATION FALL LEADERSHIP DAYS

autocare ASSOCIATION SPRING LEADERSHIP DAYS

autocare ASSOCIATION SUMMER BOARD MEETING

campaign logos

autocare ADVOCACY

RIGHT TO REPAIR

acpac Auto Care Political Action Committee

ASSOCIATIONS IN MOTION GLOBAL AFTERMARKET CONFERENCE

FTRDA FEDERATION FOR TRANSPORTATION REPAIR DATA ACCESS

AUTOCARE CAREERS

REPAIR Act The Right to Equitable and Professional Auto Industry Repair

YOUR CAR. YOUR DATA. YOUR CHOICE. yourcaryourdata.org

program/award logos

PROGRAM

autocare ASSOCIATION EVENTS

autocare DIGITAL HUB

autocarevalues
team | curiosity | integrity | fun

AUTO CARE LEGISLATIVE SUMMIT

autocare ASSOCIATION MEMBER

ACPN SUPPORTER

next step program

FOR 5 SESSIONS

AWARD

CONTENT EXCELLENCE ACPN AWARD

CONTENT EXCELLENCE AWARD ACPN RECEIVER'S CHOICE

CONTENT EXCELLENCE AWARD ACPN TECHNICIAN'S CHOICE

autocare ASSOCIATION FOR THE FUTURE IMPACT AWARD

autocare ASSOCIATION ACE AUTO CARE CAREER & EDUCATION AWARD

product logos

powerpoint templates

For questions or additional resources

email communications@autocare.org

visit autocare.org/mediakit to download the logos

twitter.com/autocareorg

facebook.com/autocareorg

instagram.com/autocareorg

youtube.com/autocareorg

company/autocareorg

autocare® ASSOCIATION

Independence drives us.

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