style guide
our mission

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

when people ask you what you do, and where you work, this story is your answer.
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.

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

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

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

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.
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**

**AUTO CARE ORANGE**

**PANTONE BLACK**
CMYK 0.0, 0.100
RGB 0.0, 0.0
HEX #000000

**FMG/PANTONE 2293**
CMYK 43.0, 100.0
RGB 159, 204, 39
HEX #ECB3A

**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

**ADVOCACY**

**NAVY**
CMYK 100.74, 39.27
RGB 0.64, 98
HEX #1C3664

**RED**
CMYK 52.6, 0.25
RGB 186, 35, 52
HEX #DA2433

**TERTIARY**

**PANTONE 402**
CMYK 0.6, 14.31
RGB 187, 176, 163
HEX #BBBA3

**PANTONE 549**
CMYK 52.6, 0.25
RGB 86, 155, 190
HEX #69B8BE

**PANTONE 606**
CMYK 11.12, 100.0
RGB 232, 207, 0
HEX #E8CFO0

**PANTONE 577**
CMYK 24.46, 10.0
RGB 186, 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.

<table>
<thead>
<tr>
<th>HELVETICA NEUE</th>
<th>Thin Condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thin</td>
<td>Thin</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Light</td>
<td>Light</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Roman</td>
<td>Roman</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Heavy</td>
<td>Heavy</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

### DISPLAY TYPEFACE

<table>
<thead>
<tr>
<th>EXPLETUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>
**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).

<table>
<thead>
<tr>
<th>HELVETICA</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz 1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIAL</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>AVENIR</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>OPEN SANS</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>OPEN SANS</th>
<th>Light</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz 1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td></td>
<td>Semi Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td></td>
<td>Extra Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>
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.

**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.
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.

MINIMUM SIZE

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

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.

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

LOCKUP
Community logo without the tagline, should only be used with the Auto Care Association logo lockup, as shown.
trade/conference logos

**TRADE SHOW**

- AAPLEX
- HDAW 23

**CONFERENCE**

- Auto Care Connect
- AGRN Knowledge Exchange Conference
- AWDA Conference
- PBEA Conference
- Women in Auto Care Conference
- Yang Conference

**EVENT**

- Auto Care Association Fall Leadership Days
- Auto Care Association Spring Leadership Days
- Auto Care Association Summer Board Meeting
campaign logos
program/award logos

PROGRAM

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