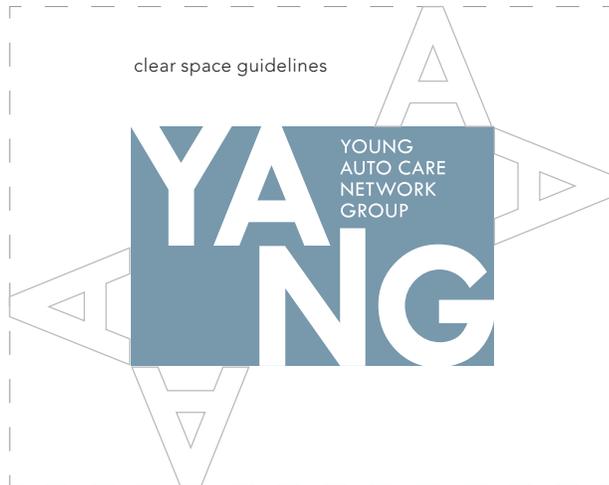


AUTO CARE ASSOCIATION YANG COMMUNITY LOGO USAGE GUIDE

box version



PMS 5425
C:44 M:15 Y:7 K:22
R:125 G:154 B:170
HTML: #7D9AAA



TYPOGRAPHY: Helvetica Neue type family (when possible)

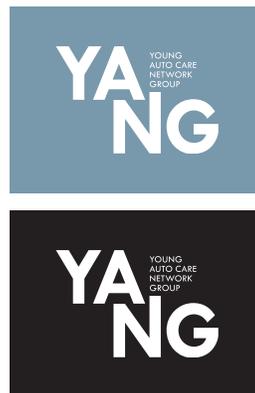
USAGE



Logo may bleed from top edge of page, on solid blue or black/dark colored background. Correct bleed settings should be used.



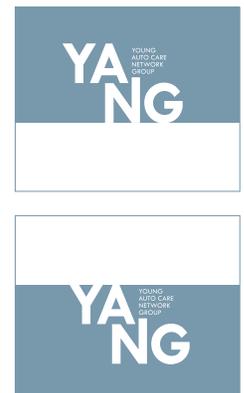
Logos on white and light colored backgrounds.



Logo may float inside a solid blue or dark colored background without the box.



Logo may bleed from top and bottom, **only** at the same time.



Logo may bleed at top/bottom **only** with white background, and not from the edge of page

INCORRECT USAGE



Change in color



Changing vertical proportions



Changing horizontal proportions



Left or right edge bleed



Bleed from bottom edge of page



Light color background



Rotated or tilted



Drop shadow or any other effects

CO-BRANDING LOCK-UPS

Community logos and other affiliate/sponsorship logos should always appear adjacent to Auto Care Association's logo.

