THE RIGHT TO REPAIR LOGO

Clear space guideline equal to the height of the car icon in the logo

Minimum size 0.75"

color

black

dark mode

white
COLOR PALETTE

This guide provides specifications for color reproduction using spot colors, CMYK process color, RGB and HTML values.

**PRIMARY**

- **PANTONE 286**
  - C100 / M80 / Y0 / K12
  - R0 / G49 / B167
  - HTML 0031A7

- **PANTONE 193**
  - C0 / M100 / Y59 / K11
  - R192 / G13 / B68
  - HTML C00D44

**SECONDARY**

- **AUTO GRAY**
  - Pantone PMS 430
  - C50 / M34 / Y27 / K11
  - R124 / G135 / B149
  - HTML 7C8795

- **BLACK**
  - Pantone Black 6
  - C100 / M61 / Y32 / K96
  - R16 / G25 / B33
  - HTML 101921

**WHITE**

**COLOR USAGE PROPORTIONS**

The chart to the right shows the approximate proportions at which the brand colors should appear in materials.
LOGO USAGE

Using the logo consistently will help build brand strength and recognition.

Color logo
The logo should be used on mainly white or light backgrounds.

Dark mode logo
The dark mode logo should be used on dark backgrounds, busy backgrounds or on dark monotone photography to increase visibility.

White logo
The reversed logo should be used on dark backgrounds, busy backgrounds or on dark monotone photography to increase visibility.
INCORRECT LOGO USAGE

- Do not use the logo in a non-approved color.
- Do not stretch or modify the proportions of the logo.
- Do not rotate or tilt the logo.
- Do not apply drop shadow or any other effects.
- Do not change or remove elements of the logo.
- Do not add other elements to the logo.
- Do not use the logo without the proper color contrast.
- Do not use on busy photos without proper contrast.
- Do not use on backgrounds without proper contrast and visibility.
- Do not use the color logo on a black background (use only dark mode version on black).
- Do not use on solid backgrounds without proper contrast.
- Do not use the logo on gradient backgrounds.
TYPOGRAPHY
Use of the correct typefaces in collateral materials will help ensure consistent messaging.

OPTION 1

HELVETICA ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:!/@#$%&*()»

HELVETICA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:!/@#$%&*()»

HELVETICA HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:!/@#$%&*()»

OPTION 2

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:!/@#$%&*()»

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:!/@#$%&*()»

ARIAL BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:!/@#$%&*()»