



CONNECTING, EMPOWERING AND MENTORING WOMEN IN AUTO CARE

STYLE GUIDE

women
IN AUTO CARE

A COMMUNITY OF THE AUTO CARE ASSOCIATION

LOGO

WOMEN IN AUTO CARE IS:

- INCLUSIVE
- CONFIDENT
- EAGER TO IMPROVE
- DETERMINED
- AGILE
- LEADERS

TAGLINE

Connecting, Empowering and Mentoring
Women in Auto Care

LOGO



with tag



without tag



black

CLEAR SPACE GUIDELINE



reverse logo should only be used when absolutely necessary and only with Pantone 7434 background



Minimum Size = 1.00" width

Logo without tag should only be used with the Auto Care Association logo, as shown below.



TYPOGRAPHY

The typefaces are Helvetica Neue LT and Heuristica. Helvetica Neue LT is used for headlines and for emphasis, and primarily in all caps. Heuristica is used for body copy.

Tracking can be used to enhance legibility, but should be limited to 30.

FOR HEADLINES AND EMPHASIS

HELVETICA NEUE LT 57 CONDENSED
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789:?!@#%&*()»

HELVETICA NEUE LT 77 BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:?!@#%&*()»

HELVETICA NEUE LT 55 ROMAN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789:?!@#%&*()»

HELVETICA NEUE LT 75 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:?!@#%&*()»

FOR BODY COPY

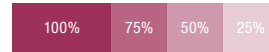
HEURISTICA REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789:?!@#%&*()»

HEURISTICA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:?!@#%&*()»

WHEN HTML OR SYSTEM FONT DEFAULT IS NEEDED

ARIAL NARROW
 ARIAL BOLD
 Georgia

PRIMARY COLOR PALETTE

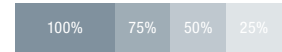


IN PRINT

Pantone: 7434
 CMYK: 9/89/23/34

IN DIGITAL

RGB: 150/49 /86
 HTML: 963156



IN PRINT

Pantone: 7544
 CMYK: 33/14/11/31

IN DIGITAL

RGB: 137/150/160
 HTML: 8996A0

SECONDARY COLOR PALETTE

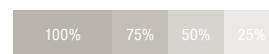


IN PRINT

Pantone: 570
 CMYK: 50/0/24/0

IN DIGITAL

RGB: 121/202/189
 HTML: 79CABD



IN PRINT

Pantone: 401
 CMYK: 8/9/14/24

IN DIGITAL

RGB: 182/177/169
 HTML: B6B1A9

IDENTITY ELEMENTS

THE W ELEMENT

The W is the main visual identity element use to reinforce the Women in Auto Care brand.

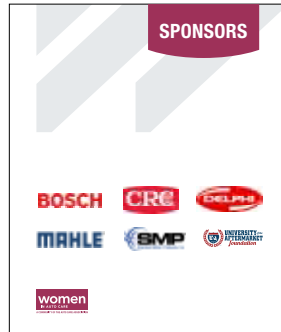
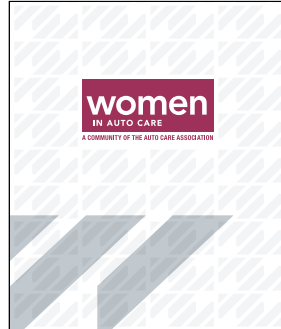
The W should mainly be used on a white or light background with plenty of white space. It can be cropped or bleed off edge.

The W may change in color. Colors from the secondary color palette may be used. Only Pantone 7544 (gray) can be used with lighter shades.



TEXTURES

For use as background texture.

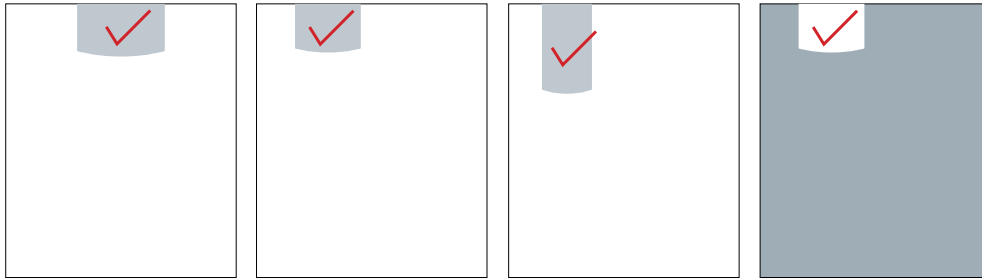


THE CURVE FLAG

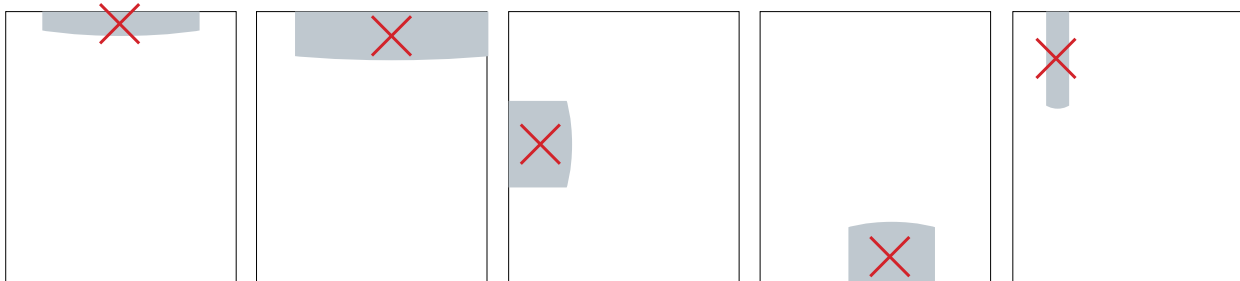
The curve flag is an identity element that can be used to house the year, logo, headlines, call outs or sidebars. The flag should bleed off at the top edge when possible. It should not be stretched or smooched to the point where it will not correctly retain its curve. Use best judgement when resizing the flag.

The curve flag can be used with the primary or secondary color palette or as white over a dark background.

correct usage



incorrect usage



logo usage inside the curve flag



color logo on white

reversed application with Pantone 7434

color logo on color background

color logo on color background

reversed application with gray

USAGE DON'TS

INCORRECT LOGO USAGE



original



distorted



drop shadow



color change



split background



busy background



angled



outlined



Date

Welcome,

Ecta verferum es maioren dantiae catate magnatur aut intinvenimo officiis vel ma cum atibus dolorehenis modit es quiasin restem eaquia excestiundi consedigent aut volorem quias nisim es est, nesciatem aligenia esequat fugia dolorporro ipiciatem sitam quos sam laut liquas ditam quodio bea dit quunt aceruptiore eium que eume voluptatiunt pere nobitio rionsen torempos in eat quatet in pre officipsam aut is ipsa vollaut volor aborepe vernam volorep reiuste cepeles sitaece pelesto etur aut officium el mil id ut quis incil eum quatis modi non pa core dit quam, alicit lita imus. Obis mod elicto te videbis platio. Nem-quasi voles quis eaquae endus dusam accessi remporio. Meture etur?

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Thank you,

President, Women in Auto Care

CONNECTING, EMPOWERING AND MENTORING WOMEN IN AUTO CARE

Date

Welcome,

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Thank you,

President, Women in Auto Care

MEMBER



FOR MORE INFORMATION

VISIT: carcare.org/womeninautocare

EMAIL: womeninautocare@carcare.org

CALL: 301.654.6664

MEMBER NAME:

CONNECTING, EMPOWERING
AND MENTORING WOMEN
IN AUTO CARE

Women in Auto Care is a global community of women in the auto care business who help to transform the lives of those who transform the auto care world.

7101 Wisconsin Avenue, Suite 1300 Bethesda, MD 20814

women
IN AUTO CARE

A COMMUNITY OF THE AUTO CARE ASSOCIATION