logo use

Our new logo has a broad appeal, presenting a consumer-friendly style that is open, approachable and clean. The type shapes offer a clear and distinct look, while the colors feel warm and energetic. Please use this logo on your website and link to www.autocare.org, and adhere to all usage guidelines when using it online or in printed materials. All logos are available on www.autocare.org for download and use.

REPRODUCTION IN SPOT (PMS) COLORS:
When the Auto Care Association logo is printed in spot color on paper, it should always print 100% of PMS 152 and 100% of PMS 430 (see figure 1).

REPRODUCTION IN 4-COLOR PROCESS (CMYK):
In situations where the logo reproduces in process color, use the CMYK color version.

REPRODUCTION IN ONE COLOR:
When the Auto Care Association logo must appear in 1-color, it should appear 100% black, CMYK 0.0.0.100, or RGB 0.0.0 (see figure 2).

REPRODUCTION WHEN ON DARK BACKGROUND:
When the Auto Care Association logo must appear on a dark background, use the KO (Knock Out) version of the logo (see figure 3a). If the tone of the background makes the colored letters difficult to read, use an all white version of the logo (see figure 3b).

AREA OF ISOLATION
The Auto Care Association logo should always be afforded a predetermined area of breathing space, referred to as an area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. For the clear space guidelines, use the height of the “A” in Auto Care as a guide (see figure 4).

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