



## LOGO USAGE GUIDE



# THE RIGHT TO REPAIR LOGO

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



Minimum size



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



**WHITE**

## SECONDARY



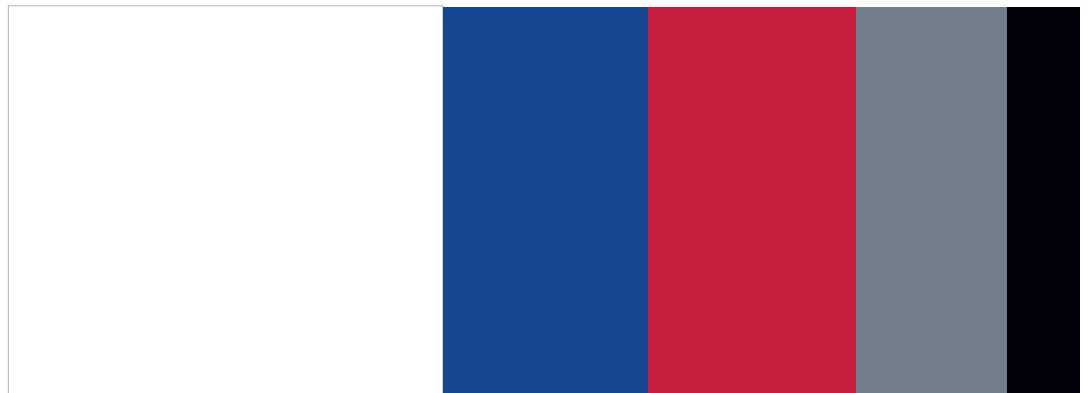
**AUTO GRAY**  
Pantone PMS 430  
C50 / M34 / Y27 / K11  
R124 / G135 / B149  
HTML 7C8795



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

## 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.



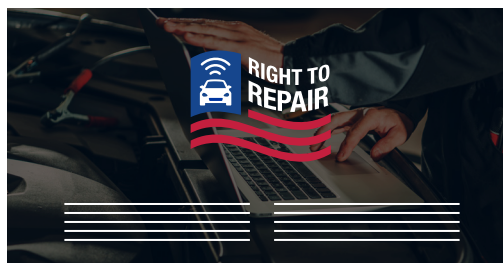
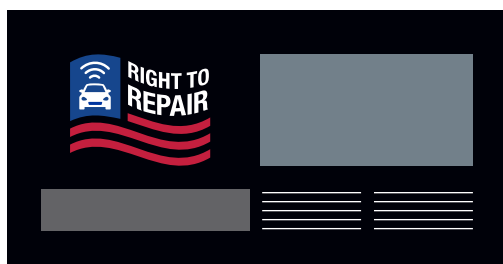
### Color logo

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.



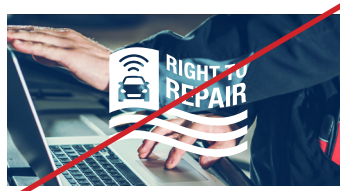
Do not change or remove elements of the logo.



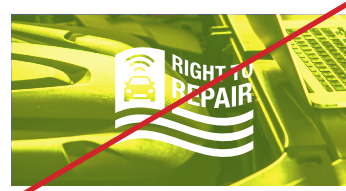
Do not add other elements to the logo.



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:?!@#\$\$%&\*()»**