

BRAND STANDARDS



LOGO

The logo guidance on the following pages is intended to ensure that logo within the brand is consistently applied and work with the other graphic elements within the visual identity system.

The components, proportions, space and size relationships of the logo must not be altered in any way. No customized secondary elements, such as descriptors or signatures, can be added. Follow these guidelines to help project a cohesive image and control quality. Always refer to the standards specified here when placing the logo in any application. Please adhere to minimum logo size guidelines as noted. The maximum logo size within communication materials is flexible and should be as per the intent of the communication piece.



Minimum Height for Print: .3"



Minimum Height for Web: 20 Pixels

COLOR PALETTE

The Logo and related materials
is intended to be placed on white/high
contrast backgrounds, with no accent colors.

#F05A28



CMYK 0/80/95/0



PMS 179



RGB 240/90/40

#B3B3B3



CMYK 0/0/0/30



PMS Cool Gray 7



RGB 179/179/179

#DBCAC4



CMYK 13/18/18/0



PMS 481



RGB 219/202/196

PLACEMENT & CLEARSPACE

Any documents containing body/copy should have the logo placed at the top center of the document, or justified left of the body copy at the top of the document.

To give more prominence and ensure legibility, allow for adequate clear space around all sides of the logo. The clear space should be equal to or greater than the width of the “A” in “AutoLean”.

*The red “A’s” are used only to illustrate a unit of measurement in this example. It is not meant to be reproduced with the logo.



Top Left



Bottom Right

When document only contains the logo the clear space should be equal to or greater than the width of the “A’s”, and centered.



Incorrect Usage



Do not stretch



Do not skew



Do not substitute colors



Do not Rotate

Logo should be placed on white/high contrast backgrounds whenever possible.

Do not place logo over "loud or "noisy" backgrounds, or unapproved colors as illustrated below.



TYPOGRAPHY SYSTEM

HEADLINES - **RBN03.1 Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use RBN03.1 Black for headline type.
Headlines should always be uppercase.

SUBHEAD - **RBN03.1 Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use RBN03.1 Medium for subheads.
Subheads should always be uppercase as well.

BODY COPY - **RBN03.1 Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use RBN03.1 Book for body copy.
This typeface is easy to read in layouts containing large amounts of copy or small type. Body copy is recommended at a minimum size of 8pt for print.

PRINTING

Printing should be on uncoated surfaces whenever possible.
Textured, weighted papers and fabrics are preferred for all deliverables related to Autolean.

Avoid high-gloss or semi-gloss finishes whenever possible.
Avoid printing on plastics or perceived “cheap” materials whenever possible.

Finished pieces related to Autolean shall have an emphasis on clear space, minimalism and simplicity.

While most situations are addressed in this guide, some circumstances call for exceptions or alterations to the brand standards. Please contact info@bryanpatricktodd.com if any questions arise.