

AAT BRANDING GUIDELINES AND GRAPHIC STANDARDS

FEBRUARY 2017

In an effort to maintain a uniform voice throughout all materials concerning America's Automotive Trust and its entities, this guide will be updated on an as-needed basis. Please note the date listed above and make sure you are using the most recent version. If you have any old versions saved, delete them immediately after receiving this one to avoid any possible confusion. If you are unsure if this version is the most up-to-date, contact the Marketing & Communications Department.

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LOGO



PRIMARY LOGO

The America's Automotive Trust logo acts as an identifier for the Trust, so it must be used consistently to maintain our organizational identity.

To ensure our brand integrity, the logo should not be resized, reorganized, recolored or altered in any way.

The main logo (shown below) should be your primary choice when adding a logo to a document and displayed on white or light-colored backgrounds to maintain contrast and legibility.

The logo can be used in the horizontal or vertical arrangement depending on the space allowed.



HORIZONTAL LOGO



VERTICAL LOGO

SECONDARY LOGO

This version of the logo is used only on dark backgrounds when use of the main logo would make it difficult to read.



HORIZONTAL LOGO



VERTICAL LOGO

NOTE: Contact the Marketing & Communications Department for the official logos.

Please delete all other versions of logos from your computer(s). While they may look similar to the official versions, there may be slight color differences or other alterations that are no longer used.

NOTE: If the background color being used does not allow decent contrast and legibility for either the primary or secondary logo, contact the Marketing & Communications Department to find a solution.

LOGO

SPACING

To maintain consistency throughout all works, the diagram below has been created to demonstrate proper spacing for the AAT logo.

The grey area around the logo indicates the safety area, the **minimum** amount of space that must be left between the logo and any edges, borders, text or other graphics.

For the horizontal logo, this space is equal to the height of the *T* in *Trust*.



For the vertical logo, the safety area is equal to the height of the *A* in *Automotive*.



SIZING

Regardless of the media type, the AAT logo needs to be recognizable and legible. In order to achieve this, the horizontal logo should never be scaled to less than .2 inches tall in print or 15 px in digital formats. The vertical AAT logo should never be scaled down to less than a half inch tall in print or 36 pixels in digital formats.



EXCEPTIONS

Versions of the logo for specific purposes, such as silk screening or embroidery, are available. Contact the Marketing and Communications Department for more information.

All logo exceptions must be approved by the Marketing & Communications department.

MISUSE

The AAT logo must have one, uniform look. Aside from uniform resizing, the logo may not be distorted, stretched, rotated, recolored or altered in anyway.

NOTE: While examples shown are only using the vertical logo, the same rules apply to ALL versions of the AAT logo.

DO NOT DISTORT



DO NOT STRETCH



DO NOT ROTATE



DO NOT RECOLOR



DO NOT REORGANIZE



DO NOT CHANGE WORDS



DO NOT CHANGE FONT



DO NOT ENCAPSULATE



COLOR PALETTE

Aside from our logo, the most recognizable aspect of our brand is our color palette. It is important that only the colors from our palette are used in both print and digital materials.

 <p>AAT Red Pantone® 185 C</p>	 <p>Trust Titanium Pantone® 8002 C</p>	 <p>Foss Fog Pantone® Cool Gray 4 C</p>
CMYK: 1 100 92 0 RGB: 235 0 41 HEX: #EB0029	CMYK: 45 42 48 7 RGB: 142 133 123 HEX: #8E857B	CMYK: 26 22 22 0 RGB: 189 187 187 HEX: BCBBA

A NOTE ABOUT COLOR

Pantone or PMS (**P**antone **C**olor **M**atching **S**ystem) is a standardized color reproduction system. These colors are the master reference, which technicians use to ensure that their printers have produced the correct color on a printed page. The numbers refer to the coated versions of the color, as opposed to uncoated versions. The other color types listed below are derived from this master reference.

CMYK is a subtractive color model used in printing, in which cyan, magenta, yellow, and key (black) inks are combined in varying levels to produce a broad array of colors in color printing.

RGB is an additive color model in which red, green, and blue light are added together in varying levels to reproduce a broad array of colors on a computer monitor or television screen.

HEX (web colors) are colors used in web pages. A color is specified according to the intensity of its red, green and blue components by notating it with a hexadecimal system of numbers (0-9) and letters (A-F). Each color channel has two digits in the format: #RRGGBB. Black is listed as #000000 and white is #FFFFFF.

PRINT TYPE

The Trust's brand integrity is reliant not just on the visuals of our logo and color palette, but also in written form. When used correctly, typography is a powerful tool that further identifies the Trust's brand.

AAT's official type families are:

- Adobe Garamond Pro*
- Lato

These fonts were chosen based on their legibility, versatility and ability to work well with one another when combined together in the same document. For details on proper usage and outlines on style, punctuation and other frequently asked questions regarding written content, please refer to the Content Style Guide (found later in this document).

*Garamond can be used as an alternate to Adobe Garamond Pro, if needed.

WEB TYPE

America's Automotive Trust uses the same fonts on the web as it does on all other print and digital formats.

AVAILABILITY

Adobe Garamond Pro or Garamond should already be installed on your computer, as they are regular system fonts that are pre-installed with most operating systems. So, you will most-likely already have one, if not both, of these fonts available to you.

The Lato font family is available as a free download from Google Fonts: www.google.com/fonts

If you need assistance downloading the fonts, contact the Marketing and Communications Department.

FONT USAGE

Garamond, 12-point, Regular should be the primary font used for the main copy in all typed documents, including email. Varying point sizes and styles (bold, italics, etc...), as well as Lato, may be used for headers and to create hierarchy within the document. Please see the Font Usage Grid, found in the Style Guide, to help determine which font/style works best for your purposes.

Obviously, we use many other fonts on printed marketing pieces and in OpenRoad. If you wish to use a font other than Garamond or Lato, you must have it pre-approved through the Marketing & Communications Department.

NOTE: Either *Adobe Garamond Pro* or *Garamond* can be used as the main font, but should not be used together in the same document. They will both be referred to as *Garamond* throughout the rest of this document.

LETTERHEAD

Whenever possible, you should use AAT letterhead for written communications from the Trust. If official letterhead is unavailable, use the following guidelines to create your document as a one-time-use letterhead.

Use a standard 8.5 x 11 inch page to set up your document. Your margins should be set to 1 inch on all sides.

Header -

The header should be the primary horizontal AAT logo scaled to 4 inches wide and centered horizontally. There should be nothing else in the header. If you need to dual brand the document please refer to the Dual Branding section below for guidelines pertaining to those situations.

Footer -

The footer should contain the following text, centered:
2702 East D Street | Tacoma, WA | 877.902.8490 |
americasautomotivetrust.org

This should all be on one line, 10 pt. Garamond, and there should be two spaces between the text and vertical bars. Also, note that periods should be used as separators in the phone number instead of dashes and there are no capital letters in the web address.

Body -

The greeting and body copy should be typed using 12 pt, Garamond and should follow all the guidelines found in the Style Guide and in Typography section of this document.

All letters should be business formal and use block formatting.

See the next page for an example of how the page should look when laid out correctly.

If you have any questions, contact the Marketing & Communications Department.

LETTERHEAD EXAMPLE

Refer to the example below for proper formatting for all letters.

AMERICA'SAUTOMOTIVE*Trust*

Date
[Enter/Return 2X]
Name of Recipient
Title
Company
Address
City, St, Zip
[Enter/Return 2X]
Salutation
[Enter/Return 2X]
Cras ut posuere est. Nulla quis est eget purus ornare mattis. Pellentesque nisi justo, eleifend eget tempus ac, vulputate a nunc. Fusce vitae libero ornare, sagittis dolor sed, imperdiet orci. Phasellus eu tellus iaculis, dignissim sapien sit amet, varius arcu. Quisque nisl ipsum, egestas sit amet massa eget, aliquet malesuada dolor. Aenean vulputate semper nibh.
[Enter/Return 2X]
Donec ullamcorper nunc a dictum consequat. Vestibulum rhoncus lacinia augue, ac ultrices erat consectetur in. Nunc nec consectetur eros. Fusce id fermentum massa. Curabitur lobortis elementum arcu, ut auctor magna pellentesque et. Proin elementum pulvinar dolor et ullamcorper. Etiam ante purus, maximus eu augue a, tempor ultricies massa. Nam ut dignissim ligula, quis elementum neque. Nullam ornare porta dapibus. Fusce ipsum leo, congue vel ligula vel, euismod rhoncus magna. Nullam lectus dui, egestas ut ipsum et, elementum mattis est.
[Enter/Return 2X]
Vestibulum consequat, neque sed auctor mollis, ex dui varius massa, ac hendrerit odio tortor dapibus sem. Sed diam augue, malesuada at metus vel, facilisis interdum libero. Vestibulum auctor libero id ante semper pharetra. Phasellus eu nulla tellus. Nulla auctor eros ac gravida tempor. Sed tempus elit nulla. Morbi blandit egestas tellus ut hendrerit. Aliquam erat volutpat. Etiam eros dolor, convallis vitae sapien nec, euismod maximus lectus. Proin eu libero a diam ullamcorper vestibulum. Phasellus ipsum purus, ultrices et lectus eget, euismod eleifend erat. Pellentesque bibendum elit quis nibh pharetra consectetur.
[Enter/Return 2X]
Closing
[Enter/Return 4X]
Signature goes here

Your Name
Title, AAT

2702 East D Street | Tacoma, WA | 877.902.8490 | americasautomotivetrust.org

NOTE: Remember that creating your own letterhead should be a last resort when you have absolutely no access to the official AAT letterhead. Also, your created document should only be used as a one-time piece and subsequent communications should be on official letterhead.

Your signature should be in the space between the closing and your typed name and should be signed in **blue or black ink only**.

Your title should be followed with a comma then "AAT" and be all on one line.

Example:

Kyle Muir
Graphic Design Coordinator, AAT

EMAIL SIGNATURES

EMAIL SIGNATURES

Below, you will see a sample of an email signature followed by a description of how it should be created. If you have any questions on how to do this or are unsure if yours is correct, please ask the Marketing & Communications Department assistance.

Kyle Muir

Graphic Design Coordinator

America's Automotive Trust

kyle.muir@americasautomotivetrust.org

253.683.3958

americasautomotivetrust.org



All text in your email signature should be Garamond, 12 pt. Your name should be bold.

Your email address and the website URL should be in AAT Red (see the color section of this guide for correct color reference).

You can have up to two phone numbers but they both need to be listed between your email address and the website. They also need to be listed with their label followed by a colon.

Example:

Direct: 253.683.3958

Cell: 253.555.7442

The AAT logo should be added below the website. An email-specific logo will be provided by the Marketing & Communications Department. This specific logo should **ONLY** be used in your email signature. It is not suitable for use on other documents.

No additional text, images or alternative fonts may be added to or used in your email signature. If you have any questions or concerns, contact the Marketing & Communications Department.

NOTE: If you are experiencing any difficulties getting your email signature set up, please contact the Marketing & Communications Department for assistance.

EMAIL SIGNATURES (CONT.)

If you experience issues with recipients not receiving your emails or having them go into a junk/spam folder, it may be because of the logo in your signature. In this case, you might need to use a signature without the image included. To do so, just create your email signature as described above, but do not add the logo. Instead, add the following text two spaces below the web address in your signature:

Please add [entity name] to your safe sender list. Thank you.

Kyle Muir

Graphic Design Coordinator

America's Automotive Trust

kyle.muir@americasautomotivetrust.org

253.683.3958

americasautomotivetrust.org

*Please add **America's Automotive Trust** to your safe sender list.
Thank you.*

No additional text, images or alternative fonts may be added to or used in your email signature. If you have any questions or concerns, contact the Marketing & Communications Department.

BUSINESS CARDS

BUSINESS CARDS

The AAT business cards are 3.5 inches wide by 2 inches tall. The top section is a black background with the horizontal AAT logo and a bar with Trust Titanium and AAT Red overlapping the black.

Below the header section, your name should be centered and typed in 12-point, Garamond - Regular, all caps. Your title should be on the next line and should be displayed in 9-point, Garamond - Regular. Be sure to capitalize each significant word in the title and use an ampersand (&) instead of the word *and*.

The next three lines should be 8-point, Garamond - Regular. The first of these lines are your phone number(s). You can have one or two numbers listed. They should be labelled with full words (not abbreviations or single letters), they should use periods as separators (not hyphens) and, if you have two numbers, they should be separated by three spaces, a vertical bar and three more spaces.

The next line is your email address. Nothing should be capitalized in your email address.

The last line is the Trust's street address. Be sure to spell out *East* and *Street*. Do not spell out *Washington*.

NOTE: The Trust's business cards will be produced by the Marketing & Communications department. Please contact them with a request for cards when you need them. Do not make the cards on your own. These guidelines are for reference purposes only.



QUICK REFERENCE

The following sheet is a quick reference for color, style and content on the AAT website.

COLOR

The only colors used on americasautomotivetrust.org are black, white, AAT Red and Trust Titanium.



CMYK: 0 | 100 | 99 | 4

RGB: 227 | 27 | 35

HEX: #E21A23

CMYK: 32 | 30 | 32 | 7

RGB: 166 | 158 | 153

HEX: #A69D99

FONT

AAT's official type families for web use are:

- Adobe Garamond Pro*
- Lato

*EB Garamond can be used as an alternate to Adobe Garamond Pro, if needed.

The EB Garamond and Lato font families are available as free downloads from Google Fonts: www.google.com/fonts

If you need assistance downloading the fonts, contact the Marketing & Communications Department.

CONTACT INFO

When adding contact information to a webpage do not use any names. Instead, use the title of the contact person or department followed by a dash, then the contact email, a vertical bar and the contact phone number.

Office Coordinator – info@americascarmuseum.org | 253.779.8490

If a department does not have an email address, use the *info@* email address for that entity.

info@americasautomotivetrust.org

NOTE: There is a discrepancy in colors on the AAT website due to the site being created prior to the Trust's colors being finalized. So, until the site is recreated using the correct colors, the palette listed here should be used only on americasautomotivetrust.org.

DUAL BRANDING

DUAL BRANDING WITH OTHER AAT ENTITIES

Dual branding is only required when pairing with another entity or organization.

The following is a list of requirements when dual-branding is required on documents within AAT and any other organizations within the Trust.

When AAT and another Trust entity share branding and the document is predominantly focused on AAT or there is an equal balance between the two, the AAT logo should be displayed in the top, left corner and the other organization should be displayed in the top, right corner of the header.



NOTE: AAT is the only entity in the Trust that can have single branding. All other entities require dual branding with AAT. Refer to each entity's branding guidelines for specific details on how to properly brand with AAT.

When AAT and another Trust entity share branding and the document is predominantly focused on the other organization, that organizations logo should be displayed centered in the header, while the AAT logo should be displayed centered in the footer with the following statement:

[Organization Name] is an entity of America's Automotive Trust.



NOTE: The same branding rules apply to events held by an entity, but the entity's logo would be swapped out for the event logo. For example, if the document is about The Drive Home, then you would use the same layout as shown to the right, but the ACM logo would be replaced with The Drive Home logo.



DUAL BRANDING OUTSIDE OF AAT

When AAT and an organization not affiliated with the Trust share branding, the AAT logo should be displayed in the top, left corner and the other organization should be displayed in the top, right corner of the header.



The above-listed methods for dual branding should be used whenever possible, however, if a situation arises where it is not reasonable to use any of these methods, contact the Marketing & Communications Department to determine the best course of action for the situation.

If a document is dual branded by a partner outside of AAT, the Marketing & Communication Department must review it prior to distribution.

DUAL BRANDING ON ENVELOPES

On all envelopes from an AAT entity, the entity logo should be placed in the top, left corner with the address below. The AAT logo and blurb should be placed in the bottom right corner.



If you don't have a branded envelope and you must write in the return address, it should be written as such:

[Entity Name]
2702 East D Street
Tacoma, WA 98421

Some points to remember here are: **a)** spell out *East*, do not abbreviate this with an *E*, **b)** do not put a period after *D*, **c)** do not spell out *Washington*, and **d)** only use **blue** or **black** ink when writing on an envelope.

SCREEN PRINTING & EMBROIDERY

SHIRTS

When adding the AAT logo to apparel, whether it be a hat, shirt, bag or any other item, follow the same guidelines as described in the *Logo* section of this document.

For shirts with just the AAT logo, there are two placement options:

Front -

The vertical logo should be located on the left breast of the shirt and should be 3.5 inches wide.

Back -

The horizontal logo should be centered, horizontally, on the shoulders, 1/2 inch below the collar and should measure 5 inches wide.



For shirts requiring branding with AAT and one of the other Trust entities, the garment should have the other entity's logo placed on the front and the AAT logo in the back, following the same guidelines as listed above.

All apparel with the Trust logo must be approved by the Marketing & Communications department prior to ordering.

NOTE: If the primary or secondary logos are not suitable for the garment you wish to add the logo to, please contact the Marketing & Communications Department. There are alternative logos available, but should only be used if absolutely necessary.

BASEBALL CAPS

When adding logos to a baseball cap, there will be two placement areas, as well:

Front -

The vertical logo should be centered, horizontally, and placed 3/4 inch above the bill. The logo should measure 3.5 inches along its largest axis.

Back -

The vertical logo should be centered, horizontally, and placed 3/4 inch above the cut-out, if there is one, or 3 inches above the bottom edge of the hat if there is no cut-out. The logo should measure 3.5 inches along its largest axis.



As with the shirts, baseball caps requiring branding with AAT and one of the other Trust entities should have the other entity's logo placed on the front and the AAT logo in the back, following the same guidelines as listed above.

OTHER APPAREL

Any other apparel or soft goods that need to have the AAT logo added to them should follow all the logo guide lines found in this document.

For these applications, the horizontal logo should not be scaled down to less than 5 inches wide and the vertical logo should never be less than 3.5 inches wide.

The logo should also be centered, both vertically and horizontally, in the space it is being added to.

If, for any reason, it is not possible to comply with these guidelines, please contact the Marketing & Communications Department to develop an alternative solution.

STICKERS, WINDOW CLINGS, OTHER PRINTED MATERIALS

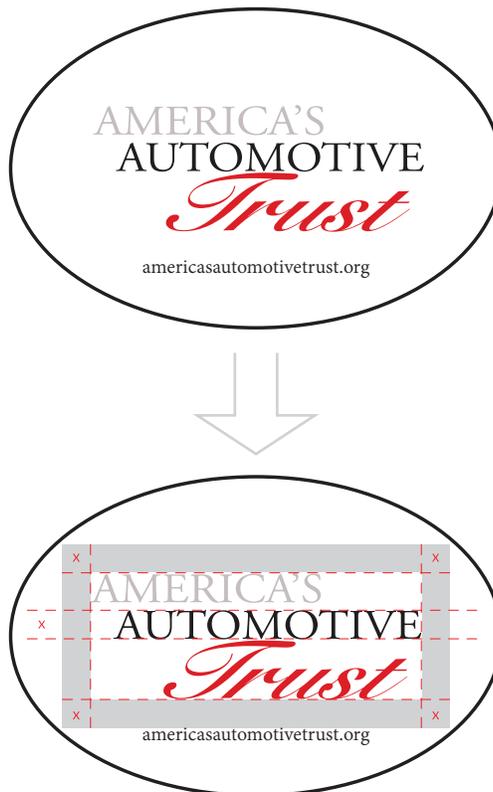
Should you need to have any materials printed (such as stickers, static window clings, coasters or anything else) you must be sure to follow ALL the logo branding requirements outlined previously in this document paying particular attention to the spacing and sizing guidelines.

Since these materials can vary so much in shapes and sizes, there is no set size for the logo but it should fill the majority of the available space and adhere to the logo guidelines.

Each piece should also have the Trust's URL on it. Additional information, such as a phone number or email address, can be included if space allows. However, the text should never be scaled down to less than 8 points.

All printed materials need to be reviewed and approved by the Marketing & Communication Department prior to being sent to the printer.

NOTE: ALL materials for AAT, including tents, table cloths, pull-up signs, banners, magnets, window clings, etc., need to follow all branding guidelines and need to be approved by the Marketing & Communication Department prior to ordering.



NOTE: Pay attention to the logo guidelines when creating printed materials, especially when it comes to spacing and minimum size for the logo.