

## CORPORATE BRAND GUIDELINES 2018

Designed to be easy for implementation, yet flexible enough to allow individual creativity.

This is a guide to help you better understand the basic elements that make up SUMMIT AUTOMOTIVE MANAGEMENT, INC.

#### TABLE OF CONTENT

#### **Logo Identity & Usages**

Primary Logo Logo Ratio & Spacing Clear Space Icon/Symbol Logo Backgrounds Prohibited Usage

#### **Color Specifications**

**Full Color Identity** Black & White Identity

#### **Typeface Details**

**Brand Font Primary Font** 

#### **Stationery Mockups**

**3d Signage Mockups Contact Information** 

#### **Primary Logo**

This is the primary logo to use for most applications. The logo is made up of two elements: the name of the company and symbol.



#### **Logo Ratio & Spacing**

While it is a simple logo, we must treat it nicely. The following picture cover the correct usage to ensure the logo always looks its best.



#### **CLEAR SPACE**

There should always be an area of clear space surrounding the logo to ensure that it is prominent on the page. The clear space isolates the logo from other competing graphic elements such as logos, copy, photography or background imagery that may divert attention.



## **Icon/Symbol**

Some applications, such as mobile devices, fav icons, apparel etc. require the use of an Icon/symbol-only treatment to identify the Summit Automotive Management, Inc.









LOGO IDENTITY & USAGES .

### **Logo Backgrounds**

Do not place the logo on visually distracting backgrounds, photos, or patterns. The light/darkness & composition of the background determine the use of either the white logo or the color logo option.

White Background ( Preferred Version)



Blue Background







Black Background



Light Background



## **Prohibited Usage**

The Summit Automotive Management, Inc. logo must be used correctly to ensure the impact and integrity of the brand is not diluted or compromised. Always reproduce

Do not introduce a new typeface for the word mark.



Don't stretch the logo out of its original proportions



Do not apply any effects to the components of the signature.



Don't change the color of the logo text



Don't compress the logo out of its original proportions



Don't rearrange elements of the logo



### **Full Color Identity**

Whenever possible use the full color of the logo. It is provided in CMYK or RGB for electronic use.



Icon



Screen R: 9 G: 29 B: 29

Screen R: 231 G: 66 B: 12

Screen R: 225 G: 225 B: 225

B: 12 Process C: 3 M: 88 Y: 100 K: 0

Process C: 0 M: 0 Y: 0 K: 0

Process C: 100 M: 95 Y: 32 K: 29

Web # e7420c
Web # ffffff

Web # 091d5c

## **Black & White Identity**

A black color version of the logo is to be used only where using full colors is not possible.





 To maintain consistency in all documentation, a set of typeface families have been selected to complement and work with the logo. Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

#### **Brand Font**

Bank Gothic Medium BT font family is Summit Automotive Management, Inc. signature font.

## BANK GOTHIC MEDIUM BT

Capital Letter

ABCDEF GHIJKLM NOPQRS TUVWXYZ Small Letter

ABCDEF
GHIJKLM
NOPQRS
TUVWXYZ

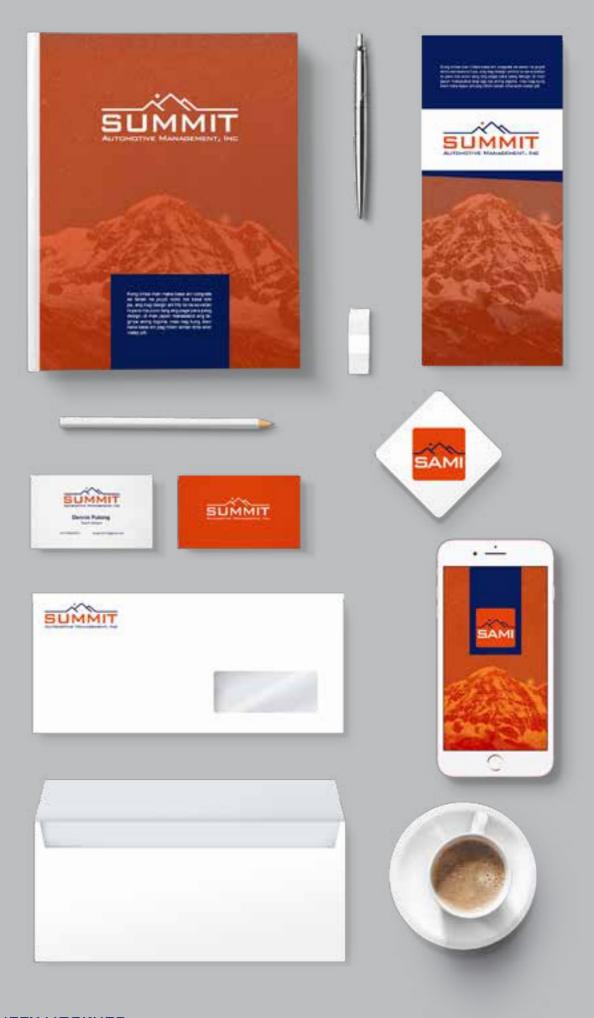
Number/Sian

# 1234567890\$#!

## **Primary Font**

Arial font family is used for all Microsoft documents and presentations, and for online applications.

Arial Regular	Arial Narrow	Arial Bold
Small Letter	Small Letter	Small Letter
abcdef	abcdef	abcdef
ghijklm	ghijklm	ghijklm
nopqrs	nopqrs	nopqrs
tuvwxyz	tuvwxyz	tuvwxyz
Capital Letter	Capital Letter	Capital Letter
ABCDEF	ABCDEF	ABCDEF
GHIJKLM	GHIJKLM	GHIJKLM
NOPQRS	NOPQRS	NOPQRS
TUVWXYZ	TUVWXYZ	TUVWXYZ
Number/Sign	Number/Sign	Number/Sign
1234567890\$#!	1234567890\$#!	1234567890\$#!



TYPEFACE DETAILS STATIONERY MOCKUPS \_\_\_\_\_\_\_ 5



# CONTACT INFORMATION

Summit Automotive Management, Inc.
Adress

Tel #

www.sami.com

