# SUMMIT
## Automotive Management, Inc

## 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

## 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.

Symbol

Company name

## 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.

SAMI

S A M I
Summit    Automotive    Management    Inc.

## 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



Orange 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 change the color of the logo text

Don't stretch the logo out of its original proportions

Don't compress the logo out of its original proportions

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

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.

Logo

Screen R: 9 G: 29 B: 29        Process C: 100 M: 95 Y: 32 K: 29        Web # 091d5c



Screen R: 9 G: 29 B: 29        Process C: 100 M: 95 Y: 32 K: 29        Web # 091d5c

Screen R: 231 G: 66 B: 12        Process C: 3 M: 88 Y: 100 K: 0        Web # e7420c

Icon



| | | | |
|---|---|---|---|
| Screen R: 9 G: 29 B: 29 | Process C: 100 M: 95 Y: 32 K: 29 | Web # 091d5c |
| Screen R: 231 G: 66 B: 12 | Process C: 3 M: 88 Y: 100 K: 0 | Web # e7420c |
| Screen R: 225 G: 225 B: 225 | Process C: 0 M: 0 Y: 0 K: 0 | Web # ffffff |

## 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/Sign

1234567890$#!

## Primary Font

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

### Arial Regular

Small Letter

abcdef
ghijklm
nopqrs
tuvwxyz

Capital Letter

ABCDEF
GHIJKLM
NOPQRS
TUVWXYZ

Number/Sign

1234567890$#!

### Arial Narrow

Small Letter

abcdef
ghijklm
nopqrs
tuvwxyz

Capital Letter

ABCDEF
GHIJKLM
NOPQRS
TUVWXYZ

Number/Sign

1234567890$#!

### Arial Bold

Small Letter

**abcdef
ghijklm
nopqrs
tuvwxyz**

Capital Letter

**ABCDEF
GHIJKLM
NOPQRS
TUVWXYZ**

Number/Sign

**1234567890$#!**

# SUMMIT
## AUTOMOTIVE MANAGEMENT, Inc

## CONTACT INFORMATION
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