



AMERICA'S CAR MUSEUM®

AMERICA'S CAR MUSEUM BRANDING GUIDELINES AND GRAPHIC STANDARDS

JUNE 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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PRIMARY LOGO

The America's Car Museum logo is the most recognizable asset of our brand. It acts as an identifier for the Museum and has been trademarked, 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 should always be displayed with the "State Farm presents" wordmark above it unless being used in a publication for a competitor (i.e. - Hagerty, AAA, etc.), in which case a version without the "State Farm presents" wordmark may be used instead.



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NOTE: Various alternative logos are available for specific applications, such as a horizontal layout used specifically, and only, for Exhibitory floor signs and digital displays. If you feel you need to use an alternative logo, contact the Marketing & Communications Department to discuss your application and which logo is the most appropriate.

SECONDARY LOGO

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

The same rules apply for the use of the "State Farm presents" version of the secondary logo as with the primary.



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TERTIARY LOGO

The third logo is for use on backgrounds that are red or of a similar saturation in which the State Farm wordmark would be difficult to read.



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LOGO



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

NOTE: While the minimum space surrounding the logo is defined by x, you should always allow as much clear space as possible to allow the logo to stand out.

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.

This space is equal to the height of the black box in the center of the wings.



SIZING Regardless of the media type, the Museum's logo needs to be recognizable and legible. In order to achieve this, the ACM logo should never be scaled down to less than a half inch tall in print or 36 pixels in digital formats.



LOGO



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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.

MISUSE Because of its level of recognition and its trademarked status, the ACM logo must have one, uniform look. Aside from uniform resizing, the logo may not be distorted, stretched, rotated, recolored or altered in anyway.

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>
<p>CMYK: 1 100 92 0 RGB: 235 0 41 HEX: #EB0029</p>	<p>CMYK: 45 42 48 7 RGB: 142 133 123 HEX: #8E857B</p>	<p>CMYK: 26 22 22 0 RGB: 189 187 187 HEX: BCBBA</p>

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 **c**yan, **m**agenta, **y**ellow, and **k**ey (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 **r**ed, **g**reen, and **b**lue 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 ACM'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 brand.

ACM'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.

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.

WEB TYPE The Museum 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.

DUAL BRANDING



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DUAL BRANDING WITH AAT

Dual branding with ACM and America's Automotive Trust is required on all documents.

When ACM shares branding with the Trust, 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.



When the focus of the document is not shared, or is primarily on ACM, the ACM logo should be displayed centered in the header, while the AAT logo should be displayed centered in the footer with the following statement:

America's Car Museum is an entity of America's Automotive Trust.

NOTE: The same branding rules apply to events held by ACM, but the ACM logo would be swapped out for the event logo.



DUAL BRANDING



AMERICA'S CAR MUSEUM®

DUAL BRANDING WITH AAT (CONT.)

When creating collateral and marketing materials that are not letters or formal documents, you must be sure to still include AAT branding. Whenever possible, be sure to use the AAT logo with the entity statement below it as described above.

The font size for the statement should not be scaled lower than 6-points.

AMERICA'S AUTOMOTIVE *Trust*
The RPM Foundation is an entity of America's Automotive Trust.

If space does not allow for the logo and statement, then include just the logo. The stand alone logo should also be used if the piece also requires multiple other logos from outside AAT.

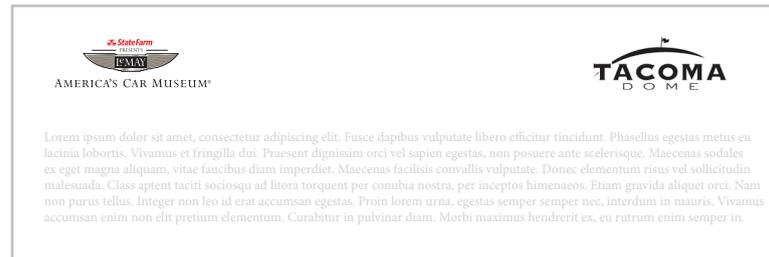


There will be times where space will not allow for either option above. In this scenario, the AAT logo can be omitted from the design, but this MUST be approved by the Marketing & Communications Department prior to going to print.

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

DUAL BRANDING OUTSIDE OF AAT

When ACM and an organization not affiliated with ACM or the Trust share branding, the ACM 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 footer should follow the same rules as listed above.



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.

All documents created internally or by an outside partner must be reviewed by the Marketing & Communication Department prior to distribution.

DUAL BRANDING ON ENVELOPES

On all envelopes from an ACM, the primary 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:

America's Car Museum
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.

LETTERHEAD Whenever possible, you should use ACM letterhead for written communications from the entity. 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 ACM logo scaled to 3 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 for guidelines pertaining to those situations.

Footer -

The footer should have the AAT logo and blurb, centered on the page. The AAT logo should be 3 inches wide and the blurb should be in 10 point, Garamond.

Below the blurb, the following text should be centered:

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

The address, phone number and web address 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.

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.


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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]

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[Enter/Return 2X]

Closing
[Enter/Return 4X]
Signature goes here

Your Name
Title, America's Car Museum

AMERICA'S AUTOMOTIVE *Trust*
America's Car Museum is an entity of America's Automotive Trust.
2702 East D Street | Tacoma, WA | 877.902.8490 | americascarmuseum.org

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 "America's Car Museum" and be all on one line.

Example:

Kyle Muir
Graphic Design Coordinator, America's Car Museum

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 Car Museum

kyle.muir@americascarmuseum.org

253.683.3958

americascarmuseum.org**AMERICA'S CAR MUSEUM®**

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 ACM 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 instead of placing the ACM logo at the bottom, 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 Car Museum

kyle.muir@americascarmuseum.org

253.683.3958

americascarmuseum.org

*Please add America's Car Museum 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

The ACM business cards are 3.5 inches wide by 2 inches tall. The top section of the card has the secondary logo placed over a rectangle of Trust Titanium color.

Below the logo section, your name should be centered and typed in 12-point, Garamond - Regular, all caps, black. Your title should be on the next line and should be displayed in 12-point, Garamond - Italics, Trust Titanium. 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, black. 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) followed by a colon and numbers should use periods as separators (not hyphens) 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 ACM website.

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



CMYK: 1 100 92 0	CMYK: 45 42 48 7
RGB: 235 0 41	RGB: 142 133 123
HEX: #EB0029	HEX: #8E857B

FONT ACM'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@americascarmuseum.org

SCREEN PRINTING & EMBROIDERY

When adding the ACM 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. Additionally, all items must be branded with both the ACM and AAT logos. The following section will give you a few examples on how they should be added, but is not an exhaustive list. All products must be reviewed and approved by the Marketing & Communications Department prior to being sent to the printer.

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.

SHIRTS

Front -

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

Back -

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

NOTE: FOR APPAREL ONLY: The ACM logo without the "State Farm Presents" wordmark should be used on all clothing and apparel.



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

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

Front -

The ACM logo should be centered, horizontally, and placed 3/4 inch above the bill. The logo should measure 3.5 inches wide.

Back -

The AAT 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.



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

For these applications, the logo 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.

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



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, particularly the minimum size requirements.

Each piece should also have the ACM website 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 ACM, 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.