

APR

BRAND IDENTITY GUIDE

MMXVIII

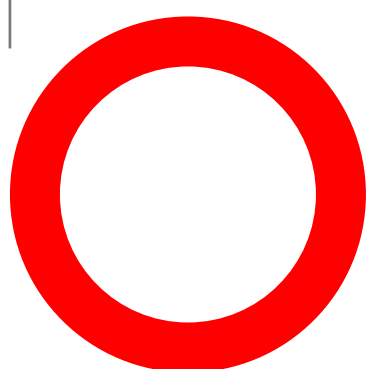
HELLO

COLORS

Palette

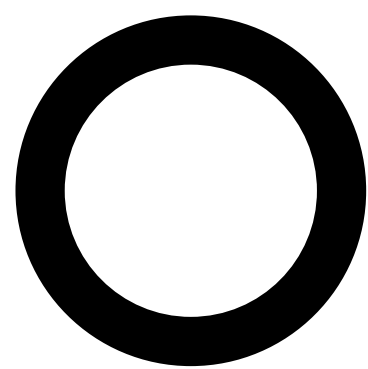
The dominant color for APR is APR Red. This color is used to unify APR on core items such as vehicle livery, signs and official correspondences. APR Red is supported by black, white and a collective of grayscale colors. APR Red is not to be paired with any other colors.

PRIMARY PALETTE



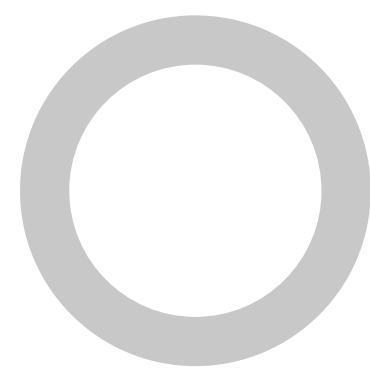
APR Red

CMYK: 0/100/100/0
RGB: 255/0/0
HEX: #ff0000



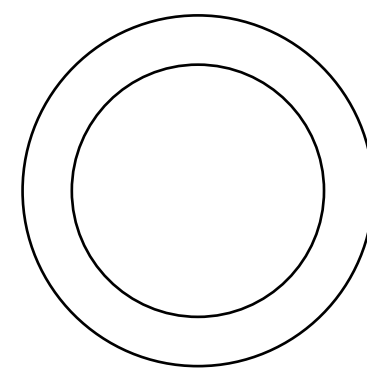
Intergalactic

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000



Supernova

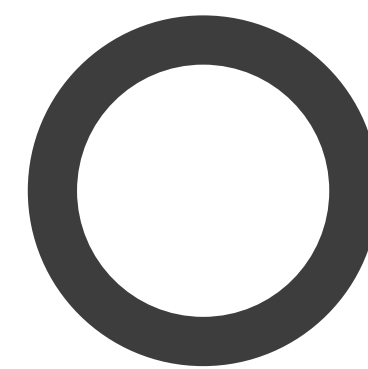
CMYK: 0/0/0/25
RGB: 200/200/200
HEX: #c8c8c8



Binary

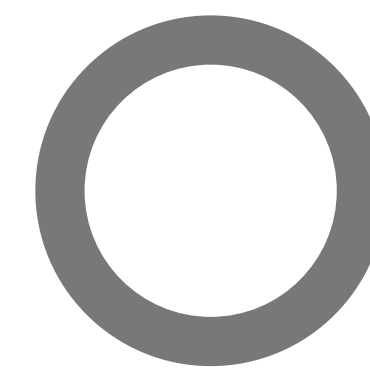
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #ffffff

ADDITIONAL GRAYSCALE



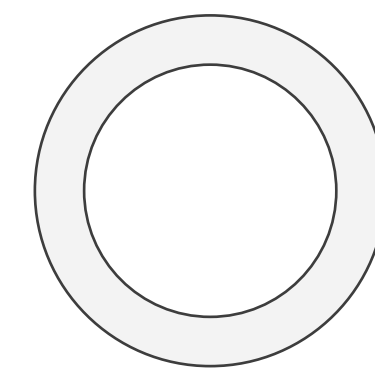
Asphalt

CMYK: 0/0/0/92
RGB: 61/61/61
HEX: #3d3d3d



Stainless

CMYK: 0/0/0/65
RGB: 120/120/120
HEX: #787878

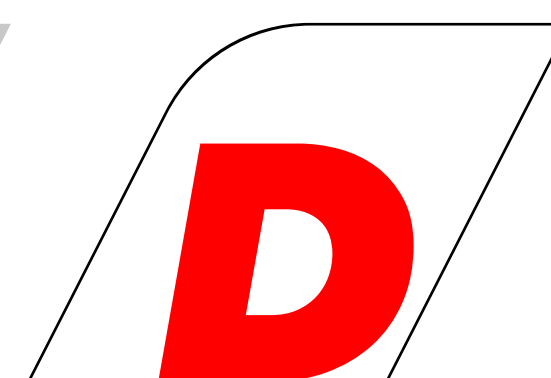


Liquid

CMYK: 0/0/0/7
RGB: 243/243/243
HEX: #f3f3f3

Contrasting Colors

Choose colors from the palette that contrast well against each other. Tone-in-tone combinations may be used with grayscale, as long as the grays contrast heavily.



LOGOTYPE

Primary Logotype

The APR Red Logotype should be used where possible.



Contrast Logotype

When using APR Red as a background, use a white Logotype.



B&W Logotype

It is acceptable to use a black Logotype in black and white print.



Web Logotype

It is acceptable to use GOAPR.COM as a supplemental logotype.



Slant Logotype

It is acceptable to use the APR Slant as a supplemental logotype.



Spatial Relationship

The Logotype must always have a minimum area of negative space that equals the dimension of a single letter. Nothing else should reside within that space.



LOGOTYPE

Discontinued Logotype

These are unacceptable for use in any situation.



DO NOT USE

Common Logotype Mistakes

Do not incorporate the APR Logotype into your own company identity.

Do not alter the shape or color.

Do not use artwork that has been rendered to look three-dimensional or have a reflective shine.

Do not add shadows, reflections, or glowing effects.

Do not use on cluttered or overly patterned backgrounds.

Do not add a stroke to the Logotype.

Do not make additions to the Logotype.



TYPEFACE

Typeface Options

Avenir is used to represent APR in digital and print media. This typeface gives our words an accent that reflects our personality. It is available in a range of weights that can be used to create emphasis and differentiation to our media. Helvetica Neue is a supplementary font only and may not be used solely. Italicized versions of these typefaces are acceptable for headings and titles.

PRIMARY TYPEFACE	SUPPLEMENTARY TYPEFACE
<div>Avenir Black</div> <div>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</div> <div>OoPpQqRrSsTtUuVvWwXxYyZz</div> <div>1234567890</div>	<div>Helvetica Neue Bold</div> <div>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</div> <div>OoPpQqRrSsTtUuVvWwXxYyZz</div> <div>1234567890</div>
<div>Avenir Heavy</div> <div>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</div> <div>OoPpQqRrSsTtUuVvWwXxYyZz</div> <div>1234567890</div>	<div>Helvetica Neue Medium</div> <div>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</div> <div>OoPpQqRrSsTtUuVvWwXxYyZz</div> <div>1234567890</div>
<div>Avenir Medium</div> <div>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</div> <div>OoPpQqRrSsTtUuVvWwXxYyZz</div> <div>1234567890</div>	<div>Helvetica Neue Light</div> <div>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</div> <div>OoPpQqRrSsTtUuVvWwXxYyZz</div> <div>1234567890</div>
<div>Avenir Light</div> <div>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</div> <div>OoPpQqRrSsTtUuVvWwXxYyZz</div> <div>1234567890</div>	<div>Helvetica Neue Ultralight</div> <div>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</div> <div>OoPpQqRrSsTtUuVvWwXxYyZz</div> <div>1234567890</div>

SOCIAL

Facebook

APR branded Facebook pages containing APR in the name must use the square APR Logotype image as the profile picture. No additional text or imagery may be added to the image unless approved by APR. The background must be APR Red.

Instagram

APR branded Instagram accounts containing APR in the title must use the square APR Logotype image as the profile picture. Not additional text or imagery may be added to the image unless approved by APR. The background must be APR Red.



360 px

Other Images

Any other images and text (banners, shared content, posts) on social media may not contain other brands, logos, or products.

Tagging

APR's main account should be tagged first in all posts made from APR branded pages.

APPAREL

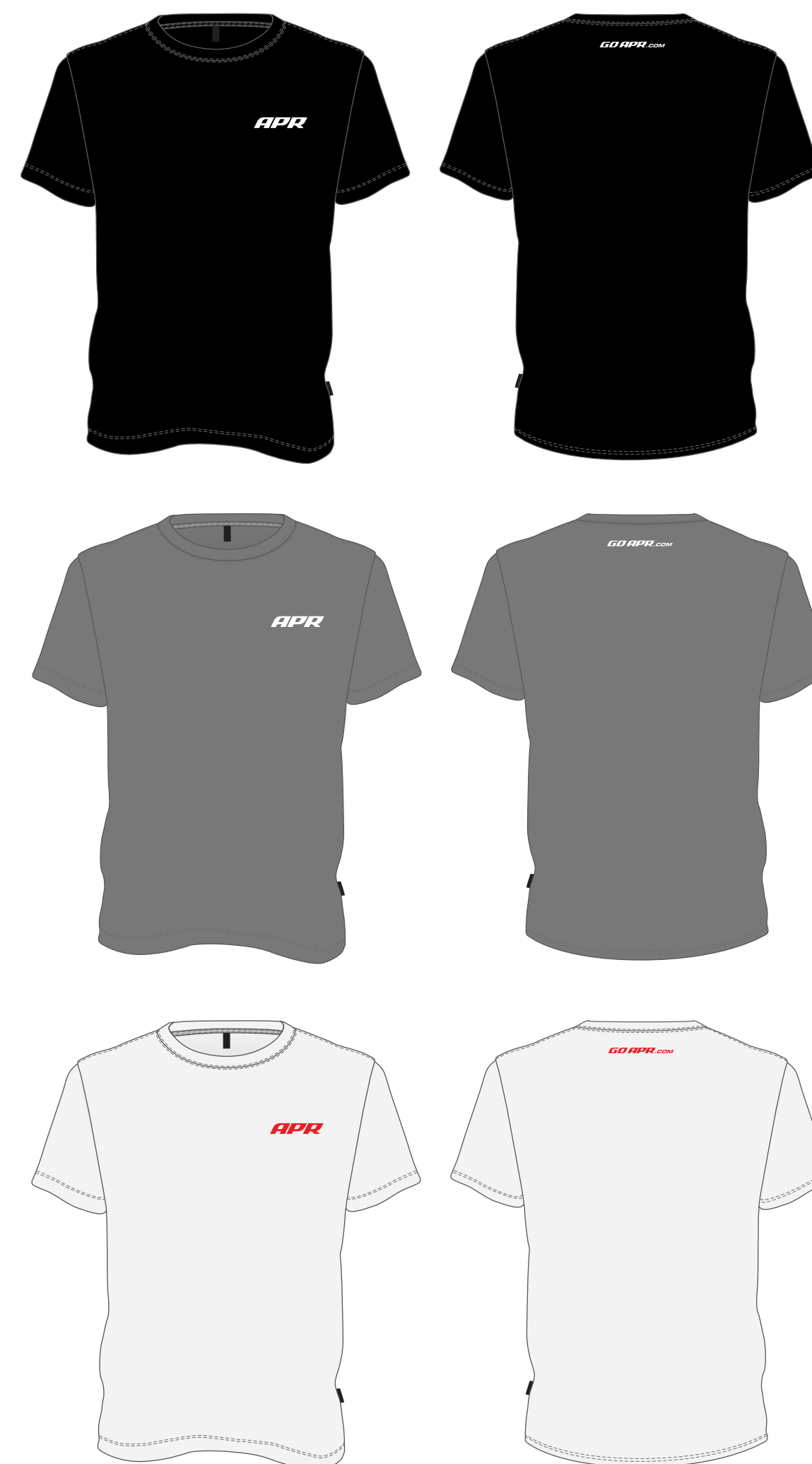
Use

The use of APR Logotype(s) must be approved prior to use on apparel. APR Logotype(s) may not be used on apparel deviating from the APR color palette.

Primary Placement

The APR Logotype is placed over the left breast pocket at a minimum of 3 inches in width. The GOAPR.COM Logotype may also be placed below the collar on the rear of the shirt, centered at a minimum width of 5.5 inches.

SHIRT EXAMPLE



LIVERY

unity (u·ni·ty) *noun*

The state or quality of being in accord; harmony.

Usage

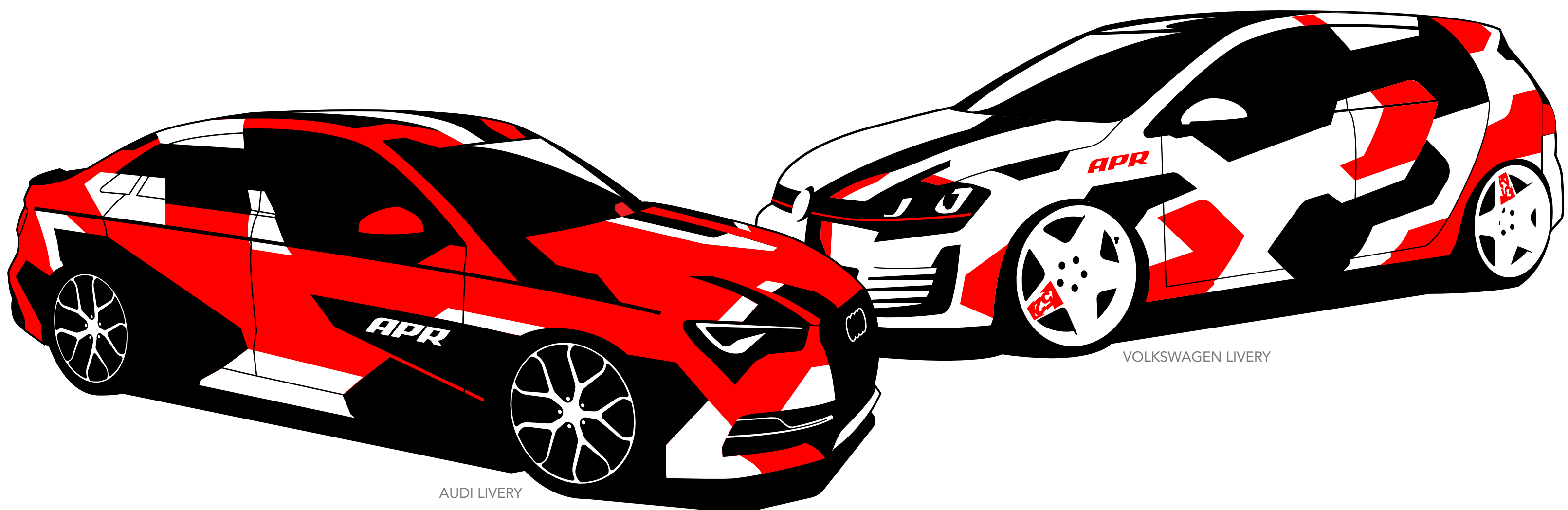
Use of any APR livery or APR logotype on vehicles must be approved by APR prior to installation and use.

Vehicle color and vinyl scheme must match the APR color palette (see page 1), unless approved otherwise.

No alterations, additions, or removal of pieces may be made to the livery.

APR logotype must appear as it does in the design.

The Volkswagen and Audi liveries must be used on their respective makes of vehicles.





SLOGANMARK

Meaning

Enhancing the driving experience. At the core of APR, our goal is to provide an experience that is unforgettable to the customer. The passion put into in developing market-leading products can be felt by the customers through their individual experience.

Usage

The APR Sloganmark may be used in APR's approved Typefaces and the APR Sloganmark Logo.

SLOGANMARK LOGO

***ENHANCING
THE DRIVING
EXPERIENCE***

APR strives to lead the aftermarket automotive industry through excellence in customer experience, branding, and product quality and performance. Adhering to these guidelines assures that you are aligned with APR's image, which projects these values.