



FIAT CHRYSLER AUTOMOBILES

IDENTITY PROGRAM: STANDARDS AND GUIDELINES

FCA Brand Mark

Key Visual Elements and Usage Guidelines

March 2015

CONTENTS

- 3 Introduction
- 4 Area of Isolation
- 5 Coloring and Backgrounds
- 6 Basic Rules of Use
- 7 Combined wth Other Logos
- 8 Programs and Initiatives
- 9 Typography
- 10 Contacts

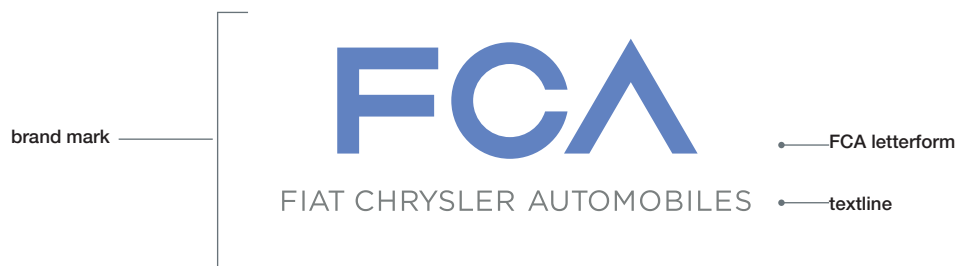
INTRODUCTION

The FCA brand mark is the primary visual identifier for the automotive group created from the integration of Fiat and Chrysler.

The FCA Identity program represents an important tool that must be used to shape the perceptions of customers, investors, suppliers, dealers, employees - all stakeholders in this new enterprise. Our name and brand mark are our most valuable assets and the greatest visible representation of our company.

The distinctive FCA characteristics of discipline and professionalism is conveyed graphically through the rigid typographic style of the lettering, while the choice of a chromatic scheme, which is somewhat unique for the auto industry, is suggestive of innovation.

The FCA brand mark consists of both the FCA letterform and the words FIAT CHRYSLER AUTOMOBILES centered below as one unit. The use of the FCA letterform without the line of text is not permitted.



The company brand mark consists of both the FCA letterform and the textline: FIAT CHRYSLER AUTOMOBILES as one unit.

AREA OF ISOLATION

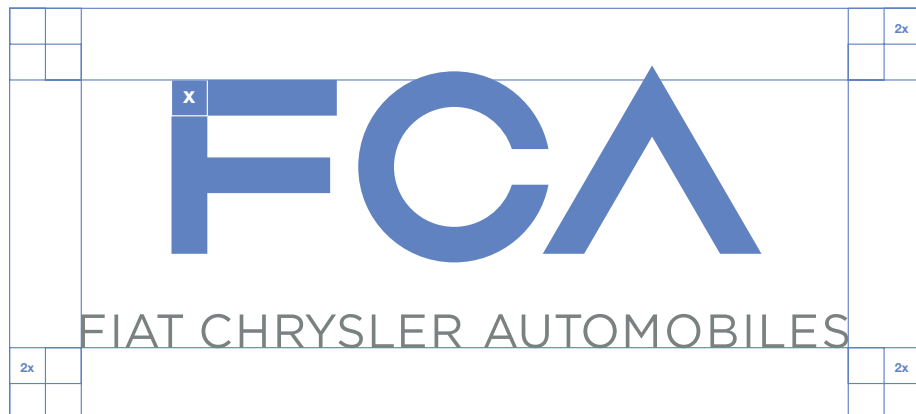
The rules for graphic representation of the FCA brand mark must be respected at all times.

The FCA brand mark consists of the FCA letterform with the words “Fiat Chrysler Automobiles” centered below forming one unit. The use of the FCA letterform without the words “Fiat Chrysler Automobiles” is not permitted. The only exception to this rule is the use of the FCA letterform appearing alone on vehicle parts.

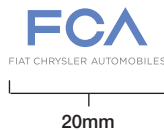
The area of isolation or free space must be maintained around the brand mark to avoid any interference from text or other graphics.

The area of isolation or free space is equivalent to twice the width of the downstroke of the letter “F” (see figure).

Output of digital art must be at the highest resolution possible. The brand mark must not be reproduced smaller than 20mm wide. Requests to deviate from the guidelines defined in the publication must be reviewed and approved by the Corporate Identity + Design Office.



Free space = 2x the width of the downstroke of the letter “F”



The brand mark at its minimum reproduction size of 20mm.

COLORING AND BACKGROUNDS

There are four versions of the FCA brand mark. The primary version, black for special reproduction needs, and two options for usage on a dark background in which the textline "FIAT CHRYSLER AUTOMOBILES" must appear in white in all instances.

Positive Brand Marks

Primary



Black



Reverse Brand Marks



PMS 2718 and white



White/reverse

Pantone® Bridge Color



HEX: #597DDA

C: 65
M: 45
Y: 0
K: 0

R: 92
G: 136
B: 218

Pantone® Bridge Color

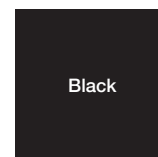


HEX: #898C8D

C: 22
M: 14
Y: 18
K: 45

R: 137
G: 140
B: 138

Black



HEX: #1D1D1B

C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

BASIC RULES OF USE

FCA US LLC is a wholly owned subsidiary of Fiat Chrysler Automobiles. When referring to our company name, write/type FCA US LLC or FCA US in the font being used, in all capital letters, with no punctuation. The FCA brand mark may not be used in headlines or text. The FCA US name may be used as an adjective (e.g., FCA US employees, FCA US models).

CORRECT company name reference:
 FCA US LLC
 or
 FCA US

INCORRECT company name reference:
 Fiat Chrysler Automobiles

DO NOT:

- Use as a plural noun - FCA USs
- Use as a possessive - FCA US's brand mark

THE FCA BRAND MARK IS NOT TO BE DISPLAYED:

- As the FCA letterform alone
- Altered with a drop shadow or applied effects
- As a decorative device
- As a screen or tint
- On dealership signage
- In combination or replaced with other elements
- In poor contrast with the background
- Obscured by an overprint
- Outlined
- Reversed incorrectly
- Rotated or in the vertical position
- With altered colors
- With modified proportions or positions of the FCA letterform

DO NOT DISPLAY



FCA letterform without FIAT CHRYSLER AUTOMOBILES textline



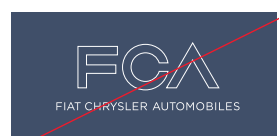
With altered colors



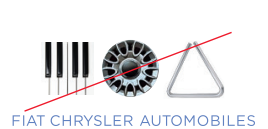
Combine with other elements



Poor contrast with background



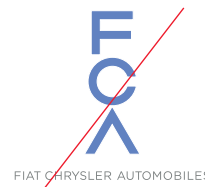
The FCA outlined



Replace with other elements



Drop shadow



Modified positions

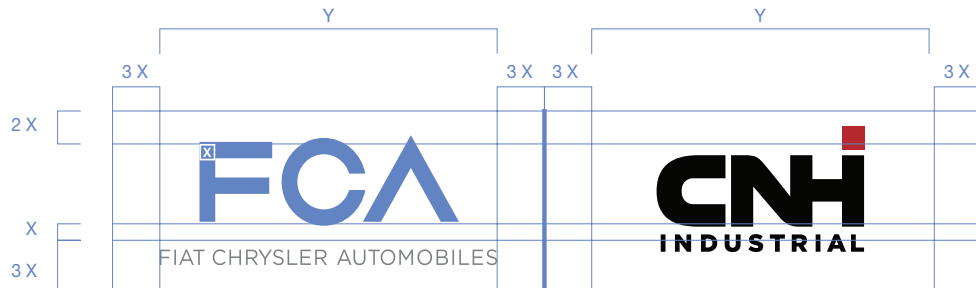


Tinted or screened

COMBINED WITH OTHER LOGOS

The FCA brand mark may be used in combination with brand marks and/or event logos outside the auto industry. Project and campaign logos are also permitted.

Shown are a few examples including an illustration of the specifications for placement and size proportions/relationship.



PROGRAMS AND INITIATIVES

The FCA brand mark is used in combination for all group-wide programs and initiatives to ensure visual consistency.

The name of the program/initiative must always be typeset using the Gotham font family.

This combination format must not be applied to letterheads or an other stationery product.

Contact the Corporate Identity Office for creation of artwork if needed.

Program and initiative examples



TYPOGRAPHY

The company typeface is Helvetica Neue LT Std. It has various cuts which are suitable for use on all our communications. Contact your IT support team regarding purchase of a font license. External service providers must purchase the font. Internal employees are not permitted to pass the font to internal employees or external agencies because of licensing restrictions.

If this font is not available, Arial may be substituted. When developing typography

in non-Latin languages, the typeface used should present a feeling similar to the clean and simple characteristics of the Helvetica Neue font family.

The secondary typeface is Gotham. This font is limited to situations that are strictly related to the corporate context, such as group or company wide programs and initiatives.

Various cuts of the Helvetica Neue LT Std font family.

Helvetica Neue LT Std - 25 Ultra Light

Helvetica Neue LT Std - 35 Thin

Helvetica Neue LT Std - 45 Light

Helvetica Neue LT Std - 55 Roman

Helvetica Neue LT Std - 65 Medium

Helvetica Neue LT Std - 75 Bold

Helvetica Neue LT Std - 85 Heavy

Helvetica Neue LT Std - 95 Black

Various cuts of the Gotham font family.

Gotham Thin

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Gotham Black

CONTACTS

The diligent oversight and management of the FCA brand name and brand mark is critical to protecting and building a positive global brand image.

The application of the broad guidelines presented in this publication apply to all media including, but not limited to; print, web, signage, point-of-sale materials, exhibits, merchandise and collateral materials promoting and supporting press or consumer events.

Artwork/Contact Information

The Chrysler, Dodge, Jeep®, Ram, Mopar, SRT®, Alfa Romeo and FIAT® brand mark art is available in wide variety of digital formats from **www.FCAci.com**

You may also contact:

FCA US LLC

Corporate Identity and Design

CIMS 485-01-08

1000 Chrysler Drive

Auburn Hills MI USA 48326-2766

ci_contact.usa@fcagroup.com