



# The Mopar<sup>®</sup> Brand

Key Visual Elements and Usage Guidelines

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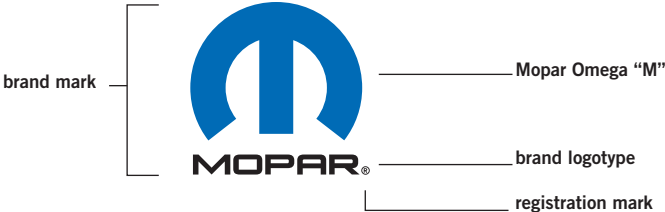
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# Mopar® Brand Mark

The Mopar® brand mark is a specially designed and distinctive graphic image. Any alteration weakens its impact and value; modifications to its style, proportions and letterforms are not permitted. The brand mark must be used correctly, in its original form, and only authorized digital artwork may be used for reproduction.

The Mopar brand mark consists of the “Mopar Omega M”, the Mopar logotype and the registration mark. All components of the Mopar brand mark must be present in its application. The components of the Mopar brand mark must not be altered in their composition, size or relationship.

The Mopar brand mark is a valuable corporate asset and is protected by law. Any commercial use of the Mopar brand name, or brand mark by any entity outside FCA US LLC requires the prior written approval of the FCA US LLC Legal Department.



The brand mark consists of the Mopar Omega “M”, the Mopar brand logotype and the registration mark ®.

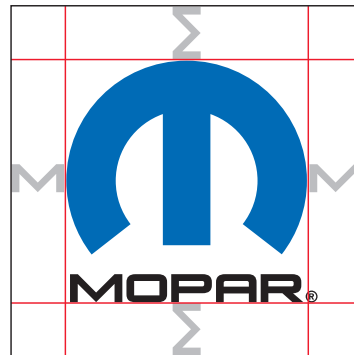
# Brand Mark Guidelines

## Area of Isolation

A cardinal rule for the display of the Mopar® brand mark is the area of isolation. No extraneous elements such as text, photographs, graphic images, or the outside edge of the brand mark's display surface may encroach within the area of isolation. The area of isolation preserves the legibility and visual impact of the brand mark.

The area of isolation or free space for the Mopar brand mark is equal to the width of the "M" in the "Mopar" brand logotype, (1 M), as illustrated.

Free space = 1 MOPAR®



The free space is equal to the width of the "M" in Mopar.

# Brand Mark Guidelines

## Brand Mark Rules of Use

The Mopar® brand mark is not to be combined with another graphic element, e.g., text, illustration or logotype.

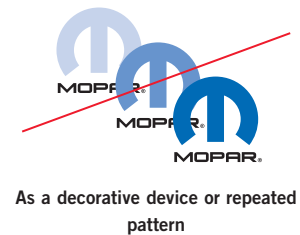
The Mopar logotype may not be used in headlines or text.

Recognition of the Mopar brand's company origin may be accomplished through use of a statement or tag line such as "A Brand of FCA US LLC." This statement is positioned in a manner which does not interfere with the central brand message.

## The Mopar brand mark is Not to be Displayed:

- Without the ®
- With altered position or scale of the ®
- Altered with a drop shadow
- As a repeated pattern or decorative device
- As a screen or tint
- Combined with a model nameplate
- Combined with elements other than an approved marketing theme line
- In poor contrast with the background
- Obscured by an overprint
- On a background which has texture, pattern or gradation
- Outlined
- Reversed incorrectly
- Rotated or vertical
- With altered colors
- With modified proportions or positions of the brand logotype or brand badge
- With other elements within its area of isolation
- In close proximity with the FCA US LLC brand mark
- Within a confined shape border or space

The Mopar brand mark must be used in its original form and without modification.



# Brand Mark Guidelines

## Trademark Ownership Statement

Recognition of the Mopar® brand's company origin is accomplished through the use of the mandatory trademark ownership statement (in legible text), on every communication.

Use of the trademark ownership statement with the Mopar brand mark:

- The trademark ownership statement must appear in legible text on every communication.
- In broadcast applications, the trademark ownership statement is “Mopar is a registered trademark of FCA US LLC.” In television, this statement is centered at the bottom of the broadcast end frame, as shown at the right.
- Within the U.S., the trademark ownership statement for print applications must be worded exactly as follows: “©(YEAR) FCA US LLC. All Rights Reserved. Mopar is a registered trademark of FCA US LLC.”
- For Canada, the trademark ownership statement is in English and French. “Mopar is a registered trademark of FCA US LLC. Mopar est une marque déposée de FCA US LLC.
- For all other countries, the trademark ownership statement must be worded exactly as follows: “Mopar is a registered trademark of FCA US LLC.” This statement must be positioned in a manner which does not interfere with the central brand message.



Broadcast end frame

# Brand Mark Guidelines

## Use of the Mopar® Brand Name

The Mopar brand mark or logotype may not be used in headlines or text. When the word “Mopar” appears in headlines or text it should be typed out in the font being used rather than inserted as a logotype. Always capitalize the first letter. The Mopar name may be used as an adjective (e.g., Mopar accessories).

The word Mopar is a registered trademark of FCA US LLC. The Mopar trademark is followed by a baseline ® in all major placements (headlines, cover title, etc.), the first time it is used in copy, and every time the reference changes.

### DO NOT:

- Use Mopar as a stand-alone noun
- Use as a plural noun (Mopars)
- Use as a possessive (Mopar’s brand mark)

Type the word “Mopar” in the same font as the rest of the headline or text.

**Welcome to the Mopar®  
Speed Shop!**

Do not use the Mopar brand mark or logotype in headlines or text.

~~**Welcome to the**  
  
**Speed Shop!**~~

~~**Welcome to the MOPAR®  
Speed Shop!**~~

# Brand Mark Guidelines

## Use with Product Logos

The following rules apply when the Mopar® brand mark is used in combination with product logos.

- Position the Mopar brand mark at the left and maintain a minimum area of isolation equal to the width of the letter “M” in the Mopar logotype
- Use a fine line rule to separate the Mopar brand mark from the other logos. The length of the fine line rule is equal to the height of the Mopar brand mark.



**MOPAR**  
**CONNECT**



**VEHICLE**  
**PROTECTION**  
A PRODUCT OF FCA US LLC



**WI**  
**ADVISOR**  
YOUR TOTAL SERVICE RESOURCE



# Brand Mark Guidelines

## Use with Other Logos

Use of the Mopar® brand mark, brand logotype or Omega “M” as an integral part of a another logo, is not permitted.

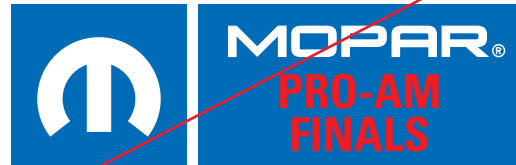
The Mopar brand mark may appear with another logo if adequate distance or free space is maintained. (This space is defined on page 4.) The Mopar brand mark may not be combined with or be a part of another logotype or mark.

The “Mopar” brand name may be added to a logo if it is typeset in the typeface used in the logo design.

Type the word “Mopar” in a typeface used with a logo design.



Do not combine any part of the Mopar brand mark or logotype with another logo.



# Brand Artwork

## **Mopar® Brand Mark Art**

The integrity and effectiveness of the Mopar® brand is dependent on its correct and consistent use.

To assure quality reproduction, the Mopar brand mark may not be reproduced smaller than 12mm in width. To maintain brand mark integrity, output of digital art should be at the highest resolution possible.

## **Embossed or Engraved Brand Mark**

The Mopar brand mark may be embossed or engraved when it is appropriate to the communication and the highest standard of quality reproduction can be achieved. The minimum size of an embossed or engraved brand mark is 12mm.

## **Web Application**

The Mopar brand mark may not be reproduced smaller than 60 pixels in width.

Requests to deviate from the guidelines defined in this publication must be reviewed and approved by the Corporate Identity and Design office.



The Mopar brand mark shown at its smallest reproduction size, 12mm in width.

# Brand Mark Colors

## Color Reproduction

The authorized color for the “Mopar Omega M” is PMS 293C (coated) or PMS 293U (uncoated) or a CMYK process color equivalent (C:100, M:57, Y:0, K:2). The Mopar logotype and registration mark should appear in PMS Process Black or reverse to white to achieve optimum legibility and contrast of background.




## One-Color Reproduction

In situations when a single color is required, the authorized color for the Mopar brand mark is black or reverse white.

Color variations of the Mopar Brand mark (vector) formats



Pantone® Matching System (PMS)

		
Pantone 293	Pantone Process Black	Pantone 431
HEX: #0066cc	HEX: #000000	HEX: #4D6771
C: 100	C: 0	C: 70
M: 57	M: 0	M: 52
Y: 0	Y: 0	Y: 42
K: 2	K: 100	K: 16

# Glossary

## **Brand**

- 1) A product or group of products with distinct characteristics.
- 2) A marketing name and “experience or persona” identifying and representing a specific product, service or organization.

## **Brand Badge**

Symbol, trademark or badge representing and associated with a specific product or service.

## **Brand Logotype**

Special art containing the brand name and registration mark.

## **Brand Mark**

Art which combines the brand logotype and brand badge. The brand mark is the primary element of brand identification.

## **Free Space or Area of Isolation**

The designated clear space surrounding a brand mark, logotype or identity element which must be free of text, other logos, graphics, textures, etc.

## **Lockup**

The final form of a brand mark or logo which includes additional elements locked in their relative positions. To maintain consistency, the lockup must not be taken apart or altered in any way.

## **Registration Mark**

The registration mark (the letter R enclosed within a circle ®) is the registration symbol which indicates that the word or logo is a registered trademark.

## **Reverse Art**

Art, such as a brand mark or logo, which is created and/or reproduced in white on a dark background.

## **Theme Line**

- 1) A statement which is used consistently in a promotion or communication program. The themeline is part of the artwork and is never to be re-set as type.
- 2) A specifically worded statement which defines the relationship to the parent organization, e.g.,  
“A brand of FCA US LLC.”

## **Typeface**

A unique alphabet or family of alphabets. e.g., Trade Gothic Light, Trade Gothic Regular, Trade Gothic Bold No. 2.

# Contacts

The diligent management of the 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, broadcast, signage, point-of-sale materials, exhibits, merchandise and collateral materials promoting and supporting press or consumer events.

Requests to deviate from the guidelines defined in this publication must be reviewed and approved by the Corporate Identity and Design office.

## **Artwork/Contact Information**

The Chrysler, Dodge, Jeep, Ram, Mopar, SRT, Alfa Romeo and FIAT brand mark art is available in a variety of digital formats at: **[www.FCACI.com](http://www.FCACI.com)**

You may also contact:

FCA US LLC

Corporate Identity and Design

CIMS 485-01-08

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