



Multi Brand Mark

Key Visual Elements and Usage Guidelines

Brand Mark Guidelines

Multi Brand Mark Lockup

These guidelines show the correct order and size relationships for the FCA US LLC and FIAT®/ALFA ROMEO brand marks when they are displayed together. The Multi Brand Mark configuration is special art and must be used consistently and without modification. Only approved art files may be used for reproduction.

Free space equal to one time the height of the “J” in the “Jeep” brand logotype (1J) is to be maintained around the brand marks. This area must be void of text or images.

Do not display the brand marks in any of the following forms:

- Outlined
- On textured or patterned backgrounds
- With drop shadows
- In headlines or text
- As a screen or tint
- As part of another logo or illustration
- As a decorative device
- In poor contrast with the background

The brand marks are the core elements in the brand identity system. Adherence to these guidelines will assure the correct use of the Multi Brand Mark and contribute to uniform and positive communications.

Approved NAFTA Multi Brand Mark Trademark Ownership Statement(s)

A trademark ownership statement must appear in legible text on communications displaying any of the Multi Brand Mark lockup configurations. The trademark ownership statement must specify the brand marks that are displayed in the communication.

Multi Brand Mark including the ALFA ROMEO and FIAT brand marks:

©(YEAR) FCA US LLC. All Rights Reserved. Chrysler, Dodge, Jeep, Ram, Mopar and SRT are registered trademarks of FCA US LLC. ALFA ROMEO and FIAT are registered trademarks of FCA Group Marketing S.p.A., used with permission.

Multi Brand Mark including the FIAT brand mark:

©(YEAR) FCA US LLC. All Rights Reserved. Chrysler, Dodge, Jeep, Ram, Mopar and SRT are registered trademarks of FCA US LLC. FIAT is a registered trademark of FCA Group Marketing S.p.A., used under license by FCA US LLC.

Written and verbal brand order

When the brands are communicated verbally or written, the correct order is:

Chrysler, Dodge, Jeep, Ram, Mopar
SRT, FIAT and ALFA ROMEO

Various combinations

For cases when various combinations of the brand marks are used, remove the brand name from the order in the written, verbal or trademark ownership statement, e.g.:

Chrysler, Jeep and Ram

Chrysler, Dodge, Jeep, and SRT

Chrysler, Dodge, Jeep, Ram and Mopar

Chrysler, Dodge, Jeep, Ram, Mopar
SRT and FIAT

Dodge, Ram, Mopar, SRT, FIAT and
ALFA ROMEO



Free space = 1J

The minimum width for the ACDFJ RMS Multi Brand Mark lockup (8 brands) is 90mm.

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**

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