



RAM

The Ram Brand

Key Visual Elements and Usage Guidelines

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Ram Brand Mark

The Ram 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.

There is a vertical and a horizontal version of the Ram brand mark. The presentation of the Ram brand mark is displayed in Ram Black. (Refer to page 12 for more information on the Ram brand mark colors.)

The Ram brand mark consists of both the Ram brand logotype and the Ram brand badge. The use of the Ram logotype or badge separately on communications, advertising and promotional materials is not permitted.*

The Ram brand name and brand mark are valuable corporate assets, and are protected by law. Any commercial or non-commercial use of the Ram brand name, brand mark, or brand logotype by any entity outside FCA US LLC requires the prior written approval of the FCA US LLC Legal Department.



The brand mark consists of both the Ram brand logotype and the brand badge.



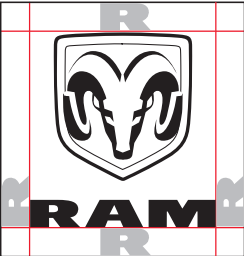
* It is permissible for the Product Design Office to separate the logotype and brand badge on the product.

Brand Mark Guidelines

Area of Isolation

A cardinal rule for the display of the Ram brand mark is the area of isolation or free space. 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 Ram brand mark is equal to the height of the "R" in the "Ram" logotype, (1R), as illustrated.



In the vertical mark, free space is equal to the height of the "R" in Ram.

Free space = 1R **RAM**

In the horizontal mark, free space is equal to the height of the "R" in Ram.



Free space = 1R **RAM**

Brand Mark Guidelines

Rules of Use

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

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

Recognition of the Ram 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 Ram Brand Mark is NOT to be Displayed:

- 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 brand mark must be used in its original form without modification.



With a drop shadow



Combined with a vehicle name



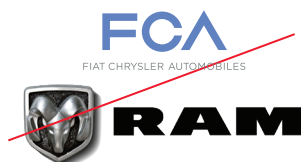
In poor contrast with the background



Outlined



With altered colors



Combined with the FCA brand mark

Brand Mark Guidelines

Trademark Ownership Statement

Recognition of the Ram 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 Ram brand mark:

- The trademark ownership statement must appear in legible text on every communication.
- In broadcast applications, the trademark ownership statement is "Ram is a registered trademark of FCA US LLC." In television, this statement is centered at the bottom of the broadcast end frame.
- Within the U.S., the trademark ownership statement for print applications must be worded exactly as follows: "©(YEAR) FCA US LLC. All Rights Reserved. Ram is a registered trademark of FCA US LLC."
- For Canada, the trademark ownership statement is in English and French. "Ram is a registered trademark of FCA US LLC. Ram est une marque déposée de FCA US LLC."
- For all other countries, the trademark ownership statement must be worded exactly as follows: "Ram 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 Ram Brand Name

The Ram brand mark may not be used in headlines or text. When the word “Ram” 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 Ram name may be used as an adjective (e.g., Ram vehicle, Ram Truck, Ram models).

DO NOT:

- Use Ram as a stand-alone noun (as in “Drive a Ram today.”)
- Use as a plural noun (Rams)
- Use as a possessive (Ram’s brand mark)

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

Ram sponsors the Truck Weekly Racing Series!

WELCOME TO THE RAM TRUCK SHOW!

Do not use the brand mark in headlines or text.

~~**RAM** sponsors the Truck Weekly Racing Series!~~

~~Welcome to the  **RAM** TRUCK SHOW!~~

Brand Mark Guidelines

Use with Product Logos or Names

The Ram name may be displayed with one of its product logos, badges or nameplates if the word Ram is typeset in a legible complimentary typeface.

The Ram brand mark may not be combined with a product logo or vehicle name.

The word “Ram” appears in a legible complimentary typeface when it is combined with one of its product nameplates or badges.



The Ram brand mark may not be combined with a product logo or vehicle name.



Brand Mark Guidelines

Use with Other Logos

Use of the Ram brand mark as part of another logo is not permitted.

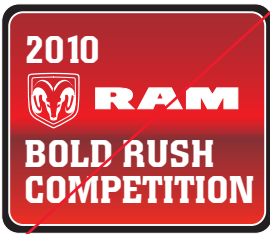
The Ram brand mark may appear with another logo if adequate distance or free space is maintained. (This space is defined on page 4.) The Ram brand mark may not be combined with or be a part of another logotype or mark.

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

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



Do not combine the Ram brand mark with another logo.



Brand Artwork

Variations and Sizes

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

To assure quality reproduction, the vertical version of the Ram brand mark may not be reproduced smaller than 11mm in width. The horizontal version of the Ram brand mark may not be reproduced smaller than 16mm in width.

To maintain brand mark integrity, output of digital art should be at the highest resolution possible. Each Ram brand mark version is available in one, and 4-color art.

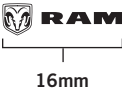
Embossed or Engraved Brand Mark

The Ram 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 11mm for the vertical version and 20mm for the horizontal version.

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



The vertical Ram brand mark shown at its smallest reproduction size, 11mm in width.



The horizontal Ram brand mark shown at its smallest reproduction size, 16mm in width.

Brand Mark Colors

Dimensional Raster (3D)

The dimensional version of the Ram brand mark is reproduced in a gray scale format.

One-Color Vector (line art)

When restricted to one color reproduction, the approved color for the vector Ram brand mark is Ram Black (process black).

Reverse Brand Mark

The brand mark may appear in reverse.

The dimensional version of the Ram brand mark (raster version).



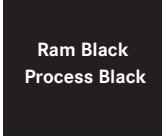
The dimensional version of the Ram brand mark reversed.



Approved color of the Ram brand mark (vector version).



Ram brand mark reversed.



HEX: #000000
C:0, M:0,
Y:0, K:100

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 one or more words or letterforms used to identify a product or service in business and marketing communications.

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.

Reverse Art

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

Theme line

- 1) A specifically worded statement which defines the relationship to the parent organization, e.g., “A brand of FCA US LLC.”
- 2) A theme line may refer to a statement which is used consistently in a promotion or communication program.

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 and FIAT and 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

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