

*SRT*

# The SRT<sup>®</sup> Brand

Key Visual Elements and Usage Guidelines

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# SRT® Brand Mark

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



**The SRT brand mark**

# Brand Mark Guidelines

## Area of Isolation

A cardinal rule for the display of the SRT® brand mark is the area of isolation or free space. No extraneous elements such as text, 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 SRT brand mark is equal to the height of the "S" in the "SRT" logotype, (1S), as illustrated.

Free space = 1S *SRT*



The free space is equal to the height of the "S" in SRT.

# Brand Mark Guidelines

## Rules of Use

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

The SRT brand mark may not be used in headlines or text.

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

- Altered with a drop shadow
- Do not use the "candy bar" logo
- As a repeated pattern or decorative device
- Combined with elements other than an approved marketing theme line
- In poor contrast with the background
- Obscured by an overprint
- Outlined
- Reversed incorrectly
- 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.



# Brand Mark Guidelines

## Trademark Ownership Statement

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

Use of the copyright / trademark ownership statement with the SRT brand mark:

- The trademark ownership statement must appear in legible text on every communication.
- In broadcast applications, the trademark ownership statement is "SRT 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. SRT is a registered trademark of FCA US LLC."
- For Canada, the trademark ownership statement is in English and French. "SRT is a registered trademark of FCA US LLC. SRT est une marque déposée de FCA US LLC."
- For all other countries, the trademark ownership statement must be worded exactly as follows: "SRT 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 SRT® Brand Name

The SRT® brand mark or logotype may not be used in headlines or text. When the word “SRT” appears in headlines or text it should be typed out in the font being used rather than inserted as a logotype and **MUST BE SHOWN IN ALL CAPS**. The SRT name may be used as an adjective (e.g., SRT vehicle, SRT Viper).

SRT is a registered trademark of FCA US LLC. The SRT trademark is followed by a superscript ® 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 SRT as a stand-alone noun
- Use as a plural noun (SRTs)
- Use as a possessive (SRT’s brand mark)

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

**Test Drive an SRT® Model Today!**

Do not use the brand mark in headlines or text.

**Test Drive an  Model Today!**



# Brand Mark Guidelines

## Use with Product Logos or Names

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

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

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



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





# Brand Mark Guidelines

### Use with Other Logos

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

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

The “SRT” 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 “SRT” in a typeface used in the logo design.



THE **SRT**® BRAND EXPERIENCE

Do not combine the SRT brand mark with another logo.



THE *SRT* BRAND EXPERIENCE

# Brand Artwork

## Variations and Sizes

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

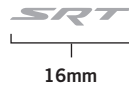
To assure quality reproduction, the SRT brand mark may not be reproduced smaller than 16mm in width.

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

## Embossed or Engraved Brand Mark

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

# Brand Mark Colors

### One-Color Vector (line art)

The primary approved color of the SRT® brand mark is PMS® 877. When restricted to one color reproduction, the SRT brand mark can be reproduced in a 40% tint of black.

Approved color of the SRT brand mark is PMS® 877.



### Reverse Brand Mark

The brand mark may appear in reverse.

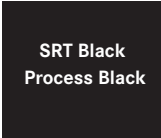
SRT brand mark shown in a 40% tint of black.



SRT brand mark reversed.



HEX: #A7A9AC  
C:0, M:0,  
Y:0, K:40



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](http://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](mailto:ci_contact.usa@fcagroup.com)