

W A G O N E E R

THE WAGONEER BRAND

Key Visual Elements and Usage Guidelines

CONTENTS

3	WAGONEER Brand Mark
4	Brand Mark Artwork
5	Area of Isolation
6	Variations and Sizes
7	Rules of Use
8	Trademark Ownership Statement
9	Use of WAGONEER Brand Name
10	Glossary
11	Contacts

THE WAGONEER BRAND MARK

The word "WAGONEER" is displayed in a highly stylized, metallic, 3D font. Each letter is thick and has a brushed metal texture with a vertical gradient, giving it a sense of depth and weight. The letters are spaced evenly and are centered horizontally on the page.

The WAGONEER brand mark is a specially designed and distinctive graphic image.

Any alteration weakens its impact and value; any 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 WAGONEER brand name and brand mark are valuable corporate assets and are protected by law. Any commercial or non-commercial use of the WAGONEER brand name, or brand mark by any entity outside FCA US LLC requires the prior written approval of FCA US LLC Legal Department.

BRAND MARK ARTWORK

Dimensional Raster (3D)

The dimensional version of the WAGONEER 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 WAGONEER brand mark is WAGONEER Black (process black).

Reverse Brand Mark

The brand mark may appear in reverse.

The preferred dimensional raster version of the WAGONEER brand mark



The vector versions of the WAGONEER brand mark



The compressed kerning version for areas where there is less space available



Reversed WAGONEER brand mark



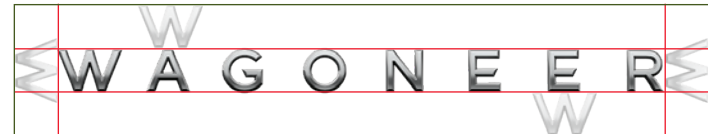
HEX: #000000
C:0, M:0, Y:0, K:100

AREA OF ISOLATION

A cardinal rule for the display of the WAGONEER 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 WAGONEER brand mark is equal to the height of the "W" in the "WAGONEER" brand mark, as illustrated.

Free space = one "W"



The free space is equal to the height of the "W" in WAGONEER.

VARIATIONS & SIZES

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

To assure quality reproduction, the preferred dimensional WAGONEER brand mark may not be reproduced smaller than 25mm in width. The vector version of the WAGONEER brand mark may not be reproduced smaller than 15mm in width.

To maintain brand mark integrity, output of digital art should be at the highest resolution possible.

Embossed or Engraved Brand Mark

The WAGONEER brand mark may be embossed or engraved when it is appropriate to the communication and the highest standard of quality reproduction can be achieved.

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



The preferred dimensional WAGONEER brand mark shown at its smallest reproduction size, 25mm in width.



The vector WAGONEER brand mark shown at its smallest reproduction size, 15mm in width.

RULES OF USE

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

The WAGONEER 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 elements other than an approved marketing theme line
- In poor contrast with the background
- Obscured by an overprint
- Outlined or reversed incorrectly
- With altered colors or modified proportions
- With other elements within its area of isolation
- In close proximity with the FCA US LLC or STELLANTIS brand marks
- Within a confined shape border or space



WAGONEER

With a drop shadow



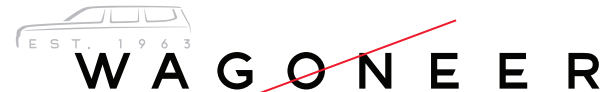
WAGONEER

In poor contrast with the background



WAGONEER

With altered colors



EST. 1963
WAGONEER

Combined with a element



STELLANTIS
WAGONEER

Combined with the STELLANTIS brand mark

TRADEMARK OWNERSHIP STATEMENT

Recognition of the WAGONEER 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 WAGONEER brand mark:

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

USE OF THE BRAND NAME

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

Upper & Lower case can be used when referring to Wagoneer and Grand Wagoneer individual vehicle itself.

The WAGONEER is a premium extension of the Jeep brand. However Jeep should never be used in conjunction with WAGONEER.

DO NOT:

- Use WAGONEER as a stand-alone noun
i.e. Drive a WAGONEER today. The Grand Wagoneer goes through the forest
- Use as a plural noun
i.e. WAGONEERs
- Use as a possessive
i.e. WAGONEER's brand mark

Type the word "WAGONEER" in the same font as the rest of the headline or text.

Test Drive a WAGONEER Model Today!

Do not use the brand mark in headlines or text.

**Test Drive a W A G O N E E R
Model Today!**

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., Avenir Light, Trade Gothic Medium

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, SRT, WAGONEER and FIAT and brand mark art are 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

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