Our Company Brand Mark

Key Visual Elements and Usage Guidelines
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INTRODUCTION

Corporate identity establishes our image and our personality—the perception of us—what people think about our company, our products and our services. It projects this image internally to our employees, strategic partners, suppliers and externally to the general public, customers, media, etc. A corporate identity is more than just a logo or mark. It is an entire system that when applied consistently creates an unified and memorable image. A strong corporate identity program conveys professionalism and ensures that we are easily identified as Chrysler Group LLC regardless of the market or region of the world in which we appear.

This manual covers the basic rules and guidelines for the Chrysler Group LLC brand mark. Further guideline manuals on the entire Corporate Identity System, including but not limited to stationery, facility signage, presentations, press communications, brochures, advertisements, sponsorships and events will follow.

Please take time to read these guidelines carefully. In order to be successful, we need everyone's commitment to creating a strong and unmistakable image for Chrysler.
THE CHRYSLER GROUP LLC BRAND MARK

The primary visual identity component of Chrysler Group LLC is the company brand mark which is comprised of the Pentastar and the Chrysler brand logotype.

The original Chrysler Pentastar was carefully researched, designed, evaluated and tested before it was first adopted in 1962. The Pentastar projects a clear, solid and consistent image. The Chrysler logotype complements the Pentastar and identifies the company name. In order to strengthen the association of the Pentastar with the Chrysler company name, the Pentastar must always appear with the Chrysler logotype in strict conformity to the detailed specifications in this manual.
THE CHRYSLER GROUP LLC BRAND MARK

The Chrysler Group LLC brand mark is a uniquely 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 artwork may be used for reproduction.

The Chrysler Group LLC brand mark consists of both the Pentastar and the Chrysler logotype as one unit. The use of the Pentastar or the Chrysler logotype separately on communications, advertising and promotional materials is not permitted. The use of the Pentastar alone on vehicle parts is the only exception to this rule.

There is a vertical and a horizontal version of the company brand mark. In the vertical format, the Chrysler logotype is centered below the Pentastar. In the horizontal format, the Chrysler logotype appears to the right of the Pentastar.

The use of a trademark ownership statement is not mandatory. When it is deemed legally appropriate to use a trademark ownership statement, it should read: Chrysler and the Pentastar design are registered trademarks of Chrysler Group LLC.

The Chrysler Group LLC brand mark and the Chrysler name are valuable company assets, and are protected by law. Any commercial or non-commercial use of the Chrysler Group LLC brand mark, the Pentastar, the Chrysler logotype or the Chrysler name by any entity outside Chrysler Group LLC requires the prior written approval of the Chrysler Group LLC Legal Department.
The Chrysler Group LLC brand mark is a specially created graphic element. No modifications to its form, proportions or relationships are permitted.

A fundamental rule for the display of the Chrysler Group LLC brand mark is the area of isolation. No extraneous elements such as text, photographs, patterns, graphic images or the outside edge of the brand mark’s display surface may encroach within the area of isolation.

The area of isolation or free space for the Chrysler Group LLC brand mark is equal to two times the height of the “H” in the “Chrysler” brand logotype, (2H), as illustrated. If there is insufficient space surrounding the brand mark, it should not be used.

Free space = 2 x H

The area inside the red box shows the absolute minimum amount of free space that must be left open around the brand mark. No other elements should be placed in a position to compete with the company brand mark.
COLORING AND BACKGROUNDS

The preferred background color for the Chrysler Group LLC brand mark is white. The brand mark may also appear on a light gray (PMS Cool Gray 2) background.

If it is not possible to use the positive version of the brand mark, it may be reversed out of black or Chrysler company blue (PMS 541). The Chrysler logotype prints in white when the brand mark is reversed. The coloring of the dimensional Pentastar remains the same whether it is shown in the positive or in the reverse.

Positive Brand Marks

Reverse Brand Marks

Chrysler Company Gray
PMS® Cool Gray 2
C:000, M:00, Y:00, K:10
HEX: D6D6D7

Black
C:000, M:00, Y:00, K:10
HEX: 000000

Chrysler Company Blue
PMS® 541
C:100, M:57, Y:00, K:38
HEX: 003C79
BASIC RULES OF USE

The Chrysler Group LLC brand mark is not to be combined with any other graphic element, e.g. text, illustration or logotype.

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

The company brand mark is only to be used on high quality material that shows no sign of wear and tear. The brand mark is not to be used as a decorative device or ornamental element. In order to maintain maximum impact, over use of the company brand mark should be avoided.

The Chrysler Group LLC brand mark is not to be displayed:
- As the Pentastar alone
- As the Chrysler logotype alone
- Altered with a drop shadow
- As a decorative device
- As a repeated pattern
- As a screen or tint
- Combined with a product brand mark (e.g. Dodge) or model nameplate (e.g. Sebring)
- On dealership signage
- Combined with another element
- In poor contrast with the background
- Obscured by an overprint
- Within a photograph
- On a background which has texture, pattern or gradation
- Outlined
- Reversed incorrectly
- Rotated or in the vertical position
- With altered colors
- With modified proportions or positions of the Pentastar or the Chrysler logotype
- With other elements within its area of isolation
- Within a confined shape, border or space
COMPANY ORIGIN AND THE PRODUCT BRAND MARK(S)

The visual identity of the company brand, Chrysler Group LLC, differs from the individual image of our product and service brands. For these, as well as for the brands of our strategic partners and alliances, individual design guidelines apply.

The Chrysler Group LLC brand mark should never be displayed in close proximity with the individual product and service brand marks. Should it be necessary to show origin to the parent company, the special brand configuration mark that contains the tag line, Brands of Chrysler Group LLC, is preferred.

The company brand mark does not appear on dealership signage.

The 2011 Multi Brand mark configuration with the company origin statement.

Brands of Chrysler Group LLC.
WITH OTHER LOGOS

Divisional and department logos
Divisional and department logos are not permitted in either internal or external communications.

Project, program campaign and event logos
Project and campaign logos are permitted but may not appear in association with the Chrysler Group LLC brand mark. The company brand mark, the Chrysler logotype or the Pentastar may not be combined with or be a part of another logotype or mark.

The company brand mark may appear with another logo if adequate distance or free space is maintained. The “Chrysler” company brand name may be added to a logo if it is typeset in a Trade Gothic typeface or the typeface used in the logo design.
BRAND MARK APPLICATIONS

Proper use of the brand mark
The Chrysler Group LLC brand mark has a concise set of usage rules and standards. These guidelines exist to ensure that the Chrysler Group LLC brand mark will have maximum visual impact and instant recognition. It appears on the company entrance signage, stationery, business cards, advertisements, and various printed materials.

Stationery
A brand mark with a simplified version of the Pentastar was created specifically for use on stationery. This version of the brand mark ensures quality reproduction at small sizes and is only approved for use on stationery.

Merchandise
Branded merchandise can be an excellent way to promote our company. The brand mark guidelines must be adhered to on all merchandise items. The brand mark may only be applied to merchandise that supports the company image. The brand mark should not be used if high quality reproduction cannot be achieved. The intrinsic value of the company brand mark prohibits its use as a background element or as an overall pattern and on trivial objects such as throwaway, perishable or foodstuff items.

Simplified vector versions of the company brand mark exist for special reproduction needs such as silk-screening, embroidering or for flat/solid color printing (i.e. no gradients, tints or screening).

If the brand mark guidelines cannot be upheld then it may be appropriate to use the company signature.

Contact the Corporate Identity and Design office for assistance in the proper application of the Chrysler Group LLC brand mark to merchandise items.

Licensing agreements for the Chrysler Group LLC brand mark must be reviewed and approved by the Chrysler Group LLC Legal department.
USE OF THE CHRYSLER NAME

When the name, Chrysler or the legal name, Chrysler Group LLC appears in continuous text (e.g. headlines, body text, captions etc.) it must be typed out in the font being used rather than inserted as a logotype. The Chrysler Group LLC brand mark or the Chrysler logotype may not be used in text. Always capitalize the first letter of the word Chrysler. In the legal name, LLC is an abbreviation for Limited Liability Company. This is always abbreviated as LLC, and it appears in all uppercase letters, with no punctuation after the word Chrysler.

The Chrysler name may be used as an adjective (i.e., Chrysler vehicle, Chrysler employees).

DO NOT:
• Use as a plural noun (Chryslers)
• Use as a possessive (Chrysler’s brand mark)

Once again, the Chrysler United Way Campaign pledges surpassed our goal. Your contributions have made a difference in our community. Chrysler was honored with two United Way Spirit of America Summit Awards.

In continuous text, type the word “Chrysler” in the same font being used.

Announcing the Chrysler United Way Campaign Kick-off Event!

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

Announcing the Chrysler United Way Campaign Kick-off Event!

Type the word “Chrysler” in the same font being used.
The Chrysler company typeface is Trade Gothic. It has various cuts which are suitable for use on all our communications. The font is available for purchase online from fonts.com, (http://www.fonts.com). External service providers must purchase the font. Internal employees are not permitted to pass the type to external agencies because of licensing restrictions.

If this font is not available, Arial may be substituted. When developing typography in non-Latin languages, the typeface used should present a feeling similar to the clean and simple characteristics of the Trade Gothic font family.

**Text Layouts**

All text layouts are based on our uniquely defined basic grid structure. Text is set flush left and unjustified.

As a rule, titles and headings are set in Trade Gothic and are positioned left aligned.

Condensed versions of Trade Gothic should be used sparingly and should not be used for headlines or body text.

**Legibility**

In order to preserve legibility, no more that four type sizes or cuts should be used in one application. The size and color of the type does not change in any one line.
BRAND MARK ARTWORK

Output of digital art should be at the highest resolution possible.

The horizontal brand mark should not be reproduced smaller than 43mm wide and the vertical brand mark should not be reproduced smaller than 28mm wide.

Requests to deviate from the guidelines defined in this publication must be reviewed and approved by the Corporate Identity and Design office.
The diligent management of the Chrysler Group LLC 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, signage, point-of-sale materials, exhibits, merchandise and collateral materials promoting and supporting press or consumer events.

Artwork/Contact Information
The Chrysler, Jeep®, Dodge, Ram and Mopar brand mark art is available in wide variety of digital formats from the locations listed below.

Chrysler Group LLC Intranet:
Dashboard Anywhere (https://dashboard.chrysler.com) or ChryslerCl.com

You may also contact:
Chrysler Group LLC
Corporate Identity and Design
CIMS 485-01-08
1000 Chrysler Drive
Auburn Hills MI USA 48326-2766
ci_contact.usa@chrysler.com