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The FIAT® 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 FIAT brand mark is a valuable corporate asset and is protected by law. Any commercial use of the FIAT brand name, or brand mark by any entity outside Chrysler Group LLC requires the prior written approval of FIAT S.p.A..

REGISTRATION MARK
Use the registration mark (®) after the word FIAT in a headline and in the first appearance within body copy.

TRADEMARK STATEMENT
Recognition of the FIAT brand's company origin is accomplished through the use of the mandatory trademark ownership statement. It must be worded exactly as follows:

“©2010 Chrysler Group LLC. FIAT is a registered trademark of Fiat Group Marketing & Corporate Communication S.p.A., used under license by Chrysler Group LLC.”

The trademark ownership statement must appear in legible text on every communication.
BRAND MARK GUIDELINES

EXCLUSION ZONE

Preserving the space surrounding the FIAT® brand mark is equally important. No extraneous elements such as text, photographs, or graphic images should interfere the exclusion zone.

The exclusion zone surrounding the brand mark must be equal to ½ the radius of the brand mark when used alone.

NOTE:
$X = \text{the diameter of the FIAT Brand Mark, without the drop shadow.}$
BRAND MARK GUIDELINES

THE PRIMARY FIAT® BRAND MARK

Shown on pages 5 through 7 are the Primary, Secondary and Tertiary versions of the FIAT® Brand Mark. Specific usage and size requirements must be followed to ensure the optimal reproduction of the brand mark. Conformance to these rules is mandatory.

A Primary (4C 3-D)
For the reproduction of the brand mark with a diameter between 20mm – 1000mm.

The Primary 4C 3-D brand mark must be used where dimensions, reproduction methods and printing techniques allow. The brand mark always retains both shadow and glint, unless printed on a black background, where the shadow is dropped.

B Primary (4C 2-D Medium)
For the reproduction of the brand mark with a diameter between 15mm – 19mm.

C Primary (4C 2-D Minimum)
For the reproduction of the brand mark with a diameter between 10mm – 14mm. This artwork does not include the vertical background lines.
**BRAND MARK GUIDELINES**

THE SECONDARY FIAT® BRAND MARK

**D** Secondary (Grayscale 3-D)
Use only if the 4C 3-D (Primary A) option cannot be used. For the reproduction of the brand mark with a diameter between 20mm – 1000mm

The photographic version of the brand mark must be used in cases involving the use of one-color reproduction. The brand mark always retains both shadow and glint, unless printed on a black background, where the shadow is dropped.

**E** Secondary (4C 2-D Maximum)
For the reproduction of the brand mark with a diameter more than 1000mm. This brand mark is used for large-scale, high-resolution reproduction.
TERTIARY FIAT® BRAND MARK

The black and white version of the FIAT® Brand Mark is used when grayscale printing may be jeopardized. The version used for reproduction on a black background differs from that used for reproduction on a white background.

F Tertiary (BW Maximum)
For the reproduction of the brand mark with a diameter of 20mm – 1000mm. For use when limited to one-color reproduction and the quality of the Grayscale 3-D brand mark is jeopardized.

G Tertiary (BW Medium)
For the reproduction of the brand mark with a diameter of 15mm – 19 mm.

H Tertiary (BW Minimum)
For the reproduction of the brand mark with a diameter of 10mm – 14 mm. This artwork does not include the vertical background lines.
FIAT® 500 BRAND MARK

The same usage rules that apply to the FIAT Brand mark apply to the FIAT 500 brand mark.

Preserving the free space surrounding the primary FIAT 500 Brand Mark lockup is important. No extraneous elements such as text, photographs, or graphic images should interfere with the exclusion zone. The exclusion zone surrounding the brand mark must be equal to \( \frac{1}{2} \) the diameter of the brand mark.

The horizontal (secondary) version of the lockup should only be used when the vertical version cannot be – should a circumstance arise due to layout space constraints.

Always use the lockup as provided – the size and relationship of the 500 to the Primary 4C 3-D brand mark are essential in maintaining the integrity of the brand mark.

Within copy, the first mention should always read FIAT 500. For all additional mentions, using only 500 is appropriate.

NOTE:
X = the diameter of the FIAT Brand Mark, without the drop shadow.
BRAND MARK GUIDELINES

FIAT® 500 BRAND MARK
The same usage rules that apply to the FIAT Band mark, apply to the FIAT 500 brand mark.

PRIMARY

4C 3-D Lockup Maximum
20mm – 1000mm

4C 3-D Lockup Medium
15mm – 19mm

4C 3-D Lockup Minimum
10mm – 14mm
(without background lines)

SECONDARY

Grayscale 3-D Lockup Maximum
20mm – 1000mm

4C 2-D Lockup Maximum
Applications over 1000mm
BRAND MARK GUIDELINES

FIAT® 500 BRAND MARK
The same usage rules that apply to the FIAT Band mark apply, to the FIAT 500 brand mark.

TERTIARY

BW Lockup Maximum
20mm – 1000mm

BW Lockup Medium
15mm – 19mm

BW Lockup Minimum
10mm – 14mm
(without background lines)

BW Lockup Maximum negative
20mm – 1000mm

BW Lockup Medium negative
15mm – 19mm

BW Lockup Minimum negative
10mm – 14mm
(without background lines)
BRAND MARK GUIDELINES

RULES OF USE

The FIAT® Brand Mark may not be used in headlines or text.

When the word FIAT appears in headlines or text, it should be typed in the font being used rather than inserting the brand mark – and MUST BE SHOWN IN ALL CAPS.

• DO NOT use FIAT as a stand-alone noun
• DO NOT use as a plural noun (FIATS)
• DO NOT use as a possessive (FIAT’S Brand Mark)

The FIAT® Life

Type the word FIAT® in the same font as the rest of the headline or text.

THE

Do not use the FIAT® brand mark in headlines or text.
BRAND MARK GUIDELINES

BRAND MARK INTEGRITY

The FIAT® brand mark must be used in its original form without modification. It is not to be combined with another graphic element, such as text, illustration or brand logotype.

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

The FIAT brand mark is NOT to be displayed:

• 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

• On a background which has texture, pattern or gradation

• Reversed incorrectly

• Positioned incorrectly

• With altered colors

• With modified proportions or position of the brand logotype or brand badge

• With other elements within its area of isolation

• Within a confined shape border or space

In poor contrast with the background

Combined with any other brand mark

With altered colors

Positioned incorrectly
The FIAT® brand core typefaces are Gill Sans, Bodoni Seventy Two ITC TT, and Helvetica. Each is approved for both corporate and advertising communications.

The primary typeface is Gill Sans. This is a clean, contemporary type family that reflects the modern and distinctive nature of the FIAT brand. Shown are the two weights and styles that are to be used.

The FIAT display typeface is Bodoni Seventy Two ITC TT book and bold cuts. Bodoni is a classic brand typeface. It is ideal and recommended only for larger-scale applications, such as headlines and signage.

Helvetica is a universal font for many computer operating systems. For this reason, Helvetica must always be used for corporate and studio e-mail signatures, fax sheets and live digital text.

To purchase the approved FIAT brand typefaces go to: www.ascenderfonts.com

Various cuts of Gill Sans font family

Gill Sans Light
abcdefgijklmnopqrstuvwxyz
0123456789

Gill Sans Light Italic
abcdefgijklmnopqrstuvwxyz
0123456789

Gill Sans Regular
abcdefgijklmnopqrstuvwxyz
0123456789

Gill Sans Italic
abcdefgijklmnopqrstuvwxyz
0123456789

Various cuts of the display typeface

Bodoni Seventy Two ITC TT Book

Bodoni Seventy Two ITC TT Italic

Bodoni Seventy Two ITC TT Bold

Digital typeface

Helvetica Regular

Helvetica Bold
The FIAT® color palette is a powerful means of visual communication. Color builds recognition and has the power to evoke a desired emotion that enhances communication. The color palette reflects the essence of the FIAT Brand.

If Pantone® 877 cannot be used, Pantone® Cool Gray 6U may be substituted.
BRAND MARK COLORS

DIGITAL

The primary FIAT® digital brand color is red. Secondary colors include rich red, black, gray and dark gray. The preference for defining colors in the digital space is by using HEX (Hexadecimal). Hexadecimal color codes are used for HTML and may be referred to as HTML color. As an alternative, RGB values are acceptable and are valuable in cross-checking correct colors.

- **PRIMARY RED**
  - HEX #941711

- **SECONDARY RICH RED**
  - HEX #660000

- **GRAY**
  - HEX #666666

- **DARK GRAY**
  - HEX #FFFF00

- **BLACK**
  - HEX #020000
MULTI BRAND MARK LOCKUP

These guidelines show the correct order and size relationships for the Chrysler Group LLC and FIAT® brand marks when they are displayed together in various combinations. 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 brand mark or illustration
• As a decorative device

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. See page 17 for more details.

MULTI BRAND MARK TRADEMARK OWNERSHIP STATEMENT(S)
A trademark ownership statement must appear in legible text on communications displaying the Multi Brand Mark. The typed brand order is shown in the approved statements below:

Chrysler, Jeep, Dodge and Ram are registered trademarks of Chrysler Group LLC.

Chrysler, Jeep, Dodge, Ram and Mopar are registered trademarks of Chrysler Group LLC.

When the Multi Brand Mark includes the FIAT brand mark, both approved trademark ownership statements must appear:

Chrysler, Jeep, Dodge and Ram are registered trademarks of Chrysler Group LLC.
FIAT is a registered trademark of Fiat Group Marketing & Corporate Communication S.p.A., used under license by Chrysler Group LLC.

VERBAL BRAND ORDER
When the brands are communicated verbally, the correct order is:

• Chrysler, Jeep, Dodge and Ram
• Chrysler, Jeep, Dodge, Ram and Mopar
• Chrysler, Jeep, Dodge, Ram, Fiat and Mopar
• Chrysler, Jeep, Dodge, Ram and Fiat.

Free space = 1x the height of the “J” in the Jeep brand logotype
REQUIREMENTS FOR MULTI BRAND MARK LOCKUP

Multi Brand Mark Lockup including the FIAT® Brand Mark
The Multi Brand examples below illustrate specific size requirements to ensure the optimal reproduction of the brand marks. Adhering to these rules is mandatory.

CJDRFM 3D Horz 10–14mm
Use this version for the reproduction including the FIAT brand mark with a diameter of 10mm – 14mm

CJDRFM 3D Horz 15–19mm
Use this version for the reproduction including the FIAT brand mark with a diameter of 15mm – 19mm

CJDRFM 3D Horz 20–1000mm
Use this version for the reproduction including the FIAT brand mark with a diameter of 20mm – 1000mm

The FIAT Brand Mark is not shown as actual size.
Various combinations of the Multi Brand Mark Lockup are available at www.ChryslerCl.com
MERCHANDISE

EMBROIDERY
1 1/2” wide, left-side chest

THREAD COLOR
Madeira Gray 1011

IMPRINT
Smallest size: 3/8” wide

INK
Pantone® 877 Metallic (preferred)
Alternate - Pantone Cool Gray 6U

The FIAT® logotype, shown on the right, is only to be used on merchandise.
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 brand marks, 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.

REGISTRATION MARK
The registration mark (the letter R enclosed within a circle ®) is the registration symbol which indicates that the word or brand mark is a registered trademark.

NEGATIVE ART
Art, such as a brand mark or brand mark, 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 Chrysler Group 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., Gill Sans Light, and Gill Sans Regular.
CONTACTS

Strict use of the FIAT® Brand Standards is critical to building and protecting our FIAT Brand image. Requests to deviate from the guidelines defined in this publication must be reviewed and approved.

To download the approved brand marks and guidelines, visit www.ChryslerCI.com

For additional questions, please contact:

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