

Jeep[®]

The Jeep[®] Brand

Key Visual Elements and Usage Guidelines

Contents

3	Jeep® Brand Mark
4	Jeep® Brand Mark Guidelines
4	Area of Isolation
5	Rules of Use
6	Trademark Ownership Statement
7	Use of Jeep® Brand Name
8	Use with Product Logos or Names
9	Use with Other Logos
10	Multi Brand Mark Lockup
11	Brand Artwork
12	Brand Mark Colors
13	Glossary
14	Contacts

Jeep® Brand Mark

The Jeep® 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 Jeep brand mark consists of the Jeep logotype and the registration mark ® as one unit. The ® is an integral part of the Jeep brand mark design and may not be altered or deleted. The trademark registration symbol must appear with the Jeep brand mark in every application.

The Jeep brand mark is a valuable corporate asset and is protected by law. Any commercial use of the Jeep brand name, or brand mark by any entity outside Chrysler Group LLC requires the prior written approval of the Chrysler Group LLC Legal Department.

The image shows the word "Jeep" in a bold, green, sans-serif font. A small registered trademark symbol (®) is located at the bottom right of the letter "p".

The brand mark consists of both the Jeep brand logotype and the registration mark ®.

Brand Mark Guidelines

Area of Isolation

A cardinal rule for the display of the Jeep® brand mark is the area of isolation. 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 Jeep brand mark is equal to the height of the "J" in the "Jeep" brand logotype, (1 J), as illustrated.

Free space = 1J **Jeep**



The free space is equal to the height of the "J" in Jeep.

Brand Mark Guidelines

Brand Mark Rules of Use

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

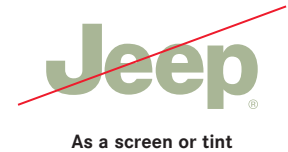
The Jeep logotype may not be used in headlines or text.

Recognition of the Jeep brand's company origin may be accomplished through use of a statement or tag line such as "A Brand of Chrysler Group LLC." This statement is positioned in a manner which does not interfere with the central brand message.

The Jeep® brand mark is not to be displayed:

- Without the ®
- With altered position or scale of the ®
- 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 Chrysler Group LLC brand mark
- Within a confined shape border or space

The Jeep brand mark must be used in its original form and without modification.



Brand Mark Guidelines

Trademark Ownership Statement

Recognition of the Jeep® 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 Jeep brand mark:

- The trademark ownership statement must appear in legible text on every communication.
- In broadcast applications, the trademark ownership statement is "Jeep is a registered trademark of Chrysler Group 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) Chrysler Group LLC. All Rights Reserved. Jeep is a registered trademark of Chrysler Group LLC."
- For Canada, the statement is in English and French. "Jeep is a registered trademark of Chrysler Group LLC, used under license. Jeep est une marque déposée de Chrysler Group LLC, utilisée sous le permis."
- For all other countries, the trademark ownership statement must be worded exactly as follows: "Jeep is a registered trademark of Chrysler Group 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 Jeep® Brand Name

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

The word Jeep is a registered trademark of Chrysler Group LLC. The Jeep trademark is followed by a subscripted ® in all major placements (headlines, cover title, etc.), the first time it is used in copy, and every time the reference changes.

There are specific guidelines regarding the word Jeep. The following rules apply to Jeep and its brand mark:

- The word Jeep should not be used as a stand-alone noun as in “Drive a Jeep® today.” The exception to this rule is when it is considered to be the “manufacturer” of the vehicle, “Drive a Jeep® Liberty today.”
- The word Jeep should not be used as a possessive as in “Jeep’s 4WD system.” (Instead, use as an adjective-the Jeep 4WD system)
- The word Jeep should not be used as a plural: Jeeps (Instead, use as an adjective-Jeep models)
- Do not use the word Jeep with a hyphen: Jeep-like
- Do not use the word Jeep as a verb form/gerund: Jeeping
- Always capitalize the first letter: Jeep®, JEEP®
- Do not use the words Chrysler/Jeep®. Instead, use Chrysler and Jeep®.

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

DRIVE A JEEP® LIBERTY TODAY.

Do not use the Jeep® brand mark in headlines or text.

~~**DRIVE A Jeep LIBERTY TODAY.**~~

Brand Mark Guidelines

Use with Product Logos or Names

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

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

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

Jeep.
WRANGLER

Jeep.
GRAND CHEROKEE

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

~~Jeep.
WRANGLER~~

~~Jeep.
GRAND CHEROKEE~~

Brand Mark Guidelines

Use with Other Logos

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

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

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

Type the word “Jeep®” in a typeface used with a logo design.



Do not combine the Jeep brand mark with another logo.



~~Jeep® Freedom to Roam~~

Multi Brand Mark Lockup

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 logo or illustration
- As a decorative device
- In poor contrast with the background

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.

Multi Brand Mark Trademark Ownership Statement(s)

A trademark ownership statement must appear in legible text on communications displaying any of the Multi Brand Mark lockup configurations. The trademark ownership statement must specify the brand marks that are displayed in the communication. For instance, the typed brand order shown below is the approved statement when displaying the Chrysler, Jeep, Dodge, Ram, SRT and Mopar Brand Marks:

©(YEAR) Chrysler Group LLC. All Rights Reserved. Chrysler, Jeep, Dodge, Ram, SRT and Mopar are registered trademarks of Chrysler Group LLC.

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

©(YEAR) Chrysler Group LLC. All Rights Reserved. Chrysler, Jeep, Dodge, Ram, SRT and Mopar 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, Ram, SRT and Mopar

For cases when various combinations of the Multi Brand Mark lockup is used, simply remove the brand name from the order in the written and/or verbal trademark ownership statement, e.g.:

Chrysler, Jeep, Dodge and Ram

Chrysler, Jeep, Dodge, Ram and SRT

Chrysler, Jeep, Dodge, Ram and Mopar

Chrysler, Jeep, Dodge, Ram, SRT, FIAT and Mopar



Free space = 1J

The minimum width for the CJDRSFM Multi Brand Mark lockup (7 brands) is 90mm.

Use the lockup with the Primary FIAT Brand Mark (3D) when the width of the FIAT brand mark exceeds 19mm.

Various combinations of the Multi Brand Mark Lockup are available at www.ChryslerCI.com

Brand Artwork

Jeep Brand Mark Art

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

To assure quality reproduction, the Jeep brand mark may not be reproduced smaller than 13mm in width. To maintain brand mark integrity, output of digital art should be at the highest resolution possible.

Embossed or Engraved Brand Mark

The Jeep 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 13mm.

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



The brand mark at its smallest reproduction size.

Brand Mark Colors

Color Reproduction

The preferred print reproduction of the Jeep® brand mark is with Jeep Green PMS 574 and Jeep Black (process black). Use 574c when printing on coated stock and 5747u when printing on uncoated stock.

One Color Reproduction

When restricted to one color reproduction, the preferred colors are Jeep Green or Jeep Black.

The brand mark may also be reproduced in silver metallic.

Reverse Reproduction

The brand mark may appear in reverse on Jeep Green or Jeep Black backgrounds.

Pantone® Matching System (PMS)

Jeep® Green
(PMS 574c or
PMS 5747u)

HEX: #003300
C: 34
M: 0
Y: 100
K: 79



Jeep® Black
(Process Black)

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



Approved variations of the reversed Jeep brand mark.

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 the brand name and registration mark.

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.

Registration Mark

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

Reverse Art

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

Theme line

- 1) A statement which is used consistently in a promotion or communication program. The themeline is part of the artwork and is never to be re-set as type.
- 2) A specifically worded statement which defines the relationship to the parent organization, e.g., “A brand of Chrysler Group LLC.”

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, Jeep®, Dodge, Ram, SRT®, FIAT® 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 the worldwide web:

www.ChryslerCI.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