

**THE**  
**AEROMOTIVE**  
**GROUP**

# BRANDING

*Style Guide*



2023, V4



# BRANDING

## *Style Guide*



2023, V4

This guide was built to give you direction and access to PerTronix Performance Brand's Logos and Fonts.

It is mandatory to follow our branding requirements for a consistent and professional branding in front of all audiences.

For any questions or needs, please contact:

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## Contents

<b>Logos Usage - Color</b>	<b>3</b>
<b>Logos Usage - Black/White</b>	<b>4</b>
<b>Product Logos - All Versions</b>	<b>5</b>
<b>Logo Usage - Don't's</b>	<b>6</b>
<b>Logos Formats - Explained</b>	<b>6</b>
<b>Fonts Usage - Explained</b>	<b>7</b>

# Logo Usage - Color

18MB folder of ALL logo coloring and formats

	Logo Against LIGHT Backgrounds	Logo Against DARK Backgrounds
<p> PMS 485, Web #e22726</p> <p> BLACK or  WHITE</p>		
<p> PMS 485, Web #e22726</p> <p> BLACK or  WHITE</p>		
<p> PMS 185, Web #ea0a2a</p> <p> BLACK or  WHITE</p>		
<p> PMS 7539, Web #8d8d88</p> <p> BLACK or  WHITE</p>		
<p> PMS 286, Web #16478e</p> <p> PMS Yellow, Web #f8de08</p> <p> BLACK or  WHITE</p>	<p>Same file/coloring are used for both light and dark backgrounds</p>	
<p> PMS 185, Web #ea0a2a</p> <p> BLACK or  WHITE</p>		
<p> PMS 1585, Web #fc6c0f</p> <p> BLACK or  WHITE</p>		
<p> PMS 185, Web #ea0a2a</p> <p> PMS 5255, Web #1d1a34</p> <p> BLACK or  WHITE</p>		
<p> PMS 299, Web #00a0e0</p> <p> PMS 116, Web #facd01</p> <p> BLACK or  WHITE</p>		
<p> PMS 7622, Web #97262c</p> <p> BLACK or  WHITE</p>		

# Logo Usage - 1 Color

18MB folder of ALL logo coloring and formats  
(same as page 3 download button)

	Logo Against LIGHT Backgrounds	Logo Against DARK Backgrounds
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		
<input type="checkbox"/> BLACK or <input type="checkbox"/> WHITE		

# Product Logos

14MB folder of ALL logo coloring and formats

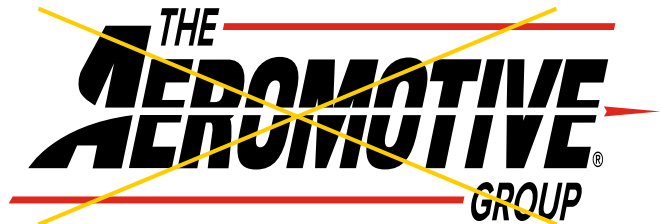
	Logo Against LIGHT Backgrounds	Logo Against DARK Backgrounds
<p> PMS 185, Web #ea0a2a</p> <p> BLACK <input type="checkbox"/>  WHITE</p>		
<p> PMS 185, Web #ea0a2a</p> <p> BLACK <input type="checkbox"/>  WHITE</p>		
<p> PMS 185, Web #ea0a2a</p> <p> BLACK <input type="checkbox"/>  WHITE</p>		
<p> BLACK <input type="checkbox"/>  WHITE</p>		
<p> BLACK <input type="checkbox"/>  WHITE</p>		
<p> PMS 116, Web #facd01</p> <p> PMS 185, Web #ea0a2a</p> <p> BLACK</p>		
<p> PMS 185, Web #ea0a2a</p> <p> BLACK <input type="checkbox"/>  WHITE</p>		
<p> PMS 7539, Web #8d8d88</p> <p> BLACK <input type="checkbox"/>  WHITE</p>		
<p> PMS 185, Web #ea0a2a</p> <p> BLACK <input type="checkbox"/>  WHITE</p>		
<p> PMS 286, Web #16478e</p> <p> PMS Yellow, Web #f8de08</p> <p> BLACK <input type="checkbox"/>  WHITE</p>		

# Logo Usage

*Please do NOT do these things!*

Do not **DISTORT** the ratio.

*Hold down the shift key while re-sizing.*



Do not change the **COLORS**.



Do not **MANIPULATE** the design elements.



Do not add **TEXTURE**,  
**SHADOWS**, etc.



# Logo Formats

*Use the best format for your application.*

**VECTOR** format artwork is made up of vector shapes and is best quality that can be re-sized to as large as you want without quality loss. Use these formats for best results.

*Recommended* **Adobe Acrobat** (Most Widely Used) = .pdf  
**SVG** (Web Use Only) = .svg

**RASTER** format artwork is made up of pixels and it's the most versatile file format used throughout different software platforms and applications, but should never be re-sized larger than the original as the image will lose quality.

*Recommended* **PNG** (Uncompressed & Transparent Background) = .png  
**JPG** (Compressed & Most Versatile) = .jpg

# Font Usage

1MB folder of ALL fonts

## Headers, Titles & Slogans

FONT: **SIMPLE TYPE**

\*Use in ALL CAPS

**SIMPLE TYPE**

Regular

*SIMPLE TYPE*

Italic

**SIMPLE TYPE**

Bold

***SIMPLE TYPE***

Bold Italic

## Subtitles

FONT: **MUSEO SLAB**

\*Use in Sentence Caps or ALL CAPS

**MUSEO SLAB**

500

**MUSEO SLAB**

700

**MUSEO SLAB**

900

**MUSEO SLAB**

1000

*MUSEO SLAB*

500 Italic

*MUSEO SLAB*

700 Italic

***MUSEO SLAB***

900 Italic

***MUSEO SLAB***

1000 Italic

## Body

FONT: **Myriad Pro**

\*Use in Sentence Caps

Myriad Pro

Regular

Myriad Pro

Semibold

Myriad Pro

Bold

*Myriad Pro*

Italic

*Myriad Pro*

Semibold Italic

***Myriad Pro***

Bold Italic



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