



A COMMUNITY OF THE AUTO CARE ASSOCIATION

yang UNDER 40

style guide

THE LOGO



Clear space guideline
equal to the width of the
"a" from the logo

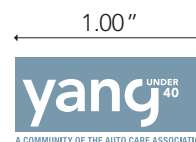
Community Tag version
Use this community tag
version of the logo when it
appears by itself.



No Tag version
Use this version primarily with
Auto Care logo lock-up. Some
exceptions are permitted with
approval from the Auto Care
Association communications
department.



Lock-up usage
Auto Care community logos
should appear to the right of
and proportionately balanced
with the association logo.



Minimum logo size: 1.00 in.

COLOR PALETTE

This guide provides specifications for color reproduction using spot colors, CMYK process color, RGB and hexadecimal values.

PRIMARY



YANG GRAY

Pantone PMS 5425
C30 / M4 / Y4 / K30
R125 / G154 / B170
Hex #80A1B6

WHITE

YANG PURPLE

Pantone PMS 267
C76 / M96 / Y0 / K1
R96 / G38 / B158
Hex #60269D

SECONDARY



BLACK

YANG BLUE

Pantone PMS 534
C98 / M85 / Y36 / K27
R28 / G53 / B94
Hex #1C345E

YANG CYAN

Pantone PMS 2995
C81 / M12 / Y0 / K1
R0 / G167 / B225
Hex #00a7e1

REGIONAL MEET-UP COLORS



PACIFIC

R65 / G216 / B135
Hex #41D887

MOUNTAIN

R87 / G188 / B235
Hex #57BCEB

CENTRAL

R214 / G237 / B62
Hex #D6ED3E

EASTERN

R255 / G85/ B39
Hex #FF5527

COLOR USAGE PROPORTIONS

The chart to the right shows the approximate proportions at which the brand colors should appear in materials.



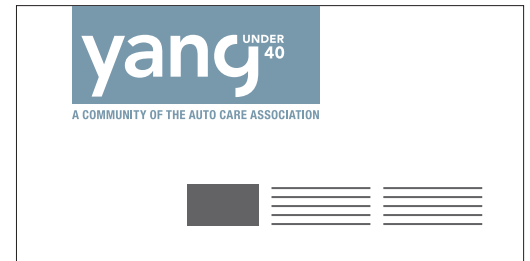
LOGO USAGE

Using the logo consistently will help build brand strength. The YANG logo should only appear in approved colors, which are limited to YANG Gray, YANG Black and reversed.



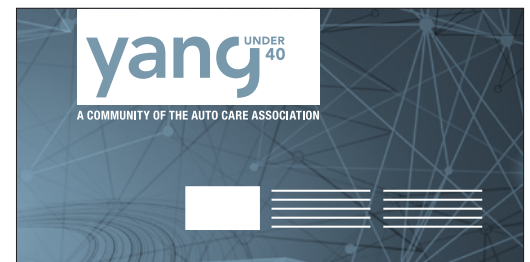
Preferred logo

The preferred logo should be used on white or light backgrounds.



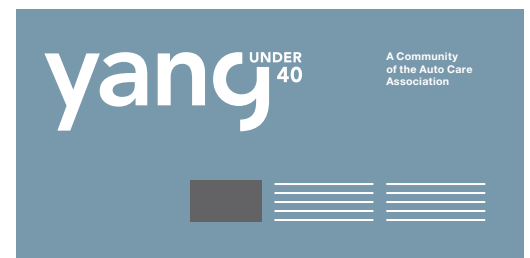
Reversed logo

The reversed logo should be used on dark backgrounds, busy backgrounds or on photography to increase visibility.



Floating logo

The floating logo can be used with the community tag, "A Community of the Auto Care Association," appearing in the artwork. The logo can be used without the community tag label (i.e. apparel) only with permission from Auto Care Association communications department.



INCORRECT USAGE



Do not use the logo in a non-approved color.



Do not stretch or modify the proportions of the logo.



Do not rotate or tilt the logo.



Do not apply drop shadow or any other effects.



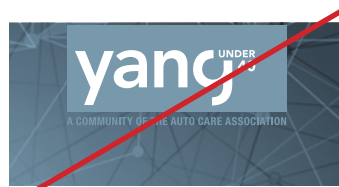
Do not change size of letters within the rectangle of the logo.



Do not change location of letters within the rectangle.



Do not change the position of logo elements.



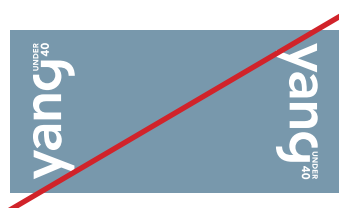
Do not use the logo without the proper color contrast.



Do not use floating logo near edge of artwork.



Do not use the logo on non-approved color backgrounds.



Do not use the logo on its side.



Do not use the floating logo with the Auto Care logo lock-up.

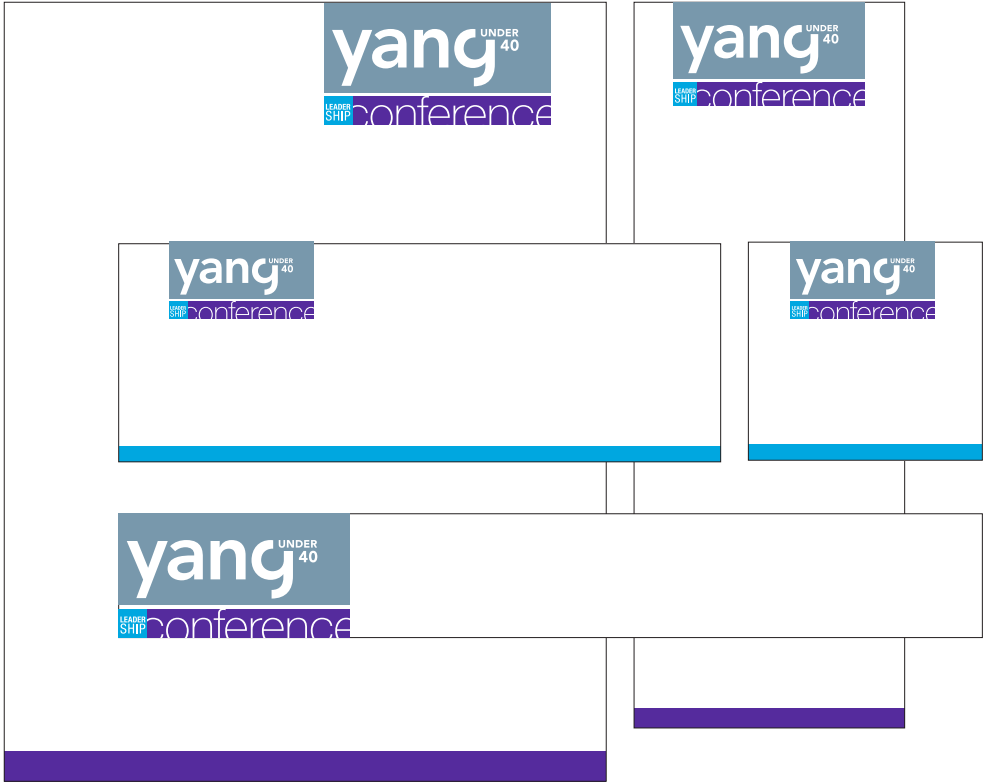


Do not use the logo on gradient backgrounds.

LEADERSHIP
CONFERENCE LOGO



Minimum size 1.00"



REGIONAL MEET-UPS

Regional Meet-Ups are color-coded into four time zones.



PACIFIC

R65 / G216 / B135
Hex #41D887



MOUNTAIN

R87 / G188 / B235
Hex #57BCEB



CENTRAL

R214 / G237 / B62
Hex #D6ED3E



EASTERN

R255 / G85/ B39
Hex #FF5527

