



# The FIAT<sup>®</sup> Brand

Key Visual Elements and Usage Guidelines

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# FIAT® BRAND MARK

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.

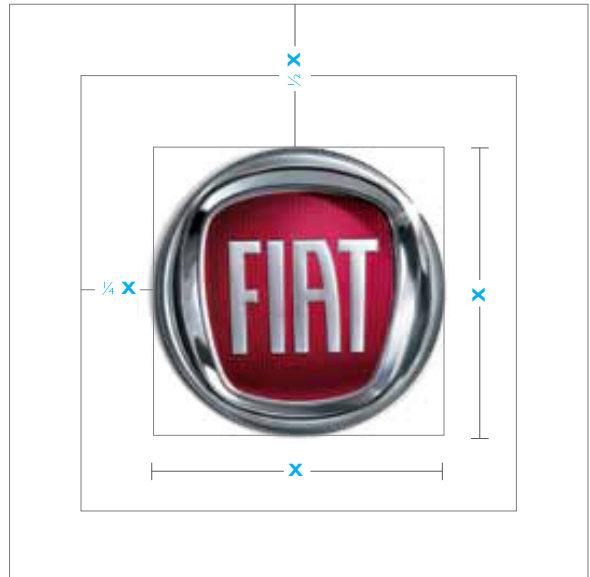


# BRAND MARK GUIDELINES

## 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  $\frac{1}{2}$  the radius of the brand mark when used alone.



NOTE:

X = 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.



**A** Primary (4C 3-D)  
20mm – 1000mm



**B** Primary (4C 2-D Medium)  
15mm – 19mm



**C** Primary (4C 2-D Minimum)  
10mm – 14mm  
(without 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.



**D** Secondary (4C 3-D)  
20mm – 1000mm  
Use only if the Primary version cannot be used



**E** Secondary (4C 2-D Maximum)  
Use only when application requires more than 1000mm

# BRAND MARK GUIDELINES

## 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.



**F** Tertiary (BW Maximum)  
20mm – 1000mm  
Use only if the Secondary version cannot be used



Tertiary (BW Maximum negative)  
20mm – 1000mm

### G Tertiary (BW Medium)

For the reproduction of the brand mark with a diameter of 15mm – 19 mm.



**G** Tertiary (BW Medium)  
15mm – 19mm



Tertiary (BW Medium negative)  
15mm – 19mm

### 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.



**H** Tertiary (BW Minimum)  
10mm – 14mm  
(without background lines)



Tertiary (BW Minimum negative)  
10mm – 14mm  
(without background lines)

# BRAND MARK GUIDELINES

## FIAT® 500 BRAND MARK

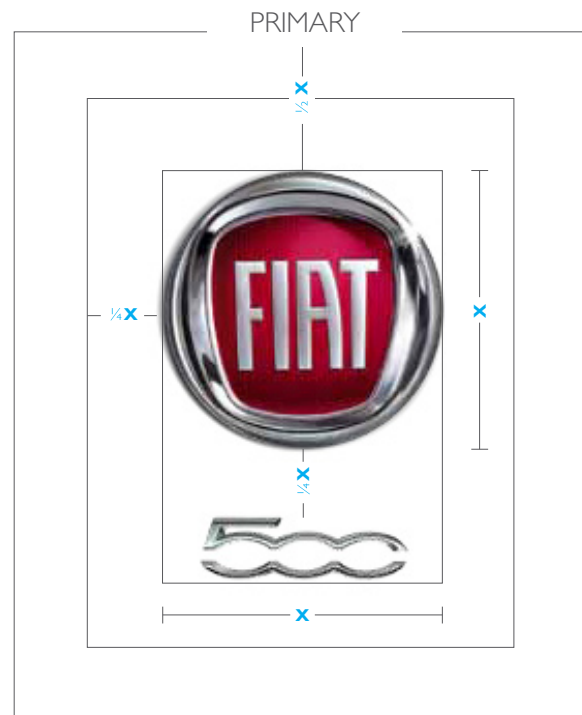
The same usage rules that apply to the FIAT Brand mark apply to the FIAT 500 brand mark.

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.

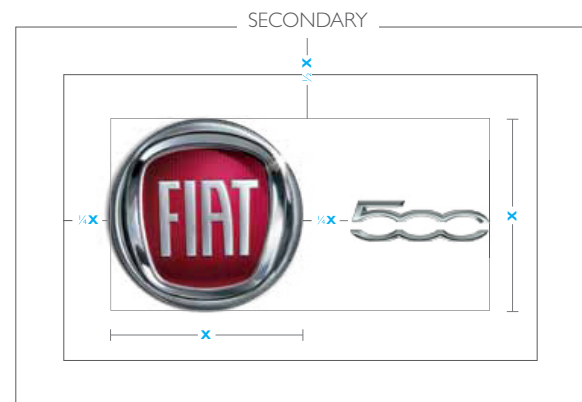
Always use the lockup as provided – the size and relationship of the 500 to the Primary 4C 3-D brand mark are essential in maintaining the integrity of the brand mark.

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.

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### 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)

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### 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.

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### 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.



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:

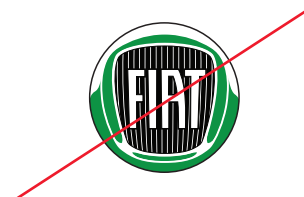
- As a repeated pattern or decorative device
- As a screen or tint
- Combined with elements other than an approved marketing theme line
- In poor contrast with the background
- Obscured by an overprint
- On a background which has texture, pattern or gradation
- Reversed incorrectly
- Positioned incorrectly
- 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

# TYPOGRAPHY

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](http://www.ascenderfonts.com)

Various cuts of Gill Sans font family

Gill Sans Light  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Gill Sans Light Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Gill Sans Regular**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

*Gill Sans Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*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**

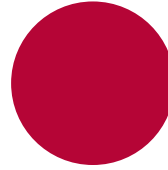
**Helvetica Bold**

# BRAND MARK COLORS

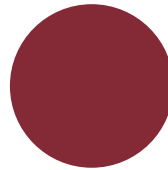
## PRINT

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.

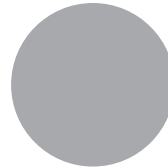
If Pantone® 877 cannot be used, Pantone® Cool Gray 6U may be substituted



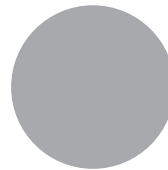
PANTONE® 7427  
CMYK: 8 100 55 32  
RGB: 150 23 46



PANTONE® 7428  
CMYK: 0 80 45 55  
RGB: 132 43 55



PANTONE® 877

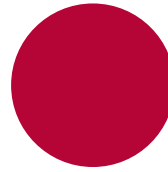


PANTONE® COOL GRAY 6U  
CMYK: 0 0 0 31  
RGB: 186 188 190

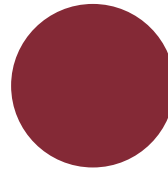
# BRAND MARK COLORS

## DIGITAL

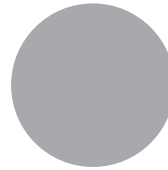
The primary FIAT® digital brand color is red. Secondary colors include rich red, black, gray and dark gray. The preference for defining colors in the digital space is by using HEX (Hexadecimal). Hexadecimal color codes are used for HTML and may be referred to as HTML color. As an alternative, RGB values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



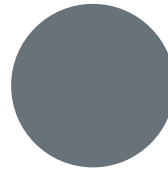
PRIMARY RED  
HEX #941711



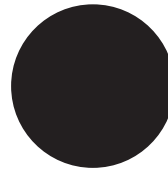
SECONDARY RICH RED  
HEX #660000



GRAY  
HEX #666666



DARK GRAY  
HEX #333333



BLACK  
HEX #000000

# 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



4C 2D Minimum (10–14mm)

For reproduction of the brand mark with a diameter between 10mm–14mm



4C 2D Medium (15–19mm)

For reproduction of the brand mark with a diameter between 19mm–15mm



4C 3D (20–1000mm)

For reproduction of the brand mark with a diameter between 20mm–1000mm

## 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



10mm–14mm  
(without background lines)

### CJDRFM 3D Horz 15–19mm

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



15mm–19mm

### CJDRFM 3D Horz 20–1000mm

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



20mm–1000mm

The FIAT Brand Mark is not shown as actual size.

Various combinations of the Multi Brand Mark Lockup are available at [www.ChryslerCI.com](http://www.ChryslerCI.com)

# MERCHANDISE

## EMBROIDERY

1 ½" wide, left-side chest

## THREAD COLOR

Madeira Gray 101 I

## 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.

FIAT® logotype filled

The image shows the word "FIAT" in a bold, sans-serif font. The letters are filled with a solid gray color. The letters are closely spaced and have a consistent height and width.

FIAT logotype 3 pt. outline

The image shows the word "FIAT" in a bold, sans-serif font. The letters are outlined in a dark red color, with a 3-point stroke width. The letters are closely spaced and have a consistent height and width.

# 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](http://www.ChryslerCI.com)

For additional questions, please contact:

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