



The Dodge Brand

Key Visual Elements and Usage Guidelines

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Dodge Brand Mark

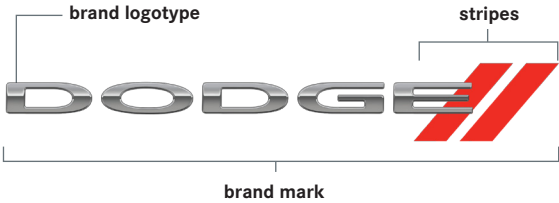
The Dodge brand mark is a specially designed and distinctive graphic image. Any alteration weakens its impact and value; modifications to its style, proportions and letterforms are not permitted. The brand mark must be used correctly, in its original form, and only authorized, digital artwork may be used for reproduction.



The Dodge brand mark consists of the Dodge logotype and the stripes. The use of the Dodge logotype without the stripes is permitted. Refer to pages 12 and 13 for additional options and colors.

The Dodge brand name and brand mark are valuable corporate assets, and are protected by law. Any commercial or non-commercial use of the Dodge brand name, brand mark, or brand logotype by any entity outside Chrysler Group LLC requires the prior written approval of the Chrysler Group LLC Legal Department.

The preferred Dodge brand mark consists of the Dodge brand logotype with the stripes. It may also be displayed without the stripes.



Brand Mark Guidelines

Area of Isolation

A cardinal rule for the display of the Dodge brand mark is the area of isolation or free space. 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 Dodge brand mark without the stripes is equal to the width of the "D" in the "Dodge".

The free space for the Dodge brand mark with the stripes is equal to the height of the "D" in the "Dodge" logotype and two times the height of the "D" on the left side only as illustrated.

Free space is equal to the width of the "D" in Dodge when using the brand mark without the stripes.



Free space = "D" **DODGE**

Free space is equal to the height of the "D" in Dodge (top, left & bottom), and 2x the height of the "D" on the left side when using the brand mark with the stripes.



Brand Mark Guidelines

Rules of Use

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

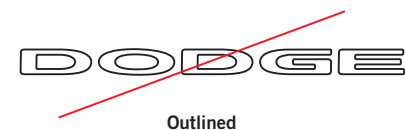
The Dodge logotype may not be used in headlines or text.

Recognition of the Dodge 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 Dodge Brand Mark is NOT to be Displayed:

- 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 brand mark must be used in its original form without modification.



Brand Mark Guidelines

Trademark Ownership Statement

Recognition of the Dodge 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 Dodge brand mark:

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

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

DO NOT:

- Use Dodge as a stand-alone noun (as in “Drive a Dodge today.”)
- Use as a plural noun (Dodges)
- Use as a possessive (Dodge’s brand mark)

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

Dodge sponsors the NASCAR Weekly Racing Series!

WELCOME TO THE
DODGE AUTO SHOW!

Do not use the brand mark in headlines or text.

~~**DODGE // sponsors the
NASCAR Weekly Racing Series!**~~

Welcome to the
~~**DODGE**~~
Auto Show!

Brand Mark Guidelines

Use with Product Logos or Names

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

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

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



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



Brand Mark Guidelines

Use with Other Logos

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

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

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

Type the word “Dodge” in a complimentary typeface for use with another logo.



Do not combine the Dodge brand mark with another logo.



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

Variations and Sizes

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

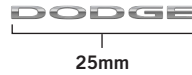
To assure quality reproduction, the dimensional Dodge brand logotype may not be reproduced smaller than 25mm in width. The vector version of the Dodge brand mark with stripes may not be reproduced smaller than 15mm in width.

To maintain brand mark integrity, output of digital art should be at the highest resolution possible.

Embossed or Engraved Brand Mark

The Chrysler 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 25mm.

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



The dimensional Dodge brand logotype shown at its smallest reproduction size, 25mm in width.



The Dodge brand mark shown at its smallest reproduction size, 15mm in width.

Brand Mark Colors

Color Reproduction

The approved colors for the Dodge brand mark are Dodge Black (black), Dodge Red (PMS 485), or Dodge Gray (PMS Cool Gray 7). These colors may also be reproduced in 4-color process.

Four-Color Dimensional Raster (3D)

The dimensional version of the Dodge brand mark is 4-color process with or without the various color stripes. The dimensional brand mark may also be reproduced in a gray scale format. This version must not be reproduced smaller than 25mm wide.

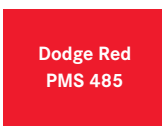
Two-Color Vector (line art)

The presentation of the Dodge brand mark may be displayed in 2 two-color formats: Dodge Black with Dodge Red stripes or Dodge Black with Dodge Gray stripes. The Dodge logotype may also be reproduced without the stripes.

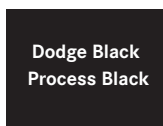
One-Color Vector (line art)

In situations when restricted to one color reproduction, the authorized color for the Dodge brand mark is Dodge Black and 37% tint of black or reverse white and 37% tint of black. The logotype may also appear in Dodge Red for specific applications approved by the Corporate Identity and Design Office.

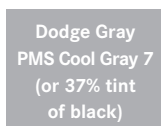
Pantone® Matching System (PMS)



HEX: #FF0000
C:0, M:100,
Y:100, K:0

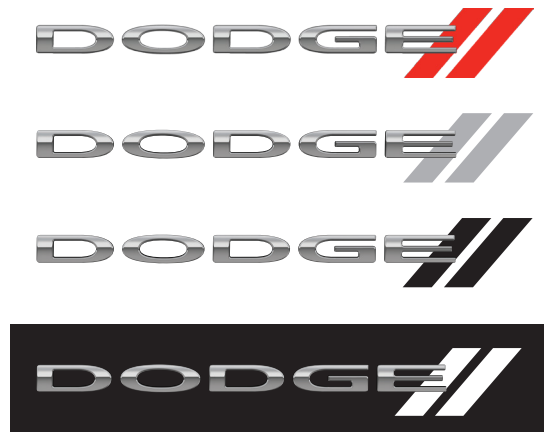


HEX: #000000
C:0, M:0,
Y:0, K:100



HEX: #ADAFB2
C:0, M:0,
Y:0, K:37

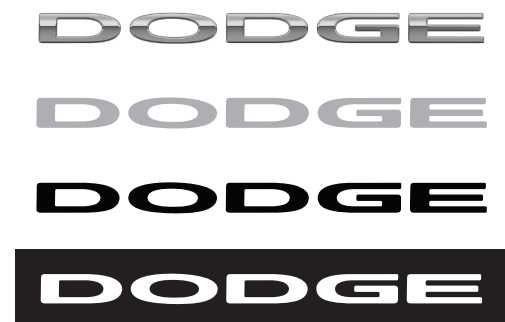
Color variations of the dimensional Dodge brand mark.



Color variations of the Dodge brand mark in two-color (vector) formats.



The Dodge brand mark logotype.



Brand Mark Colors

Reverse Vector Color Variations

Shown are the approved color variations for the reverse vector version of the Dodge brand mark. Dodge logotype reversed with stripes appearing in Dodge Red (PMS 485), Dodge Gray (PMS Cool Gray 7) or Dodge Black (black).

Embossed or Engraved Brand Mark

The Dodge brand mark may be engraved or embossed when it is appropriate to the communication and a quality reproduction can be achieved.

Deviations from these color guidelines must be reviewed and approved by the Corporate Identity and Design office.

Color variations of the reverse Dodge brand mark with stripes, in two-color (vector) formats.



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 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.

Reverse Art

Art, such as a brand mark or logo, 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., 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