



The Chrysler Brand

Key Visual Elements and Usage Guidelines

Contents

3	Chrysler Brand Mark
4	Chrysler Brand Mark Guidelines
4	Area of Isolation
5	Rules of Use
6	Trademark Ownership Statement
7	Use of Chrysler 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

Chrysler Brand Mark

The Chrysler brand mark is a uniquely 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 artwork may be used for reproduction.

The Chrysler brand mark consists of both the Chrysler brand logotype and the Chrysler brand badge (wing badge).

The use of the Chrysler logotype or wing badge separately on communications, advertising and promotional materials is not permitted.*

The Chrysler brand name and brand mark are valuable corporate assets and are protected by law. The Chrysler brand name alone is a registered trademark in over 100 countries. Any commercial use of the Chrysler brand name, brand mark, brand logotype or wing badge by any entity outside Chrysler Group LLC requires the prior written approval of Chrysler Brand Marketing or the Chrysler Group LLC Legal Department.



The brand mark consists of both the Chrysler brand logotype and the Chrysler brand badge (wing badge).



* It is permissible for the Product Design Office to separate the logotype and brand badge on the product.

Brand Mark Guidelines

Area of Isolation

A cardinal rule for the display of the Chrysler 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 Chrysler brand mark is equal to two times the height of the "C" in the "Chrysler" brand logotype, (2C), as illustrated.

The free space is equal to two times the height of the "C" in Chrysler.



Free space = 2C CHRYSLER

Brand Mark Guidelines

Rules of Use

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

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

Recognition of the Chrysler 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 Chrysler 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.



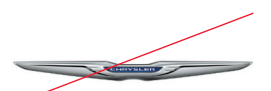
Within a confined shape



Modified positions



With altered colors



The brand badge alone



Modified logotype proportion ratio



Repositioned logotype



Combined with another element



Combined with a model nameplate



Combined with the Chrysler Group LLC brand mark



Combined with the Pentastar

Brand Mark Guidelines

Trademark Ownership Statement

Recognition of the Chrysler 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 Chrysler brand mark:

- The trademark ownership statement must appear in legible text on every communication.
- In broadcast applications, the trademark ownership statement is "Chrysler 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. Chrysler is a registered trademark of Chrysler Group LLC."
- For Canada, the statement is in English and French. "Chrysler is a registered trademark of Chrysler Group LLC or Chrysler Canada Inc., used under license. Chrysler 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: "Chrysler 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 Chrysler Brand Name

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

DO NOT:

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

Type the word “Chrysler” in the same font as the headline or text.

Enter the Chrysler Town & Country Vacation Sweepstakes!

Welcome to the 2013 Chrysler 300 Product Preview

Do not use the brand mark or logotype in headlines or text.

~~Enter the CHRYSLER Town & Country Vacation Sweepstakes!~~

~~Welcome to the 2013 CHRYSLER 300 Product Preview~~



Brand Mark Guidelines

Use with Product Logos or Names

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

The Chrysler brand mark, wing badge or brand logotype may not be combined with a product logo or vehicle name.

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



Do not combine the Chrysler logotype or brand mark with another logo, nameplate or badge.



Brand Mark Guidelines

Use with Other Logos

Use of the Chrysler brand mark, brand logotype or wing badge as part of another logo is not permitted.

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

The “Chrysler” 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 “Chrysler” in a complimentary typeface for use with another logo.



Do not combine the Chrysler brand mark, wing badge or logotype 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

Chrysler Brand Mark Art

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

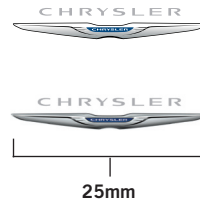
To assure quality reproduction, the Chrysler brand mark art should not be reproduced smaller than 25mm in width. To maintain brand mark integrity, output of digital art should be at the highest resolution possible. Various formats of the Chrysler brand mark are available in one, two, and 4-color art.

When a large brand mark is required, for use on posters, banners, displays or exhibits, contact the Corporate Identity and Design office for assistance.

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 vector and raster versions of the Chrysler brand mark shown at its smallest reproduction size, 25mm in width.

Brand Mark Colors

Four-Color 3-Dimensional Raster

The preferred version of the Chrysler brand mark is the 4-color process, 3-dimensional artwork. It may also be reproduced in a gray scale format.



The preferred Chrysler brand mark is the 4-color, 3D version (raster).

Two-Color Vector (line art)

A two color version is available for reproduction, the approved colors for this Chrysler brand mark is PMS® 541 and black.



The simplified 2-color Chrysler brand mark (vector) is used for two color applications.

One-Color Vector (line art)

When restricted to one color reproduction, the approved color for the vector Chrysler brand mark is black.



The simplified 1-color Chrysler brand mark (vector) is used for one color applications.

Logotype

The preferred reproduction of the logotype is PMS Cool Gray #7, 37% tint of black, or metallic PMS 877. The logotype may also appear in white or black when poor contrast with the background color causes illegibility.



Chrysler brand mark with black logotype



Chrysler brand mark with white logotype

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 themeline 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