

The Automotive Council UK

Initial Identity Guidelines

The main logo

The symbol must not be separated from the type, they must always appear as one item.



NB

If in any doubt as to usage of the logo please contact
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The logo variants

These are recommended variants if the logo for use on a **white background**

Main logo



Logo _ 2 colour variant



2C 1



2C 2

Logo _ Single colour variant



SC1



SC 2



SC 3

Logo - black



Colour Palette

3 greens have been selected
Logo shown reversed out of a
solid background



Pantone 369



Pantone 364



Pantone 350

The Automotive Council UK

Initial Identity Guidelines

Exclusion zone

This shows the closest any item may be positioned to the logo. Any graphic element including type, is only permitted to bleed up to the edge of the exclusion zone



Exclusion zone

Minimum size

The smallest size recommended for the logo to appear

