



BRAND GUIDELINES

WHO WE ARE

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OUR TONE OF VOICE

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OUR AUDIENCE

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THE CORE ATTRIBUTES

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LOGOTYPE USAGE

The preferred logo treatment is color logotype on white/light backgrounds or photos that provide sufficient contrast for all logo components. This, however, won't always be possible. For dark backgrounds and dark-colored photos, it's acceptable to use the DriveQuest logotype in white.

**MINIMUM CLEAR SPACE**

For maximum impact and clarity, a specific amount of clear space must be maintained around the DriveQuest logo and tagline. Use the space from the baseline of DriveQuest to the baseline of "vehicle protection" tagline as a measurement of determining the minimum clear space needed around the logo and tagline. This clear space forms a neutral zone in which no other graphic elements, such as typography, pictures or borders, should appear.

**SMALLEST SIZE USE**

The DriveQuest logotypes should never be smaller than 1.00" wide.

**EASycARE BRAND NAME USAGE**

When displaying the DriveQuest brand name in text, the letters "D" and "Q" must be in uppercase.

DriveQuest

DRIVEQUEST

EXAMPLES OF INCORRECT LOGOTYPE USAGE

Do not apply effects like drop shadows and bevels, or stretch the proportion of the logotype.



Do not miscolor, outline or add gradients.



Do not add elements or modify the logotype for promotional purposes.



Do not duplicate any element of the logotype to create patterns. Do not rotate or skew.



Since its inception, typography has played a significant role in advancing communication, art and architecture. In order to reflect a personal connection, body movements were even used at one point to intricately create letters to encompass the human form.

That's why we take typography so seriously; not just for the purpose of consistency, but because we believe that the style of the message speaks volumes.

TYPEFACES & USES

DriveQuest's primary typeface is the Gibson font family. Use font weight, size and color to emphasize information by hierarchy. Be consistent in the use of tracking, kerning and leading throughout the file.

PRIMARY

Gibson Font Family

Heavy

Heavy Italic

Bold

Bold Italic

Semibold

Semibold Italic

Regular

Regular Italic

Light

Light Italic

Thin

Thin Italic

WEB

To use this font on website, use the following CSS:

```
font-family: canada-type-gibson, sans-serif;
```

```
font-style: normal;
```

```
font-weight: 100;
```

SYSTEM FONT

Helvetica

FONT USAGE EXAMPLE

See the treatments to the right as a sample of how to define hierarchy using different font weight and size.

Headline _____ Gibson Thin 27 pt

Sub Headline _____ **Semibold 14 pt**

Body copy _____ Light 10 pt

Legal line _____ Regular 6 pt

The DriveQuest color palette is a timeless combination of values that provide maximum impact in each designed piece.

CMYK

Also referred to as four color process or process color, CMYK is a subtractive color mode used in color printing. Use this color mode for all print/paper applications.

RGB

RGB is an additive color mode in which red, green and blue are added together in various ways to produce a broad array of colors. Use this color mode for digital applications (on screen) such as digital brochures, PowerPoint and Keynote presentations.

HEX (#)

HEX is used for brand color accuracy on all things web-related. Use this color mode for materials viewed online.

PRIMARY



DRIVEQUEST BLUE

C 100	R 0	#0071F8
M 57	G 1143	PMS 2173 C
Y 0	B 248	PMS 2194 U
K 0		



DRIVEQUEST GRAY

C 63	R 90	#5A5B5C
M 55	G 91	PMS 425 C
Y 53	B 92	PMS 433 U
K 27		



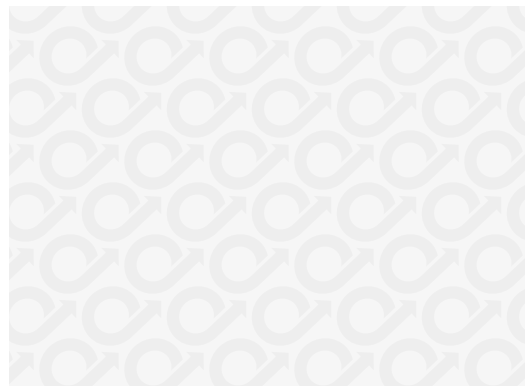
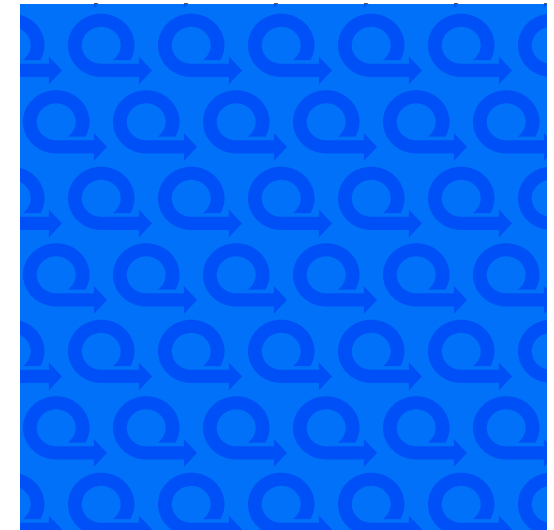
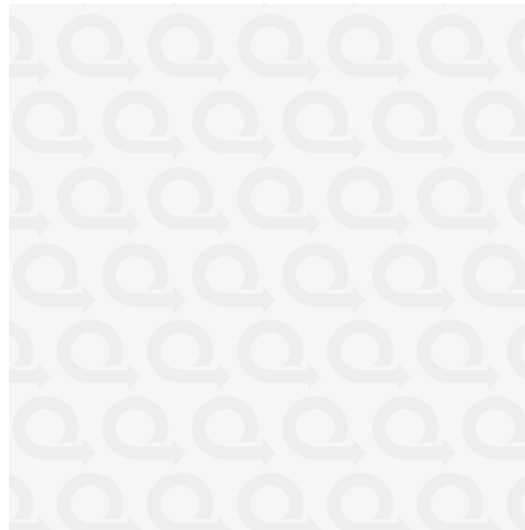
DRIVEQUEST RICH BLACK

C 60	R 0	#000000
M 40	G 0	PMS Process Black C
Y 40	B 0	PMS Process Black U
K 100		

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PATTERN USAGE

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Pattern Gray 5%

Pattern Gray 100%, Overlay

It's been said that photography is the most powerful way to express a brand. It has the power to evoke emotion and compel us to act on it.

PHOTOGRAPHY USAGE

Connection.

Sharing.

Warmhearted.

Adventure.

Secure.




MARKETING - DIG/ PRINT



DRIVEQUEST
VEHICLE PROTECTION

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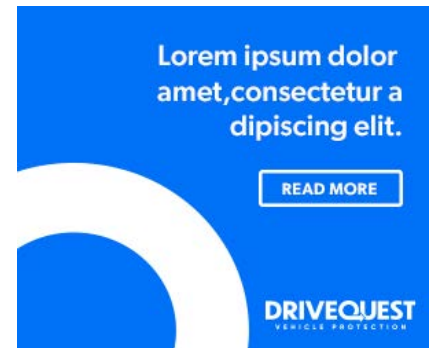


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