



**BRAND GUIDELINES**

# TABLE OF CONTENTS

INTRODUCTION..... 3

OUR LOGO ..... 4

MISUSE..... 5

CLEAR SPACE..... 6

COLOUR PALETTE ..... 7

FONTS ..... 8

ACCOMPANYING IMAGERY..... 9

# INTRODUCTION

To ensure brand quality, this document provides detailed information about what to do when using the APC Auto Parts Centres logo, colours and typography. This document contains general information, however we urge you to contact us with any questions about the brand guidelines. **The aim is to give a general direction, however it should be clear that every activity is subject to evaluation and approval from the APC Auto Parts Centres marketing department.**

## OUR LOGO

The APC Auto Parts Centres logo should be used in its full colour version whenever possible. This logo, or other acceptable forms of it, should be used on marketing material, digital and print content, merchandise, brochures, billboards, cars, etc.



[ Full Colour Logo ]



[ Grayscale Logo ]



[ Embroidery Logo ]



[ Single Colour Logo ]

# MISUSE

To ensure proper brand identity, the APC Auto Parts Centres logo must be used in its proper form at all times. The logo must maintain proper proportions at all times and remain proper colours, as well as adhere to other proper uses.



DO NOT CHANGE COLOUR



DO NOT BLUR



DO NOT ADD STROKE



DO NOT INVADE SPACE



DO NOT ROTATE



DO NOT STRETCH



DO NOT ADD TEXT



DO NOT USE OLD LOGO VERSIONS

## CLEAR SPACE

To ensure the APC Auto Parts Centres logo maintains its visual integrity, a minimum clear space is required around the logo in all applications. The clear space for the logo is defined by the height of the triangle in the letter “A” within the logo.



MINIMUM CLEAR SPACE

# COLOUR PALETTE

Colours used in the APC logo are Red (PMS485), Reflex Blue and 100% Black or their CMYK equivalents, and may not be substituted




PMS: 485  
C: 0  
M: 95  
Y: 100  
K: 0

R: 238  
G: 49  
B: 36



PMS: Reflex Blue  
C: 100  
M: 92  
Y: 8  
K: 1

R: 0  
G: 47  
B: 150



PMS: 100% Black  
C: 0  
M: 0  
Y: 0  
K: 100

R: 0  
G: 0  
B: 0

# FONTS

## ARIAL BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## ARIAL BOLD | REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## ACCOMPANYING IMAGERY

The APC Auto Parts Centres main logo can be accompanied by one or both of the slogan logos supplied below. These logos should adhere to the same clear space rules as the APC logo, and should be treated in the same way as the APC logo in terms of misuse.



**Canadian Owned and Operated**

*The Place for Parts*

