BUTOXTEME

LOGO COMPLIANCE GUIDE

For great brands, there is nothing more vital than ensuring 100% consistency when presenting the brand in the marketplace. When logos and style variations differ from prescribed designs, it starts to dilute the strength of the brand that AutoXtreme has in the industry.

If you are incorporating the AutoXtreme logo onto marketing material created for AutoXtreme, it must be consistent with this Logo Compliance Guide. If you have any questions, please contact the marketing team at marketingsupport@motoronegroup.com.

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Master Logo

1. LOGO

The AutoXtreme logo is available in two primary formats, navy or white. The navy logo is to be used on very light backgrounds only, and the white to be used over the category colours and dark backgrounds. A black version is also available for when the navy blue is not possible to use.

The AutoXtreme logo is the most important graphic element of the AutoXtreme visual identity. Accordingly, it must be present in all visual communications, and should be reproduced with complete consistency. Here is an example of the master logos. These elements are not to be modified in any way.

1.1. Logo Reserve Area

There is no limit to the maximum size of the logo, however, the AutoXtreme logo must not be produced smaller than indicated on this page. There is also a reserve area that must be applied on all materials when using this logo.

Minimum Reserve Area: 5mm x 5mm Minimum Size: 29mm x 6.3mm

Should you have any questions regarding the positioning or size requirements of the logo, please contact the marketing team at: <u>marketingsupport@motoronegroup.com</u>

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Reserve Area & Minimum Size





2. POSITIONING

Where the logo sits on white space, the navy blue logo is to be used. If the logo is sitting on category/colour background or an image background, the white logo is to be used.

Keep in mind, a minimum of 5mm clear space must sit around the logo to the edge of the marketing material for legibility purposes.

The AutoXtreme logo cannot be reproduced in any other way. For example, the logo cannot be made opaque, stretched, split from the tagline or positioned vertically.

If you have any questions regarding the positioning of the logo, please contact Marketing via email: <u>marketingsupport@motoronegroup.com</u>

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