



## Logo Compliance Guide

2023

For great brands, there is nothing more vital than ensuring 100% consistency about the way the brand is presented in the marketplace. When logos and style variations differ from prescribed designs, it dilutes the brand equity and strength that MotorOne has in the industry. It is the need to have strict attention to detail mixed with our commitment to that detail that makes ours a great company.

There are no variations and no circumstances to produce an item of marketing material using the MotorOne Car Care brand without strict adherence to this document.

[marketingsupport@motoronegroup.com](mailto:marketingsupport@motoronegroup.com)



# 01 Logos

## USAGE & RESERVE AREA

There are 2 versions of the MotorOne Car Care logo that can be used equally as master logos. The dark version and the light version. The secondary logos are used when the master logo cannot be applied to certain marketing material. For example; on coloured backgrounds or complex imagery.

## RESERVE AREA & MINIMUM SIZE

There is no limit to the maximum size of the logo, however, the MotorOne Car Care 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: 30mm x 8.4mm

Should you have any questions regarding the positioning or size requirements of the logo, please contact the marketing team at:

[marketingsupport@motoronegroup.com](mailto:marketingsupport@motoronegroup.com)

## PRIMARY USE



MotorOne  
CAR CARE



## SECONDARY USE



MotorOne  
CAR CARE



MotorOne  
CAR CARE

# 02 Positioning

## MARKETING MATERIAL LAYOUTS

Where the logo sits on white space, either the blue and charcoal or the black logo can be used.

If the logo is sitting on dark background, the white or white and blue logos can be used so long as it's legible. If it sits on an image background, only 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.

As a general rule, the MotorOne Car Care logo is to be either left or right justified. It is rare that the logo is centered on any marketing or documentation.

The MotorOne Car Care logo is not to be placed on other solid colour backgrounds and cannot be reproduced in any other way. For example, the logo cannot be made opaque, stretched, split in two or positioned vertically.

If you have any questions regarding the positioning of the logo, please contact Marketing via email:

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## EXAMPLES OF USE

