



# 2020 Brand Style Guide

AM General's brand communicates and reinforces to our partners the reputation earned by the hard work of our employees and the products and services we deliver.

The purpose of this guide is to ensure the AM General brand is cohesive, consistent, and recognizable, presented publicly with the same quality and consistency we insist on for our vehicles, parts, training, and services.

**All promotional materials and products developed by our partners must be approved by the marketing department before distribution. Please contact [lisa.pifher@amgeneral.com](mailto:lisa.pifher@amgeneral.com) for review.**

# The AM General Logo

The AM General logo has two components: the stylized “swoosh” symbol and the wordmark.

Do not alter the logo provided to you in any way, including the colors, angle or relationship between the elements.

Do not typeset the wordmark within the logo.

Do not use the AM General wordmark alone, without the “swoosh” symbol.



# Logo Color

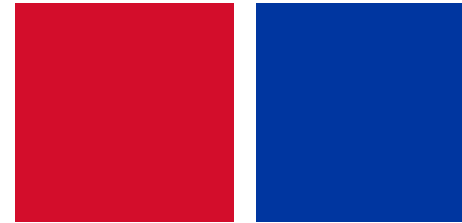
The AM General logo colors are Pantone 186 and 286.

The color logo is always the preferred version to be used.

The white logo is allowed on a dark background or image.

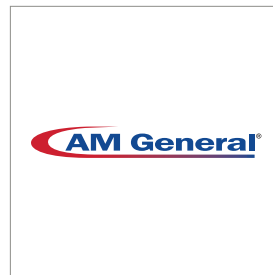
The black logo is allowed when media reproduction is black/grayscale only, or on lighter backgrounds where the color version would not be clearly visible.

When placing the logo on a photographic background, the logo should be no larger than 1/3 the width of the photo.

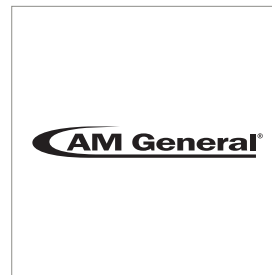


Pantone 186

Pantone 286



Color on white



Black on white



White on dark background



# Logo clear space and minimum size

## Clear space

The minimum clear space for the logo is equivalent to the height of the “A” in the AM General wordmark, on all sides.

## Minimum size

The minimum width of the logo is 1.5 in. (138.1 mm) for print and 125 px wide for screen or web-based applications.



Minimum screen/web: 125 px

Minimum print: 1.5 in. (38.1 mm)

# Unauthorized variations of the logo

Do not use previously created logos, or logos with taglines:



Do not recolor the logo:



Do not make a new color combination:



Do not recolor the "swoosh" gradient to a single color:



Do not remove any part of the logo:



Do not distort the logo:



Do not create a drop shadow:



Do not create a beveled logo:



Do not modify the logo to accommodate the name of an AM General department, division, or subsidiary:



Do not place the logo as part of a sentence or phrase:

The employees at  are hardworking and loyal.

Do not add a border or additional elements to the logo:



# Business cards

Below is an example of our AM General business card. If you need to insert the AM General logo on your card, please ensure the logo is at least 2 in. (5.08 mm) in width and in full color.



# Approved colors

Below are the approved colors for AM General presentations, marketing projects, and other efforts.



Pantone: 7418  
 RGB: 207, 76, 87  
 CMYK: 14, 84, 61, 2  
 Web: # cf4c57



Pantone: 7687  
 RGB: 14, 67, 136  
 CMYK: 100, 84, 18, 4  
 Web: #0e4388



Pantone: 7683  
 RGB: 55, 117, 182  
 CMYK: 81, 51, 3, 0  
 Web: # 3775b6



Pantone: 658  
 RGB: 143, 184, 224  
 CMYK: 42, 18, 1, 0  
 Web: # 8fb8e0



Pantone: 7540  
 RGB: 74, 79, 84  
 CMYK: 69, 58, 53, 33  
 Web: # 4a4f54



Pantone: 7539  
 RGB: 142, 142, 137  
 CMYK: 47, 38, 42, 4  
 Web: # 8e8e89



Pantone: 420  
 RGB: 200, 200, 200  
 CMYK: 21, 16, 17, 0  
 Web: # c8c8c8

## Examples:

**AM General**

**1.5 Million+** VEHICLES PRODUCED  
 AM General and its strategic companies have built over 1.5 million military and special purpose vehicles.

**100+** YEARS OF INDUSTRY EXPERIENCE  
 Through its heritage companies, AM General has a long proven track record of success in the defense and commercial automotive industry.

**70+** COUNTRIES  
 AM General has over 80,000 automotive systems based on the Humvee platform in more than 70 countries.

**#1** LIGHT TACTICAL VEHICLE PROVIDER  
 Today, AM General leads more military vehicles than any other company in the world.

**DESIGN • ENGINEER • MANUFACTURE • SUPPLY & SUPPORT**  
 SPECIALIZED VEHICLES FOR MILITARY AND COMMERCIAL CUSTOMERS WORLDWIDE

**VISION**  
 Our vision is to be an innovative global leader in mobility solutions.

**MISSION**  
 Our mission is to deliver a wide variety of innovative products and services that solve our customers' complex mobility challenges.

**U.S. DEFENSE**  
*Innovative and trusted*  
 That's the reputation AM General has established in supporting the U.S. Armed Forces for over 70 years. As a world leader in the design, engineering, manufacturing and support of Light Tactical Vehicles, our line includes the iconic Humvee, the world's most reliable and most widely used vehicle of World War II.

**INTERNATIONAL DEFENSE**  
*Offering innovative solutions through global partnerships*  
 AM General is a world leader in the design, engineering, manufacturing, and support of Light Tactical Vehicles. More than 70 nations employ the iconic high-reliability Humvee. Humvee-based vehicles (HMMWV or Hummer®) in their military and homeland security forces, and the countless are being built to the same high performance requirements of the U.S. military. AM General maintains OEM and other Light Tactical Vehicles available for export through direct purchase or through third U.S. Foreign Military Sales programs. We also provide full lifecycle support - including Original Equipment Manufacturer (OEM) parts, components, kits, training, and technical support.

**COMMERCIAL**  
*Experience, scalability, cost-consciousness, and location*  
 AM General has honed its product development skills through the design of the Hummer, Hummer H1 and the H2. In our state-of-the-art Technology & Engineering Center in Auburn Hills, Michigan, we have the expertise and facility to support our customers' product development needs. These include the ability to support development/prototype builds with on-site fabrication and prototype assembly, testing and validation. Regardless of volume or the type of service your company needs, we have the capability and flexibility to support the entire value chain.

[www.amgeneral.com](http://www.amgeneral.com)

### Next Generation Vehicles

**Multi-Purpose Truck (MPT)**

- Commercial base 4x4 platform chassis (cab and chassis) 8,392 kg (18,500 lb) GVWR
- Variable payload capacity dependent on configuration
- Engineered to serve the extreme-environment

**HMMWV Hawkeye**

- Suppress, neutralize, and destroy ground forces and structures in indirect/direct fire mode.
- M30 105mm cannon on M1152w/B2 HMMWV
- Lightweight, highly maneuverable self-propelled Howitzer
- Quickly move and relocate

**Ground Mobility Vehicle (GMV)**

- Tactical mobility to safely transport 9-man squad in all-terrain
- Air transportable and air droppable - can be sling loaded by helicopter
- Provides a stable platform for machine gun protection

AM General Proprietary and Business Confidential. Do Not Distribute.

# Approved fonts

Source Sans Pro is the approved and preferred font family for AM General presentations and marketing materials.

Source Sans Pro Light

**Source Sans Pro Bold**

If Source Sans Pro is not installed on your computer, the Calibri font family is an approved substitution.

Calibri Regular

**Calibri Bold**



# Photo guidelines



✓ Use crisp, sharp, high-resolution photos.



✗ Do not use pixelated or blurry images. Do not stretch a low-resolution image to fit a larger space.



✗ Do not distort images in any way. Be sure to proportionately enlarge or reduce photos.



✗ Do not outline/create a border on a photo.



✗ Do not create a vignette.



✗ Do not create a drop shadow or glow on a photo.



✗ Do not create soft edges.



✗ Do not place a photo into a shape.



✓ Vehicle cutouts must be performed by a professional graphic designer, with crisp edges and appropriate shadowing.



✓ A gray border, no larger than .25 in. (6.35 mm), may be used when a photo's background is entirely white.



✗ Do not attempt to remove backgrounds on your own, or use any cutout that has choppy edges and/or lacks shadowing.



✗ Do not apply a drop shadow to cutouts.