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 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.

Symbol   Wordmark

Logo Color

The AM General logo colors are Pantone 186 and 286.

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

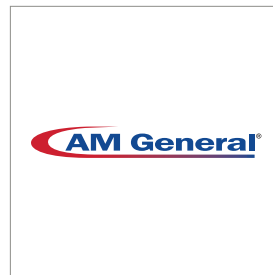The white logo is allowed on a dark background or image.

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.
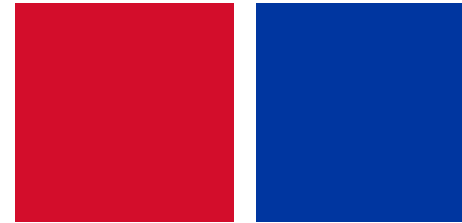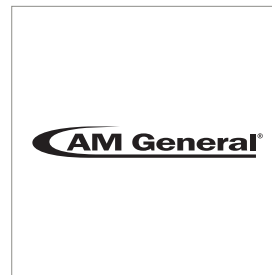
Pantone 186   Pantone 286

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 AM General® 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.

AM General®

General Employee

The Title Will Go Here

1399 Pacific Dr.
Auburn Hills, MI 48326

📞 (248) 309-5897

📱 (734) 245-1771

✉ general.employee@amgeneral.com

🌐 www.amgeneral.com

AM General®

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:

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.