



**DRIVERGE**  
VEHICLE INNOVATIONS

## Brand Guidelines

REV. 3.0 - MAY 2019



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### ABOUT THESE GUIDELINES

The Driverge identity system and the standards for its application are designed to create a strong, consistent, and memorable position in the marketplace. These Brand Guidelines will help you to use our identity and image properly. Inconsistent representation of the Driverge identity will erode the integrity of our brand.

These guidelines are intended to be both rigid and flexible. As it is impractical to plan for every conceivable identity usage, the most commonly practiced applications are shown, while leaving room for a bit of creativity.

However, certain guidelines are not to be compromised. Our communications at every level need to be of the highest quality. Proper use of our identity will ensure quality communication and will reflect positively on Driverge as a brand.



### OUR LOGO

Our logo was designed to be simple, unique, and highly legible at any size and in any context.

Our logomark (symbol), represents positive forward motion and strength. The two pieces that form the D represent the partnerships we develop and value as we move forward together. The customized font further emphasizes leadership and motion.



**DRIVERGE**  
VEHICLE INNOVATIONS



### HORIZONTAL

The horizontal orientation has the logomark positioned to the left of our name. This version is ideal for use in horizontal spaces to allow for the logo to have maximum legibility.

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### STACKED

The stacked orientation has the logomark centered above our name. This version is ideal for use in vertical spaces to allow for the logo to have maximum legibility.

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### LOGOMARK ONLY

The logomark (symbol) without the name is allowed to be used in some instances. However, it should be used sparingly, especially during the initial brand launch. A connection between the symbol and Driverge needs to be strongly established before widespread use of this option.



## CLEARSPACE

To ensure the prominence and legibility of the Drivege logo, always surround it with a field of clearspace. Clearspace isolates the logo from competing graphic elements such as text, photography, and background patterns that may divert attention from the logo. The absolute minimum amount of clearspace is equal to the height of the “D” in our name as it appears in the logo.



## MINIMUM SIZE

The Drivege logo can be used in a wide variety of sizes, but when it is made too small, legibility is reduced and its impact is diminished. The minimum size of the horizontal logo is 1 inch wide for printed materials, or 72 pixels wide for on-screen applications, such as video and web. The minimum size for the stacked logo is .75 inch or 54 pixels wide.

### Horizontal Orientation



1 inch  
(72 pixels)

### Stacked Orientation



.75 inch  
(54 pixels)



### PRIMARY BRAND COLORS

Our primary color palette is comprised of Driverge Blue and Driverge Dark Gray.

These colors will serve as the main color resources from which marketing materials are designed.

We have provided a variation of the Driverge Blue for use exclusively in Microsoft Office programs, where the normal CMYK values print too dark. This logo should not be used in any other program or for any other usage. The Driverge Dark Gray should stay the same.

Printing with PANTONE® inks is the desired method of production, but it is not always cost-effective. Accordingly, process (CMYK) and multimedia (RGB and Hexadecimal) equivalents have been provided. **Colors will always shift depending on the medium** (on-screen vs. printing on paper vs. embroidery, etc.). These formulas (or profiles) are provided for the different mediums to alleviate color shifting as much as possible. However, there will always be discrepancies.

DRIVERGE BLUE		DRIVERGE DARK GRAY	
PRINTING: COATED PAPER			
PMS 299 C C 86 M 8 Y 0 K 0  Microsoft Office Variant: C 55 M 5 Y 0 K 0		PMS 7540 C C 41 M 28 Y 22 K 70	
PRINTING: UNCOATED PAPER			
PMS 298 U		PMS 7540 U	
ON-SCREEN			
R 0 G 163 B 224 HEX 00A3E0		R 75 G 79 B 84 HEX 888b8d	



Consistent use of color will help build strong brand recognition. It is possible for an organization to “own” certain colors, by leaving a lasting impression through identification of the organization with a specific color palette.



PRINTING: PANTONE® / SPOT COLOR

Driverge’s corporate colors have been selected from the PANTONE® MATCHING SYSTEM® (PMS). PMS has been the definitive international reference for selecting, specifying, matching, and controlling ink colors since 1963.

Each PANTONE® color is made from a specific formula to achieve consistent, accurate results. When you specify Driverge Blue to a printer, they use PANTONE 299 C ink, which is a specific pre-mixed formula for this particular shade of blue. Each PMS color specified represents one ink that will be used on press.

PANTONE colors will shift based on the substrate on which they are printed, which is why PANTONE developed different formulas for coated (C) and uncoated (U) papers.

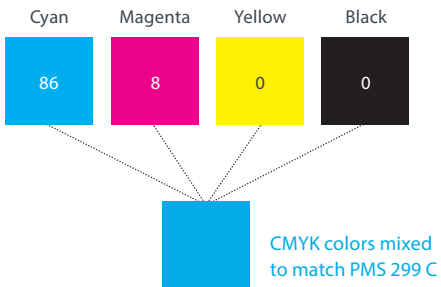


PMS 299C

PRINTING: FOUR-COLOR PROCESS (CMYK)

Four-color process printing is a system where a color image is separated into four different color values – Cyan, Magenta, Yellow, and Black (CMYK). The result is a color separation that, when transferred to printing plates and sequentially printed on a printing press, reproduces the original color image. The four-color printing process is more expensive than one- or two-color printing. Many digital printers translate PANTONE into CMYK or variations of CMYK plus additional inks.

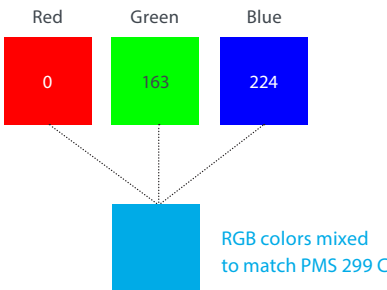
PANTONE colors can be used in addition to the CMYK color process. Keep in mind that printing costs rise with each additional PMS ink. For that reason, PANTONE provides CMYK formulas that closely match their colors.



DIGITAL: ON-SCREEN COLOR (RGB)

RGB is used for on-screen images consisting of Red, Green, and Blue. It is the basic color model on computer monitors and is used for web graphics. RGB is not used for print production.

On the previous pages we provide RGB values for the Driverge corporate colors that will give you the best results when matching monitor colors with print colors. Colors will shift from monitor to monitor based on screen calibration, age, and brightness settings.







## ONE-COLOR LOGO: BLACK

Whenever possible the Drivege logo should appear as the color version on white. However, there will be instances when reproduction limitations will not allow for the primary logo to be reproduced effectively. A black logo is allowed when media reproduction is one color.

We have two options for our one color logo. Usage will depend on vendor specifications. The Tint Option uses a 40% tint of black in the bottom part of the D in the logomark to mimic the color version. The second option leaves the logomark D in all white.

Tint Option



Tint Option



All white D option



Use only the approved electronic artwork.  
Never alter, add to, or re-draw the logo in any way.



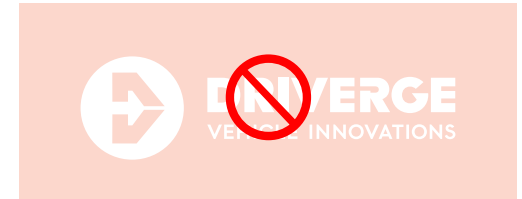
## REVERSED-OUT LOGO

When using the logo on dark colors, use the approved reversed-out version of the logo as shown on this page. All type, including the tagline, will be in white. These guidelines apply to all orientations of the logo.

Approved reversed-out option:  
Use on any dark background.



Backgrounds too light for reversed-out logo.





### GUIDELINES TO AVOID INCORRECT USAGE

- Always use the approved and provided digital art files of the current logo and tagline.
- Never use old versions of the logo.
- The logo must be used as provided with no changes, including but not limited to changes in the design, color, or proportion.
- Never attempt to create your own logo.
- Never reproduce the logo in non-approved colors.
- Never add a drop shadow to the logo.
- Never stretch or alter the logo's proportions.
- Never attach anything to the logo.
- Never use the logo as part of a text sentence or phrase.

**In an attempt to avoid common mistakes when using the Driverge logo, several examples of incorrect usage are displayed here for reference. These variations are representative, however, not all-inclusive.**



Incorrect: Stretched



Incorrect: Compressed



Incorrect: Color Application



Incorrect: Proportion and Scale



Incorrect: Placement



Incorrect: Color



Incorrect: Outline



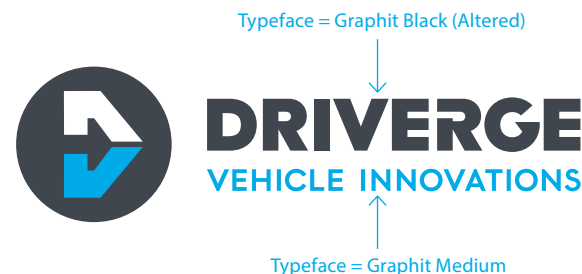
Incorrect: Drop Shadow



## LOGO TYPEFACE

The Drivege logo utilizes a customized version of a typeface called Graphit. Do not, under any circumstances, substitute another typeface for the logotype, or attempt to redraw the logo.

Do not alter the letter spacing under any circumstances. Also, do not alter, distort, condense, expand, or italicize the typeface.



## OUR NAME IN TEXT

Anywhere our name appears in text it will be treated as a proper noun whether the full name is used or just Drivege.

**Never use our logo as part of a sentence.**

See what



can do for you.

How Drivege should always appear in text:

The Drivege Vehicle Innovations identity system and the standards for its application are designed to create a strong and memorable position in the marketplace. These Brand Guidelines will help you to use our identity and image properly and consistently. Inconsistent representation of the Drivege identity could erode the integrity of our brand.



## PRIMARY CORPORATE TYPEFACE

Driverge's primary corporate typeface is Myriad Pro.

Myriad Pro is a highly legible sans-serif typeface with a family of weights and type styles. The entire Myriad Pro family allows for a variety of type styles for headlines, sub-headers, body text, bullet points, advertising, and more. Myriad Pro is a free licensed font for print and web usage. Use this typeface as your primary typeface in all communications. To the right you will see a sample of the font family.

Recommendations for usage are as follows:

- Myriad Pro Light or Regular: For all body copy in normal usage.
- Myriad Pro Semibold or Bold: For font sizes under 8 pts.
- Myriad Pro Semibold or Bold: Headlines or sub-headlines.

## SECONDARY CORPORATE TYPEFACE

Driverge's secondary corporate typeface is Verdana.

Use Verdana when Myriad Pro is not installed on the user's computer (email, PowerPoint, reports, proposals, etc.). Verdana is installed on almost all computers.

Only use the following versions of Verdana:

Verdana Regular

*Verdana Italic*

**Verdana Bold**

***Verdana Bold Italic***

### MYRIAD PRO LIGHT

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### MYRIAD PRO LIGHT ITALIC

*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### MYRIAD PRO REGULAR

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### MYRIAD PRO ITALIC

*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### MYRIAD PRO SEMIBOLD

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### MYRIAD PRO SEMIBOLD ITALIC

*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### MYRIAD PRO BOLD

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### MYRIAD PRO BOLD ITALIC

*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*



## TAGLINE USE

We have a variable tagline, which means it can be altered by adding a word or two at the end to promote a product or service, emphasize a core brand value, or speak to a specific audience. The root for our tagline is “Ideas made to move”. The root can work by itself, or it can be expanded upon as shown on this page. However, the root must always be present.

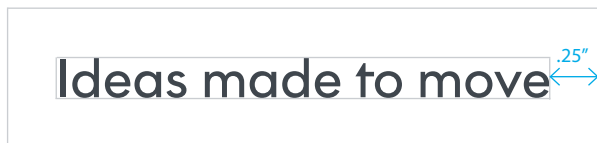
Always show the tagline in the colors and typeface specified on this page. Do not use alternatives. However, we have the option to display the variable tagline in one or two colors for emphasis on the expanded words.

The set of expanded words shown on this page are just a small portion of examples. Any word or idea can be added to the tagline as long as the word is positive and on-brand.

Because of the variances in length, the tagline does not lockup with the logo. However it should be used in close proximity to the logo wherever possible.

### Isolated Tagline clearspace (applies to all variable lines):

- Maintain a minimum area of 0.25" clearspace around all sides of the tagline.



### Root Tagline

Ideas made to move  
Ideas made to move

- Format as shown here - Sentence case without a period.
- The tagline typeface is Graphit Regular
- The tagline can be displayed in either Driverge Dark Gray or Driverge Blue

### Variable Tagline Treatments:

#### One-color

Ideas made to move people  
Ideas made to move bottom lines  
Ideas made to move you  
Ideas made to move relationships  
Ideas made to move forward  
Ideas made to move business

#### Two-color

Ideas made to move people  
Ideas made to move bottom lines  
Ideas made to move you  
Ideas made to move relationships  
Ideas made to move forward  
Ideas made to move business



## IMAGERY GUIDELINES

We will use a combination of stock and product photography on Driverge materials. All images should strive to communicate a sense of dynamic motion. The images should be bright and bold, with strong diagonals. Images of vans should focus on models Driverge works with.

