

# **BRAND GUIDELINES**

AutoConvert

with Auto Trader Co Branding

# Logo Dual Branded

Primary logo - This is the preferred logo



Secondary logo - To be used on white backgrounds



# Logo Dual Branded

Alternate logo - Only if smaller logo is required with AT Brand attached



# Logo Isolated

Primary logo isolated

Auto  Convert

Secondary logo isolated

Auto  Convert

Logo black isolated

Auto  Convert

# Logo Mark

Primary mark

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Secondary mark

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Black mark

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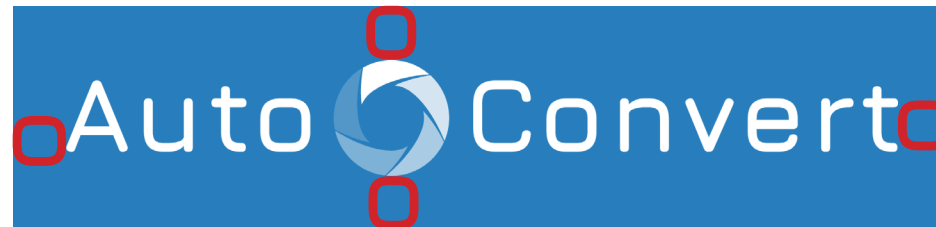


# Logo Safe Space

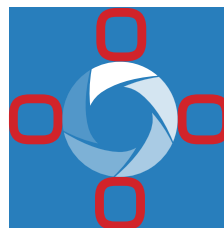
Logo safe space



Isolated logo safe space



Logo mark safe space



# Logo Minimum Sizes

Primary logo

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370px / 90mm  
This maintains the Auto Trader minimum size  
of 130px

# Logo Minimum Sizes

Alternate logo

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270px / 72mm

This maintains the Auto Trader minimum size  
of 130px



# Logo Minimum Sizes

Isolated logo

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369px and under with a minimum size of 120px  
Anything below 120px use mark (circle) only.  
Minimum size of mark is 20px

# AutoConvert as Text

## Referring to AutoConvert in text

When writing about AutoConvert in articles or social posts

- **DO** refer to AutoConvert as one word with the 'C' capped
- **DO NOT** separate AutoConvert into two words eg. Auto Convert
- **DO NOT** type AutoConvert with a lower case 'c' eg. Autoconvert

AutoConvert



Auto Convert



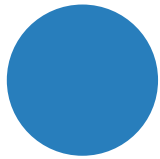
Autoconvert



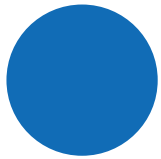
# Colours

## Primary colours

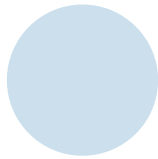
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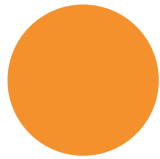
#317BBA  
49, 123, 186  
Astral



#1665AF  
22, 101, 175  
Steel Blue



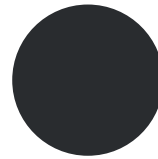
#D6E5F2  
214, 229, 242  
Spindle



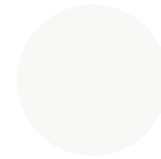
#F1901C  
241, 144, 28  
Carrot Orange

## Greys

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#333333  
51, 51, 51  
Mine Shaft



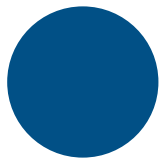
#1665AF  
249, 249, 249  
Alabaster



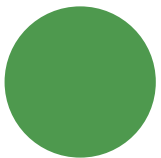
#ECECEC  
236, 236, 236  
Gallery

## Secondary colours

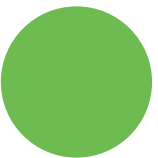
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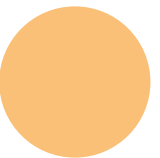
#024981  
2, 73, 129  
Congress Blue



#4D9442  
77, 148, 66  
Apple



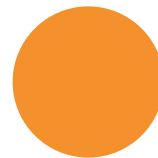
#74B53E  
116, 181, 62  
Sushi



#FBC576  
251, 197, 118  
Saffron Mango

## CTA

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#F1901C  
241, 144, 28  
Carrot Orange

# Fonts

## Primary fonts

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### Montserrat

#### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:?!"\$%&\*)

#### Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:?!"\$%&\*)

### Lato

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:?!"\$%&\*)

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:?!"\$%&\*)

#### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:?!"\$%&\*)

#### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:?!"\$%&\*)

Aa

Aa

\*Displayed font weights are examples, and not strict rules.  
Other weights may be used for various projects

# Fonts

Email font

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Arial

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&\*)

**Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890(,.;:?!\$&\*)**

Aa

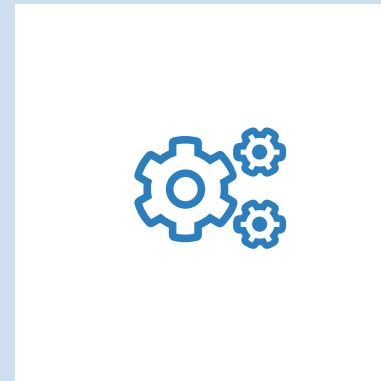
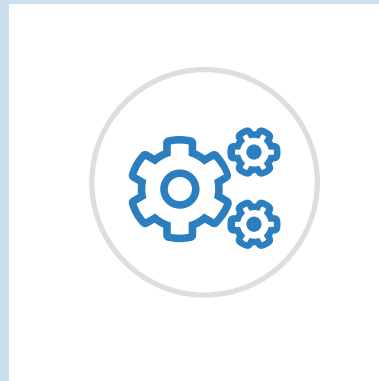
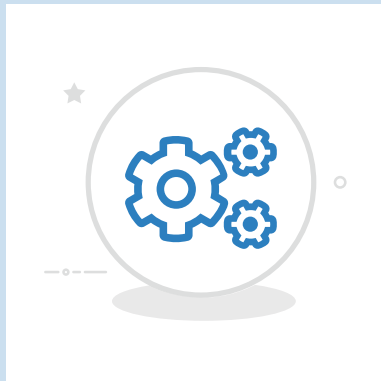
# Icons

## Icon examples

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Icons used on any AutoConvert material are from fontawesome.com  
These are used in 3 ways.

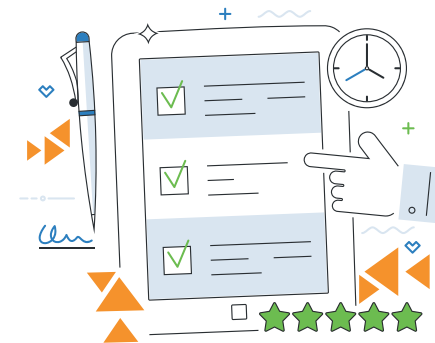
- In a circle with embellishments and shadow
- In a circle no shadow or embellishments
- Isolated



# Imagery

Image information to keep artwork consistent

Illustration type - we use custom illustrations, below are some examples



**Thank You**