

YOUNG
CREATIVE
CHEVROLET

2012 ART
CONTEST

2012

CHEVROLET GUIDELINES

For participants of the
YOUNG CREATIVE CHEVROLET
Art Contest 2012

PRESENTED BY:



CHEVROLET GUIDELINES

CHEVROLET LOGO

The logo always consists of the bowtie symbol and logotype lockup. The logotype is a custom-drawn identity element. It was designed for readability in myriad applications.

The symbol and logotype spatial relationship is intended to capitalize on the strength of the bowtie and to build additional equity in it. The logotype is to be used only in this lockup with the bowtie symbol; these two items are known as the logo and priority should always be given to feature the bowtie and logotype lockup in the stacked relationship.

Neither the logotype nor the bowtie symbol should ever be used by itself or in any lockup other than the stacked relationship. The logo always appears on a white background.

COLOR SPECIFICATIONS

The Bowtie Gold is a special color which cannot be rendered using Pantone references.

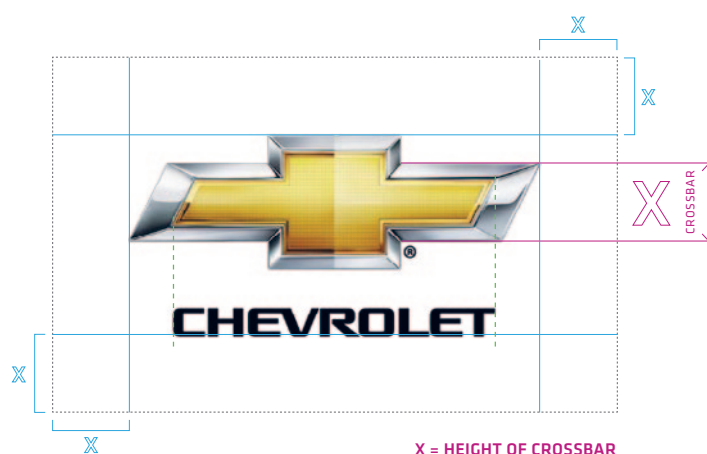


LOGO PROPORTIONS

A proportional measurement X is based on the height of the symbol's crossbar. The measurement X determines the size of the protect zone around the logo.

LOGO SCALE

While ensuring proper scale can be difficult to prescribe, the logo should be prominent in every communication. Use your best judgment in determining the proper scale, bearing in mind the primary objective: Make the symbol the hero. Minimum scale: 2.5 cm horizontal bowtie. Minimum scale is only a rule for production purposes. It is not a recommendation for any particular use. Remove the ® when it becomes too small to be legible.



The logo can be found in the download area on youngcreativechevrolet.eu
Color proofs of the logo are available for printing purposes.

TYPOGRAPHY

The Klavika font is used for all communication material, such as ads, brochures and POS items. This typeface is diverse enough to deliver messages in many different tones while being consistent with the global brand essence for future products.

WEB FONTS

Internet technology currently limits the availability of fonts and therefore is an exception to font use rules. Use Verdana in instances where Klavika cannot be used (i.e. body text and browser-based presentations). Use Klavika whenever the typeface is not generated by consumers' computers (i.e. as a Flash animation, JPG or GIF).

Klavika Bold is used for Headlines and Subheadlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;?!@#%&*()

Klavika Medium is used for Headlines and Highlights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;?!@#%&*()

Klavika Regular is used for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 .,:;?!@#%&*()

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