

A grayscale landscape photograph of a mountain valley. In the foreground, a river flows through a rocky bed. The middle ground shows a dense forest of evergreen trees. In the background, several large, rugged mountain peaks rise against a cloudy sky. A solid blue horizontal band runs across the middle of the image, behind the main text.

STEVINSON

brand standards guide

CONTENT

04 [Stevinson logo](#)

versions // downloads

06 [Logo usage](#)

do's and don'ts // usage guidelines

08 [The S icon](#)

usage guidelines // downloads

10 [Dealer logos](#)

versions // downloads

12 [Color palette](#)

14 [Typography](#)

guidelines // download

16 [Questions](#) // [Contact](#)

STEVINSON LOGO

FULL LOGO

STEVINSON
AUTOMOTIVE

Downloads:

ENTIRE COLLECTION

LOGOTYPE ONLY

STEVINSON

Downloads:

ENTIRE COLLECTION

CO BRANDED LOGO

STEVINSON 

Downloads:

ENTIRE COLLECTION

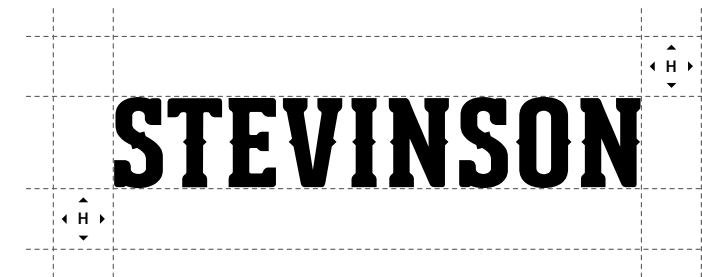
LOGO USAGE

THE DO'S & DON'TS

- Do NOT alter the logo in any way
- Do NOT change the color of the logo, beyond colors provided
- Do NOT add any patterns to the logo
- Do NOT use the logo as a repeating texture or pattern
- Do NOT use the logo on a background that interferes with legibility
- Do follow all the guidelines
- Do ask permission if you want to do something you're unsure is allowed

ISOLATION AREA

The Stevinson logo must have a clear area around it equal to the half-height of the "Stevinson" type.



THE “S” ICON



The “S” icon is a graphic element to help identify the Stevinson brand at a quick glance. It is not intended to replace the Stevinson logo . When using the “S” icon be sure to always include the Stevinson logo on the marketing piece as well.

Do NOT use the “S” icon in place of the Stevinson logo

Do use the “S” icon as a graphic element in conjunction with the Stevinson logo

Downloads:

.....

[ENTIRE COLLECTION](#)

DEALER LOGOS

DEALERSHIP LOGOS

Each Stevinson dealer has a set of logos – two vertical and one horizontal configurations. Each of these logos are available in black and white.

Example:



Downloads:

[CHEVROLET LOGO COLLECTION](#)

[CHEVROLET WEST LOGO COLLECTION](#)

[HYUNDAI LOGO COLLECTION](#)

[HYUNDAI OF LONGMONT LOGO COLLECTION](#)

[IMPORTS LOGO COLLECTION](#)

[JAGUAR LOGO COLLECTION](#)

[LEXUS OF FREDERICK LOGO COLLECTION](#)

[LEXUS OF LAKEWOOD LOGO COLLECTION](#)

[PORSCHE LOGO COLLECTION](#)

[SCION EAST LOGO COLLECTION](#)

[SCION WEST LOGO COLLECTION](#)

[TOYOTA EAST LOGO COLLECTION](#)

[TOYOTA WEST LOGO COLLECTION](#)

[ENTIRE COLLECTION](#)

COLOR PALETTE

Consistent reproduction and use of color is an integral part of maintaining the brand. Even down to your email signature. You may like fuschia type, which is fine, just not when representing the Stevinson brand.

SPOT

Pantone spot colors should be used when possible to most accurately reproduce Stevinson colors.

4C

Use when four color process or digital printing is required

HEX

Web color

RGB

Web or on screen color

SPOT BLACK
4C 20c 15m 15y 100k
HEX #000000
RGB 0r 0g 0b

SPOT PMS 298
4C 59c 1m 0y 0k
HEX #4bc7f4
RGB 75r 199g 244b

SPOT PMS 423
4C 0c 0m 0y 50k
HEX #939598
RGB 147r 149g 152b

SPOT PMS 124
4C 0c 28m 100y 0k
HEX #febc11
RGB 254r 188g 17b

TYPOGRAPHY

HEADLINES & HEADERS

AA

SOURCE SANS PRO - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789\$%&!@#

BODY COPY

Aa

Source Sans Pro - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&!@#

Downloads:

SOURCE SANS PRO

QUESTIONS

Stuck? Not sure if you're about to break a standard? There's no harm in asking questions, and quite frankly, we would prefer it. Thanks for helping to keep the Stevinson brand on track.

Contact:

.....

For any questions relating to Stevinson brand standards, please contact:

Patty Ford
Manager of Customer
Communications and Relations
303-302-4029
pford@stevinsonauto.com