

Logo Usage

The following examples show proper usage of the Advance Auto Parts logo. This is the one piece of visual branding that is seen most often. The logo is the most obvious representation of the Advance brand and should not be changed or altered in any way.

Primary – Stacked

PANTONE 7406 and Black Logo on PANTONE 186 Background – **PREFERRED**



PANTONE 186 and Black Logo on White Background



Black Logo on White Background



Secondary – Horizontal

PANTONE 7406 and Black Logo on PANTONE 186 Background – **PREFERRED**



PANTONE 186 and Black Logo on White Background



Black Logo on White Background



Note: The logo cannot be used without the ®. Placement of the ® must be after the flag, at the upper right corner. On light backgrounds, the corners of the flag are black. On reversed-out logos, the corners of the flag are white. The color of the ® follows the color of the flag corners. In addition, the logo should never be covered up, crowded or obstructed. A u-height (the height of the letter u in Auto) border should be present around each side of the logo at all times.

Typography Usage




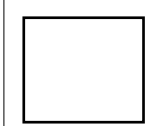


By using a unique typeface, the typography becomes synonymous with Advance and allows our brand to be more visually recognizable. Futura Std Extra Bold is designated for display headlines with the ITC Franklin Gothic Std family of typefaces for use in body copy.

Display	FUTURA STD EXTRA BOLD
Display Pricing	FUTURA STD EXTRA BOLD CONDENSED \$1234567890
Secondary Display	ITC Franklin Gothic Std Heavy ITC Franklin Gothic Std Demi
Body	ITC Franklin Gothic Std Book ITC Franklin Gothic Std Demi Condensed ITC Franklin Gothic Std Book Condensed

Note: The ITC Std version of Franklin Gothic is preferred, but if not available, an alternate version that is included on most PC systems is acceptable.

Palette Usage

Our retail/corporate brand colors are the same recognizable palette of rich, eye-catching colors that are associated with Advance and create a sense of depth and emotion in our visual identity.

Primary			Secondary		
					
PANTONE 7406 C	Rich Black	PANTONE 186 C	White	PANTONE Warm Gray 10 C	PANTONE Warm Gray 2 C
CMYK: 0-17-100-0 RGB: 255-204-0 HTML: FFCC00	CMYK: 63-52-51-100 RGB: 0-0-0 HTML: 000000	CMYK: 2-100-85-6 RGB: 204-0-51 HTML: CC0033	CMYK: 0-0-0-0 RGB: 255-255-255 HTML: FFFFFFFF	CMYK: 20-29-28-56 RGB: 76-76-76 HTML: 4C4C4C	CMYK: 4-5-7-10 RGB: 204-204-204 HTML: CCCCCC

Note: InDesign, Illustrator and other Adobe programs: input the appropriate CMYK formulas. RGB and HTML formulas are to be utilized for digital mediums.

Retail/Corporate Brand Visual Standards