



Logo Usage Guide

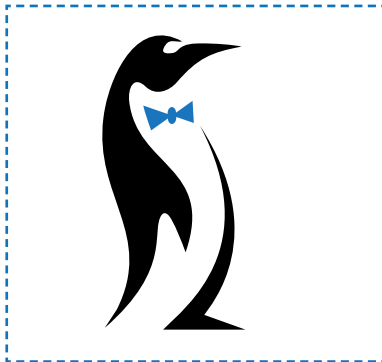
Correct Usage of Logo:

Proper usage of the Glacier Car Wash Logo is essential for maintaining and protecting the integrity of the identity. The following examples illustrate correct applications of the logo. Always use the logo artwork for reproduction.

Main Logo



Icon Logo



Type Logo



Incorrect Usage of Logo:

Proper usage of the Glacier Car Wash Logo is essential for maintaining and protecting the integrity of the identity. The following examples illustrate incorrect applications of the logo.



Do not place the logo over a pattern or color that is too dark, light or close in value to the logo mark. Use alternate logos on page 4 when needed.



Do not apply unapproved colors or elements to the logo.



Do not move around logo elements to fit your needs.



Do not distort or change the shape of the logo or its elements in any way.

Alternate Logos:

Primary Logo

The primary logo should be used whenever possible to maintain consistency and recognition. It is available in CMYK for full color printing and RGB for on-screen use (website, Powerpoint presentations).

Alternate Logos

The alternate logos should be used when the primary logo can not be used. Adhere to the usage guide on page 3.

Reverse Logo



Simple Apparel Logo



One Color Logo



Colors:

Use of White Space

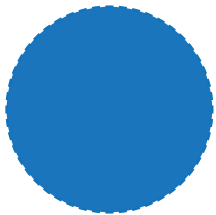
White and white space is integral to the visual style of the campaign. This drives focus to the Glacier Car Wash identity while maintaining a clean and professional appearance.

Use of Black/Gray

Black and Gray should be used to support and enhance the Glacier Car Wash colors. Use for hierarchal and organizational purposes once color has already been established on any Glacier Car Wash application.

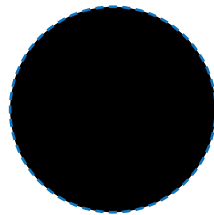


Glacier Car Wash Primary Color

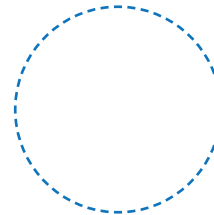


Pantone 3005 C
CMYK: 85 / 50 / 0 / 0
RGB: 27 / 117 / 188
HEX: 1B75BC

Glacier Car Wash Secondary Colors



Pantone Black 6 C
CMYK: 75 / 68 / 67 / 90
RGB: 0 / 0 / 0
HEX: 000000



Pantone 11-0601 TPX
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFFFF

Typography:

Fonts

Ice Age Fonts and Avrile Sans

Black Styles vary for application.
Main variation is below.

Availability

Ice Age Fonts and Avrile Sans

Black are license free fonts.

Glacier Car Wash is Ice Age Font in the Bold weight.

Glacier car wash uses the font Avrile Sans with Black weight.



Primary Logo Fonts

ICE AGE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Avrile Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Collateral Fonts

These fonts should be used for signage, menus, web
and all print and digital brand usage.

Avrile Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avrile Sans Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avrile Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avrile Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avrile Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avrile Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

