

# BRAND GUIDELINES



## Content:

1. Logo Usage
2. Reverse Logo Usage
3. Logo Improper Use
4. Color Scheme
5. Typography

Year: 2015

# LOGO USAGE

Consistent adherence to the color guidelines will help build visibility and recognition of your association with the brand. If pantone 1585c is not available for print purposes, you may use a one color logo of black or white, depending on the background.

## + Full-Color

In the preferred use of the primary SunCoast logo, the logo is black with the letters CO in orange, placed on a white or no more than 25% grey background.



**SUNCOAST**  
DIESEL TRANSMISSIONS



## + Size & Spacing

The space between the logo and any other object must always be the height of the SunCoast letters.

# REVERSE LOGO USAGE

Consistent adherence to the color guidelines will help build visibility and recognition of your association with the brand. If pantone 1585c is not available for print purposes, you may use a one color logo of black or white, depending on the background.

## + Full-Color Reverse Logo

In the preferred use of the primary SunCoast logo, the logo is white with the letters CO in orange, placed on a black or no lighter than 75% grey background.



## + Angel of Rotation

The logo must never be rotated to any other angle but illustrated. 15 degrees counter clockwise.

# LOGO IMPROPER USE

The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.

1. Do not re-create or retype the words.
2. Do not stretch or alter our logo in any way.
3. Do not change our logo color.
4. Do not use graphic effects or outlines on our logo.  
Do not emboss the logo.
5. Do not place our logo in a shape.
6. Do not overlap other graphics or text or photography.
7. Do not screen the logo. It should always print at 100% ink density.
8. Do not rearrange the type, or change the size of name in proportion to the icon.

1



2



3



4



5



6



7







8



# COLOR SCHEME

Do not use any other colors, other than the ones listed below. Print on uncoated stock, matching Pantone 1585 C and Pantone Neutral Black c. No other colors may be used to substituted this pantone color codes for print. If you are unable to print in color, or if you are unsure that you can visually match the colors listed, you must print in two-color black and white, or black only on a white background. No other colors may be substituted. The only instance the logo may be used in a color scheme other than the stated pantones are for custom paint match scenarios for vehicles decals approved and supplied by SunCoast.

	Pantone Color Code	CMYK	RGB	HTML
	Pantone 1585c	0/71/98/0	255/109/16	ff6d10
	Pantone 416c	52/42/52/10	126/127/116	7e7f74
	Pantone Neutral Black c	72/66/65/72	34/34/34	222222
	Custom Paint Color Match	NA	NA	NA

# TYPOGRAPHY

Gotham HTF Medium Condensed and Gotham HTF Book, are the only acceptable fonts to use in any advertising for print or web assets.

Gotham HTF: Medium Condensed

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham HTF: Book

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890