



***PartsWorld***

*Right Parts, Right Service, Right Price*

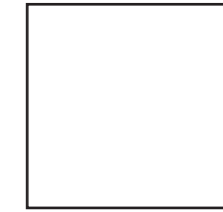
***Style Guide***

*Fast Forward Design, Dec 2012*

# Logo Options



Logo Displayed on  
Black C=0 M=0 Y=0 K=100



Logo Displayed on  
White C= M=0 Y=0 K=0



PartsWorld P (CMYK)  
preferred first option



PartsWorld P (CMYK)  
flat colour option



PartsWorld P (CMYK)  
flat colour embroidery option



PartsWorld P (greyscale)  
preferred grey scale option



PartsWorld P (grey scale)  
flat grey scale option



PartsWorld P (black)  
solid black & white option



PartsWorld (CMKY) Black  
preferred first option



PartsWorld (CMKY) White  
preferred first option



PartsWorld (greyscale)  
preferred grey scale option



PartsWorld (CMYK)  
flat embroidery option



Plain PartsWorld Holdings Logo with Black background (preferred option)



Plain PartsWorld Holdings Logo with plain background

**Branch Specific Artwork**

Each branch is provided with 5 versions of the complete logo artwork which will be made available in the logo bank, accessible at [www.partsworld.co.nz](http://www.partsworld.co.nz). As well as the complete artworks, individual logo elements will be made available so designers can mix and match variations. Grey scale options are NOT to be mixed with colour options and colour options are preferable over grey scale.



Branch specific option 1 black background



Branch specific option 2 plain background



Branch specific option 3 grey scale



Branch specific option 4 black background



Branch specific option 5 black background

**PartsWorld Slogan**

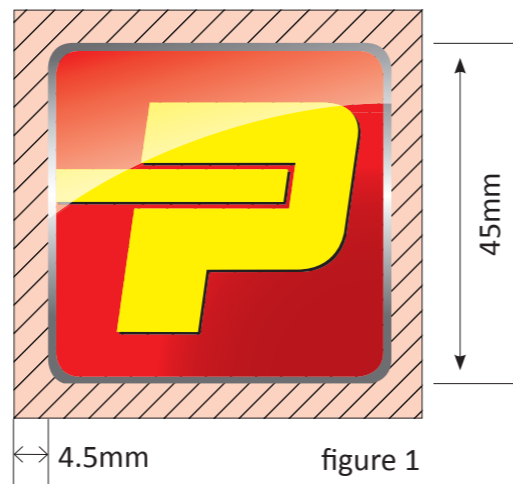
For logos that don't include the PartsWorld slogan "Right Parts, Right Service, Right Price" either a white or yellow version can be used below. Please see the guidelines around using in the follow pages.



# Logo Element Guidelines

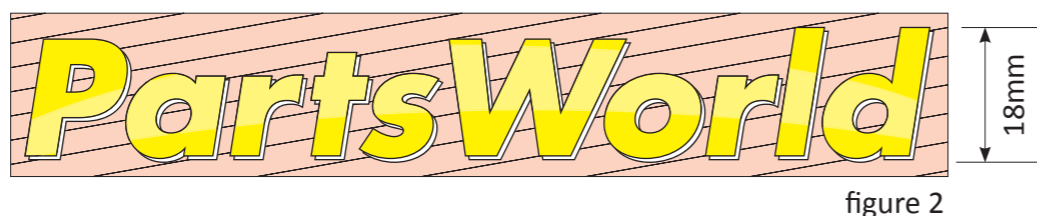
## PartsWorld "P" Logo Element

- The red & yellow "P" is to be displayed only by using the supplied logo type in either full colour (CMYK) or the grey scale versions as outlined on page 1.
- A minimum of a 10% gap around PartsWorld P (width / 0.1 = min distance), see figure 1.
- All black backgrounds around logo should be C=0 M=0 Y=0 K=100.
- Logo proportions should be maintained as displayed here.
- The "P" logo is available in the following formats, eps, jpeg, & pdf, full colour (CMYK) & grey scale.



## "PartsWorld" Word & Branch Name Elements

- "PartsWorld" is to be displayed with the supplied logo type only in either the full colour (CMYK) yellow version or the grey scale version where using black & white only as outlined on page 1.



- No element must sit within 10% of the height of the logo (see figure 2), the same distance (height / 0.1 = min distance) should apply to the gap on either side of the logo.  
> The exception to this rule is the branch name. See below.

- Branch names must not exceed the length of the word "PartsWorld".
- Branch names must be displayed in lowercase with capitals, NOT all caps.
- If the branch name has a hidden vehicle brand within its name i.e. **affordable**, this must be displayed in yellow (C=0 M=0 Y=100 B=0).
- The branch name baseline must sit a minimum of 10% above "PartsWorld".
- Descending letters in the branch name can sit within the 10% no element gap BUT must NOT collide with the word "PartsWorld" at any point and should be nudged upwards so a reasonable gap is left between the two objects if a collision has occurred.



Branch name too long, should be resized to fit within the word "PartsWorld".



If the branch name is colliding with the word "PartsWorld" it should be nudged up & given more space.

**Affordable**  
**PartsWorld**

**All Subaru**  
**PartsWorld**

Examples of hidden brands within branch names



Branch names should NOT be displayed in ALL CAPS

## Slogan element

- "Right Parts, Right Service, Right Price" must be displayed in either yellow (C=0 M=0 Y=100 K=0) or white when placed on a black background; this must also contrast with "PartsWorld" (i.e. no yellow on yellow) if the slogan is within a distance of less than 90% of the height of "PartsWorld".
- "Right Parts, Right Service, Right Price" is displayed in *Futura Book Oblique*.

*Right Parts, Right Service, Right Price*

or

*Right Parts, Right Service, Right Price*



Slogan should be in white to contrast against the word PartsWorld as it is within 90% of the word PartsWorld.

# Typography

The selection of fonts are sought to capture a contemporary professional look.

All documents produced within the PartsWorld design must conform to the following font usage:

### Body Text

Calibri (Regular) is to be used for body text.

Calibri (Bold) may also be used for sub headings with body text if it is applicable.

### Headings & Branch Names

*Futura (Bold Oblique)* is to be used only for headings.

### Sub Headings & Slogan

*Futura (Book Oblique)* is to be used for sub-headings.

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