



The FIAT[®] Brand

Key Visual Elements and Usage Guidelines

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FIAT® Brand Mark

The FIAT® brand mark is a specially designed and distinctive graphic image. Any alteration weakens its impact and value; modifications to its style, proportions and letterforms are not permitted. The brand mark must be used correctly, in its original form, and only authorized digital artwork may be used for reproduction.

The FIAT brand mark is a valuable corporate asset and is protected by law. Any commercial use of the FIAT brand name, or brand mark by any entity outside FCA US LLC requires the prior written approval of FCA Italy S.p.A.



Brand Mark Guidelines

Registration Mark

The word FIAT® is a registered trademark. Use a superscript registration mark (®) after the word FIAT in a headline and in the first appearance within body copy and every time the reference changes.



Trademark Ownership Statement

Recognition of the FIAT brand's company origin is accomplished through the use of the mandatory trademark ownership statement. It must be worded exactly as follows:

“©(YEAR) FCA US LLC. All Rights Reserved. FIAT is a registered trademark of FCA Group Marketing S.p.A., used under license by FCA US LLC.”

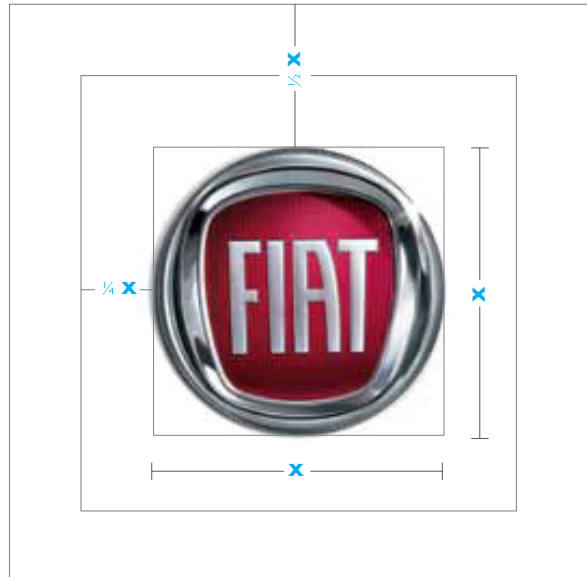
The trademark ownership statement must appear in legible text on every communication.

Brand Mark Guidelines

Exclusion Zone

Preserving the space surrounding the FIAT® brand mark is equally important. No extraneous elements such as text, photographs, or graphic images should interfere the exclusion zone.

The exclusion zone surrounding the brand mark must be equal to $\frac{1}{2}$ the radius of the brand mark when used alone.



NOTE:

X = the diameter of the FIAT Brand Mark, without the drop shadow.

Brand Mark Guidelines

The Primary FIAT® Brand Mark

Shown on pages 5 through 7 are the Primary, Secondary and Tertiary versions of the FIAT® Brand Mark. Specific usage and size requirements must be followed to ensure the optimal reproduction of the brand mark. Conformance to these rules is mandatory.

A Primary (4C 3-D)

For the reproduction of the brand mark with a diameter between 20mm – 1000mm

The Primary 4C 3-D brand mark must be used where dimensions, reproduction methods and printing techniques allow. The brand mark always retains both shadow and glint, unless printed on a black background, where the shadow is dropped.



A Primary (4C 3-D)
20mm – 1000mm

B Primary (4C 2-D Medium)

For the reproduction of the brand mark with a diameter between 15mm – 19mm.



B Primary (4C 2-D Medium)
15mm – 19mm

C Primary (4C 2-D Minimum)

For the reproduction of the brand mark with a diameter between 10mm – 14mm.

This artwork does not include the vertical background lines.



C Primary (4C 2-D Minimum)
10mm – 14mm
(without background lines)

Brand Mark Guidelines

The Secondary FIAT® Brand Mark

D Secondary (Grayscale 3-D)

Use only if the 4C 3-D (Primary A) option cannot be used. For the reproduction of the brand mark with a diameter between 20mm – 1000mm

The photographic version of the brand mark must be used in cases involving the use of one-color reproduction. The brand mark always retains both shadow and glint, unless printed on a black background, where the shadow is dropped.



D Secondary (BW 3-D)
20mm – 1000mm
Use only if the Primary version cannot be used

E Secondary (4C 2-D Maximum)

For the reproduction of the brand mark with a diameter more than 1000mm. This brand mark is used for large-scale, high-resolution reproduction.



E Secondary (4C 2-D Maximum)
Use only when application requires more than 1000mm

Brand Mark Guidelines

Tertiary FIAT® Brand Mark

The black and white version of the FIAT® Brand Mark is used when grayscale printing may be jeopardized. The version used for reproduction on a black background differs from that used for reproduction on a white background.

F Tertiary (BW Maximum)

For the reproduction of the brand mark with a diameter of 20mm – 1000mm.

For use when limited to one-color reproduction and the quality of the Grayscale 3-D brand mark is jeopardized.



F Tertiary (BW Maximum)
20mm – 1000mm
Use only if the Secondary version cannot be used



Tertiary (BW Maximum negative)
20mm – 1000mm

G Tertiary (BW Medium)

For the reproduction of the brand mark with a diameter of 15mm – 19 mm.



G Tertiary (BW Medium)
15mm – 19mm



Tertiary (BW Medium negative)
15mm – 19mm

H Tertiary (BW Minimum)

For the reproduction of the brand mark with a diameter of 10mm – 14 mm.

This artwork does not include the vertical background lines.



H Tertiary (BW Minimum)
10mm – 14mm
(without background lines)



Tertiary (BW Minimum negative)
10mm – 14mm
(without background lines)

Brand Mark Guidelines

FIAT® 500 Brand Mark

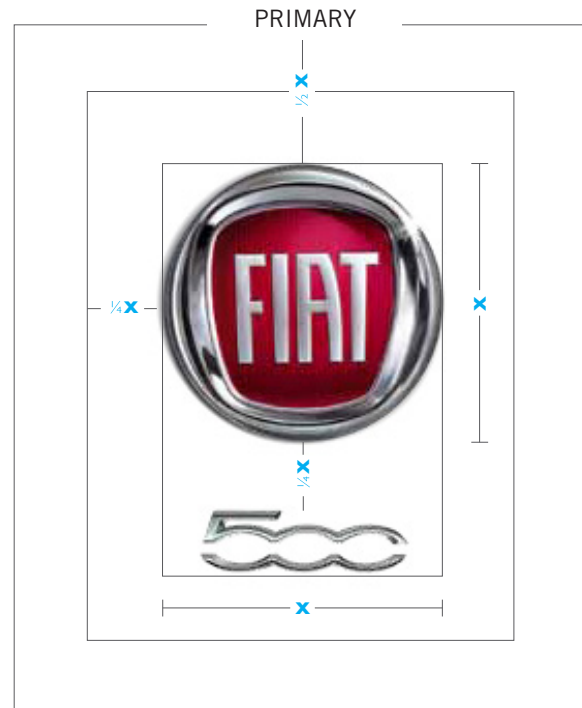
The same usage rules that apply to the FIAT® Brand mark apply to the FIAT 500 brand mark.

Preserving the free space surrounding the primary FIAT 500 Brand Mark lockup is important. No extraneous elements such as text, photographs, or graphic images should interfere with the exclusion zone. The exclusion zone surrounding the brand mark must be equal to $\frac{1}{2}$ the diameter of the brand mark.

The horizontal (secondary) version of the lockup should only be used when the vertical version cannot be – should a circumstance arise due to layout space constraints.

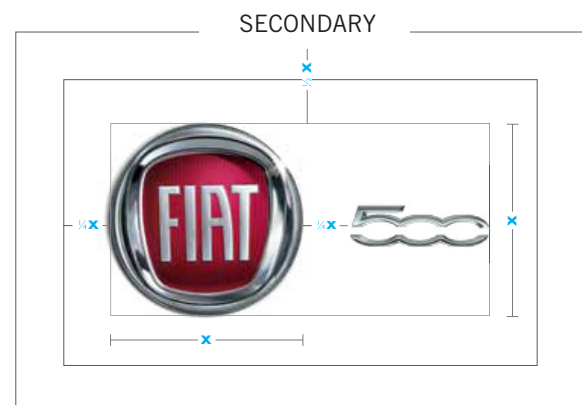
Always use the lockup as provided – the size and relationship of the 500 to the Primary 4C 3-D brand mark are essential in maintaining the integrity of the brand mark.

Within copy, the first mention should always read FIAT 500. For all additional mentions, using only 500 is appropriate.



NOTE:

X = the diameter of the FIAT Brand Mark, without the drop shadow.



Brand Mark Guidelines

FIAT® 500 Brand mark

The same usage rules that apply to the FIAT® Brand mark, apply to the FIAT 500 brand mark.

PRIMARY



4C 3-D Lockup Maximum
20mm – 1000mm



4C 3-D Lockup Medium
15mm – 19mm



4C 3-D Lockup Minimum
10mm – 14mm
(without background lines)

SECONDARY



Grayscale 3-D Lockup Maximum
20mm – 1000mm



4C 2-D Lockup Maximum
Applications over 1000mm

Brand Mark Guidelines

FIAT® 500 Brand mark

The same usage rules that apply to the FIAT® Brand mark apply, to the FIAT 500 brand mark.

TERTIARY



BW Lockup Maximum
20mm – 1000mm



BW Lockup Medium
15mm – 19mm



BW Lockup Minimum
10mm – 14mm
(without background lines)



BW Lockup Maximum negative
20mm – 1000mm



BW Lockup Medium negative
15mm – 19mm



BW Lockup Minimum negative
10mm – 14mm
(without background lines)

Brand Mark Guidelines

Rules of Use

The FIAT® Brand Mark may not be used in headlines or text.

When the word FIAT appears in headlines or text, it should be typed in the font being used rather than inserting the brand mark – and MUST BE SHOWN IN ALL CAPS.

- DO NOT use FIAT as a stand-alone noun
- DO NOT use as a plural noun (FIATS)
- DO NOT use as a possessive (FIAT'S Brand Mark)

The FIAT® Life

Type the word FIAT® in the same font as the rest of the headline or text.



Do not use the FIAT® brand mark in headlines or text.

Brand Mark Guidelines

Brand Mark Integrity

The FIAT® brand mark must be used in its original form without modification. It is not to be combined with another graphic element, such as text, illustration or brand logotype.

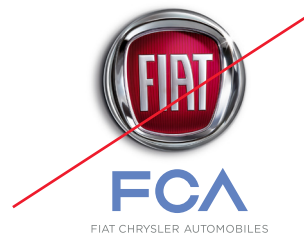
The FIAT brand mark may not be used in headlines or text.

The FIAT brand mark is NOT to be displayed:

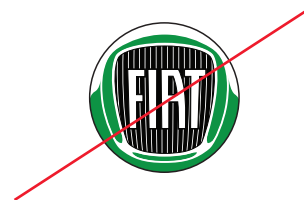
- As a repeated pattern or decorative device
- As a screen or tint
- Combined with elements other than an approved marketing theme line
- In poor contrast with the background
- Obscured by an overprint
- On a background which has texture, pattern or gradation
- Reversed incorrectly
- Positioned incorrectly
- With altered colors
- With modified proportions or position of the brand logotype or brand badge
- With other elements within its area of isolation
- Within a confined shape border or space



In poor contrast with the background



Combined with the FCA brand mark



With altered colors



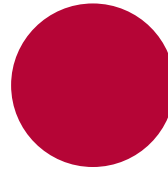
Positioned incorrectly

Brand Mark Colors

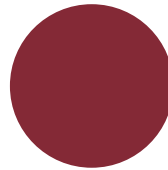
Print

The FIAT® color palette is a powerful means of visual communication. Color builds recognition and has the power to evoke a desired emotion that enhances communication. The color palette reflects the essence of the FIAT Brand.

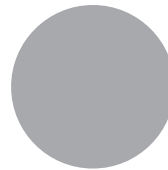
If Pantone® 877 cannot be used,
Pantone® Cool Gray 6U may be substituted



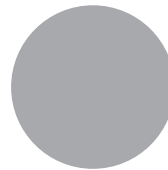
PANTONE® 7427
CMYK: 8 100 55 32
RGB: 150 23 46



PANTONE® 7428
CMYK: 0 80 45 55
RGB: 132 43 55



PANTONE® 877

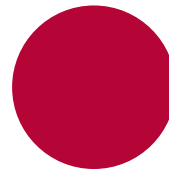


PANTONE® COOL GRAY 6U
CMYK: 0 0 0 31
RGB: 186 188 190

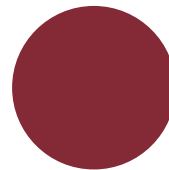
Brand Mark Colors

Digital

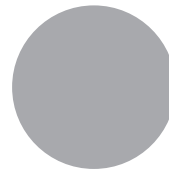
The primary FIAT® digital brand color is red. Secondary colors include rich red, black, gray and dark gray. The preference for defining colors in the digital space is by using HEX (Hexadecimal). Hexadecimal color codes are used for HTML and may be referred to as HTML color. As an alternative, RGB values are acceptable and are valuable in cross-checking correct colors.



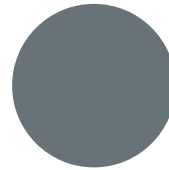
PRIMARY RED
HEX #941711



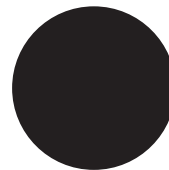
SECONDARY RICH RED
HEX #660000



GRAY
HEX #666666



DARK GRAY
HEX #333333



BLACK
HEX #020000

Glossary

Brand

- 1) A product or group of products with distinct characteristics.
- 2) A marketing name and “experience or persona” identifying and representing a specific product, service or organization.

Brand Badge

Symbol, trademark or badge representing and associated with a specific product or service.

Brand logotype

Special art containing one or more words or letterforms used to identify a product or service in business and marketing communications.

Brand Mark

Art which combines the brand logotype and brand badge. The brand mark is the primary element of brand identification.

Free Space or Area of Isolation

The designated clear space surrounding a brand mark, logotype or identity element which must be free of text, other brand marks, graphics, textures, etc.

Lockup

The final form of a brand mark or logo which includes additional elements locked in their relative positions. To maintain consistency, the lockup must not be taken apart or altered in any way.

Registration Mark

The registration mark (the letter R enclosed within a circle ®) is the registration symbol which indicates that the word or brand mark is a registered trademark.

Negative Art

Art, such as a brand mark or brand mark, which is created and/or reproduced in white or a light color on a dark background.

Theme line

- 1) A specifically worded statement which defines the relationship to the parent organization, e.g., “A brand of FCA US LLC.”
- 2) A theme line may refer to a statement which is used consistently in a promotion or communication program.

Typeface

A unique alphabet or family of alphabets. e.g., Gill Sans Light, and Gill Sans Regular.

Contacts

The diligent management of the brand name and brand mark is critical to protecting and building a positive global brand image.

The application of the broad guidelines presented in this publication apply to all media including, but not limited to; print, web, broadcast, signage, point-of-sale materials, exhibits, merchandise and collateral materials promoting and supporting press or consumer events.

Requests to deviate from the guidelines defined in this publication must be reviewed and approved by the Corporate Identity and Design office.

Artwork/Contact Information

The Chrysler, Dodge, Jeep, Ram, Mopar, SRT and FIAT and brand mark art is available in a variety of digital formats at: **www.FCACI.com**

You may also contact:

FCA US LLC
Corporate Identity and Design
CIMS 485-01-08
1000 Chrysler Drive
Auburn Hills MI USA 48326-2766
ci_contact.usa@fcagroup.com

For asset fulfillment, please send e-mail to:
assetfulfillment@chrysler.com