



BRAND GUIDELINES



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Introduction

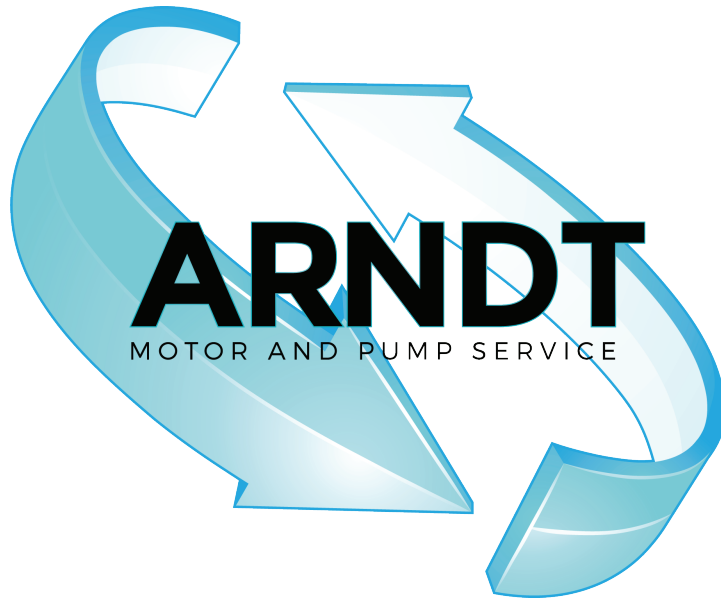
Welcome to the Arndt Motor & Pump Service brand guidelines. This document governs the composition, design, and general look-and-feel of our corporate identity and provides the guidelines for a variety of applications. These guidelines are essential in maintaining consistency and professional public identity for Arndt Motor & Pump Service.

Brand identity must be consistent across all external and internal collateral.

Corporate Logo

The Arndt Motor & Pump Service logo marks its brand's identity. It reflects the value of our brand. It helps the customers to identify and remember the product and quality of our brand.

Exceptions have been outlined on page 5, anything exceeding these exceptions must be approved by the marketing manager.



Merchandise Logo

In the event the logo needs to be used on promotional items (ie. embroidered, lasered, etc.), these versions are accepted.



Typography

Primary Display Font

A a

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:?!\$&@*)0123456789**

Poppins, Bold

This font and weight should be the primary display header font on collateral pieces.

Typography

Secondary Display Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!\$&@*)0123456789

Franklin Gothic ATF, Regular

This font and weight should be the secondary display font on collateral pieces used in conjunction with Poppins, or used solely for body texts.

Typography

Summary

Lorem ipsum dolor sit amet!
CONSECTETUR ADIPISCING ELIT.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus maximus consequat est. Donec urna nunc, sodales ut justo ut, sagittis interdum est. Phasellus bibendum nibh non condimentum aliquet. Vivamus finibus, massa nec tristique eleifend, metus nisl ornare nibh, eu venenatis diam ipsum faucibus arcu. Vestibulum eleifend justo nec tellus gravida, eu pellentesque metus finibus. Fusce placerat consequat velit sed congue. Integer pulvinar vitae eros at rutrum. Aenean vel congue leo, sed tristique velit. Nunc eu gravida urna, ac laoreet arcu. Vestibulum elit risus, sagittis sit amet mi viverra, vestibulum interdum felis. Donec tristique nunc eu nisl vehicula rutrum.

Arndt Motor & Pump Service
arndtmotorandpump.com

Primary Display Header Weights:

Poppins Bold

Poppins Bold Italic

Franklin Gothic ATF

Franklin Gothic ATF Italic

Primary Body Weights:

Corporate Font Weights:

Franklin Gothic ATF

Franklin Gothic ATF Italic

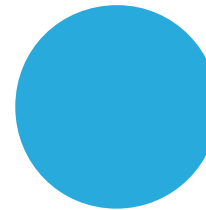
Franklin Gothic ATF Medium

Franklin Gothic ATF Medium Italic

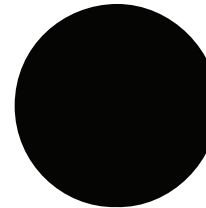
Franklin Gothic ATF Bold

Franklin Gothic ATF Bold Italic

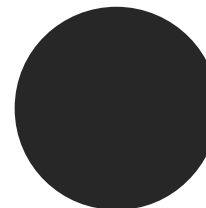
Colour Theme



Hex: 30AADB
Print: C:67%, M:19%, Y:0%, K:14%
Web: R: 48, G: 170, B: 219



Hex: 010101
Print: C:0%, M:0%, Y:0%, K:100%
Web: R: 1, G: 1, B: 1



Hex: 2A2829
Print: C:0%, M:1%, Y:0%, K:84%
Web: R: 42, G: 40, B: 41



Hex: E0E0DC
Print: C:0%, M:0%, Y:2%, K:12%
Web: R: 224, G: 224, B: 220

Contacts

All company communications should conform to the correct brand guidelines.
Any questions should be directed to the following contacts:

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Marketing Manager

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