



Car Talk

Vehicle Donation Program

Style Guide

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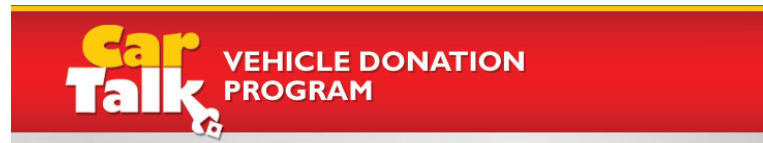
I. Logo

Proper Usage

Several logo configurations have been developed for Car Talk in order to achieve a versatile visual identity. Only one logo configuration should be used per project. The logo is intentionally big and bold - just like the Car Talk brand.

Web Page Use

For use in a full-sized web page intended to be viewed on a computer, the stacked logo is to be used.



2. Logo

Improper Usage

The configurations shown are provided to address the various situations of how not to use the Car Talk logo. In other words, don't futz with it!



Stretching



Using on a different background



Changing the Colors

4. File Use

4.1 Print

Files for print will be labeled CMYK and should be at a resolution of 300 dpi. The most common and convenient file type for print is an EPS due to its easy scalability.

4.2 Online

Files for web will be labeled RGB and should be at a resolution of 72 dpi. The most common file type for web is a JPG, due to its small file size. A PNG can also be used where transparency is required.

File Name	File Type	Example of Use
COLOR_CMYK.eps	CMYK Color EPS	Highest Quality Color for Print: Use for print on color brochures, posters, direct mail, and color flyers
COLOR_CMYK_300DPI.jpg	CMYK Color JPEG	Medium Quality Color for Print: Can be used in the same applications as the EPS version, but should only be used when an EPS file cannot be used
COLOR_RGB_72DPI.jpg	RGB Color JPEG	Low Quality Color for Web: Use for any on-screen application, such as a website or Powerpoint Presentation. Do not use for printed pieces.

*The same rules apply for the Black and White versions of these file types.

5. Color Palette




5.1 Primary Colors

Below are the primary colors used for Car Talk. These bright and contrasty colors are easily readable when used in the proper combinations.

A consistent color scheme helps to give instant recognition to Car Talk's communications.

Primary Color Proper Usage

Red is used for the background color behind the Car Talk logo. Yellow is used as in the logo. The blue is used for main header titles.

Offline	Process	RGB	HEX
	C 0 M 100 Y 100 K 0	R 204 G 34 B 41	#CC2229
	C 0 M 25 Y 100 K 0	R 239 G 192 B 49	#EFC031
	C 100 M 92 Y 25 K 11	R 47 G 57 B 113	#2F3971

6. Typography

The typefaces used on the website are Gill Sans Ultra Bold and various forms of Arial. The Gill Sans is consistent with the Car Talk logo and brand, but should be used sparingly. Not unlike Tom and Ray, Gill Sans Ultra Bold is clunky, a little awkward, and if overused can get annoying. Ideally, it will appear once on each page as the main title.

These type styles apply to both online and offline materials.

The short description appears under each main title, while the article and section titles appear numerous times on a page.

Main Headline	20px Gill Sans Ultra Bold Red- Use for main header titles
Short description	12px Arial Bold Black- Use for short descriptions
Article/Section title	12px Arial Bold Blue- Use for all article title
BANNER TITLE	13px Arial Bold Uppercase White- Use on all banner titles

The screenshot displays the Car Talk Vehicle Donation Program website. The header features the Car Talk logo in red and yellow, with 'VEHICLE DONATION PROGRAM' in white on a red background. A yellow button with black text says 'Donate by phone 1 (866) 789 - 8627'. The navigation bar includes 'HOME', 'TAX & LEGAL INFORMATION', 'FAQ', and 'CONTACT US'. The main content area has a 'Welcome' section with a description of the program. Below this is a 'CHOOSE YOUR FAVORITE STATION' section with a dropdown menu set to 'Alabama' and a 'GO' button, next to a red car image. A 'WHY THE CAR TALK VDP?' section lists benefits and includes a bar chart comparing 'CAR TALK VDP' (24%) to 'Competitor 1' (25%) and 'Competitor 2' (23%). A 'STATION LOGIN' form is on the right with fields for 'Username:' and 'Password:', a 'Remember me' checkbox, and a 'Login' button. Below the login form is contact information for Twyla Olson and a link to 'Visit Car Talk Vehicle Donation Services'. At the bottom right, there is an 'OTHER WAYS TO CONNECT' section with social media icons for Facebook, Twitter, and Email.

You can see from the website screen shot above how all the CarTalk font styles should be properly used.