



# General Tire

## Logo Guidelines



# Logo Usage Introduction

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The goal of these guidelines is to ensure that the logo is always as clean and clearly visible as possible. This means using the appropriate logo for each practical application.

For more information on the Logo Guidelines, please contact Amanda Stack by e-mail at [amanda.stack@conti-na.com](mailto:amanda.stack@conti-na.com) or by phone at +1 (704) 583-8549.

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# Logo Versions

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## STACKED APPLICATION

This logo is the primary logo and, space permitting, should be used on all communication.



## HORIZONTAL APPLICATION

This logo is permitted in all communication where there is insufficient space for the vertical application.



## SHIELD ONLY

Please refer to page 9 for approved usage.

# Primary Colors

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PANTONE 187C  
C7 M100 Y82 K26  
R166 G25 B46



RED

PANTONE BLACK C  
C90 M72 Y72 K100  
R0 G0 B0



BLACK

WHITE  
C0 M0 Y0 K0  
R255 G255 B255



WHITE



# Logo Color Options

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RED  
(Primary Use)



WHITE  
(Alternate Use)



BLACK  
(Alternate Use)



WHITE OUTLINE  
(Alternate Use)



# Color Applications



RED



Use in all practical applications where the background is mostly white / light.

WHITE



Use in all practical applications where the background is mostly black / dark.

BLACK



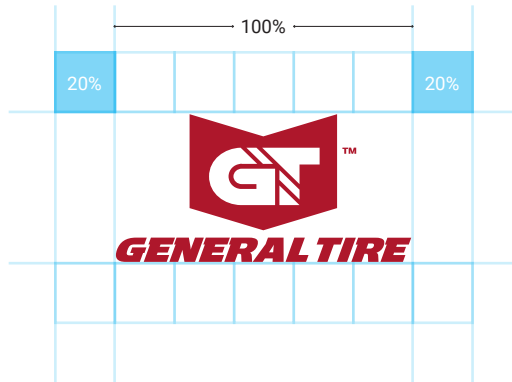
Use in all single color applications where red cannot be used and the background is mostly white / light.

WHITE OUTLINE

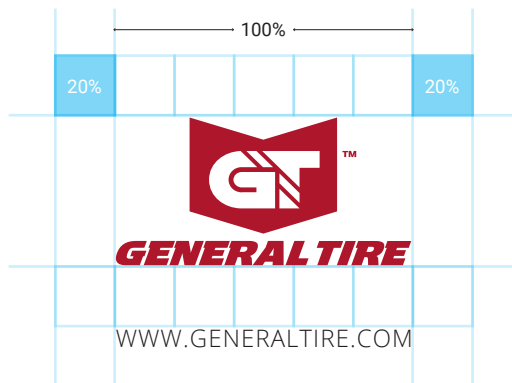


Use in all practical applications where the background is busy and RED logo is still preferred.

# Protection Area - Stacked



Stacked Logo  
without URL



Stacked Logo  
with URL

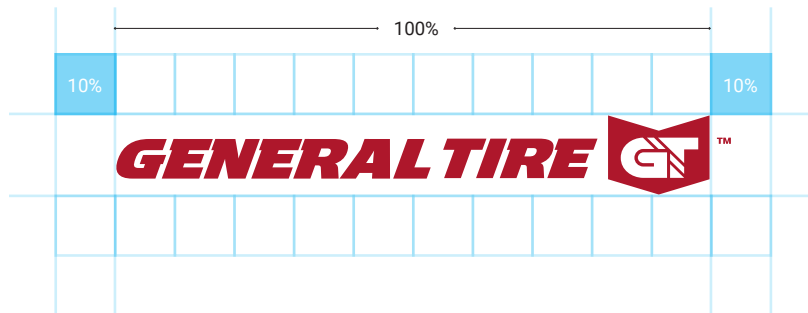
## NOTES

The logo must always be surrounded by a uniform protection area that is 20% of the logo width. The protection area defines the minimum margin between the logo and all other design elements.

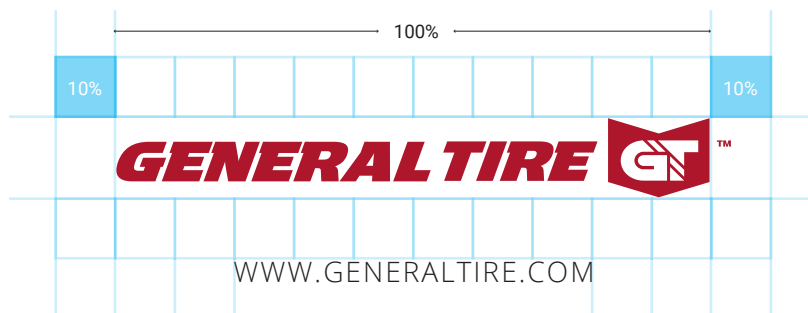
The logo may be used in combination with the website URL in UPPERCASE letters in black:

WWW.GENERALTIRE.COM

# Protection Area - Horizontal



Horizontal Logo  
without URL



Horizontal Logo  
with URL

## NOTES

The logo must always be surrounded by a uniform protection area that is 10% of the logo width. The protection area defines the minimum margin between the logo and all other design elements.

The logo may be used in combination with the website URL in UPPERCASE letters in black:

WWW.GENERALTIRE.COM



# Shield Only - Approved Usage

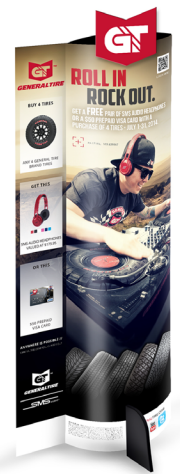


Product Branding / Sidewall

## NOTES

It is acceptable to use the Shield in isolation from the General Tire Logo only if the General Tire logo is visible in the same medium and/or in the same setting as shown in the examples below:

- (1) The shield may be used for product branding on the sidewall of the tires.
- (2) The shield may be used in executions only where the full General Tire logo with lettering is already in use on the same layout.



Multi-branded Use

# Logo - Don'ts



## DO NOT SQUISH



Never squish the logo vertically or horizontally to conform to a layout. Always change the size of the logo while conforming to its ratio.

## DO NOT CHANGE COLORS



Never use colors outside of what is stipulated in the guidelines, regardless of the application. If you are forced to use a logo that cannot be in color, always default to black or white.

## DO NOT DISTORT



Never warp or distort the shape of the logo.

## DO NOT OMIT



Never omit parts of the logo or separate the logo wording.

## DO NOT BUNCH



Never bunch other graphic elements up against the logo. Always adhere to the protection area guidelines.

## DO NOT ALTER



Never change the proportions of the logo or alter its components in any way.



***GENERAL TIRE***