Branding Guidelines

Visual Identity Guide
2013

Logo Use

Preferred Logos

PERRIN Performance has 4 logos to use in all applications. Please be sure to use the proper logo for the right application. Use the PERRIN Performance positive logo when ever possible. All four(4) versions of the logo are provided as scalable vector artwork (EPS).

Please note that the letters of the negative logo are not transparent and do not reveal the background upon which the logo may be placed. When using the negative logo, the PERRIN letters are always white.

Positive (preferred)

Positive (alternate)

Negative (preferred)

Negative (alternate)

Logo Use

On-Screen

PERRIN logo files are provided in JPG, PNG & EPS formats.

EPS

EPS files are scalable vector artwork. When used as an EPS image by vector image software, the EPS files are infinitely scalable larger or smaller. Additionally, EPS format files may also be used to create files of any other image format at exactly the size required.

JPG

JPG formats are for office or document applications. You may use a JPG file for printing on low resolution printers such as laser or inkjet. JPG files are never used for high resolution printing and are never to be resized to a larger size. PIxelation will occur.

PNG

PNG formats are better for high quality laser printer use. PNG files are specifically designed for use in computer applications and websites where a higher quality logo may be needed. PNG files can be scaled down in size, but can never be scaled larger. PNG files have a transparent background which is ideal when placing a logo into a website or onto a background that is not white or black.

Logo Application

Clear Space

Preferred Spacing

Always surround the PERRIN logo(s) with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible where ever it appears.

Clear space is the minimum breathing room surrounding the logo. The clear space surrounding the PERRIN logo is equal to the height of the PERRIN logo. Do not place any text, graphic elements, or visual marks inside the recommended clear space.

Clear space can be adjusted for select online or signage applications where space is limited.
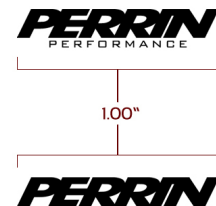
Logo Application

Scaling & Minimum Size

Scaling

Our EPS logo file may be scaled to any size necessary for the application, as long as the minimum size requirements are met. Always maintain the correct aspect ratio when scaling.

Minimum size

Minimum size refers to the smallest allowable size logo. The PERRIN Performance & PERRIN logos can be scaled down to a minimum of 1.00" wide.

Logo Don'ts

Uses To Avoid

Poor Logo Use

Ensure that the PERRIN logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it is placed on to provide the best legibility. The examples show various uses to avoid.

DO NOT add a drop shadow.

DO NOT outline the logo.

DO NOT change the logo color.

DO NOT change the logos proportions.

DO NOT rotate the logo.

DO NOT crop the logo.

DO NOT place logo on a complicated image.

DO NOT use the logo in a holding box.

Logo Application

Video Game Usage

Vehicle usage

Use only the preferred or alternative scaleable EPS vector logos for video game production. JPG or PNG files should never be used to avoid pixelation.

Please consider the background the logo will be placed on and choose the appropriate logo for that application. (Refer to page 2)
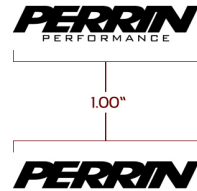
The PERRIN Performance logo should only be applied to the following vehicles.

- 2002 and newer US model Subaru WRX and STI

- 2004 and newer US model Mitsubishi Evolution

- 2013 Scion US model FR-S

- 2013 Subaru us model BRZ

- 2009 and newer US model Nissan GTR

- European or Japanese Subaru, Scion, Mitsubishi or Nissan vehicles equivalent to the US models above.

Logo Overview

OFFICE PRINT PRODUCTION	PROFESSIONAL PRINT PRODUCTION	WEBSITE AND PROGRAMMING
JPG file for printing on low resolution printers such as laser or inkjet.	EPS files are infinitely scalable larger or smaller and may also be used to create files of any other image format.	PNG files have a transparent background which is idea when placing a logo into a website or onto a background that is not white or black.

CLEAR SPACE	MINIMUM SIZE
The clear space around the logo is equal to the full height of the logo.	The minimum scaleable width is 1.00". Always maintain correct aspect ratio.

FILE NOMENCLATURE
logo_background.format
• perrin_positive.jpg
• perrin_negative.png
• perrinperformance_negative.eps