

Brand Usage Guide



U.S. Department of Transportation



5-Star Safety Ratings

More Stars. Safer Cars.



U.S. Department of Transportation



Contents

1

The SaferCar.gov and 5-Star Logos

2

Logo Specifications

3

Use of Digital Files

This is a practical support tool for the implementation of the SaferCar.gov and 5-Star Safety Ratings logos.



1 The SaferCar.gov and 5-Star Safety Ratings Logos



The SaferCar.gov and 5-Star logos are symbols that should be applied to all SaferCar.gov communications products to give everything from publications to webpages a common “look and feel.” The logo exhibits a consistent structure and a recognizable appearance.

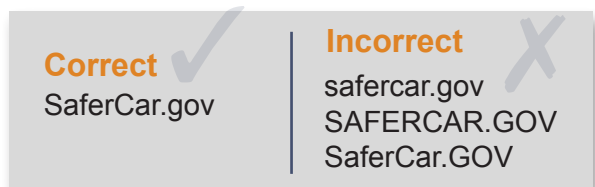
- The SaferCar.gov logo is comprised of a car outline and the SaferCar.gov font.
- The 5-Star Safety Ratings logo is comprised of the same car outline with 5 stars in the center and the 5-Star Safety Ratings and *More Stars. Safer Cars.* text.

The U.S. Department of Transportation triscalon and text should appear once on all SaferCar.gov collateral. The logos can be downloaded on the Vehicle Manufacturer’s Toolkit Page at <http://safercar.gov>. There are a variety of high-resolution versions in various formats (i.e. pdf, jpg, eps).

Use of SaferCar.gov and 5-Star Safety Ratings in Text

In certain cases, it may be necessary to refer to SaferCar.gov and 5-Star Safety Ratings in a plain or rich text format. The following guidelines should be used when referring to these terms in a text-based document.

- “SaferCar.gov” is written with a capital “S” and “C”
- “5-Star Safety Ratings” should be used as a complete name, and should not be truncated or changed



Logos and Credit

The logos may be used in printed collateral and online.

Guidelines for Publicity

Verbal credit should be given in television, radio, or public events, acknowledging the National Highway Traffic Safety Administration (NHTSA) and SaferCar.gov



2 Logo Specifications

The SaferCar.gov logo varies in color. The preferred version is white with a blue background. Other options include black, orange, and blue.



The 5 Star Safety Ratings logo varies in color. The preferred version is white car/font with gold stars and striped blue background. Other options include black and blue.



Colors for the SaferCar.gov and 5-Star Safety Ratings logos



Blue: (CMYK: 80, 68, 35, 18), (RGB: 68, 80, 111), (HEX# 44506F)



Orange: (CMYK: 10, 57, 100, 1), (RGB: 223, 131, 37), (HEX# DF8325)



Black: (CMYK: 75, 68, 67, 90), (RGB: 0, 0, 0), (HEX# 000000)



White: (CMYK: 0, 0, 0, 0), (RGB: 255, 255, 255), (HEX# FFFFFFFF)

Fonts

- **SaferCar.gov**: Myriad (safer is bolded, and car.gov is regular)
- **5-Star Safety Ratings**: Myriad (5-Star is bolded, Safety Ratings is regular, More Stars. Safer Cars. is italic)

The following are guidelines how not to use the logo:

1. Do not distort or stretch
2. Do not rearrange
3. Do not place on busy images
4. Do not add drop shadows or halos
5. Do not place on gradient backgrounds
6. Do not use against dark colors
7. Do not alter proportions
8. Do not use tints or introduce transparency
9. Do not reverse out on light colors
10. Do not place at an angle
11. Do not trim or crop
12. Do not modify, reposition, or reset the text



3 Use of Digital Files

The appropriate digital file should always be used. These files are available at <http://www.SaferCar.gov>.

Note about web graphics

When using the logo on webpages, custom versions should be created to fit the dimensions of the layout and to reduce loading times.

Note to designers

The files supplied are already at their maximum/minimum sizes. The small version of the logo can only be made smaller and the large version can only be made larger.

Destination	Software	File Type	File Name
Laser Printers PowerPoint Screen Use	Microsoft Office, (Word, PowerPoint, Excel, Publisher)	JPG	SAFERCAR_ORANGE.JPG SAFERCAR_BLUE.JPG SAFERCAR_WHITE.JPG SAFERCAR_BLACK.JPG 5STAR_BLUE.JPG 5STAR_BLUE_GOLD.JPG 5STAR_WHITE_GOLD.JPG 5STAR_BLACK.JPG
Offset Litho Large Output	Adobe Creative Suite, Quark Xpress	EPS	SAFERCAR_ORANGE.EPS SAFERCAR_BLUE.EPS SAFERCAR_WHITE.EPS SAFERCAR_BLACK.EPS 5STAR_BLUE.EPS 5STAR_BLUE_GOLD.EPS 5STAR_WHITE_GOLD.EPS 5STAR_BLACK.EPS

PDF versions of all logos are available.





