

***CJ's Tire & Automotive Services  
and Affiliated Companies***

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***Logo Style Guide***

# ***CJ's Tire & Automotive Services*** ***Appropriate Logo Usage*** ***(without tagline)***

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**PMS COLORS:** ■ **CJ's BLUE = PMS 280 (C-86%, M-76%, Y-19%, K-5% | R-64, G-80, B-137)**  
■ **CJ's YELLOW = PMS 108 (C-0%, M-13%, Y-87%, K-0% | R-255, G-217, B-58)**

**FONT: "& AUTOMOTIVE SERVICES" = Univers 67 Bold Condensed Oblique**



**The Blue CJ's Logo (PMS 280) should be used on any white, yellow or light colored background.**



**The Yellow CJ's Logo (PMS 108) should be used on any blue or dark colored background.**



**The Black CJ's Logo should be used on any white or light gray background in a B&W/grayscale file.**



**The White (reversed) CJ's Logo should be used on any black or dark gray background in a B&W/grayscale file.**

# **CJ's Tire & Automotive Services**

## **Appropriate Logo Usage**

*(with tagline)*

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**PMS COLORS:** ■ **CJ's BLUE = PMS 280 (C-86%, M-76%, Y-19%, K-5% | R-64, G-80, B-137)**

■ **CJ's YELLOW = PMS 108 (C-0%, M-13%, Y-87%, K-0% | R-255, G-217, B-58)**

**FONT: "& AUTOMOTIVE SERVICES" AND "CHANGING MORE THAN TIRES"**  
= **Univers 67 Bold Condensed Oblique**



**CJ's Tire**  
**& AUTOMOTIVE SERVICES**  
**CHANGING MORE THAN TIRES**

*The Blue CJ's Logo with Blue tagline (PMS 280) should be used on any white, yellow or light colored background.*



**CJ's Tire**  
**& AUTOMOTIVE SERVICES**  
**CHANGING MORE THAN TIRES**

*The Yellow CJ's Logo (PMS 108) with White tagline should be used on any blue or dark colored background.*



**CJ's Tire**  
**& AUTOMOTIVE SERVICES**  
**CHANGING MORE THAN TIRES**

*The Black CJ's Logo with Black tagline should be used on any white or light gray background in a B&W/grayscale file.*



**CJ's Tire**  
**& AUTOMOTIVE SERVICES**  
**CHANGING MORE THAN TIRES**





*The White (reversed) CJ's Logo should be used on any black or dark gray background in a B&W/grayscale file.*

# Treadzone

## Appropriate Logo Usage

(regular)

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- PMS COLORS:**
-  **TZ RED** = PMS 1935 (C-17%, M-88%, Y-50%, K-2% | R-201, G-68, B-97)
  -  **TZ ORANGE** = PANTONE ORANGE 021 (C-0%, M-70%, Y-88%, K-0% | R-255, G-113, B-41)
  -  **TZ GOLD** = PMS 122 (C-0%, M-27%, Y-78%, K-0% | R-255, G-194, B-74)
  -  **TZ YELLOW** = PMS 106 (C-2%, M-4%, Y-73%, K-0% | R-255, G-232, B-101)

**FONT:** “WHERE PERFORMANCE HEATS UP” = *Arial Bold Italic*



The Full Color Treadzone Logo with tagline tucked under “Tread” should be used when the font size of the tagline is 8pt or larger. And on a white or light colored background.



The Full Color Treadzone Logo with tagline spanning the whole “Treadzone” should be used when the font size of the tagline on the version to the upper left would be 7pt or smaller. And on a white or light colored background.



The Full Color Treadzone Logo (reversed) with tagline tucked under “Tread” should be used when the font size of the tagline is 8pt or larger. And when logo is on black or dark colored background.



The Full Color Treadzone Logo (reversed) with tagline spanning the whole “Treadzone” should be used when the font size of the tagline on the version to the upper left would be 7pt or smaller. And when logo is on black or dark colored background.

# Treadzone

## Appropriate Logo Usage

(stacked)

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- PMS COLORS:**
- TZ RED = PMS 1935 (C-17%, M-88%, Y-50%, K-2% | R-201, G-68, B-97)**
  - TZ ORANGE = PANTONE ORANGE 021 (C-0%, M-70%, Y-88%, K-0% | R-255, G-113, B-41)**
  - TZ GOLD = PMS 122 (C-0%, M-27%, Y-78%, K-0% | R-255, G-194, B-74)**
  - TZ YELLOW = PMS 106 (C-2%, M-4%, Y-73%, K-0% | R-255, G-232, B-101)**

**FONT: "WHERE PERFORMANCE HEATS UP" = Arial Bold Italic**



**WHERE PERFORMANCE HEATS UP**

*The Full Color TreadzoneStacked Logo with tagline should be used when the regular unstacked logo is too long for a given space and may be unreadable or look undesirable.*



*The Full Color TreadzoneStacked Logo (reversed) with tagline should be used when the regular unstacked logo is too long for a given space and may be unreadable or look undesirable. And when logo is on black or dark colored background.*

*\* If a Treadzone Logo is needed in B&W/grayscale just convert the whole thing to grayscale. Use the regular version with the black "Tread" and tire image for white or light colored backgrounds. For dark or black colored backgrounds use the logo with the white "tread" and tire image.*

# TheTireSource

## Appropriate Logo Usage

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**PMS COLORS:** ■ **TS BLUE** = PMS 1935 (C-17%, M-88%, Y-50%, K-2% | R-201, G-68, B-97)  
■ **TS GOLD** = PMS 122 (C-0%, M-27%, Y-78%, K-0% | R-255, G-194, B-74)  
■ **TS YELLOW** = PMS 106 (C-2%, M-4%, Y-73%, K-0% | R-255, G-232, B-101)

**FONT:** "THE TIRE SOURCE. NET" = MigraHeavy



*The Full Color TireSource Logo with should be used on any white, or light colored background with the exception of yellow.*



*The Full Color TireSource Logo (reversed) should be used on any blue, black, or dark colored background.*



*The white TireSource Logo should be used on any black or dark colored background in a B&W/grayscale file.*



*The black TireSource Logo should be used on any white or light colored background in a B&W/grayscale file.*