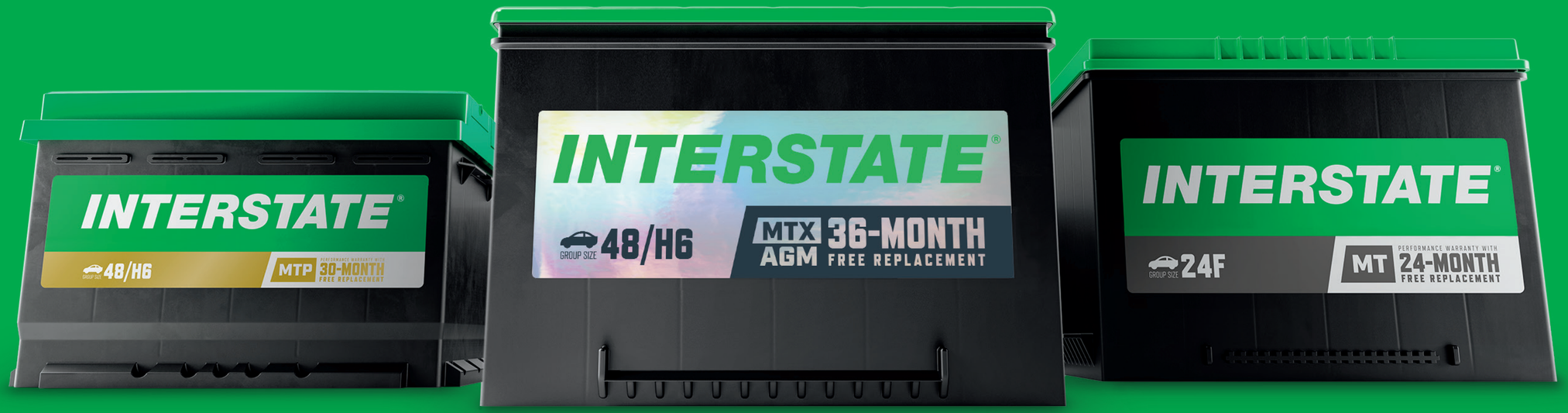
2021 INTERSTATE BRAND GUIDELINES

THIS IS INTERSTATE®



PRIMARY LOGO

PMS 368
CMYK: 65, 0, 100, 0
RGB: 98, 187, 70
#62BB46

PMS 485
CMYK: 0, 100, 95, 0
RGB: 237, 28, 41
#ED1C29

Rich Black
CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
#000000

Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
#00000

PRIMARY LOGO CLEAR SPACE

Keep a clear area around the logo equal to the height of “Interstate Batteries.” The words, “Interstate Batteries,” should be in the center, following the rule of thirds. This means that the space above, below and on each side is equal to the height of the words, “Interstate Batteries,” including the red outline.

ON SOLID COLOR OR PHOTO BACKGROUNDS, THE WHITE OUTLINE AROUND THE PERIMETER OF THE LOGO SHOULD BE VISIBLE.

Minimum size for online is 125 pixels at 72 ppi from guideline to guideline.

ONLINE LOGO USAGE

Online, the logo should be no smaller than 125 pixels wide. If it must go smaller, don't go less than 65 pixels wide and remove the tagline.

Outrageously Dependable®

ALWAYS USE TAGLINE UNLESS SPACE PROHIBITS USE.

Do not use “Outrageously Dependable” in copy outside of the tagline.

Do not use the word “outrageously” separate from the tagline. Cannot be used with other words in copy.

“Outrageously Dependable” cannot be modified, and it should always carry the ® on first reference.

PRIMARY LOGO USAGE

Color Logo on White Background

Color Logo on Green Background

One-Color Logo on Light Background

One-Color Logo on Dark Background

Color Logo on Light Image Background

Color Logo on Dark Image Background

ALTERNATE LOGO USAGE

Alternate logos may replace the primary logo in limited media that would reduce the logo's tagline below seven-point size or the full logo's width smaller than 65 pixels. Do not use alternate logo when the primary logo is present.

PRIMARY LOGOTYPE | SECONDARY LOGOTYPE

INTERSTATE BATTERIES® | INTERSTATE®

INTERSTATE BATTERIES® | INTERSTATE®

INTERSTATE BATTERIES® | INTERSTATE®

INTERSTATE BATTERIES® | INTERSTATE®

All alternate logo usage must be approved by an Interstate brand manager.

Space around the Interstate Batteries logotype should be half of the height of the logotype on all four sides

Space around the Interstate logotype should be the height of the logotype on all four sides

DIGITAL LOGOTYPE USAGE

For digital purposes, the logo should be a minimum of 100 pixels wide.

ALL BATTERY CENTER LOGOTYPE USAGE WITH COUPON

This modified version of the Interstate All Battery Center logo is used only in coupons.

SUB-BRAND & PARTNER LOGO USAGE

Below are permitted uses of the Interstate identity in conjunction with sub-brand or partnership

All Battery Center Logo

Interstate Batteries Racing Logo

Interstate Batteries Recycling Logo

Team Interstate Race Car Numbers Logo

Joe Gibbs Racing Logo
(Must have JGR approval for use, consult brand team)

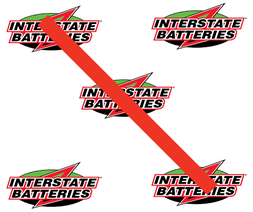
LOGO INCORRECT USAGE

INTERSTATE BATTERIES INCORRECT USAGE

Dimensional or embossed

Pixelated/Blurred

Distorted



Pattern

Faded

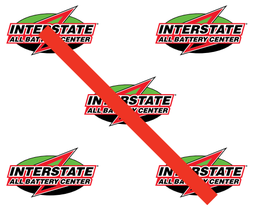
Tilting

INTERSTATE ALL BATTERY CENTER INCORRECT USAGE

Dimensional or embossed

Pixelated/Blurred

Distorted



Pattern

Faded

Tilting

PRIMARY COLORS

Interstate Green
PMS 354
CMYK: 81, 0, 92, 0
RGB: 0, 174, 65

White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Accent Colors

M Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

MT Silver
PMS 8402 (Metallic)
CMYK: 30, 22, 17, 57
RGB: 104, 104, 102

MTP Gold
PMS 10125 (Premium Metallic)
CMYK: 8, 21, 100, 28
RGB: 172, 156, 99

MTX Platinum
PMS 10104 (Premium Metallic)
CMYK: 0, 0, 0, 40
RGB: 172, 175, 176

WEB BRAND COLORS

Some colors are not represented and are only used for hover, click actions, etc. Refer to web team for complete web colors.

For all web and interactive device use, a darker version of our green is used to meet ADA compliance requirements.

Additional web guidelines can be found at this link:
Interstate Batteries Web Style Guide

IB Web Green
RGB: 10, 136, 51
#008833

IB Web Darker Green
RGB: 17, 119, 55
#117737

Accent Colors

Tan Accent
RGB: 240, 236, 224
#F0ECE0

Gray Text
RGB: 99, 101, 103
#636567

Black Text
RGB: 0, 0, 0
#000000

MTP Gold
RGB: 172, 156, 99
#AC9C63

MTX Platinum
RGB: 172, 175, 176
#ACAFB0

ALL BATTERY CENTER PRINT BRAND COLORS

BRAND COLORS

Interstate Green
PMS 354
CMYK: 81, 0, 92, 0
RGB: 0, 174, 65

White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

PRIMARY ACCENT COLORS

M Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

MT Silver
PMS 8402 (Metallic)
CMYK: 51, 42, 38, 19
RGB: 104, 104, 102

MTP Gold
PMS 10125 (Premium Metallic)
CMYK: 8, 21, 100, 28
RGB: 172, 156, 99

MTX Platinum
PMS 10104 (Premium Metallic)
CMYK: 0, 0, 0, 40
RGB: 172, 175, 176

SECONDARY BRAND COLORS (FOR PROMOTIONAL USAGE)

PMS: 7406
CMYK: 5, 21, 100,0
RGB: 242, 196, 19

PMS: 485
CMYK: 0, 100, 95, 0
RGB: 237, 28, 41

PMS: 152
CMYK: 4, 66, 100, 0
RGB: 234, 116, 35

PMS: 540
CMYK: 100, 84, 39, 33
RGB: 17, 49, 87

ALL BATTERY CENTER BRAND COLORS

BRAND COLORS

Interstate Green
RGB: 0, 174, 65
#0A8A00

White
RGB: 0, 0, 0, 0
#FFFFFF

PRIMARY ACCENT COLORS

M Black
RGB: 0, 0, 0, 100
#000000

MT Silver
RGB: 104, 104, 102
#686866

MTP Gold
RGB: 172, 156, 99
#AC9C63

MTX Platinum
RGB: 172, 175, 176
#ACAFB0

SECONDARY BRAND COLORS (FOR PROMOTIONAL USAGE)

RGB: 242, 196, 19
#F2C413

RGB: 237, 28, 41
#ED1C29

RGB: 234, 116, 35
#EA7423

RGB: 17, 49, 87
#113157

Interstate Batteries has two primary typefaces: Refrigerator Deluxe and Avenir Next LT Pro.

Use Arial when other two are not available.

REFRIGERATOR DELUXE HEAVY

USES: Headlines—always upper case—no periods when using single sentence.

WEIGHTS: Heavy only. Never italics.

COLOR USAGE: Black, 70% gray, 40% gray, Interstate green on white or white on Interstate green

SIZES: Same size on the same line—can vary line per line if justified center.

Avenir Next LT Pro

USES: Body copy, web, digital

WEIGHTS: Ultra Light, Thin, Light, Regular, Medium, Demi, Bold, Heavy, sentence case. Condensed versions allowed in spec. tables and when space is limited.

PREFERRED COLORS: Black, 70% gray, 40% gray, Interstate green on white or white on Interstate green

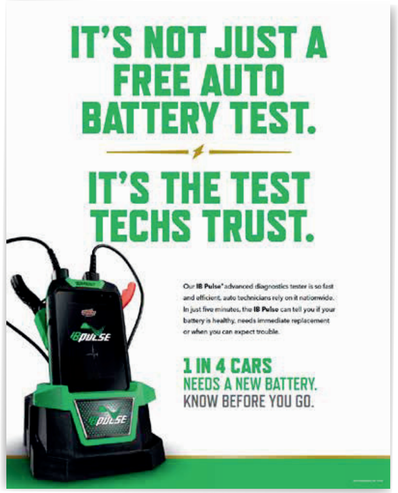
Arial

USES: System font and web usage

WEIGHTS: Light, Regular, Bold

PREFERRED COLORS: Black, white or Interstate green on white

TYPOGRAPHY IN USE



ICONOGRAPHY

- Icons may be stacked vertically or horizontally
- It is not necessary to use all the icons—use the ones that best represent your needs.
- Icons are not illustrations. Be aware of how large these are in reference to the rest of the design.
- Spacing between icons is flexible, but size should remain proportional

ICONS SHOULD REMAIN IN THE ORDER SHOWN.

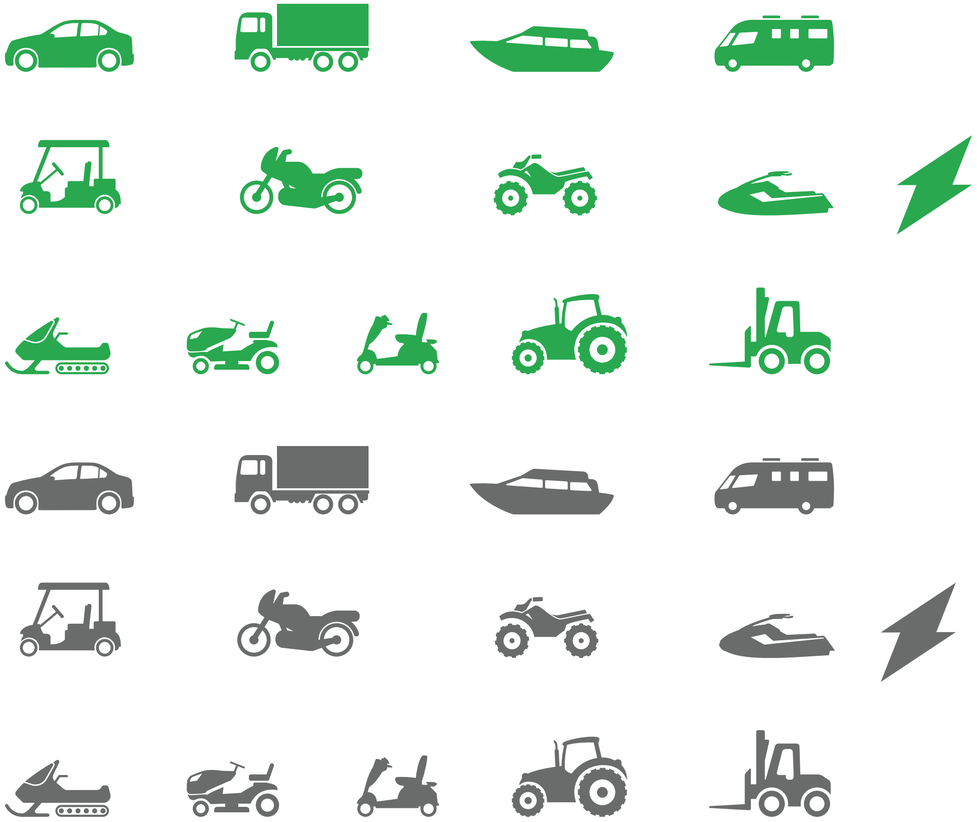
*The motorcycle icon is the primary icon for powersports, which includes motorcycles, ATV/UTV, personal watercraft and snowmobile.

ICONS CAN ONLY BE USED IN THE FOLLOWING COLORS:

- Interstate green
- 70% gray
- White
- 40% gray

AVOID:

- Adding shadows, drop shadows or other effects to icons



The use of photography falls into three categories:

LIFESTYLE

Dynamic and on the move with plenty of focus on customer/vehicle interaction. Diversity is always a priority. Use full color imagery whenever possible.

Lifestyle imagery is appropriate for use on high-impact POP, collateral, advertising and some digital campaigns.

PRODUCT FOCUS

The Interstate battery itself can act as the sole image when communication requires immediacy and a direct call to action. Examples could include POP, outdoor signage and various promotional materials.

INDEPENDENT LOCAL DEALERS, TESTING AND TECH PHOTOGRAPHY

The focus is approachable and professional. Avoid staged interactions. Keep Interstate branding in mind, including trucks, logos, etc.

LIFESTYLE PHOTOGRAPHY

AUTOMOTIVE

MARINE & RV

LAWN & GARDEN, GOLF, POWERSPORTS

PRODUCT PHOTOGRAPHY

FRONTAL VIEW (PRIMARY BEAUTY ANGLE)

BEAUTY TRIO

3/4 VIEW (ALTERNATE BEAUTY ANGLE)

The Front Primary Beauty angle is the preferred view for most usage. The Trio shot may be used where size permits.

Batteries may only be used against a white (preferred) or solid Interstate Legacy green background.

Never combine different battery angles within the same page in a communication piece.

When the isolated front or quarter view of a battery is used, it is not necessary to also include the Interstate Batteries Primary logo within the same page.

For images of the battery in the field, the battery should be the primary focus, with background depth of field in softer focus when possible.

INDEPENDENT LOCAL DEALERS, TESTING & TECH PHOTOGRAPHY

For the majority of co-branded collateral, the following structure and format should be followed.

TYPOGRAPHY

Refrigerator Heavy should be used for headlines.
Avenir Next LT Pro Regular should be used for body text.

LOGO USAGE

The Primary Interstate Batteries logo should be the first logo on the left, separated with a 1pt. rule from the co-branded logo.
The logos should be equal in size.

APPAREL

In all branded apparel, use of the Interstate logo should remain bold and energetic in order to match the tone of our brand.

T-SHIRTS

Mid gray, black and the Interstate Green are the key colors that are authorized for Interstate Batteries branded T-shirts. Additional T-shirt design concepts should be approved by the Interstate brand team.

POLOS

Green, white, black and mid gray are the approved colors for any Interstate Batteries polos.

BUSINESS/FORMAL

White, dark blue and grey are to be used for any and all business attire including long sleeve button-ups and cardigans.

BRANDING

+ On the front, logo should be placed on the left side of the piece.
+ Additionally, logo can be full width across the center on T-shirts.
+ For the back, logo can be placed in the center, full-width.

Additional t-shirt design concepts should be approved by the Interstate brand team. Team members can only use Interstate approved vendors for shirt ordering.