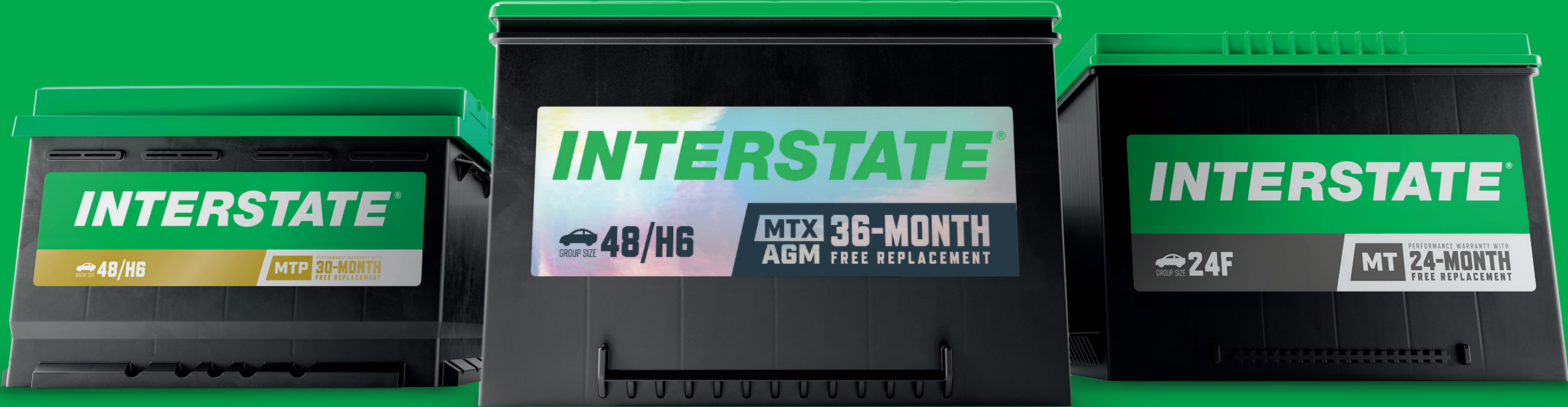


2021 INTERSTATE BRAND GUIDELINES

THIS IS INTERSTATE®



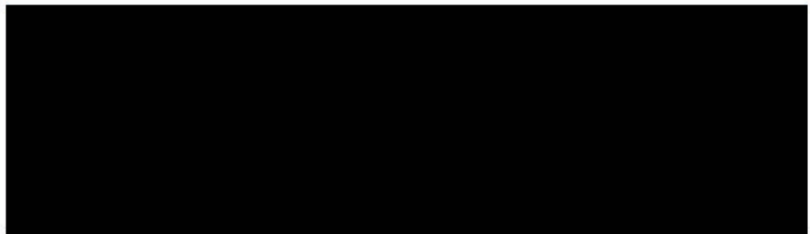
PRIMARY LOGO



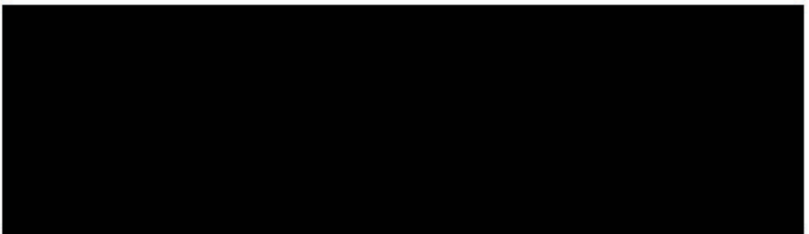
PMS 368
CMYK: 65, 0, 100, 0
RGB: 98, 187, 70
#62BB46



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
#000000

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.



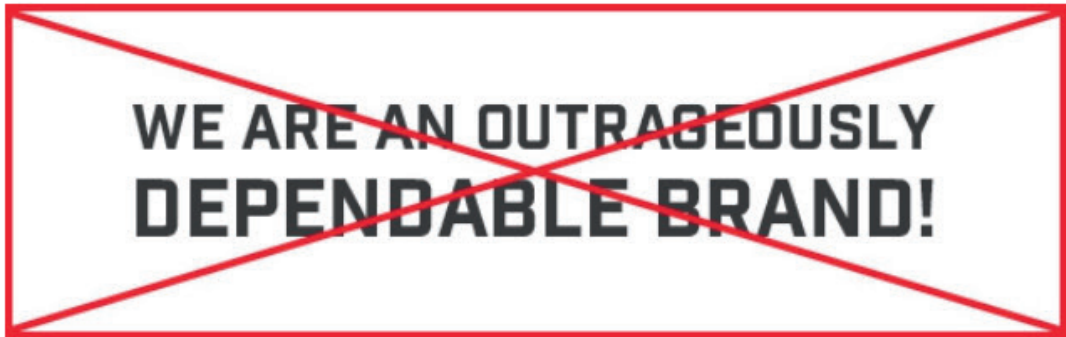
Minimum size for online is 125 pixels at 72 ppi from guideline to guideline.

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



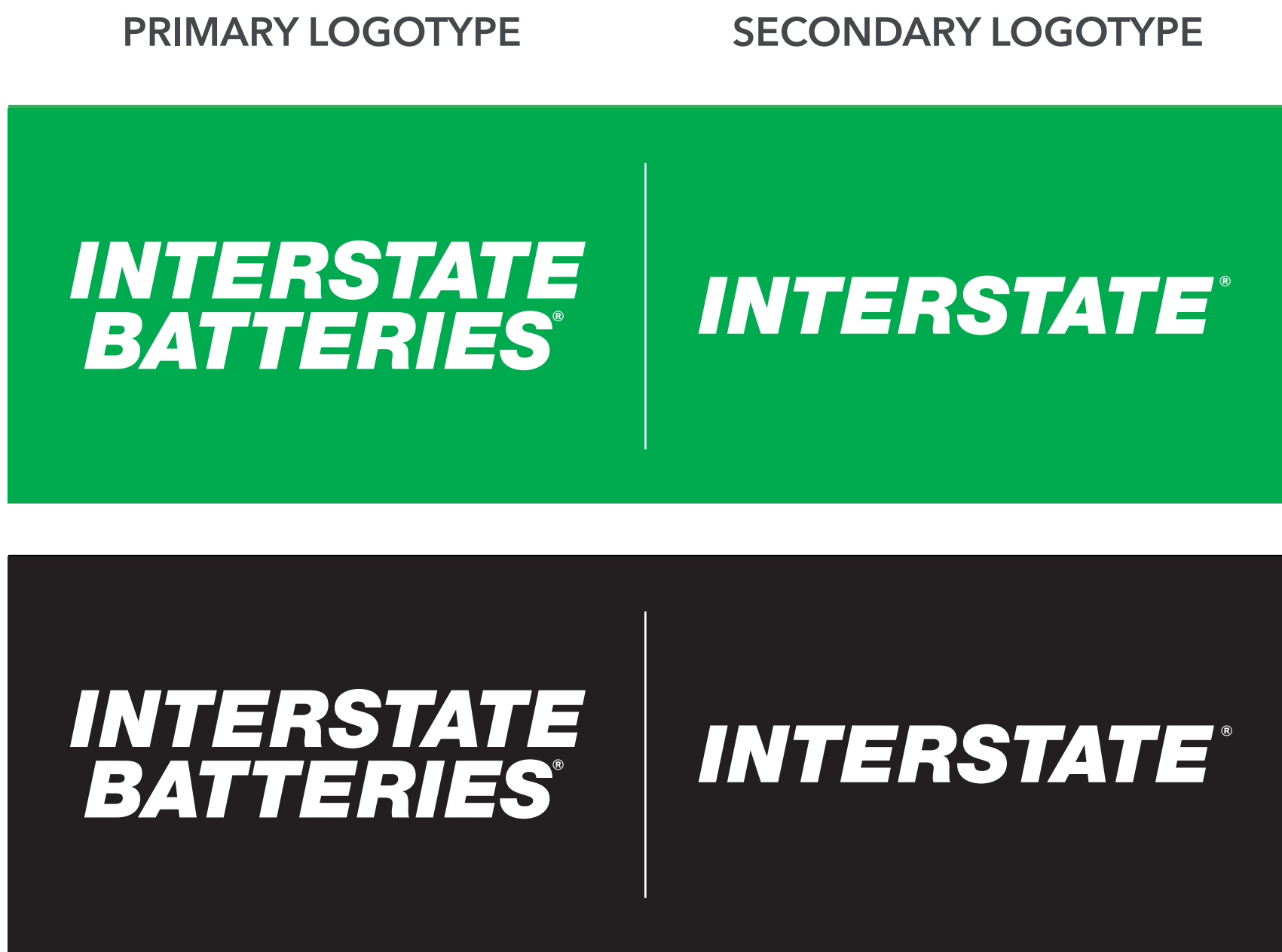
Color Logo on Light Image Background



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.



**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.

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



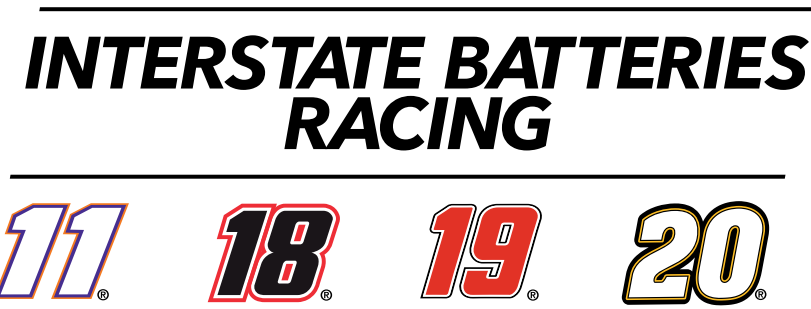
Interstate Batteries Racing Logo



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



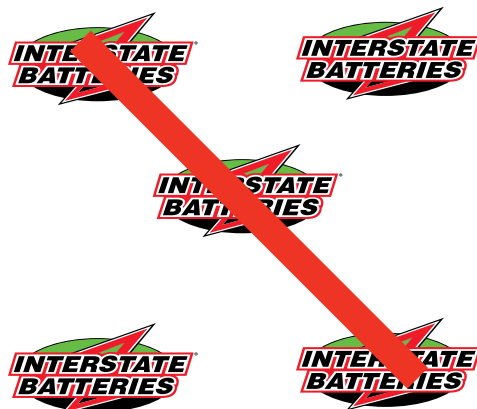
Dimensional or embossed



Pixelated/Blurred



Distorted



Pattern



Faded



Tilting

INTERSTATE ALL BATTERY CENTER INCORRECT USAGE



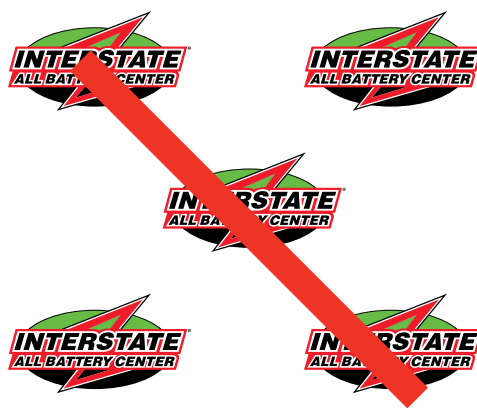
Dimensional or embossed



Pixelated/Blurred



Distorted



Pattern



Faded

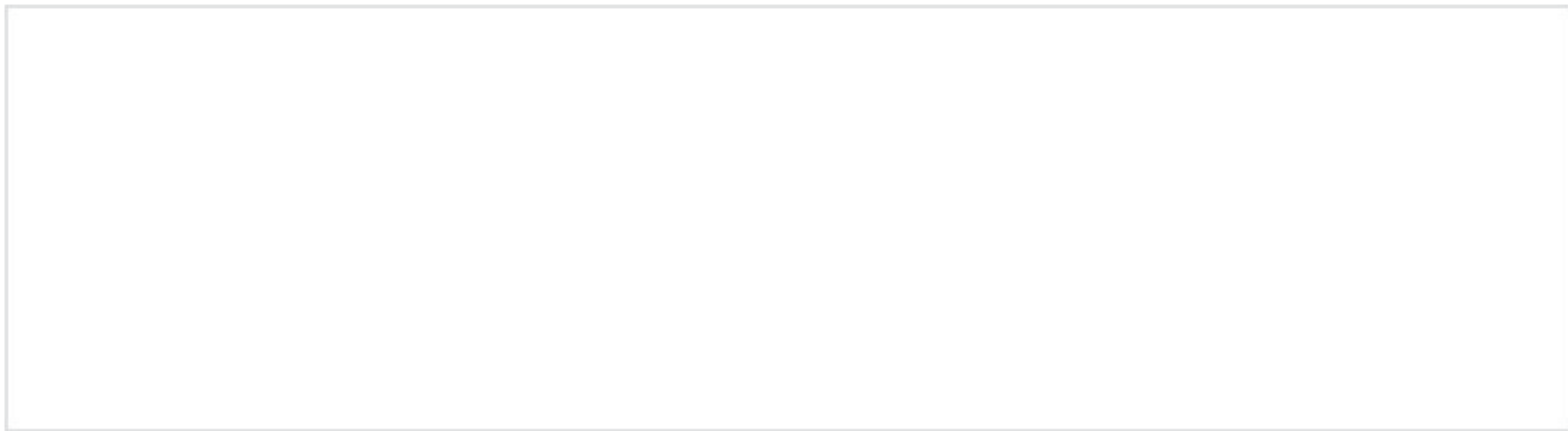


Tilting

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

TYPOGRAPHY

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



A PARTNERSHIP THAT POWERS SUCCESS

- **PREMIUM, LONG-LASTING BATTERIES** with proven quality cover the years that makes Interstate® the No. 1 battery brand in the US.*
- **PREFERRED BATTERY** by auto techs 3X more than the next leading brand.**
- **NATIONWIDE WARRANTY** coverage at more locations than any other brand.
- **FRESH PRODUCTS ON HAND** thanks to personalized route service.

- **PAY ONLY WHEN YOU SELL** with custom inventory and programs.
- **VOLUME-BASED PRICING** for the best rates.
- **AWARD-WINNING BATTERY TESTER**, the IB Pulse® exclusively for Interstate Batteries® partners.
- **GREEN STANDARD RECYCLING** from the top recycler of lead-acid batteries in the US.
- **EXPRESS DELIVERY** for last minute delivery needs.


CONNECT WITH INTERSTATE.
Visit INTERSTATEBATTERIES.COM/DEALERS to grow your battery business today.
Access our nationwide network of resources, support and long-lasting batteries.

*Source: Battery US Consumer Brand Equity Study 2019. **2019 IB Partner Shop Satisfaction Survey 2019.



IT'S NOT JUST A FREE AUTO BATTERY TEST.

IT'S THE TEST TECHS TRUST.



Our **IB Pulse®** advanced diagnostics tester is so fast and efficient, auto technicians rely on it nationwide. In just five minutes, the **IB Pulse** can tell you if your battery is healthy, needs immediate replacement or when you can expect trouble.

1 IN 4 CARS
NEEDS A NEW BATTERY.
KNOW BEFORE YOU GO.



MORE POWER ON THE WATER

MARINE BATTERIES



INSIDE THE GREEN

SIGNATURE GREEN
Recognizable quality that stands out.

RUGGED DURABILITY
Impact-resistant polypropylene case and intercell connectors for batteries as tough as you.



POSITIVE VIBES
Purpose driven company with a warranty honored anywhere in the nation.

LONG-LASTING POWER
65+ years of batteries outperforming the competition.

FREE BATTERY TEST





BRR! WHEN THE COLD SNAPS, SNAP BACK

POWER THROUGH WINTER WITH AN INTERSTATE®

NEAREST LOCATION

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.

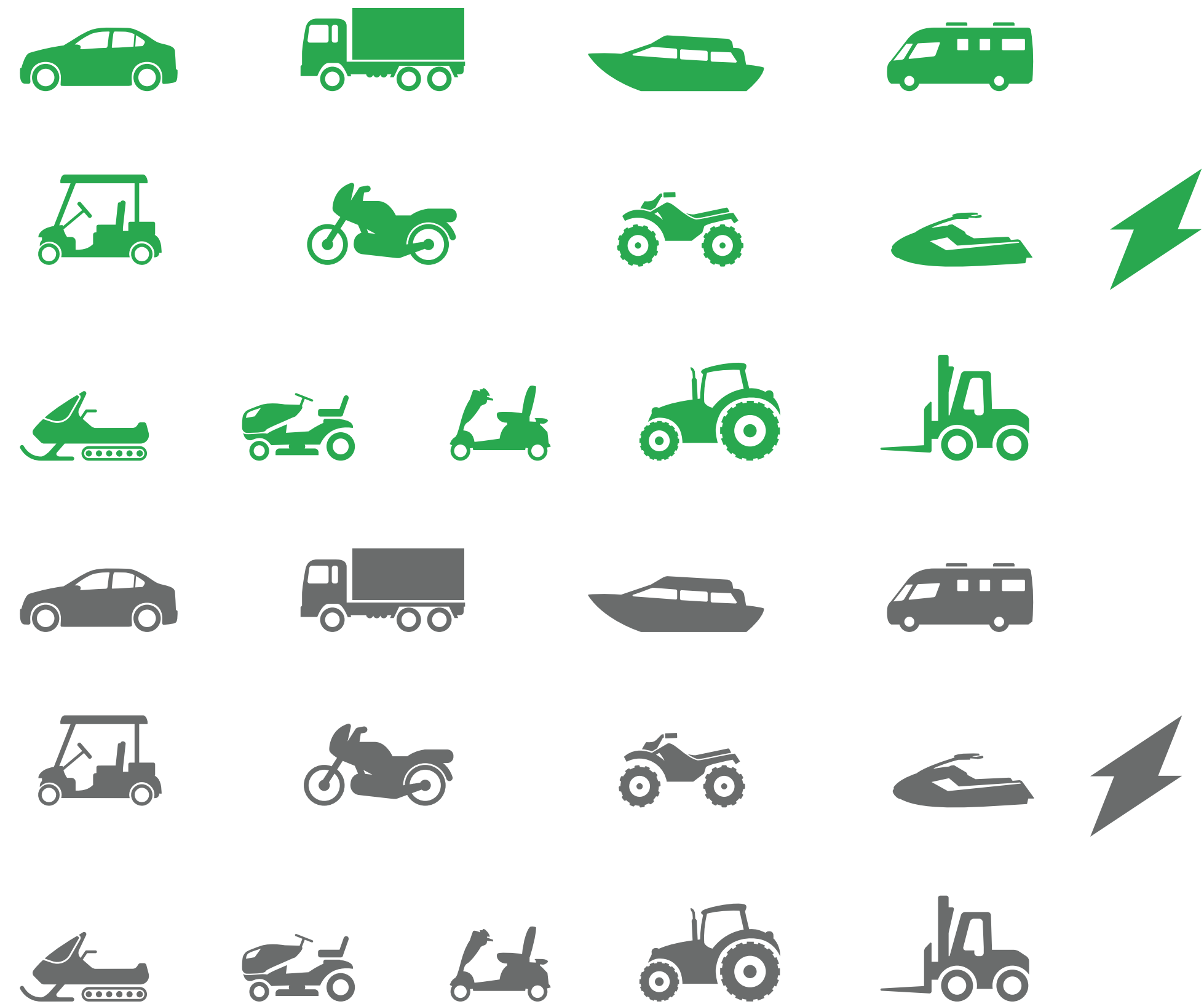
*The motorcycle icon is the primary icon for powersports, which includes motorcycles, ATV/UTV, personal watercraft and snowmobile.

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



PHOTOGRAPHY GUIDELINES



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)



3/4 VIEW (ALTERNATE BEAUTY ANGLE)



BEAUTY TRIO



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

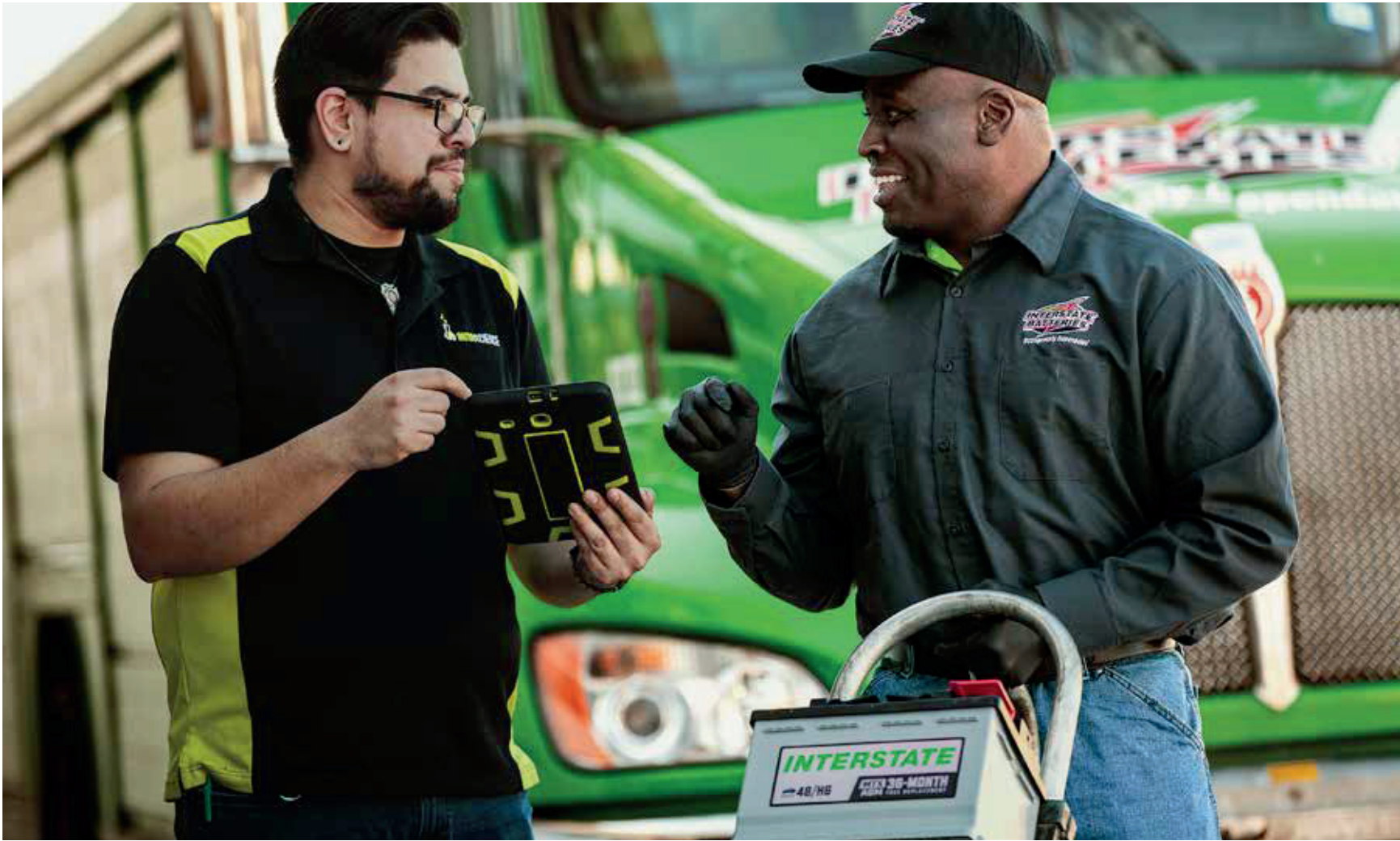
Batteries may only be used against a white (preferred) or solid Interstate Legacy green background.

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



CO-BRANDING

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.

AUGUST 1 - DECEMBER 31, 2020

THE RACE FOR UPTIME

MANAGERS GET IN THE RACE TO
WIN A VIP WEEKEND FOR TWO TO TEXAS'
BIG RACE WEEKEND SPRING 2021

Cut the downtime for your customers, grow your battery sales – and earn a chance to win a VIP racing weekend while you do it. **It starts with proactive battery testing.** Incorporate proactive battery tests into your maintenance routine. Tests take minutes, and they save your customers days of lost time. Give your customers more uptime out of every piece of equipment when you identify battery problems before they hit. Earn trust and repeat business when you provide support, quality parts and peace of mind your customers can count on.



INTERSTATE BATTERIES
Outrageously Dependable

HYSTER-YALE
GROUP

APPAREL

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.

