

GRAPHIC STANDARDS GUIDE



2023

TABLE OF CONTENTS

- THE NAPA LOGO, SYMBOL OF THE ORGANIZATION 4
 - HEAD OFFICE 4
 - MARKETING DEPARTMENT 4
 - APPROVAL PROCESS 4
- 1. FLAGSHIP IDENTITY 5
 - 1.1 THE BOLT – THE BOLT REDESIGNED 6
 - 1.2 PRIMARY LOGO – PREFERRED OPTION – DARK BACKGROUND 7
 - 1.2 PRIMARY LOGO – MINIMUM SIZE 7
 - 1.3 PRIMARY LOGO – OPTION – LIGHT BACKGROUND 8
 - 1.3 PRIMARY LOGO – MINIMUM SIZE 8
 - 1.4 PRIMARY LOGO – ALTERNATE VERSIONS 9
 - 1.4 PRIMARY LOGO – TRADEMARK 9
 - 1.5 PRIMARY LOGO – CLEAR SPACE 10
 - 1.5 PRIMARY LOGO – SOCIAL MEDIA 10
 - 1.6 PRIMARY LOGO – IMPROPER USES 11
 - 1.6 PRIMARY LOGO – NOTE 11
- 2. NAPA NETWORK 12
 - 2.1 BANNERS 13
- 3. NAPA AUTOPRO 14
 - 3.1 THE LOGO – PREFERRED OPTION – DARK BACKGROUND 15
 - 3.1 THE LOGO – MINIMUM SIZE 15
 - 3.2 THE LOGO – OPTION – LIGHT BACKGROUND 16
 - 3.2 THE LOGO – MINIMUM SIZE 16
 - 3.3 THE LOGO – ALTERNATE LOGOS 17
 - 3.3 THE LOGO – TRADEMARK 17
 - 3.4 THE LOGO – CLEAR SPACE 18
 - 3.4 THE LOGO – AVATAR 18
 - 3.5 THE LOGO – IMPROPER USES 19
 - 3.5 THE LOGO – NOTE 19

TABLE OF CONTENTS

- 3.6 CORPORATE SIGNATURE – HORIZONTAL AND VERTICAL 20
 - 3.6 CORPORATE SIGNATURE – ONE-COLOUR VERSIONS 20
 - 3.7 CORPORATE SIGNATURE – CLEAR SPACE 21
 - 3.7 CORPORATE SIGNATURE – MINIMUM SIZE 21
 - 3.8 CORPORATE SIGNATURE – EXAMPLES OF APPLICATIONS 22
 - 3.9 SERVICE CENTRE SIGNATURE – SHORT SHOP NAME 23
 - 3.9 SERVICE CENTRE SIGNATURE – FONT 23
 - 3.10 SERVICE CENTRE SIGNATURE – LONG SHOP NAME 24
 - 3.10 SERVICE CENTRE SIGNATURE – APPLICATIONS 24
 - 3.11 SERVICE CENTRE SIGNATURE – IMPROPER USES 25
 - 3.12 EMAIL SIGNATURE – FONT 26
 - 3.12 EMAIL SIGNATURE – NOTE 26
 - 3.13 IN WRITING – NAPA AUTOPRO 27
- 4. A COLOURFUL BRAND 28
 - 4.1 BRAND COLOURS – FLAT COLOUR PALETTE 29
 - 4.1 BRAND COLOURS – TERTIARY COLOUR 29
 - 4.2 BRAND COLOURS – COLOUR GRADIENTS 30
- 5. TYPOGRAPHY 31
 - 5.1 THE NAPA AUTOPRO FONTS 32
 - 5.2 THE FRANKLIN GOTHIC – SYSTEM ALTERNATE FONT 33
- 6. PHOTOGRAPHY 34
 - 6.1 TONE PALETTE – ON THE ROAD 35
 - 6.2 TONE PALETTE – ON A CAR 36
 - 6.3 TONE PALETTE – GENERAL 37
- 7. SUPPORT THE BRAND 38
 - 7.1 PROMOTIONAL APPAREL & MERCHANDISE – INSTRUCTIONS TO FOLLOW 39
- DOWNLOAD THE MEDIA KITS 40

THE NAPA LOGO, SYMBOL OF THE ORGANIZATION

The NAPA logo is the graphic representation of the NAPA organization. Every time the NAPA name is used, the logo must be reproduced without alteration to ensure the consistency of the brand image and its commercial and social reach.

As identification elements essential to all spheres of NAPA's activities, the NAPA logo and NAPA family logos must be reproduced in keeping with the official graphic standards.

The NAPA logo is a registered trademark of the National Automotive Parts Association national headquarters. Any unauthorized use of the logo is strictly prohibited.

HEAD OFFICE

7025 Ontario St. East
Montreal, QC
H1N 2B3

MARKETING DEPARTMENT

Alexandre Dionne
Specialist - Graphic Design
and Marketing Documents
adionne@uapinc.com
514-256-5031 | ext. 7804

APPROVAL PROCESS

Communications pieces designed for commercial use must be submitted to NAPA's Marketing Services for approval. Please allow up to 48 hours turnaround time.

1.0

FLAGSHIP IDENTITY



1.1 THE BOLT



THE BOLT REDESIGNED

The NAPA logo has been updated and simplified.

The Bolt gets its name not only because of its iconic hexagonal shape but also because of its role as durable fastener, unifying the NAPA brand. It is carefully constructed to be perfectly legible at any size.

Correct use of the Bolt logo in all communications enhances the NAPA brand.

1.2 PRIMARY LOGO



PREFERRED OPTION – DARK BACKGROUND

A dark background is preferred for marketing materials (both print and digital). Therefore, this version of the NAPA logo is the reference. Use it as often as possible.

MINIMUM SIZE



The minimum size permitted in digital applications is 34 pixels in height. The minimum size permitted in printed applications is 0.25 inches in height.

1.3 PRIMARY LOGO



OPTION – LIGHT BACKGROUND

When using the Bolt on a light background in marketing materials (both print and digital), this version of the NAPA logo is permitted.

MINIMUM SIZE



The minimum size permitted in digital applications is 34 pixels in height. The minimum size permitted in printed applications is 0.25 inches in height.

1.4 PRIMARY LOGO



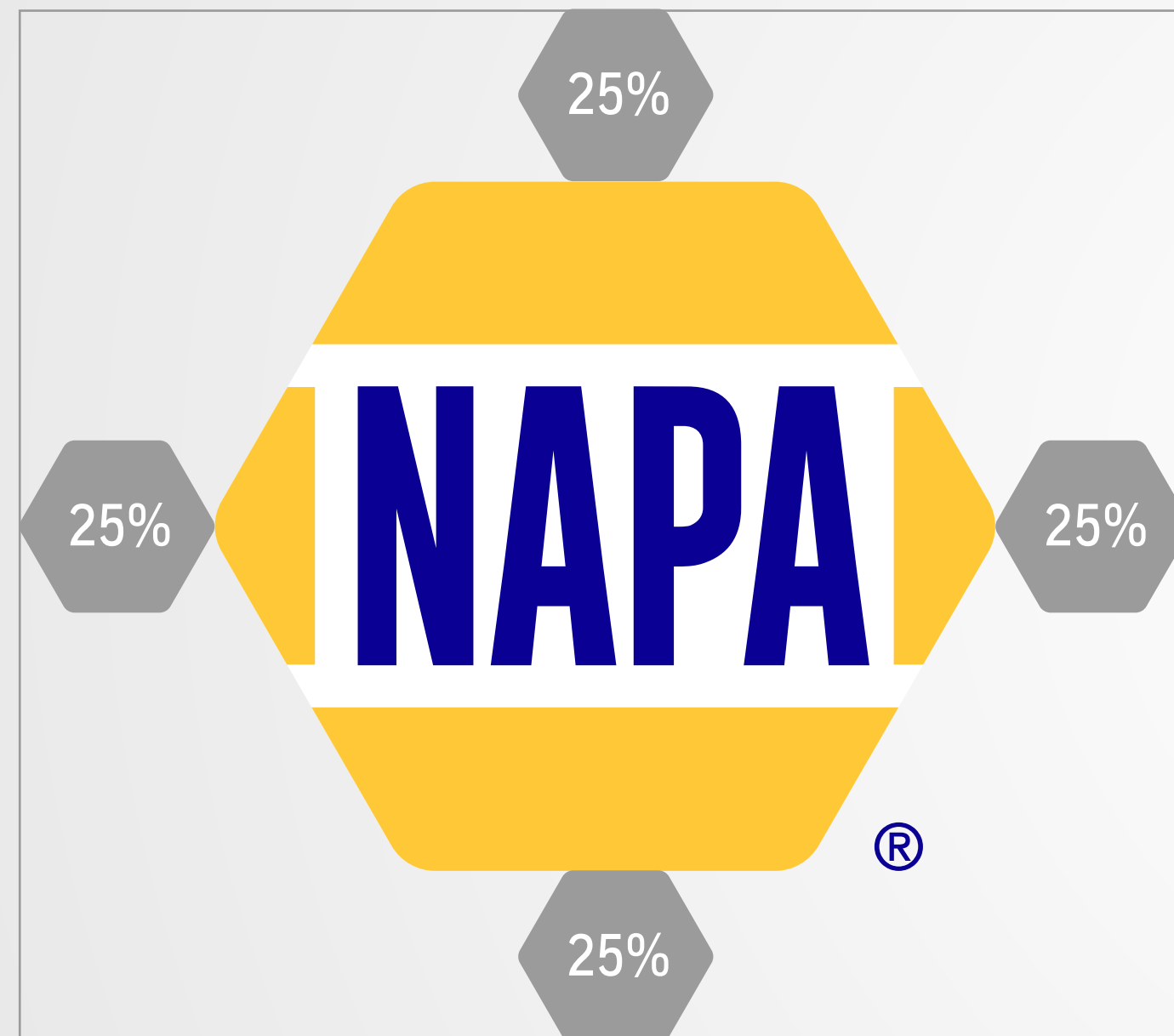
ALTERNATE VERSIONS

Alternate primary logos are available for use if either space or ink colours are limited. Logo options 01 and 02 must be used when only two-colour printing is possible. Options 03 and 04 must be used when only one-colour printing is available. Options 05 and 06 must be used when only black-and-white printing is available.

TRADEMARK

The NAPA logo is a registered trademark. As such, the registered trademark symbol (®) is a mandatory part of our logo. It cannot be removed, repositioned or altered in any way.

1.5 PRIMARY LOGO



CLEAR SPACE

The clear space surrounding the Bolt cannot be less than the space equivalent to 25% of the size the logo. It is important to maintain a sufficient amount of space around the logo to ensure it is easily identifiable.



SOCIAL MEDIA

In these instances, a clear space of 25% of the size of the logo should be maintained above and below the NAPA logo.

1.6 PRIMARY LOGO



IMPROPER USES

Only display the Bolt in accordance with the directions provided in this guide and avoid common misuses. It is important to maintain a clear and consistent representation of the logo to preserve brand equity, consistency and legibility.

NOTE

It is no longer permitted to display NAPA logo on a blue square.

2.0

NAPA NETWORK



2.1 BANNERS



For the company to be successful, it is vital to have a unified brand identity and consistent voice: from parts to maintenance, from sea to sea, we form a single NAPA team.

In this spirit, the NAPA Auto Parts, NAPA/CMAX, NAPA AUTOPRO and NAPA Auto Care logos have been redesigned to graphically belong to one family. Placement of the primary logo, colours and typography have been harmonized.

When you use these logos as indicated in the following pages, you play a crucial role in strengthening brand equity and the trust the NAPA brand has inspired throughout its network.

3.0

NAPA AUTOPRO



3.1 THE LOGO



PREFERRED OPTION – DARK BACKGROUND

A dark background is preferred for marketing materials (both print and digital). Therefore, this version of the NAPA AUTOPRO logo is the reference. Use it as often as possible.



MINIMUM SIZE



Minimum sizes have been set at 0.25 in (6.35 mm) for print documents and 34 pixels for digital uses. Said measurements correspond to the dimensions of the NAPA hexagon, regardless of which version of the logo is used.

3.2 THE LOGO



OPTION – LIGHT BACKGROUND

When using the Bolt on a light background in marketing materials (both print and digital), this version of the NAPA AUTOPRO logo is permitted.

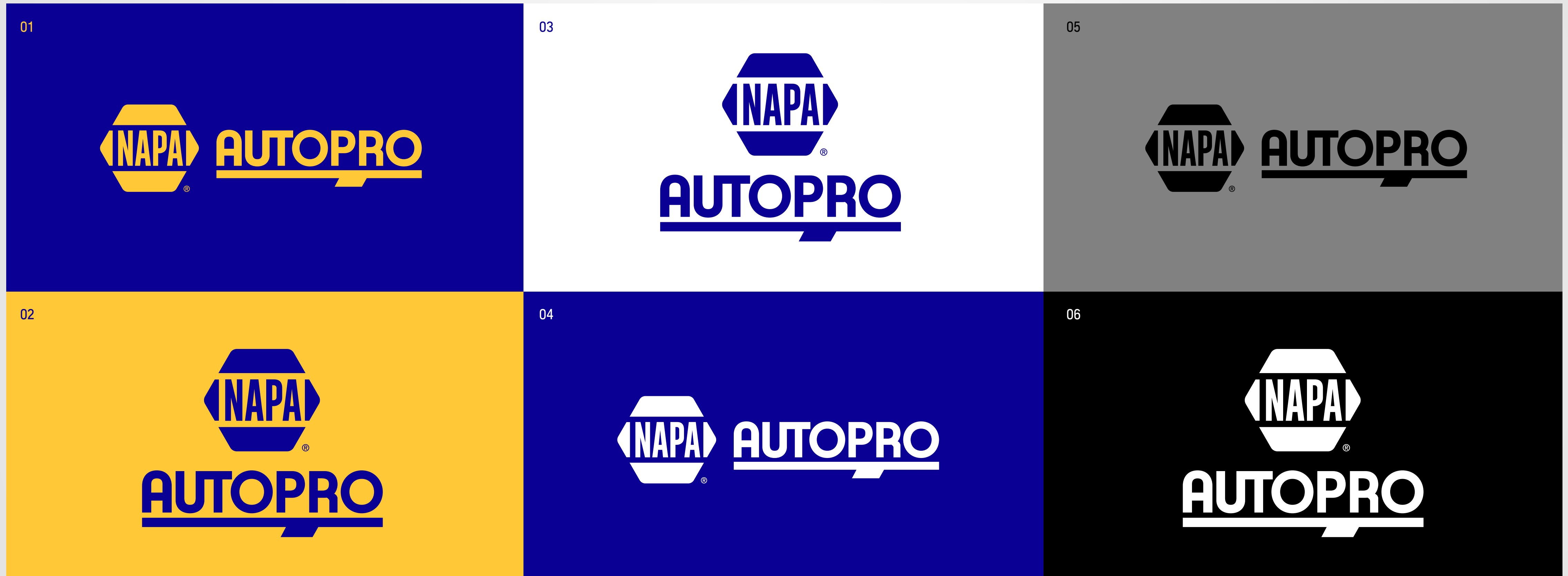


MINIMUM SIZE



Minimum sizes have been set at 0.25 in (6.35 mm) for print documents and 34 pixels for digital uses. Said measurements correspond to the dimensions of the NAPA hexagon, regardless of which version of the logo is used.

3.3 THE LOGO



ALTERNATE LOGOS THIS INFORMATION APPLIES EQUALLY TO HORIZONTAL AND VERTICAL LOGOS.

Alternate NAPA AUTOPRO logos are available for use if either space or ink colours are limited. Logo options 01 and 02 are must be used when only two-colour printing is possible. Options 03 and 04 must be used when only one-colour printing is available. Options 05 and 06 must be used when only black-and-white printing is available.

TRADEMARK

The NAPA AUTOPRO is a registered trademark. As such, the registered trademark symbol (®) is a mandatory part of our logo. It cannot be removed, repositioned or altered in any way.

3.4 THE LOGO



CLEAR SPACE

The clear space surrounding the NAPA AUTOPRO logo cannot be less than the space equivalent to 25% of the size of the logo. It is important to maintain a sufficient amount of space around the logo to ensure it is easily identifiable.



AVATAR

On social media, only use the Bolt. A clear space of 25% of the size of the logo should be maintained above and below the NAPA logo.



3.5 THE LOGO



IMPROPER USES

Only display the NAPA AUTOPRO logo in accordance with the directions provided in this guide and avoid common misuses. It is important to maintain a clear and consistent representation of the logo to preserve brand equity, consistency and legibility.

NOTE

It is no longer permitted to display the NAPA AUTOPRO logo on a blue square.

3.6 CORPORATE SIGNATURE



It's true

HORIZONTAL AND VERTICAL

When adding the signature to communications, it must be juxtaposed with the logo as presented above. There are 4 colour options to choose from. Each of them is available in RGB and CYMK. Use the one appropriate for your publication.



ONE-COLOUR VERSIONS

You will also find in the media guide additional versions of the signature: black and white as well as blue and white. Use the one appropriate for your publication.

3.7 CORPORATE SIGNATURE



CLEAR SPACE

There should always be a sufficient amount of space around the logo. The clear space surrounding the NAPA shape cannot be less than the equivalent space of 25% of the logo.



MINIMUM SIZE

Minimum sizes have been set at 0.25 in (6.35 mm) for print documents and 34 pixels for digital uses. Said measurements correspond to the dimensions of the NAPA hexagon, regardless of which version of the logo is used.

3.8 CORPORATE SIGNATURE

PARTNER
LOGO

Please insert
your very looong and good
advertising title here.

- Lorem ipsum dolor sit amet • Consectetuer adipiscing
- Ut wisi enim ad minim veniam • Quis nostrud exerci amet tation

Lorem ipsum dolor sit amet, consectetur adipiscing elit, diam nonummy.

It's true

GARAGE NAME HERE
5555 Loremipsum Boulevard, City, Province
(555) 555-5555 | yourwebsite.com

Please
insert your
title here.

- Dolore magna aliquam diam erat
volutpat • Sed diam nonummy nibh
euismod tincidunt diam

GARAGE NAME HERE
5555 Loremipsum Boulevard, City, Province
(555) 555-5555 | yourwebsite.com





POS

PARTNER
LOGO

Please insert
your title here.

- Lorem ipsum dolor sit amet
- Consectetuer adipiscing elit
- Sed diam nonummy nibh euismod tincidunt
- Dolore magna aliquam erat volutpat
- Ut wisi enim ad minim veniam

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.

It's true

GARAGE NAME HERE
5555 Loremipsum Boulevard, City, Province
(555) 555-5555 | yourwebsite.com



Please
insert
your
ad title
here.

- Consectetuer adipiscing elit
- Dolore magna aliquam erat volutpat
- Ut wisi enim ad minim veniam

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet.

GARAGE NAME HERE
5555 Loremipsum Boulevard, City, Province
(555) 555-5555 | yourwebsite.com

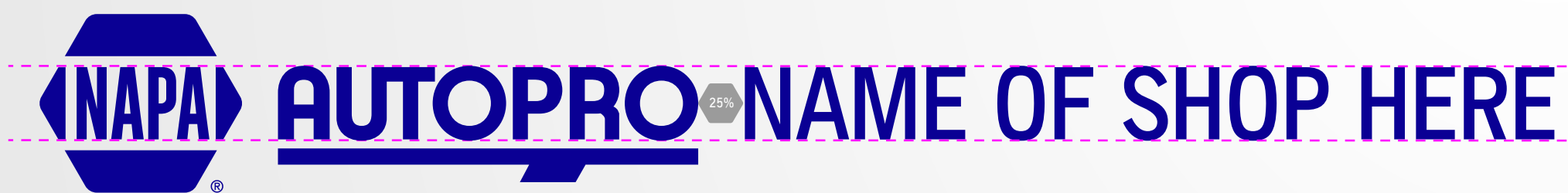
PARTNER
LOGO

EXAMPLES OF APPLICATIONS

You will find source files in different formats in the media guide. Feel free to use them. They will provide you with a good starting point for your communications.

22

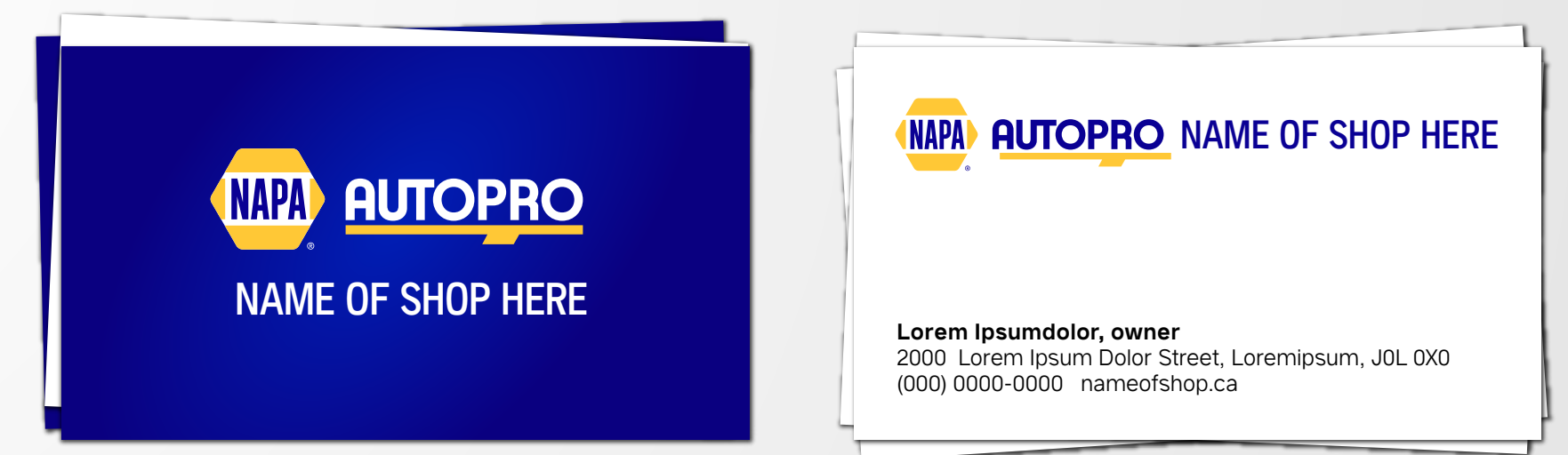
3.9 SERVICE CENTRE SIGNATURE



SHORT SHOP NAME

In the first horizontal version, the shop name must be aligned to the left with the letter N of NAPA and to the right with the letter O of AUTOPRO, and there must be a space equivalent to 25% of the Bolt between the Bolt and your shop name. In the second horizontal version, the height of your shop name must be equivalent to the height of the white part inside of the NAPA logo and there must be a space equivalent to 25% of the Bolt between the AUTOPRO and your shop name.

In its vertical version, the name of your shop must be centered under AUTOPRO and there must be a space equivalent to 25% of the Bolt between AUTOPRO and the name of your shop.



FONT

A shop signature is the combination of the AUTOPRO logo and the name of your shop. It must be written in capital letters with the following font:

NAPA SANS MEDIUM CONDENSED.

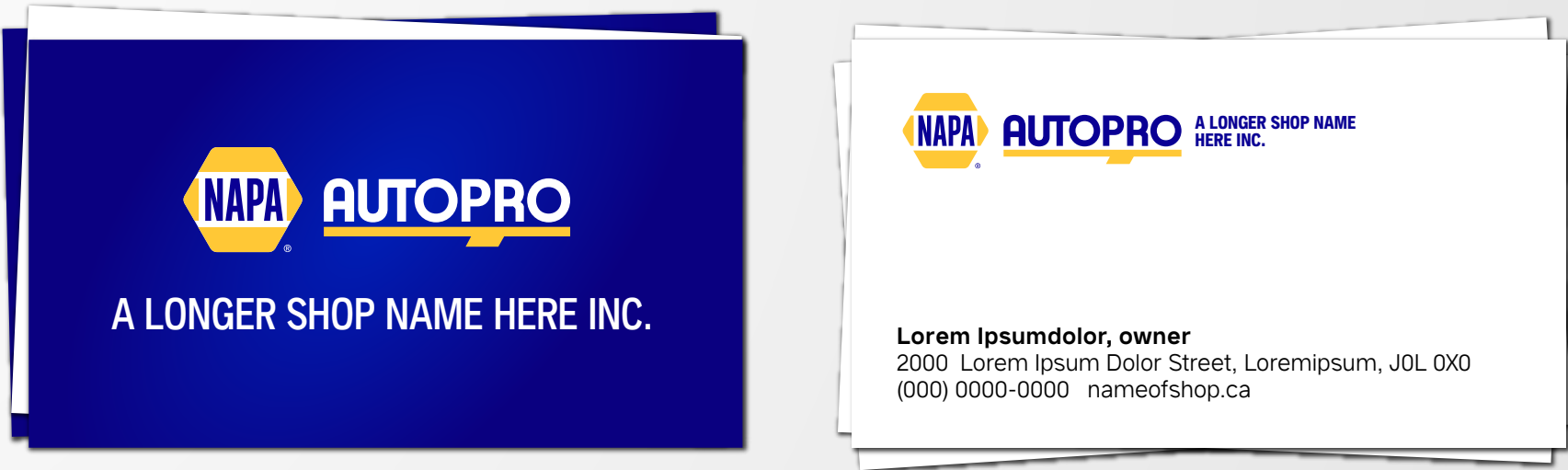
3.10 SERVICE CENTRE SIGNATURE



LONG SHOP NAME

In the first horizontal version, the shop name must be centered under the logo and there must be a space equivalent to 25% of the Bolt between the NAPA Bolt and your shop name. In the second horizontal version, the height of the two lines of your shop name must be equivalent to the height of the white part inside of the NAPA logo and there must be a space equivalent to 25% of the Bolt between the AUTOPRO and your shop name.

In its vertical version, the name of your shop must be centered under AUTOPRO and there must be a space equivalent to 25% of the Bolt between AUTOPRO and the name of your shop.



APPLICATIONS

The appropriate signature can be applied to advertisements, websites, store signs, stationery, and other types of communications.

3.11 SERVICE CENTRE SIGNATURE



IMPROPER USES

Only display the NAPA AUTOPRO service centre signature in accordance with the directions provided in this guide and avoid common misuses. It is important to maintain a clear and consistent representation of the logo to preserve brand equity, consistency and legibility.

3.12 EMAIL SIGNATURE

SIGNATURE'S ELEMENTS

- Your first and last name
- Your job title (for Quebec employees, it is recommended that you write your title in French and English)
- The name of the division that you work in (e.g., NAPA AUTOPRO)
- Your landline telephone number, including the extension, if applicable
- Your cellphone number (if applicable), preceded by “Cell.:”
- Your email address
- The logo of the division that you work in (e.g., NAPA AUTOPRO)

FONT

The email signature must be written in Arial font. Your name must be in NAPA Blue, **Arial bold**, 12-point type. All other information must be in black, **Arial regular**, 10-point type.

Jean Tremblay

Gérant de district, Montréal
District Manager, Montreal
NAPA AUTOPRO
514 555-5555, ext. 7777
Cell.: 514 888-8888
jtremblay@uapinc.com



NOTE

You can find the logo in the appropriate format in the media kit inside the folder labelled “Web”.

3.13 IN WRITING

NAPA AUTOPRO

When referencing the name NAPA AUTOPRO, “NAPA” and “AUTOPRO” should be in all caps and on the same line.

E.g.: Welcome to NAPA AUTOPRO – John Donovan Inc.

4.0

**A COLOURFUL
BRAND**

4.1 BRAND COLOURS

| | | |
|--|--|---|
| <div><div><div><div><div><div></div><div>NAPA Blue</div><div>PANTONE 2738 C</div></div></div><div><div>DIGITAL</div><div>HEX #0A0094</div><div>RGB 10 0 148</div></div></div></div><div><div><div>PROCESS COATED</div><div>CMYK 100 96 11 11</div></div><div><div>PROCESS UNCOATED</div><div>CMYK 81 67 0 0</div></div></div></div> | <div><div><div><div><div></div><div>NAPA Yellow</div><div>PANTONE 123 C</div></div></div><div><div>DIGITAL</div><div>HEX #FFC836</div><div>RGB 255 200 54</div></div></div></div> <div><div><div>PROCESS COATED</div><div>CMYK 0 23 91 0</div></div><div><div>PROCESS UNCOATED</div><div>CMYK 0 28 98 0</div></div></div> | <div><div><div><div><div></div><div>Stainless Gray</div><div>PANTONE LIGHT GRAY</div></div></div><div><div>DIGITAL</div><div>HEX #DADAD9</div><div>RGB 218 218 217</div></div></div></div> <div><div><div>PROCESS COATED</div><div>CMYK 0 0 0 20</div></div><div><div>PROCESS UNCOATED</div><div>CMYK 0 0 0 20</div></div></div> |
|--|--|---|

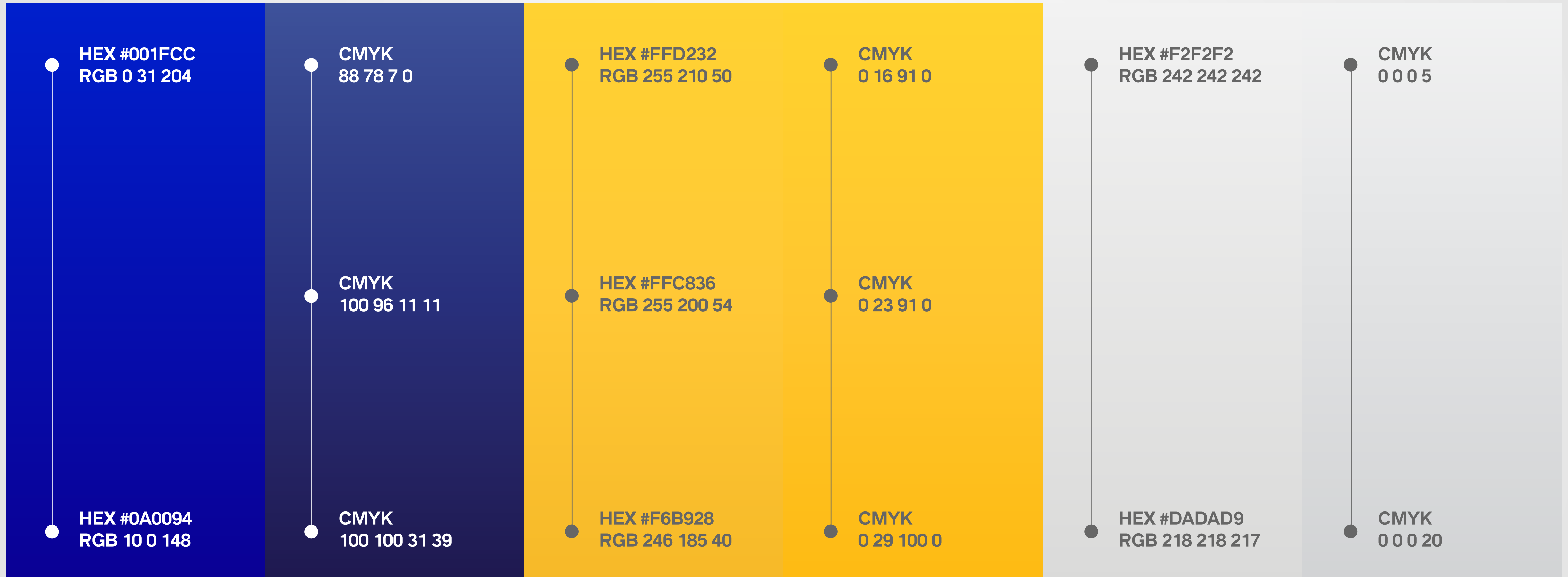
FLAT COLOUR PALETTE

The colour palette is inspired by the rich history of the NAPA brand and updated to a bold set of modern hues. The colours are similar for each banner in the group.

TERTIARY COLOUR

To complete the NAPA colour palette, it is recommended to use grey. No other colour is permitted.

4.2 BRAND COLOURS



COLOUR GRADIENTS

To highlight a product, price or title, using gradients of the brand colours is permitted. Here are the RGB or CMYK compositions to use to ensure consistency among colour variations.

5.0

TYPOGRAPHY

5.1 THE FONTS

HEADLINE 1 -----

- FOUNDRY REVISION BOLD
- Title Case

Foundry
revision bold

HEADLINE 2 -----

- NAPA SANS BOLD CONDENSED
- Title Case

NAPA Sans Bold Condensed

BODY COPY -----

- NAPA SANS LIGHT
- Sentence case

NAPA Sans Light consectetur adipiscing elit. Curabitur ultrices purus idalos
id nisl interdum, sit amet interdum magna luctus. Proin efficitur egestas convallis.
Pellentesque ut metus lacinia, imperdiet eros in, commodo arcu, tiburum ut urna a
magna tu mi dignissim accumsan. Duis lacus nisi mattis elet sansa contribum.

LEGAL -----

- NAPA SANS CONDENSED
- Sentence case

© 2022 National Automotive Parts Association LLC.

THE NAPA AUTOPRO FONTS

To introduce a distinctive element, NAPA AUTOPRO now has an exclusive font: Foundry. It is found only in titles of brand communications and on napaautopro.com. It is a unique font. Its form resembles that of a bolt. Subtitles and titles respectively use NAPA SANS BOLD CONDENSED and NAPA SANS LIGHT.

5.2 THE FRANKLIN GOTHIC

HEADLINE 1 -----
• FRANKLIN GOTHIC CONDESED DEMI
• ALL CAPS

FRANKLIN GOTHIC
CONDENSED DEMI

HEADLINE 2 -----
• FRANKLIN GOTHIC CONDENSED MEDIUM
• Title Case

Franklin Gothic Condensed Demi

BODY COPY -----
• FRANKLIN GOTHIC BOOK REGULAR
• Sentence case

Franklin gothic book regular consectetur adipiscing elit. Curabitur ultrices purus idalos
id nisl interdum, sit amet interdum magna luctus. Proin efficitur egestas convallis.
Pellentesque ut metus lacinia, imperdiet eros in, commodo arcu, tiburum ut urna a
magna tu mi dignissim accumsan. Duis lacus nisi mattis elet sansa contribum.

LEGAL -----
• FRANKLIN GOTHIC CONDENSED REGULAR
• Sentence case

© 2022 National Automotive Parts Association LLC.

SYSTEM ALTERNATE FONT

For internal instances where NAPA Sans is not an option for use (Microsoft PowerPoint presentations, Microsoft Outlook email signatures, asset management platforms, etc.), our system-alternate font is Franklin Gothic. Franklin Gothic should never be used in consumer-facing brand communications or advertisements. In rare cases where neither NAPA Sans nor Franklin Gothic is available, Arial can be used as a last resort.

6.0

PHOTOGRAPHY



6.1 TONE PALETTE



ON THE ROAD

Although in the images, the dominant tone is cold, photos used for the NAPA brand are bright and airy. They radiate a sense of freedom.

6.2 TONE PALETTE



ON A CAR

The cold tone prevails when we move to the mechanical aspect. The colour blue still dominates.

A touch of yellow is welcome when possible. The focus is on the mechanical part. Light softens the ambiance.

The inclusion of a hand at work humanizes the image but is not absolutely required.

6.3 TONE PALETTE



GENERAL

Whether designed to spotlight do-it-yourself mechanics, certified NAPA AUTOPRO and NAPA Auto Care professionals, or consumers, the images are carefully selected. The cold tone still prevails. Light is prominent.

7.0



**SUPPORT
THE BRAND**

7.1 PROMOTIONAL APPAREL & MERCHANDISE



WHEN PRODUCING APPAREL AND MERCHANDISE FOR THE NAPA BRAND, FOLLOW THESE INSTRUCTIONS:

- Only use the NAPA brand colour palette, which includes white.
- Source base fabrics and substrates as close to the NAPA brand colour palette as possible.
- It is acceptable to use the Bolt logo as well as any other approved brand logos on apparel. When doing so, follow all standards set forth in this guide (e.g., colour, size and ratio requirements, typography, etc.).
- For embroidered objects, apply all the same rules required for flat artwork. This includes the ® symbol being included and reproduced at a legible size and in approved colours. Because of the large variations in the quality of embroidery, ALL embroidered items must be approved by the Brand Team.

**DOWNLOAD THE
MEDIA KITS AT**

uapinc.com/en-ca/media-kits