

GRAPHIC STANDARDS GUIDE



2023

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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.

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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



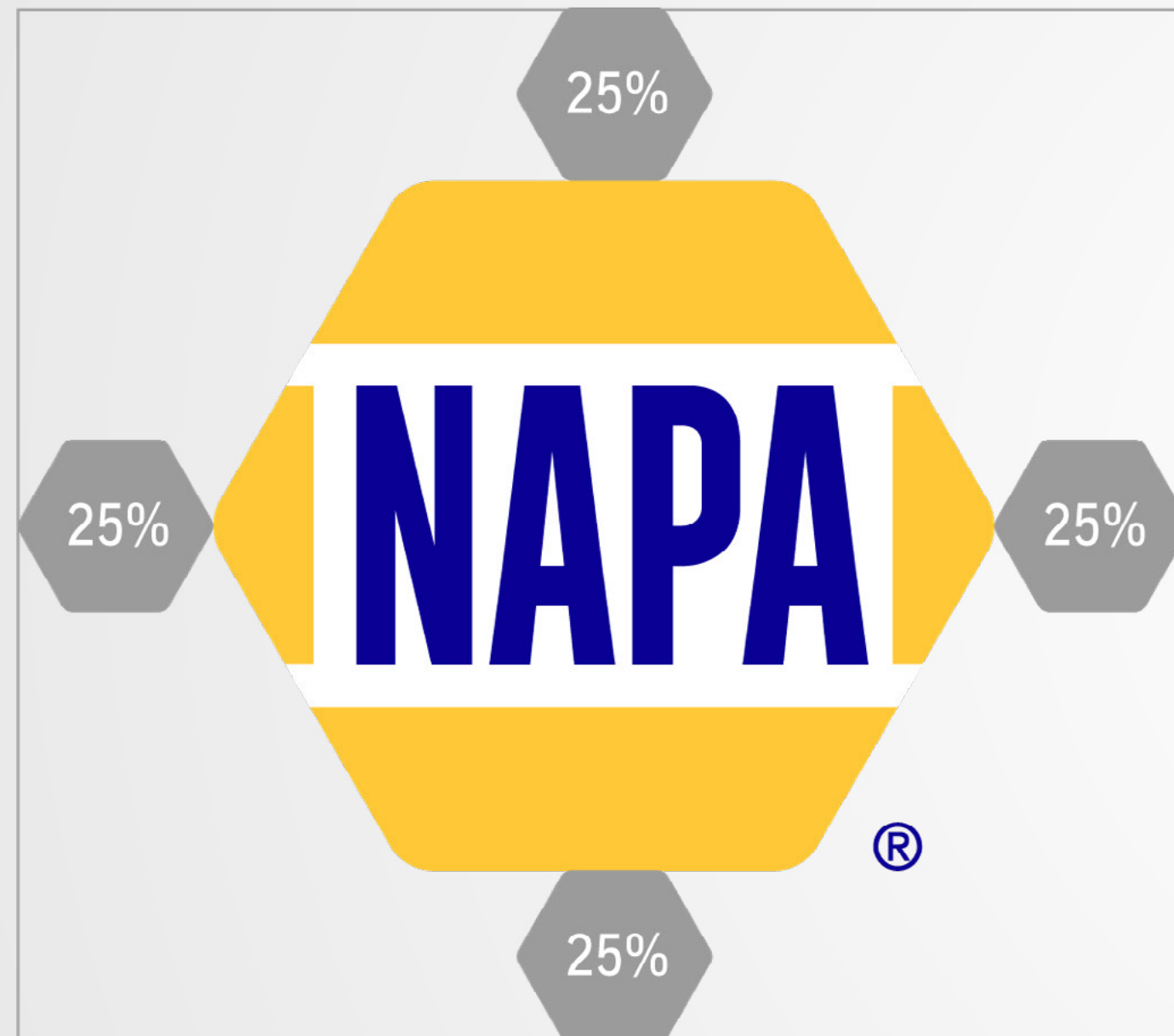
ALTERNATE VERSIONS

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 Auto Parts



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 Auto Parts logo is the reference. Use it as often as possible.

MINIMUM SIZE

The minimum size permitted in digital applications is 34 pixels in height when displayed horizontally and 50 pixels in height when displayed vertically. The minimum size permitted in printed applications is 0.25 inches in height.

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 Auto Parts logo is permitted.

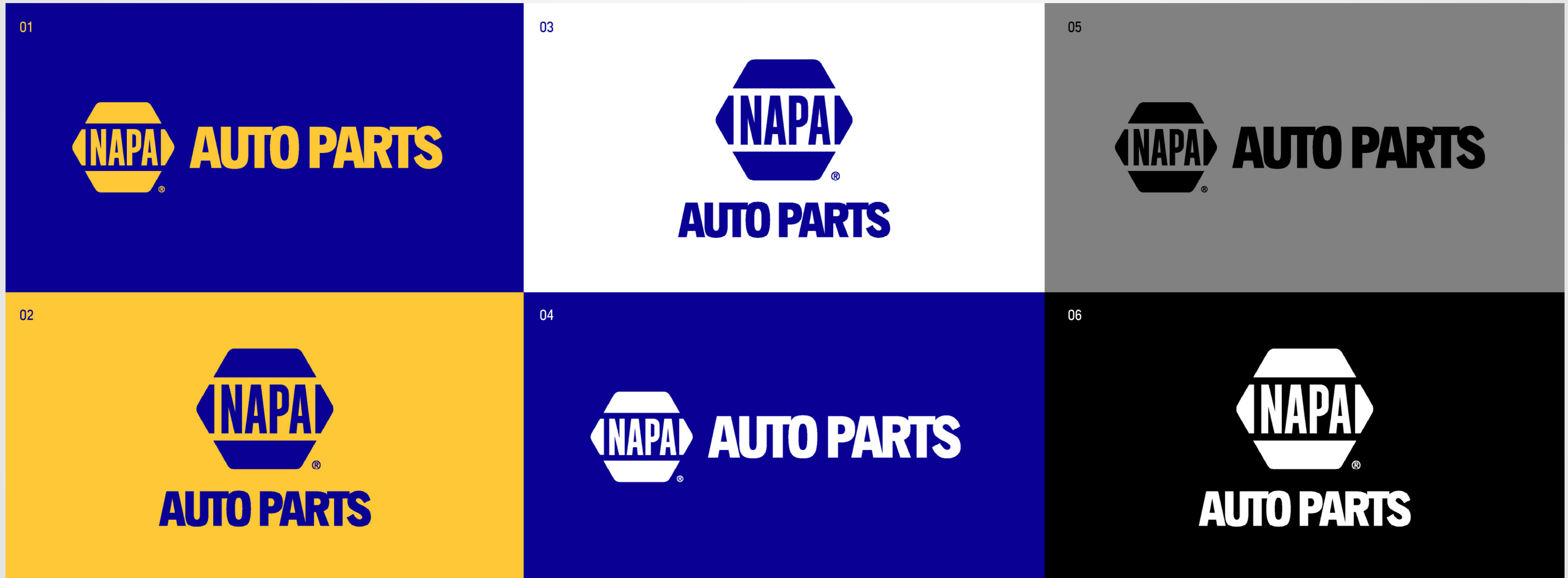


MINIMUM SIZE



The minimum size permitted in digital applications is 34 pixels in height when displayed horizontally and 50 pixels in height when displayed vertically. The minimum size permitted in printed applications is 0.25 inches in height.

3.3 THE LOGO



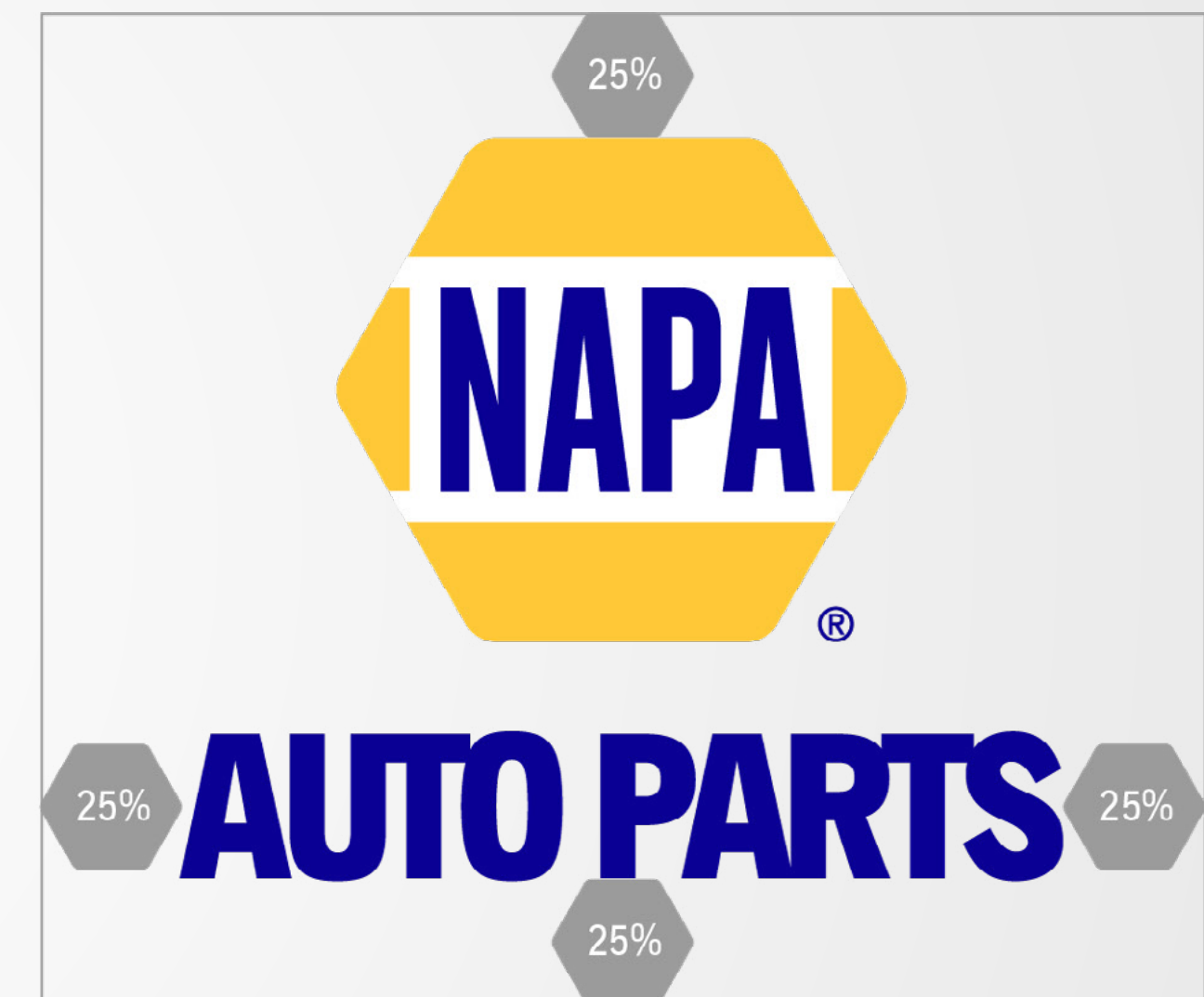
ALTERNATE LOGOS THIS INFORMATION APPLIES EQUALLY TO HORIZONTAL AND VERTICAL LOGOS.

Alternate NAPA Auto Parts 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 Auto Parts 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.

3.4 THE LOGO



CLEAR SPACE

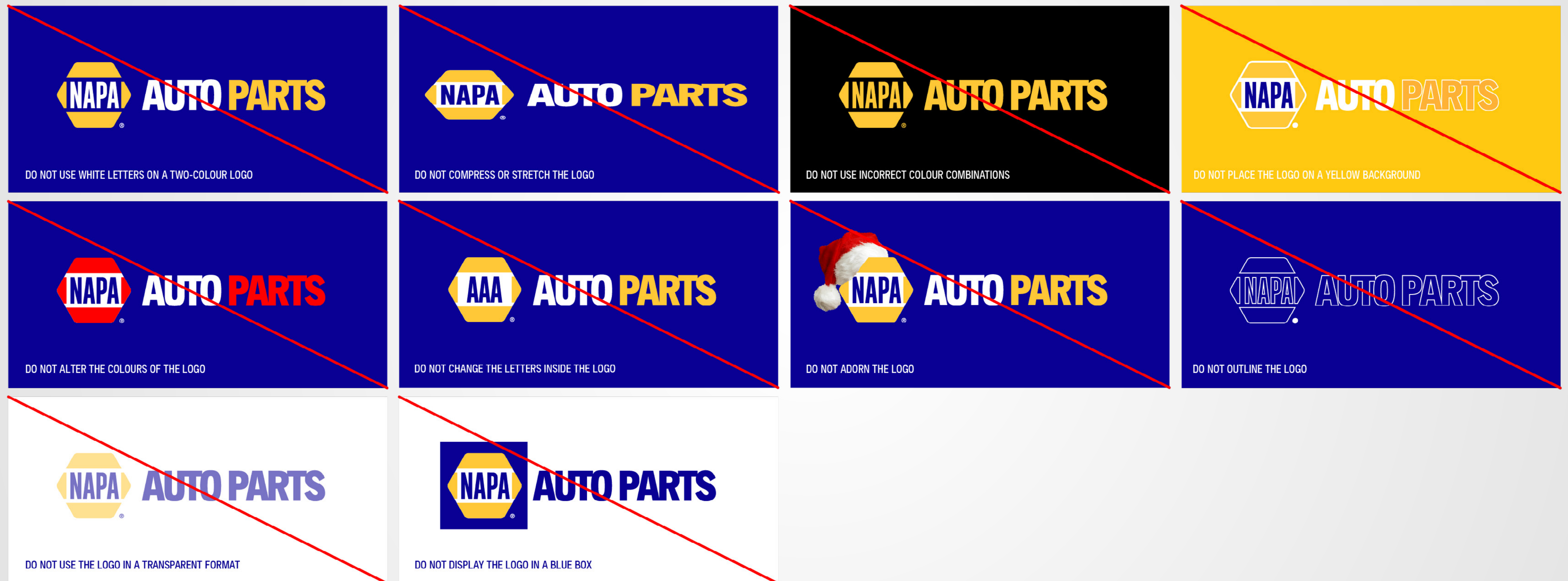
The clear space surrounding the NAPA Auto Parts logo cannot be less than the space equivalent to 25% of the size of the logo. It is important to maintain a sufficient amount of space around the logo to ensure it is easily identifiable.

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 Auto Parts 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 Auto Parts logo on a blue square.

3.6 IN WRITING

NAPA Auto Parts

When referencing the name of our stores, “NAPA” should be written in all caps on the same line, with “Auto Parts” in title case.

E.g.: Get the parts and tools you need at NAPA Auto Parts.

4.0

**A COLOURFUL
BRAND**

4.1 BRAND COLOURS

<div><div><div><div><div><div></div></div></div><div><div><div>NAPA Blue</div><div>PANTONE 2738 C</div></div></div></div></div></div>	<div><div><div><div><div><div></div></div></div><div><div><div>NAPA Yellow</div><div>PANTONE 123 C</div></div></div></div></div></div>	<div><div><div><div><div><div></div></div></div><div><div><div>Stainless Gray</div><div>PANTONE LIGHT GRAY</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div>DIGITAL</div><div>HEX #0A0094</div><div>RGB 10 0 148</div></div></div></div></div></div>	<div><div><div><div><div><div></div></div></div><div><div><div>DIGITAL</div><div>HEX #FFC836</div><div>RGB 255 200 54</div></div></div></div></div></div>	<div><div><div><div><div><div></div></div></div><div><div><div>DIGITAL</div><div>HEX #DADAD9</div><div>RGB 218 218 217</div></div></div></div></div></div>
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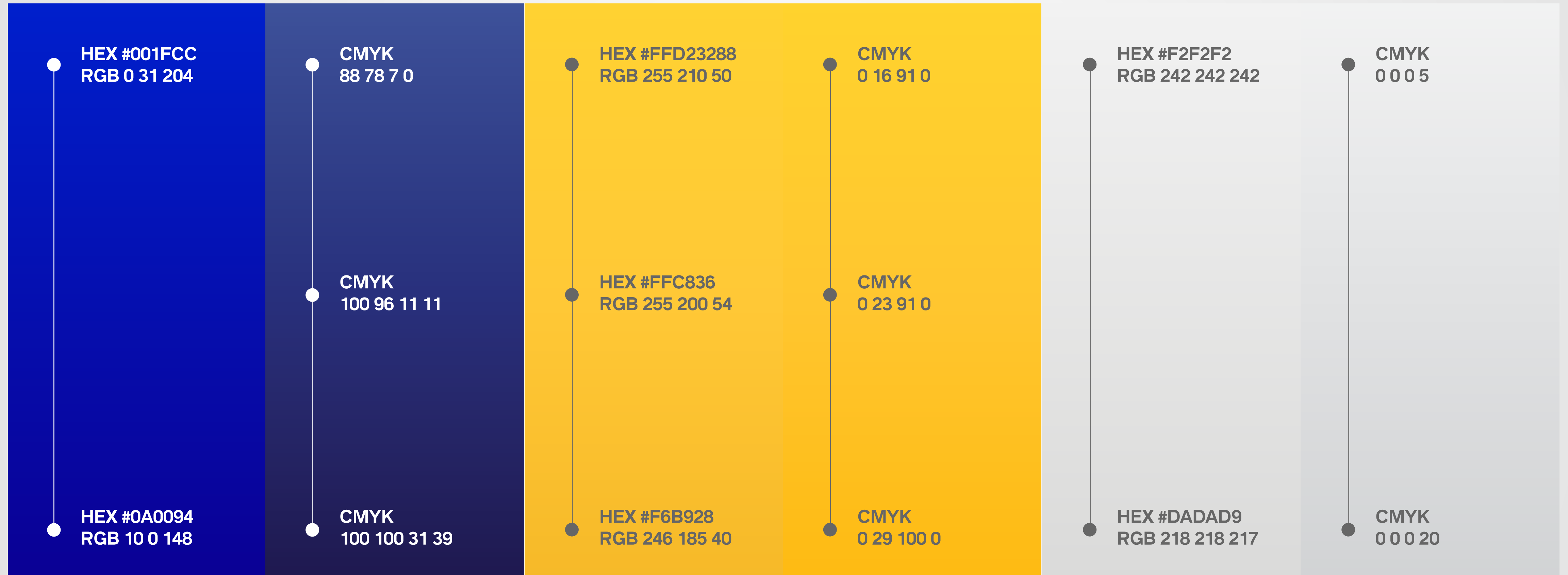
FLAT COLOUR PALETTE

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 NAPA SANS

HEADLINE 1 -----
• NAPA SANS BOLD CONDENSED
• ALL CAPS

NAPA SANS
BOLD CONDENSED

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 FONT

NAPA Sans is our primary typeface; it is clean, timeless and easy to read.
It enables NAPA to build a cohesive and coherent typographic language.

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

GRAPHIC ELEMENTS

6.1 GRAPHIC ELEMENTS



THE APEX AND THE VERTEX

NAPA deploys two graphic elements. These elements are carefully constructed from properties of the Bolt and will help increase spontaneous recognition of our brand over time.

Follow the rules of creation and application of these elements outlined in the following pages.

6.2 GRAPHIC ELEMENTS



THE APEX

The APEX can be used in a number of different configurations to suit the purpose. It can be yellow, blue or gray, of different gradients or not.

USE OF PHOTO

The APEX can contain a photo. See reference (01). APEX can accompany a photo. See reference (02). In a publication for retail, an image of a product can overlap it (03).

6.3 GRAPHIC ELEMENTS



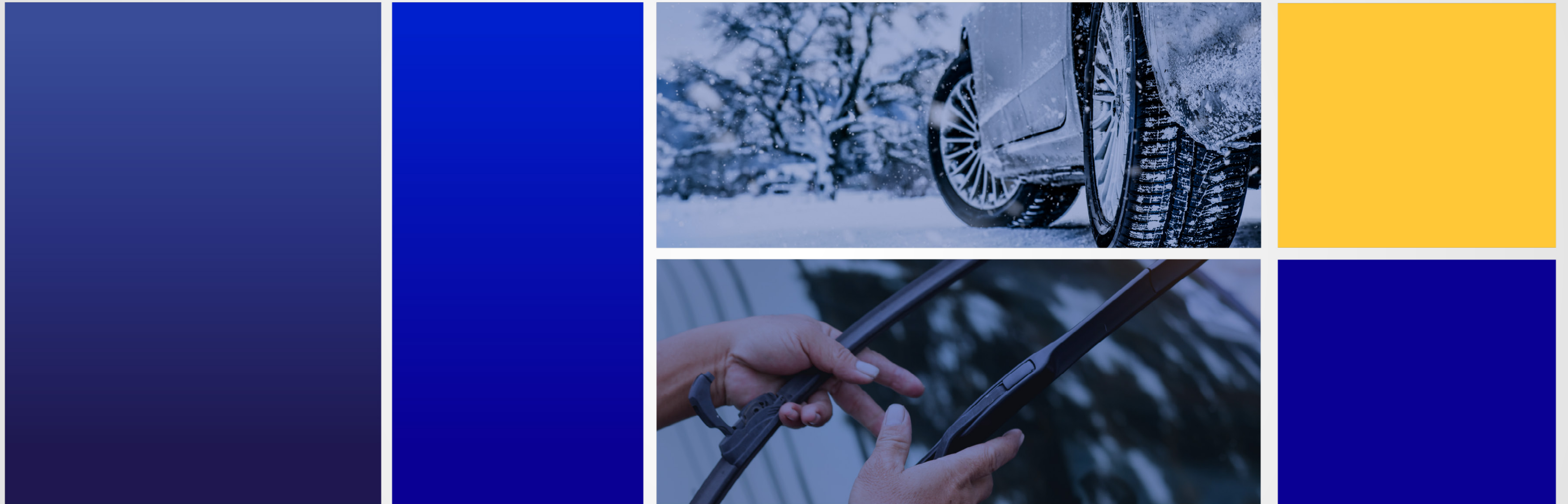
THE VERTEX

The Vertex is a dynamic diagonal graphic based on the angular sides of the Bolt. It is most often positioned in the lower right corner. Its size varies as needed.

USE OF PHOTO

The VERTEX can accompany a photo (01). In a publication for retail, an image of a product can overlap it (02).

6.4 GRAPHIC ELEMENTS



MINIMALIST

When the communication is already graphically constricted, the VERTEX and APEX can be dropped.

Examples: newsletters, flyers, mobile versions...

USE OF PHOTO

With or without a photo. Flat or gradients.

7.0

PHOTOGRAPHY



7.1 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.

7.2 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.

7.3 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.

8.0

**SUPPORT
THE BRAND**



8.1 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