

The CARQUEST Logo: Proper Presentation

The CARQUEST logo is a registered trademark of the CARQUEST Corporation. It should be presented with pride each time it is used. Below are some guidelines to use when printing the CARQUEST logo in any advertisement, announcement, form, stationery, or other use.



CORRECT USES OF THE CARQUEST LOGO

Multi-Color:



A. Standard 2 Color on Light Background

When using a white or very light color background, the CARQUEST logo must always be presented in 2 colors, Solid RED (PMS 186) and Solid BLUE (PMS REFLEX).

“AUTO PARTS” and ® in Solid BLUE (PMS REFLEX).

No other combination of colors is acceptable.



B. Standard 2 Color on Dark Background

When using a dark background that would obscure and/or blur the colors, the CARQUEST logo must always be presented in 2 colors, Solid RED (PMS 186) and Solid BLUE (PMS REFLEX).

Important: A white trap must be used around and behind the logo. The words “AUTO PARTS” and ® must appear in white.

NOTE: The white trap is NOT an outline nor is it to be considered part of the logo. It is simply to give separation from the logo and the background color.

No other combination of colors is acceptable.

Single Color:



A. Standard 1 Color on Light Background

When using a white or very light color background, the CARQUEST logo, “AUTO PARTS” and ® must always be presented in a single color either, Solid BLUE (PMS REFLEX) or Solid Black.



B. Standard 1 Color on Dark Background

When using the CARQUEST logo as a reverse, CARQUEST and the Shield must be presented in 1 color, Solid BLUE (PMS REFLEX) or Solid Black while using the white trap around and behind the logo.

The words “AUTO PARTS” and ® must simply reverse out of the background color.