

SEASON OF PERFORMANCE EVENT



V 2

 **ACURA**
PRECISION CRAFTED PERFORMANCE

/1.0/ INTRODUCTION

This style guide has been created to maintain a unified brand identity for the Acura Automobile Division. In the following sections, you will find details regarding how to use the logos (including minimum sizes and safe areas), color, and typefaces. This also includes the Season of Performance Event guidelines.

/2.0/ BRAND SIGNATURE

Consistent use of these logos according to the following guidelines will help reinforce the Acura image and strengthen the brand.

The Acura Precision Crafted Performance Signature should, where possible, be the primary signature for all outbound consumer-facing communications that promote the brand and brand image; this includes advertising and communications. Precision Crafted Performance can be applied to any promotional piece that is consistent with the Acura brand and reflects the brand direction of Precision Crafted Performance.

Precision Crafted Performance should not be used when it does not appear easy to read or would be distorted. Please see the legibility section for specific usage related to logo size.



Primary Precision Crafted Performance Signature



Secondary Precision Crafted Performance Signature

The Secondary Signature is designated for use when it is not possible to use the primary Precision Crafted Performance Signature due to vertical space limitations.



Vertical Signature Alt

This version of the brand signature may be used when space requirements are below the minimum for Primary Precision Crafted Performance Signatures.



Horizontal Signature Alt

This version of the brand signature may be used when space requirements are below the minimum for Secondary Precision Crafted Performance Signatures.

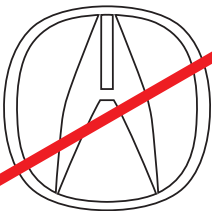
/2.1/ INCORRECT DISPLAYS

Be sure to use the correct shapes and colors for the product mark and "brand signature."

Application

Incorrect Displays

Do not use an outlined design.



Do not distort.



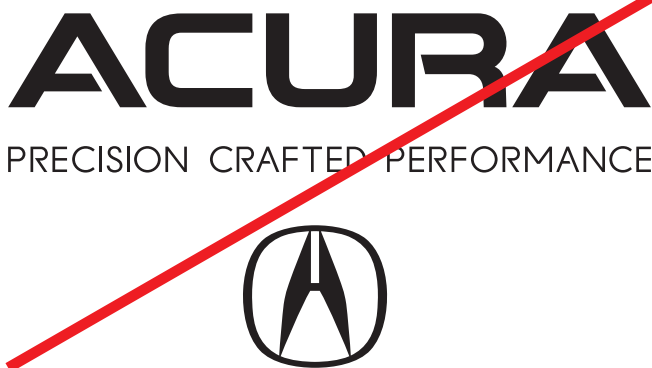
Do not curve.



Do not use the A mark as part of the Acura logo.



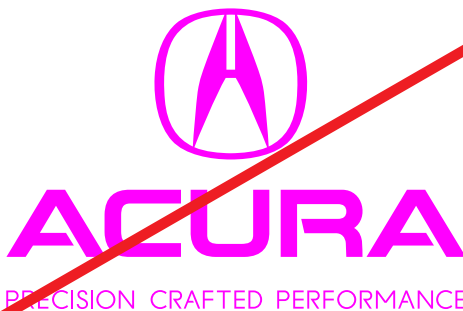
Do not change the combination of the "brand signature."



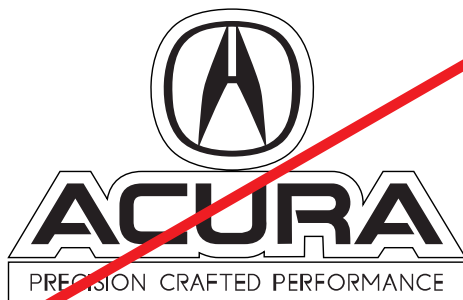
Do not alter the proportions of the "A" mark in the Acura logo.



Do not use any colors or color combinations other than those specified.



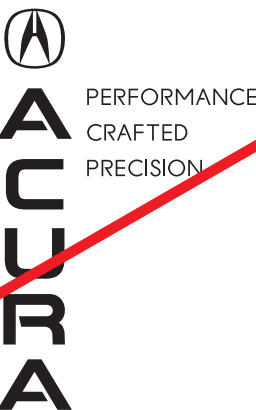
Do not frame or combine with other elements.



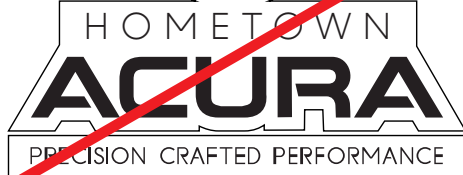
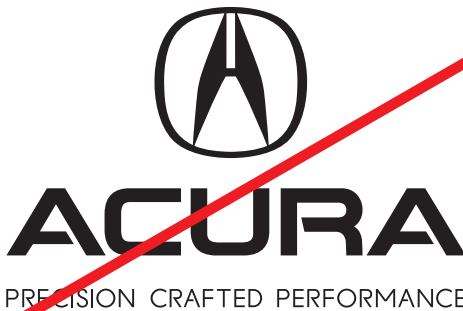
Do not display sideways.



Do not display sideways.



Do not display sideways.



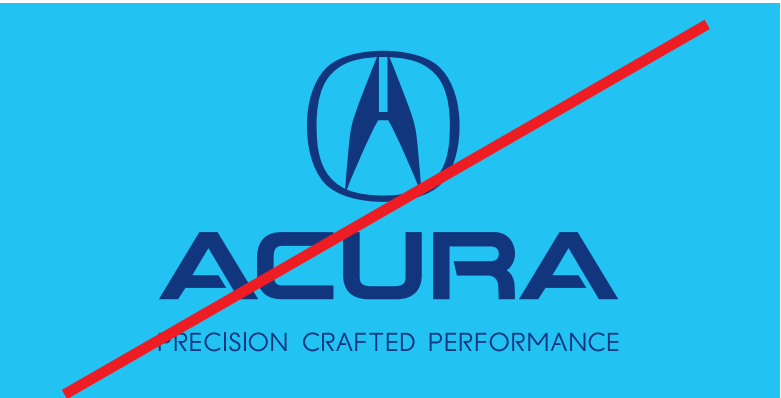
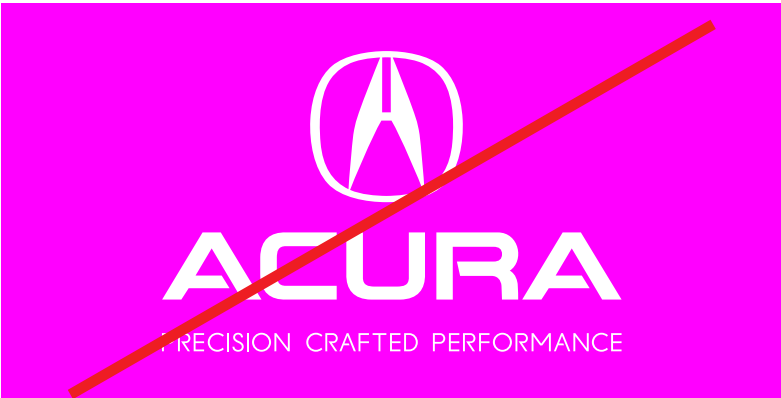
Do not employ languages to supplement the Acura logo even when the isolation regulations are observed.



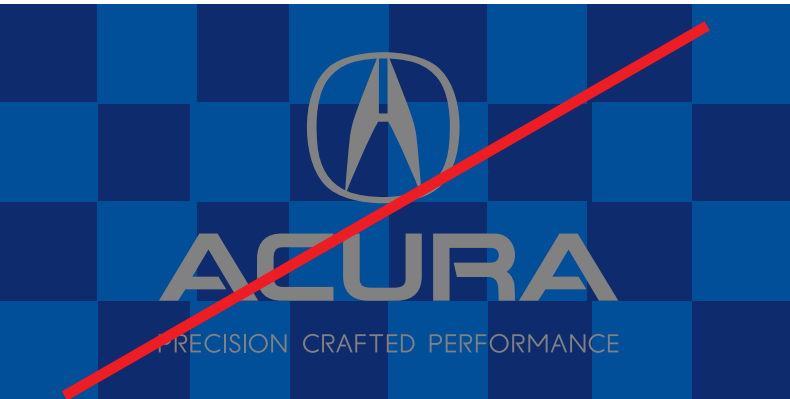
/2.1/ INCORRECT DISPLAYS

Do not use background color or textures that may disturb the brand's worldview.

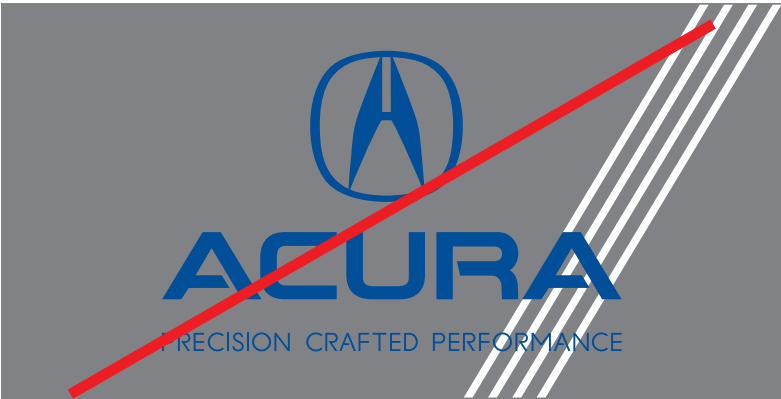
Do not display on background colors other than those specified.



Do not display on disturbing graphics.



Do not display with elements over any part of the "brand signature."



/3.0/ WSE LOCKUPS

This is the official Acura Season of Performance Event (WSE) lockup for 2016.

PRIMARY:



Primary WSE Lockup

Always use this stacked configuration where space allows. Where space does not allow, use the alternate lockups.

/3.1/ LOCKUP VARIATIONS

It is important that the Season of Performance Event lockup stay consistent. The WSE lockup should not be used when minimum size requirements are not met. In the case that the WSE primary lockup can not be used, please be sure that the WSE header and Acura Brand Signature are present within the layout. Additionally, the WSE header may be used as a headline independent of the Acura Brand Signature.

The Acura Brand Signature does not meet the minimum size requirements for mobile and should be replaced with an alternate signature.

The WSE lockups placement and ratio should stay consistent throughout creative.

Primary Lockup



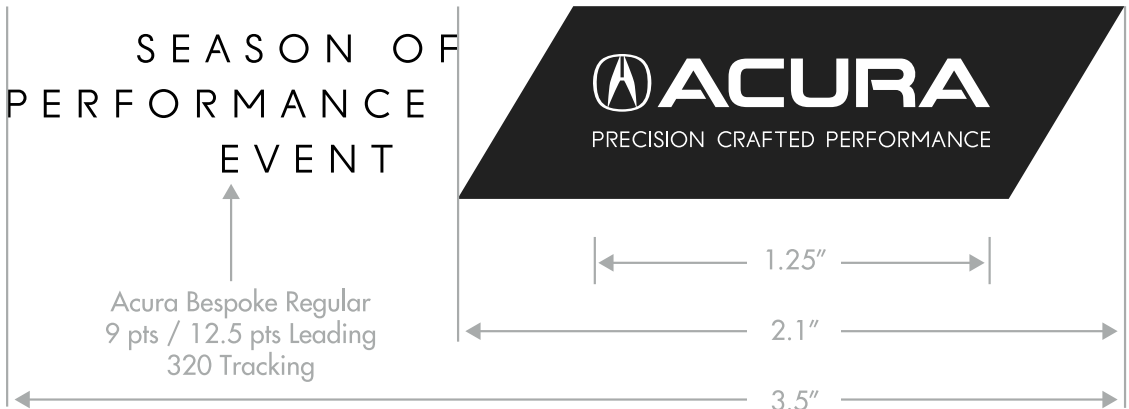
*WSE Header



*Acura Brand Signature must still be present in the layout

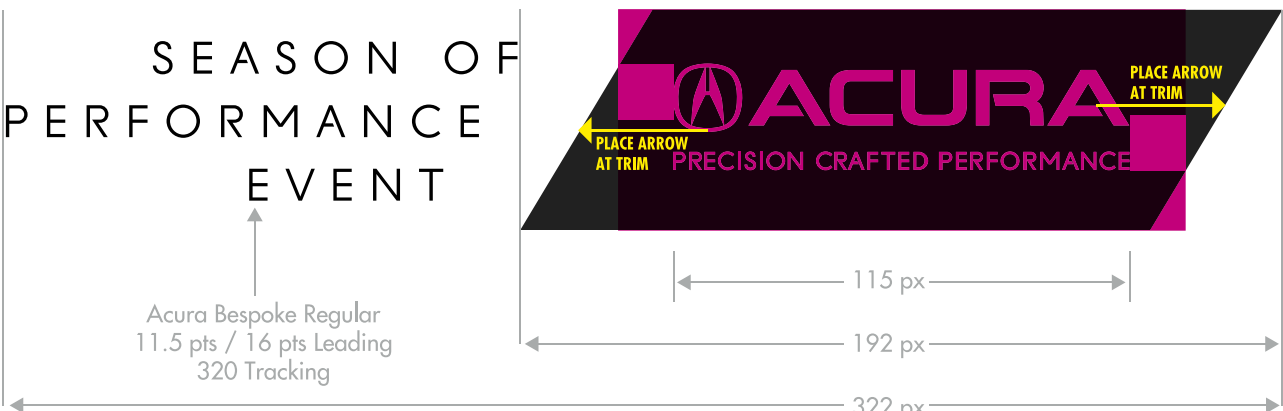
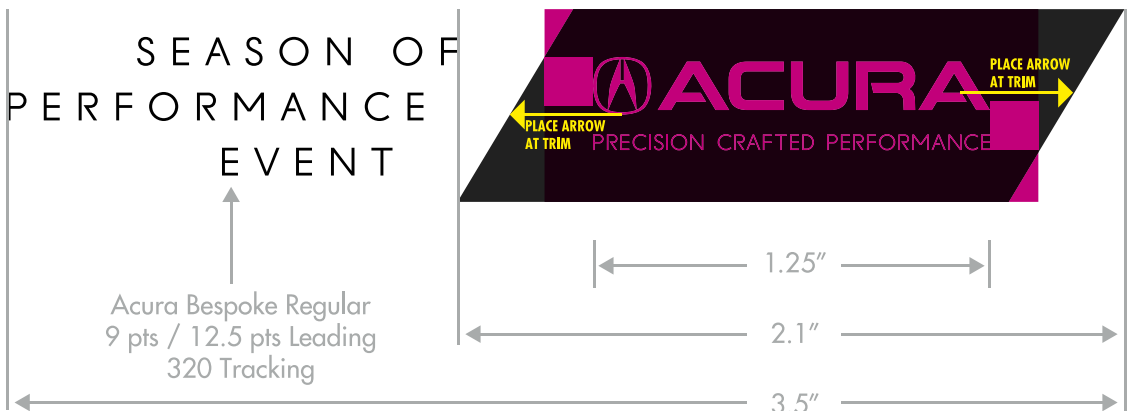
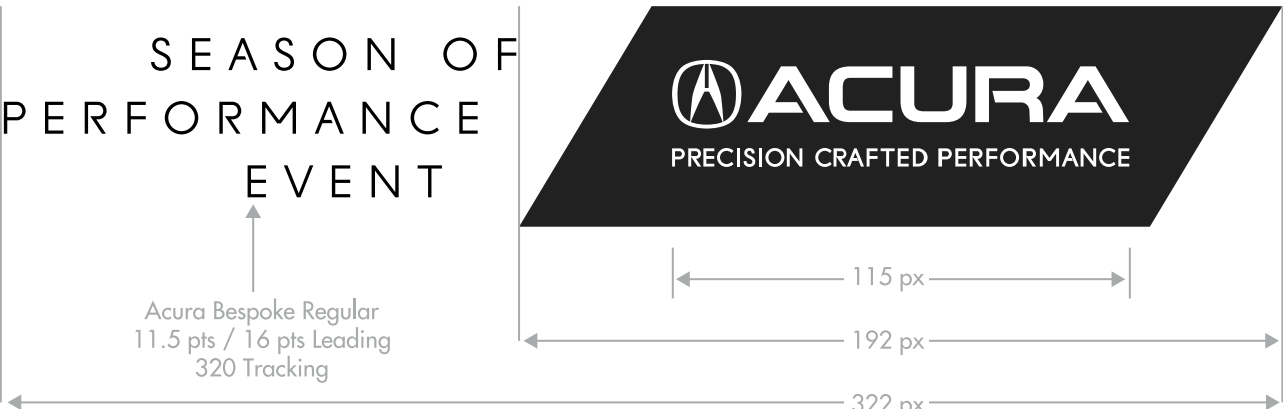
/3.2/ SIZE REQUIREMENTS

Print Minimum



Web Minimum

When digital Precision Crafted Performance logo appears at sizes between 115px–199px, use the digital optimized version.



/3.3/ BROADCAST BILLBOARD REQUIREMENTS

When using the broadcast lockup be sure that the ratio stays consistent. Broadcast type requires that Acura Bespoke Regular is used for type to be legible.



PACK SHOT

tone/setting

Our pack shot will display our lineup of all sedans and SUVs. Graphics will create a sense of urgency by demonstrating how the high performance of Acura's vehicles will help you make the most of your winter.



DESIGN ELEMENTS

Headlines:

THE GIFT
THAT KEEPS ON GIVING

Acura Performance:

***ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
1234567890***

Acura Bespoke Book:

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
1234567890

Acura Bespoke Regular:

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
1234567890



HORIZONTAL LINES



SNOW PATTERN



The vehicle is always overlapping both the color background and white background to create a sense of depth.

All vehicles have a hard shadow to keep the composition cohesive and graphic.

/3.3/ EXAMPLES OF WSE
LOCKUP USAGE

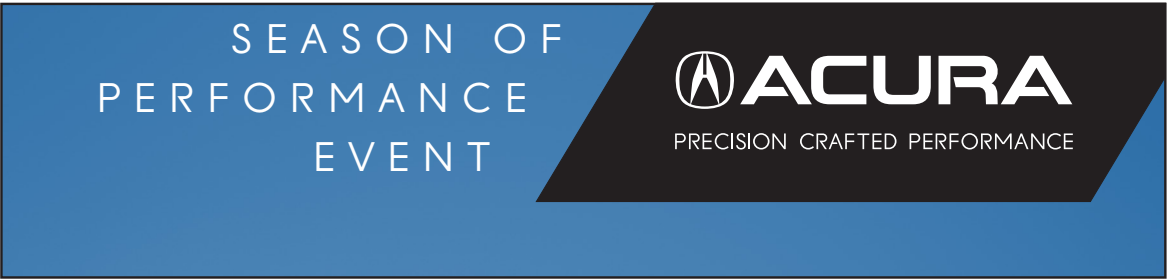
RIGHT ALIGNMENT



BACKGROUND ALIGNS WITH THE BACK OF THE FLAG



BACKGROUND ALIGNS WITH THE FRONT OF THE FLAG



BACKGROUND FLOODS BEHIND LOCKUP

LEFT ALIGNMENT



BACKGROUND ALIGNS WITH THE BACK OF THE FLAG

INDEPENDENT OF
BRAND SIGNATURE



/3.4/ EXAMPLES OF WSE LOCKUP USAGE


SEASON OF PERFORMANCE EVENT

ACURA
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UNWRAP
PERFORMANCE

The Acura Season of Performance event is going on now. Command every test the winter presents in the responsive RDX with a powerful yet fuel-efficient 279-hp engine and confident, precise handling. Hurry in to your local Acura dealer today for limited time offers.

DEALER IMPRINT



RDX

279 hp @ 6,200 rpm (SAE net). ©2016 Acura. Acura, RDX, and the stylized "A" logo are trademarks of Honda Motor Co., Ltd. 20 city/23 highway/23 combined mpg rating for RDX FWD model. Based on 2017 EPA mileage ratings. Use for comparison purposes only. Your actual mileage will vary depending on how you drive and maintain your vehicle, driving conditions, battery pack age/condition (hybrid only), and other factors.

HURRY
IN TODAY



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EXPLORE NOW

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DEALER NAME

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Animated Banner - Frame 1

SEASON OF PERFORMANCE EVENT



Animated Banner - Frame 2

HANDLE THE HOLIDAYS



TLX

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EXPLORE OFFERS

Animated Banner - Final Frame