



FIAT CHRYSLER AUTOMOBILES

Identity Program, Standards & Guidelines

Release 1.3

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1.3.1 Graphic System
FCA Trademark

The image shows the FCA logo in a large, bold, blue, sans-serif typeface. The letters are 'F', 'C', and 'A'. The 'F' is a simple block letter. The 'C' is a thick, rounded letter with a slight gap at the bottom. The 'A' is a thick, blocky letter with a sharp peak at the top.

FIAT CHRYSLER AUTOMOBILES

The **FCA** trademark above is the main visual identity for the automotive group created from the integration of Fiat and Chrysler.

FCA's discipline and professionalism is conveyed graphically through the rigid typographic style of the lettering, while the choice of chromatic scheme, somewhat unique for the auto industry, is suggestive of innovation.

The primary color version shown above should be used in the majority of situations. Special cases will be addressed in the following pages.

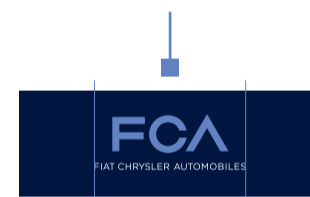
1.3.2 Graphic System
Exclusion Zone and Minimum Dimensions



Minimum size
20 mm



Minimum size
20 mm



No interference, no compromise: rules for graphic representation of the **FCA** identity must be respected at all times.

The FCA trademark should always appear in combination with the words “Fiat Chrysler Automobiles”. The two exceptions are when the FCA logo forms part of an affiliate trademark (see relevant section) or when the logo is stamped on engine parts (see relevant section). A minimum exclusion margin must be maintained around the trademark to avoid any interference from text or other graphics.

The width of the exclusion margin, which extends around the entire trademark, is equivalent to twice the width of the downstroke of the letter “F” (see square in figure above).

In addition, the trademark should not be reduced below the minimum dimension shown above as legibility will be severely compromised. There is no limit for maximum dimensions.

1.3.3 Graphic System
Alternative Versions



There are four possible versions of the FCA trademark, as shown above: the primary version, black for special cases, and two versions on a dark background.

Note: for the two versions with a dark background, the lettering “Fiat Chrysler Automobiles” must appear in white.

1.3.4 Graphic System
Corporate Colors



2718
Pantone Bridge Colors

CMYK
C.**65** M.**45** Y.**0** K.**0**

Red Green Blue
R.**92** G.**136** B.**218**

HEX
597DDA



423
Pantone Bridge Colors

CMYK
C.**22** M.**14** Y.**18** K.**45**

Red Green Blue
R.**137** G.**140** B.**138**

HEX
898C8D



Black
Pantone Bridge Colors

CMYK
C.**0** M.**0** Y.**0** K.**100**

Red Green Blue
R.**0** G.**0** B.**0**

HEX
1D1D1B

The colors used for the FCA trademark are:
Pantone Blue 2718 for the three letters of the acronym, and
Pantone Grey 423 for the “Fiat Chrysler Automobiles” lettering.

In certain special cases, the **FCA** trademark can also be reproduced in all black, such as when there are technical limitations to reproducing the standard version, or when there is a need to maintain graphic uniformity with other trademarks (sponsorship materials, etc.).

1.3.5 Graphic System
Errors to be Avoided - 1



Because of its very simplicity, the FCA trademark could easily lend itself to variations in graphic composition. However, any changes would compromise the identity and values inherent within the trademark.

The examples provided above show some of the most common errors that could be made, including changing colors, combining with photos or other graphic elements, and rearranging the basic elements of the logo itself. No variations of any kind should be made to the original logo.

1.3.6 Graphic System
Errors to be Avoided - 2



Because of its very simplicity, the FCA trademark could easily lend itself to variations in graphic composition. However, any changes would compromise the identity and values inherent within the trademark.

The examples provided above show some of the most common errors that could be made, including addition of shadows or effects, outlines and overprinting, and changes to the proportions of the logo itself. No variations of any kind should be made to the original logo.

1.3.7 Graphic System

Primary Typeface - Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 25 Ultra light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

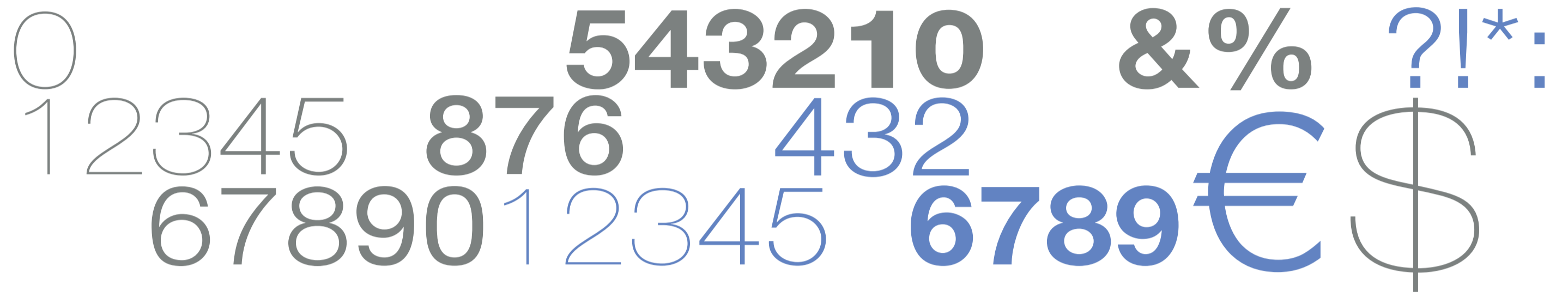
Helvetica Neue LT Std - 95 Black

Helvetica Neue LT Std: the family of fonts used for the FCA house style ranges from the slender 25 Ultra Light to the weightier 95 Black.

The typography is particularly important in conveying the strong graphic identity of the FCA logo.

Blocks of text, words, highlighted concepts - more than simply thoughts written down on a blank page, the text becomes an essential element in the overall graphic composition.

1.3.8 Graphic System
Typeface Style



Head Title
30 pt.
25 Ultra light

— ■ Lorem Ipsum dolor is amet

Subtitle
17 pt.
75 Bold

— ■ **Adipiscing elit, sed do eiusmod tempor**

Ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis

Text
12 pt.
55 Roman

— ■ nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip
ex ea commodo consequat.

Head Title
30 pt.
35 Thin

— ■ A typographic style
charged with character.

— ■ The elegant slenderness
of the typeface adopted
for **FCA** is designed to
accentuate content.

Effective use of text blocks and contrasting font sizes and weights is essential to the FCA communication style. Above are a few examples of typographic composition using variants of the Helvetica family.

1.3.9 Graphic System
Secondary Typeface - Gotham

ABC 345 PQRST 79865
 012 DEF LMNO
 GHImn 6789013 \$€ @ ! ?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Gotham Black

A second font that can be used to convey the FCA identity is Gotham.

Use of this font, however, should be limited to situations that are strictly related to the corporate context, such as, for example, logos for affiliated companies or Group programs.