



***DEALERSHIP IDENTITY
GUIDELINES***

VERSION 1.0

LOGO SIZING

The examples opposite show the minimum sizes and clearance zones for our logo badge.

Wherever possible the lock-up should be used at a larger size and with as much space around it as possible.

NB:

The logos have the same minimum sizes, clearance zones spacing regardless of which colour they use.

If you are attempting to recreating this logo the **(with Dealership name)** text should be exactly half the point size of the **(Radical Place name)** text

The leading between the **(With Dealership name)** and **(Radical Place name)** should be exactly half the of the spacing taken from the top section of the Radical badge logo

The whole text lock-up should take up half the size of the Radical logo badge, this should scaled proportionally to fit.

NB:

At all times whilst scaling the text, the above requirements should be adhered to which may mean you have to adjust the leading between to two lines manually to fit

Once the text lock-up has been created it should then be centred within the Radical logo badge.

Logo badge clearance zone



Logo badge text sizing relative to the badge



Logo badge minimum size



LOGO USAGE

The full colour Radical logo should always appear on either a white background with black text, or a black background with white text.

NEVER:

Place these logos over an image.

RADICAL DEALERSHIP IDENTITY GUIDELINES

Logo badge on white background



RADICAL PLACE NAME
WITH **DEALERSHIP NAME**

Logo badge on black background



RADICAL PLACE NAME
WITH **DEALERSHIP NAME**

Logo badge minimum size



RADICAL PLACE NAME
WITH **DEALERSHIP NAME**

SOLID LOGO USAGE

These logo variants should only be used in instances where full colour reproduction is limited. The logo clearance zones as previously defined should still be adhered to when used on a solid block background.

Solid logo badge black on white background



RADICAL PLACE NAME
WITH **DEALERSHIP NAME**

Solid logo badge white on black background



RADICAL PLACE NAME
WITH **DEALERSHIP NAME**

Solid logo badge black on yellow background



RADICAL PLACE NAME
WITH **DEALERSHIP NAME**

Logo badge minimum size

