

# NORTH AMERICAN IDENTITY GRAPHIC STANDARDS

Please help protect the North American identity and build value in the brand by following these rules for its consistent and appropriate use.

## Our name

Our organization's legal name is North American Corporation of Illinois. It is to be used in this manner in all official legal documents (e.g., contracts, letterhead, tax filings, checks, etc.). In common language, including promotional literature, in print or when presented orally, the organization is to be referred to simply as "North American."

Group names – our individual divisions – are to be expressed in a manner subservient to the North American name, when presented together. Specifically, all documents and communications supporting any individual division should bear the identity of North American. The specific group is to be presented as a division of North American.

## Legal copyright line

All print or electronic material published by North American must include this exact copyright line, claiming ownership of the information:

© XXXX, North American Corporation of Illinois.  
All rights reserved.

## Logo usage

The complete North American logo, including service mark symbol (SM), should be used prominently at least once, and on the first page of all printed and electronic material.

## Service mark

The service mark symbol must be present whenever the North American logo appears. The relative size of the service mark symbol may need to be adjusted depending on the size of the North American logo. Often these symbols look disproportionately large in large logo applications, and vice versa. In each case, the service mark may be reduced or enlarged, relative to the rest of the logo, so it remains legible but does not distract from the North American logo itself.

## Typefaces

Our corporate typeface is Stone Serif. This font should be used consistently in all communications, particularly in text. A corresponding type face, Stone Sans, may be used for secondary applications, such as headlines, captions or call-outs.

## Our colors

Two standard colors are specified for the North American logo, and are identified by standard Pantone® numbers. In addition, those colors may be recreated in four-color process when spot colors are not practical. Following are the appropriate Pantone colors and corresponding four-color process (CMYK) mix formulas.



Pantone 548  
100c 20m 0y 72k



Pantone 704  
0c 95m 72y 38k

These color uses are for applications against a white or light colored background.

## Color usage

### Full color

In spot color applications reproduce the "NA" symbol in Pantone blue 548 ("NA" letterforms) and Pantone red 704 (stripes), and the signature type beneath the symbol in Pantone blue 548. In four color process applications, reference the CMYK formulas above.



### One color

Reproduce the complete logo in one solid color, when full color is not practical. In such single-color applications, solid black or Pantone blue 548 are the preferred colors to use.



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## Reverse usage

Reverse the complete logo white from solid black or solid dark-colored backgrounds.

- Logo may be reversed from color photos or half-tone images, if area behind logo is free of clutter.



## Unacceptable uses of the North American logo

Consistent use of the North American logo is important for building and maintaining a brand identity and equity. DO NOT change the North American logo in any way. Following are some examples of unacceptable use of the logo, in print and electronic applications.



**Never distort the angle of logo.**



**Never reproduce in unapproved colors.**



**Never add or delete elements of the logo.**



**Never change the relative proportion of elements within the logo.**



**Never alter the typeface in any way.**



**Never change the position of North American name.**



**Never add a drop shadow.**



**Never use in a sentence.**



**Never place over a cluttered background.**

**For more information, contact North American at 847-832-4000.**