

Ed Morse Logo Update 2023

STYLE GUIDE

Starting January 1, 2023, the Ed Morse Automotive Group's primary logo will include the American Flag.



PREFERRED LOGO

CINEMA 4D

Usage: Whenever possible

Examples: TV, web, print

VECTOR LOGO

Usage: As an alternative when vector or line art can only be used

Examples: Embroidery, printer requested

HERITAGE LOGO

Usage: Good through June 30th, 2023

Should begin phase out January 1st, 2023

Ed Morse Logo Update 2023

COLOR GUIDE

The Ed Morse logo color palette is inspired by classic Americana:

PANTONE:



CMYK: 100 85 20 10

RGB: 0 47 135

HEX: 00SF87

PANTONE:



CMYK: 0 100 90 0

RGB: 234 0 42

HEX: EA002A



CMYK: 0 0 0 100

RGB: 0 0 0

HEX: 000000



CMYK: 0 0 0 0

RGB: 255 255 255

HEX: FFFFFFFF

Ed Morse Logo Update 2023

FONT GUIDE

The Ed Morse logo uses a combination of bold, recognizable fonts:



PRIMARY NAME MARK

ANTIQUE OLIVE
NORD ITALIC

SECONDARY GROUP MARK

FUTURA
EXTRA BOLD