



American Center for Mobility[®]
CONNECTED. AUTOMATED. VALIDATED.

BRANDING GUIDELINES

Our Mission

To enable the rapid, safe development and deployment of future transportation systems by offering leading programs in testing, standards, and education as a national technology innovation center.

Our Vision

The American Center for Mobility is recognized globally as the thought-leader and premier center for future transportation systems to improve public safety and advance equity of transportation for all.

Logo Usage / Color

COLOR LOGO

Whenever possible, the color logo is to appear on a white background or light image background that provides maximum contrast.



ONE COLOR LOGO

The ACM logo can be used in one color and can be used only in black or white (reversed).



ONE COLOR LOGO REVERSED

It is acceptable to apply the reversed logo (white) to blue and other background colors / images providing adequate contrast.



Logo Usage / Restrictions

Spacing around the full logo should be at least the height of the "A" in the logo. Elements such as text, rules, borders, illustrations, photographs (when not used as a background) and trim edges should not extend into this spacing.



1"

Minimum logo width

Use of independent mark in specific marketing materials and specialty items must be approved by marketing.



Minimum width of the icon when used alone should never be scaled smaller than 1/2"

DO NOT stretch or condense logo



DO NOT flip or change the colors of the logo



Logo Usage / Registered Trademark

The horizontal logo is a registered trademark and must be displayed accordingly. The mark consists of the words “AMERICAN CENTER FOR MOBILITY” appearing above the stylized wording “CONNECTED. AUTOMATED. VALIDATED.” with a period punctuation mark located after each word, all appearing to the right of a circle containing three upward pointing lines wherein the left-hand line curves off the left, the center line bisects the circle and the right-hand line curves off to the right.

Use of the registered trademark is only to be used in corporate identity materials and must be approved by marketing.



Logo Usage / Co-branded

ACM shall have full control and authority over all branding, marketing and other customer-facing indicia with respect to the ACM Facility and Services.

Co-branding with Intertek testing Services at the ACM Facility should be displayed as "ACM powered by Intertek". Additionally, Intertek will similarly co-brand with "ACM powered by Intertek" for all operational offices, equipment, fixtures and vehicles located at the Facility

Accordingly, Intertek may not brand its personnel, equipment or services at the Facility without such reference to ACM.

Spacing around the full logo should be at least the height of the "A" in the logo. Elements such as text, rules, borders, illustrations, photographs (when not used as a background) and trim edges should not extend into this spacing.



3.125"

Minimum logo width



American Center
for Mobility

POWERED BY
intertek

1.156"

Minimum logo width



Logo Usage / Color

COLOR LOGO

Whenever possible, the color logo is to appear on a white background or light image background that provides maximum contrast.



ONE COLOR LOGO

The ACM logo can be used in one color and can be used only in black or white (reversed).



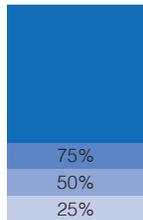
ONE COLOR LOGO REVERSED

It is acceptable to apply the reversed logo (white) to blue and other background colors / images providing adequate contrast.

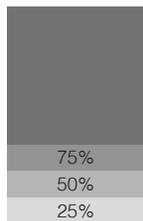


Color Palette

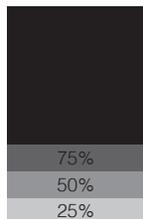
PRIMARY



CMYK 88 / 56 / 0 / 0
RGB 22 / 109 / 183
HTML #45639C
PMS 2935



CMYK 0 / 0 / 0 / 60
RGB 102 / 102 / 102
HTML #666666
PMS 424

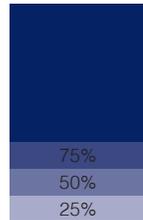


CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HTML #000000
PMS Black or Process Black



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HTML #FFFFFF
PMS White

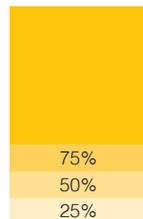
SECONDARY



CMYK 100 / 85 / 0 / 45
RGB 0 / 28 / 113
HTML #001B70
PMS 288



CMYK 0 / 100 / 100 / 15
RGB 206 / 24 / 30
HTML #CD171E
PMS 7620



CMYK 0 / 23 / 100 / 0
RGB 255 / 199 / 0
HTML #FFC700
PMS 7548

Typefaces

The official typefaces are the Avenir and Arial families. Trade Gothic Pro Condensed is reserved for logo use only.



1. Trade Gothic Pro Condensed #18
(<http://www.myfonts.com/fonts/linotype/trade-gothic/>)
2. Avenir Light 35
(<http://www.myfonts.com/fonts/linotype/avenir/>)

Avenir is only for use on the website and in specific marketing materials/specialty items created by or with permission from marketing.

Avenir Book and Book Oblique should be used for body copy:

Avenir Book
Avenir Book Oblique

Additional styles maybe used for headlines and specialty treatments:

Avenir Light
Avenir Heavy

Arial should be utilized in all other materials including electronic and printed communications (email messages and signatures, Word documents, Powerpoint presentations, etc.).

Arial Regular and Italic should be used for body copy:

Arial Regular
Arial Italic

Additional styles maybe used for headlines and specialty treatments:

Arial Bold
Arial Bold Italic
Arial Black

Typeface Example

Headline [HEADLINE

Sub Headline [Sub Headline

Body [Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eget imperdiet dolor. Pellentesque sed fermentum dui. Suspendisse a ipsum eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eget imperdiet dolor. Pellentesque sed fermentum dui.

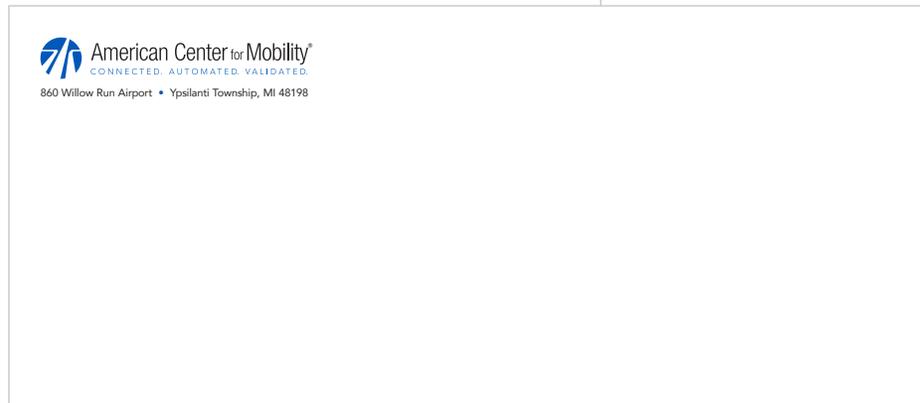
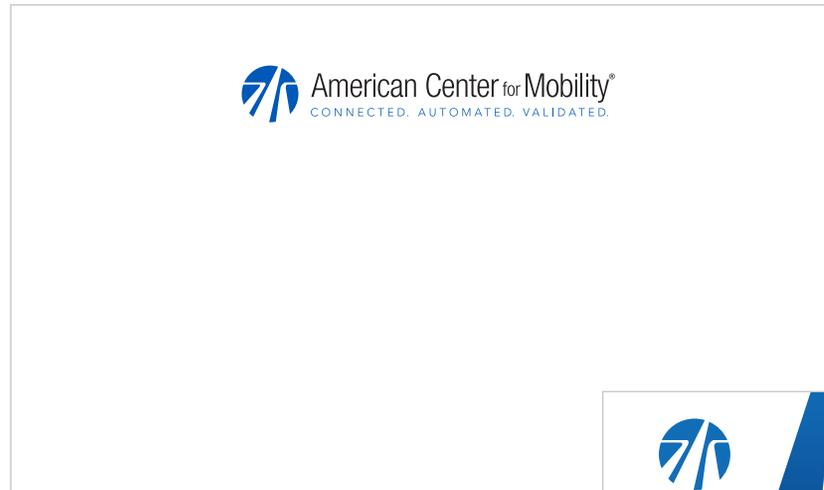
Imagery

Imagery used in American Center for Mobility collateral and advertising must portray the program with positivity. They cannot be low resolution or poorly cropped, as that does not reflect well on the quality of our programs. Imagery should appear realistic and natural. Images that include people should not include logos or advertising for other programs or non-participating events.



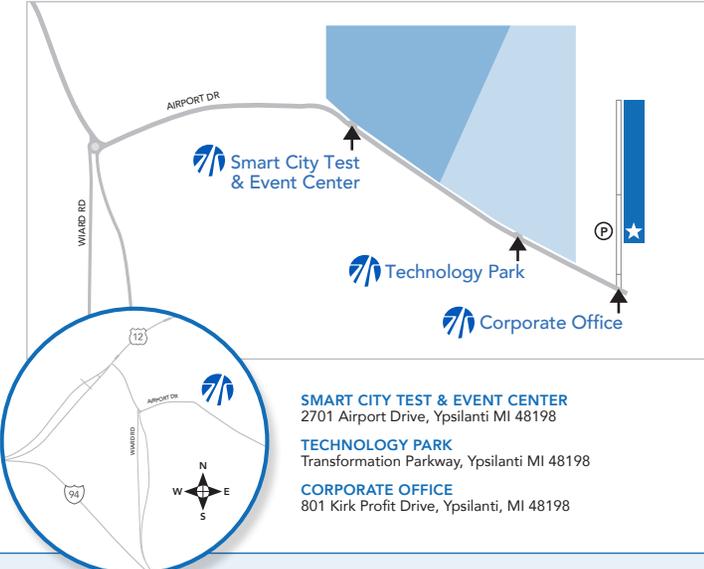
Identity

Letterhead, Envelope and Business Card



Directional Map

 American Center for Mobility
CONNECTED. AUTOMATED. VALIDATED.



SMART CITY TEST & EVENT CENTER
2701 Airport Drive, Ypsilanti MI 48198

TECHNOLOGY PARK
Transformation Parkway, Ypsilanti MI 48198

CORPORATE OFFICE
801 Kirk Profit Drive, Ypsilanti, MI 48198

FROM I-94 EAST:

1. Exit 185 to US-12 E
2. Turn Right on Wiard Road
3. Take the second exit at the roundabout to Airport Dr.
4. The ACM entrances will be on the left-hand side

FROM I-94 WEST:

1. Exit 186 to Willow Run Airport/Wiard Road
2. Take the first exit at the roundabout to Airport Dr.
3. Through roundabout to Eastbound Airport Dr.
4. The ACM entrances will be on the left-hand side

When entering the ACM Smart City Test & Event Center, please be prepared to stop at the security check point. If you have a QR code, please present it to the security guard on duty.

DIRECTIONS