





CALIFORNIA NEW CAR
DEALERS ASSOCIATION

BRAND GUIDE

Rev. 11.5.26

CNCDA
California New Car Dealers Association

CNCDA BRAND GUIDELINES

Logo Usage

The CNCDA logo is the visual representation of our organization. It is an icon that symbolizes our members, industry, and values. It should be used on all print media, all advertising platforms, websites, and other external communications when and where appropriate.

If use is unclear, please discuss with CNCDA's Communications & Marketing Department. Media and partners should download official logo files only from www.cncda.org/logo or the CNCDA Press Kit at www.cncda.org/cncda-press-kit.

Logo Guidelines:

- The CNCDA logo should be prominent and visible on most visual communications.
- It should not be placed with another graphic or edited to create a new image unless proper clear space is given along with permissional use.
- For legibility, choose the appropriate logo for the size of the space and keep the area around the logo clear.
  - See Construction Grid below for sizing and clear space requirements.
- The CNCDA colors should not be changed or modified. Use only the provided official images.
  - Exceptions to this rule would be for use in a specific campaign or brand upon agreement with Executive Staff.

CNCDA BRAND GUIDELINES

Primary Color Palette:

#013E7F

R: 1
G: 62
B: 127

C: 100%
M: 85%
Y: 23%
K: 8%

#00853E

R: 0
G: 133
B: 62

C: 88%
M: 23%
Y: 100%
K: 10%

Secondary Color Palette:

#EB850C

R: 255
G: 133
B: 12

#009DC9

R: 0
G: 157
B: 201

#EFB800

R: 239
G: 184
B: 0

Partner Powered Learning:

#bd7643 #052e45

Primary Logos:

#1

Use first whenever possible.

#2

CNCDA BRAND GUIDELINES

Logo Sizes and Construction Grid

Primary #1 Logo:



Minimum Size





25% of clear vertical space and 12.5% of clear horizontal space required for minimum distance from the edge of the logo to the next visual element.
Minimum size of Primary #1 logo must be 1.5 inches in width.

Primary #2 Logo:

To be used ONLY in smaller spaces when full name is not legible (under 1.5 inches in width).



Minimum Size





25% of clear vertical space and 12.5% of clear horizontal space required for minimum distance from the edge of the logo to the next visual element.
Minimum size of Primary #2 logo must be .5 inches in width.

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Logo Colorways

The CNCDA Primary Logo with brand colors should always be used as first priority, when possible. The colors should not be lightened, darkened or modified.





Secondary Logo (Colorways):

The CNCDA secondary logos (white and black colorways) should be used when primary is not a reasonable option.











CNCDA BRAND GUIDELINES

Alternate Logos

The CNCDA Alternate Logos pictured below have been used in past or current marketing applications. Please note which are approved.













#bd7643 #052e45





Approved Fonts

Please try to use the fonts listed below in their respective programs. A minimum 12 pt. is recommended.

Primary Font:

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! / - ; ? ( ) . $ % &

Secondary Font:

Cardo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! / - ; ? ( ) . $ % &

CNCDA BRAND GUIDELINES

NextGen Dealers Logo

NextGen Dealers is CNCDA's leadership program for current dealer managers and emerging dealer principals. The NextGen logo identifies the program and should be used only on NextGen materials and communications.

Use only the official logo file. Do not recolor, stretch, crop, or rearrange the logo, and keep the area around it clear. If use is unclear, please discuss with CNCDA's Communications & Marketing Department.

NextGen Color Palette:

#003E7E
R: 0 G: 62 B: 126

#EF9025
R: 239 G: 144 B: 37