



Diversity, Equity & Inclusion Brand Standards

Our Diversity, Equity and Inclusion logo is made of individual fingerprints of many colors for a reason. At The Auto Club Group, we believe diversity is recognizing and appreciating people from all backgrounds and cultures. We are dedicated to building an inclusive environment that reflects our commitment to diversity and promoting a culture that inspires all individuals to work together to achieve success.

ACG's Office of Diversity, Equity & Inclusion has established several objectives designed to strengthen our culture of diversity and inclusiveness. This culture aims to enable employees to blend different backgrounds, ideas, mindsets and ways of thinking to work together while impacting the communities we serve.

"We are unique as the fingerprints that mark individual identity."

"Great things happen when we come together and connect our unique talents, ideas, cultures and experiences."

Diversity & Inclusion Logos

Stacked and horizontal versions are available for use.



**DIVERSITY, EQUITY
& INCLUSION**



DIVERSITY, EQUITY & INCLUSION

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Colors

Logo is composed of six contrasting colors.



C: 70
M: 3
Y: 80
K: 0

R: 78
G: 179
B: 104

354 C



C: 100
M: 91
Y: 17
K: 6

R: 38
G: 59
B: 128

286 C



C: 55
M: 10
Y: 0
K: 0

R: 101
G: 187
B: 233

298 C



C: 10
M: 98
Y: 100
K: 1

R: 215
G: 40
B: 39

186 C



C: 0
M: 75
Y: 93
K: 0

R: 242
G: 101
B: 44

165 C



C: 0
M: 20
Y: 97
K: 0

R: 237
G: 196
B: 37

7405 C



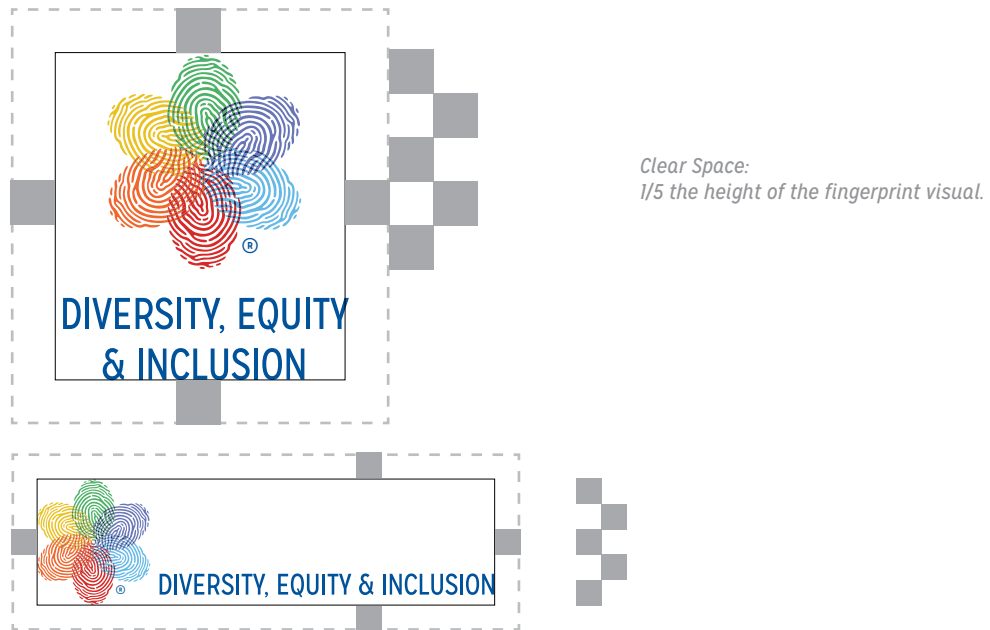
C: 100
M: 69
Y: 0
K: 11

R: 0
G: 82
B: 155

7405 C

Clear Space

Clarity, consistency and visibility are the most important criteria for proper clear space. To maintain its visual integrity, the logo should not appear to be crowded by other distracting elements such as text, titles and photographic background. Examples of clear space allowance are shown in the graphic below.



Often, the ODI logo will be paired with the AAA logo. Use this combined lockup.



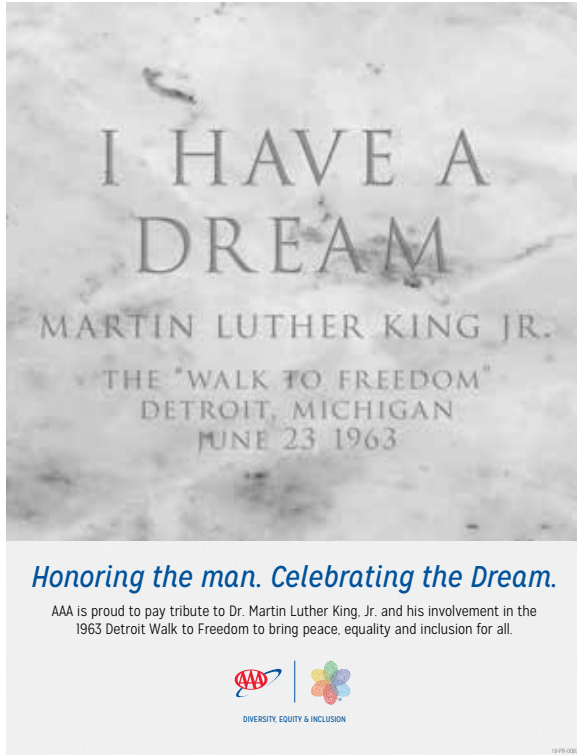
Design Considerations

Being a multi-colored logo, the ODI mark should be printed 4-color on white or light-colored backgrounds.



Avoid busy or dark backgrounds that hamper legibility or conflict with the detail of the mark.

Layout Examples



Honoring the man. Celebrating the Dream.

AAA is proud to pay tribute to Dr. Martin Luther King, Jr. and his involvement in the 1963 Detroit Walk to Freedom to bring peace, equality and inclusion for all.



DIVERSITY, EQUITY & INCLUSION

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Employee Resource Groups Brand Standards

Great things happen when we come together and connect our unique talents, ideas, cultures and experiences.

ACG Pride ERG

African American ERG

Asian American Pacific Islander ERG

Diverse Abilities ERG

Emerging Professionals ERG

Hispanic Latinx ERG

Middle Eastern/North African ERG

Veterans ERG

Women In Leadership ERG

Employee Resource Group Logos

There are three different logo styles: Circle, Ribbon and Type.
Circle should be used when the ERG ('Employee Resource Group') moniker might not be clear, for example, exterior-facing events.

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Circle lockups:



Ribbon Lockups

Ribbon Lockups:



Type Lockups

Type Lockups:



Reverse Versions

Should be used when not possible to use a color version.



Using Clear Space

Clarity, consistency and visibility are the most important criteria for proper clear space. To maintain its visual integrity, the logo should not appear to be crowded by other distracting elements such as text, titles and photographic background. Examples of clear space allowance are shown in the graphic below.



*Clear Space:
1/5 the height of the fingerprint visual.*



*Clear Space:
1/10 the height of the fingerprint visual.*



*Clear Space:
1/5 the height of the fingerprint visual.*

ERG Color Palettes

The two color selections apply to the Ribbon logo versions.
The lighter color is the primary color for all logos.

ACG Pride



C: 35	C: 35	C: 0	C: 0	C: 59
M: 65	M: 65	M: 100	M: 0	M: 80
Y: 0	Y: 0	Y: 100	Y: 100	Y: 0
K: 0	K: 50	K: 0	K: 0	K: 0

R: 169	R: 101	R: 237	R: 255	R: 126
G: 112	G: 63	G: 190	G: 242	G: 82
B: 175	B: 105	B: 192	B: 0	B: 161

514 C	513 C	185 C	102 C	511 C
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African American



C: 70	C: 89
M: 3	M: 28
Y: 80	Y: 100
K: 0	K: 16

R: 78	R: 101
G: 179	G: 63
B: 104	B: 105

354 C	356 C
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Asian American Pacific Islander



C: 10	C: 33
M: 98	M: 92
Y: 100	Y: 73
K: 1	K: 38

R: 215	R: 121
G: 40	G: 36
B: 39	B: 47

186 C	188 C
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ERG Color Palettes

CMYK, RGB and Spot Color formulas.

Emerging Professionals



C: 0	C: 35
M: 75	M: 78
Y: 93	Y: 96
K: 0	K: 40

R: 242	R: 116
G: 101	G: 57
B: 44	B: 28

165 C	168 C
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Hispanic/Latinx



C: 80	C: 100
M: 10	M: 36
Y: 50	Y: 75
K: 0	K: 26

R: 0	R: 0
G: 167	G: 100
B: 150	B: 80

339 C	336 C
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Middle Eastern/North African



C: 0	C: 75
M: 75	M: 10
Y: 93	Y: 0
K: 0	K: 25

R: 101	R: 0
G: 187	G: 139
B: 233	B: 184

298 C	2945 C
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Diverse Abilities



C: 65	C: 65
M: 55	M: 55
Y: 0	Y: 0
K: 0	K: 55

R: 104	R: 55
G: 117	G: 62
B: 184	B: 104

2716 C	289 C
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ERG Color Palettes

CMYK, RGB and Spot Color formulas.

Veterans



C: 40	C: 46
M: 30	M: 55
Y: 100	Y: 100
K: 3	K: 34

R: 162	R: 110
G: 155	G: 87
B: 54	B: 35

118 C	133 C
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Women In Leadership



C: 0	C: 40
M: 100	M: 100
Y: 0	Y: 40
K: 0	K: 18

R: 236	R: 140
G: 0	G: 29
B: 140	B: 88

226 C	228 C
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ERG Email Signatures

Along with the AAA and Office of Diversity & Inclusion logos, individual Employee Resource Group logos may be used. See examples below.

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FIRST LAST
Title
Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



FIRST LAST
Title
Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



FIRST LAST
Title
Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



FIRST LAST
Title
Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



FIRST LAST
Title
Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



FIRST LAST
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Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



FIRST LAST
Title
Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



FIRST LAST
Title
Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



FIRST LAST
Title
Department
The Auto Club Group
XXX.XXX.XXXX
email@addresscom



Design Considerations

Visual examples.



Avoid busy backgrounds that conflict with the detail of the mark.

Layout Examples

