

// **STYLE GUIDE**



**ALL APPROVED AEM® LOGOS CAN BE FOUND IN BOTH
.JPG AND .EPS ON THE K&N® MEDIA SITE LOCATED AT
WWW.KNFILTERS.COM/MEDIA**

JULY, 2017

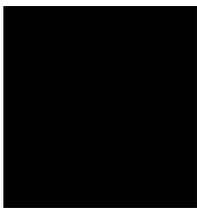
// COLOR PALETTE



PANTONE 102
C:0 M:5 Y:100 K:0
R:255 G:230 B:0 #FFE600



PANTONE 485
C:0 M:100 Y:100 K:0
R:255 G:0 B:0 #FF0000



RICH BLACK
C:63 M:52 Y:53 K:100
R:0 G:0 B:0 #000000

// MASTER LOGO

The AEM® logo consists of two primary elements:

- 1: AEM® letters
- 2: Text line

The AEM® letters may not be changed or modified in any way.

For use on
light backgrounds



For use on
dark backgrounds



INCORRECT
USE



// MASTER LOGO-ETO

The Engineered to Outperform variation of the logo is used in situations where a specific product is called out in the piece where the logo appears.

For use on
light backgrounds



For use on
dark backgrounds



INCORRECT
USE



// PLAIN LOGO

The logo without tagline is used where the logo will be small or difficult to see and the tagline text is not clearly readable.

For use on
light backgrounds



For use on
dark backgrounds



INCORRECT
USE



// LOGO DIMENSIONS

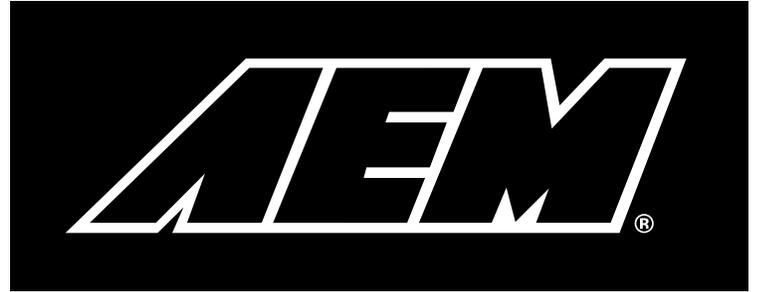
The proportions and scaling of the AEM® logo should be presented as below in all situations. The logo can be scaled up or down as needed but proportions must be maintained.



// ONE-COLOR LOGO

The one-color logo is used in situations where printing is one color only or where the logo is used on a red or yellow background, thereby making the logo hard to see.

Outline option



Solid option



INCORRECT
USE



// LOGOS ON VEHICLES

When using the AEM® logo on vehicles, always follow the guidelines on the previous pages and never place a box behind the logo.

For dark vehicles



For light vehicles



Examples in use



For complex backgrounds



Stroke must be 7% of the height of the logo to ensure visibility



INCORRECT USE



// APPAREL USAGE

When using the AEM® logo on apparel, always follow the rules listed on the previous pages.

For light apparel



For dark apparel



For red or yellow apparel

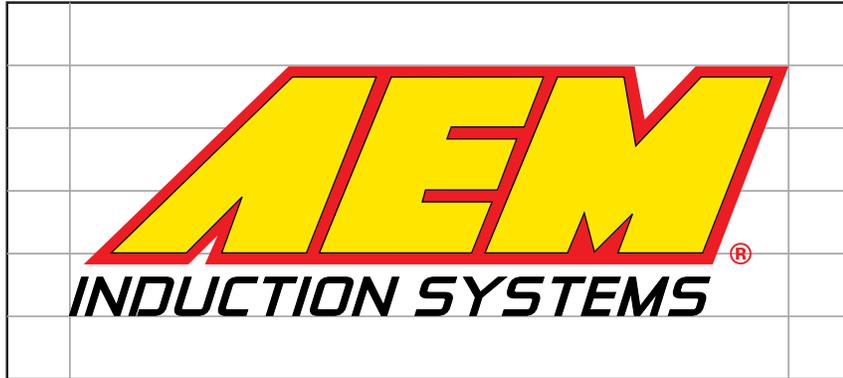


INCORRECT
USE



// REQUIRED SPACING

A minimum of 1/4 the height of the AEM® logo should be given on all sides for breathing room.



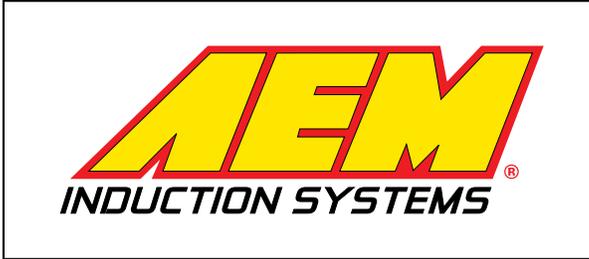
INCORRECT
USE



// COLOR USAGE

Always use the black tagline text on a light background and the white tagline text on a dark background. Use the one-color version of the logo on a red or yellow background.

For light backgrounds



For dark backgrounds



For red or yellow backgrounds



INCORRECT USE



// OTHER AEM® LOGOS

AEM® uses a variety of product, warranty, and other logos in connection to certain products and messages. The logos below are only allowed to be used in conjunction with the matching products and may not be modified in any way.

No Oil Logo



Dryflow® Logo

