



PROVIDENCE AUTOMOTIVE

OUR MISSION

Providence customers work hard, appreciate the value of a dollar, and want to buy the best quality product at the most economical price. They have their own property and hold high standards for themselves and those around them. They take pride in and care for their possessions, and they do maintenance and repair work themselves, since no one else will do it correctly.



186 C



653 C



GRAY

PACKAGING

Providence packaging should follow a similar look to the below. It should include the gray flag background with a red (186C) multilply layer. The product title should be in front of the red with the discription of the product on a blue (653 C) background. Please add icons if there are special features to the product.



FONTS

Gilroy Extra Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
0123456789

Gilroy SemiBold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
0123456789

Gilroy Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
0123456789



LOGO USAGE

PRIMARY LOGOS

Use primary logo on all media unless the area is too narrow.



SECONDARY LOGO

Use secondary logo on narrow areas where the primary logo is not possible.



WHITE LOGOS

Use white logos only on blue background.

