

EXTERNAL STYLE GUIDE

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Kelley Blue Book
KBB.COM
The Trusted Resource



TERMS OF USE

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Kelley Blue Book and the Kelley Blue Book Logo are trademarks of Kelley Blue Book Co., Inc.

Governing Law. These Terms of Use shall be governed by the laws of the State of California and the United States without reference to its conflict of laws provisions. Authorized Users and KBB agree to submit to the personal and exclusive jurisdiction of the courts located within Orange County, California.

END OF TERMS OF USE



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PURPOSE

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Kelley Blue Book created this Style Guide to explain the proper use of Kelley Blue Book’s seal and other trademarks. It details the standards that must be followed when designing or producing any materials that contain the Kelley Blue Book name and/or logo.

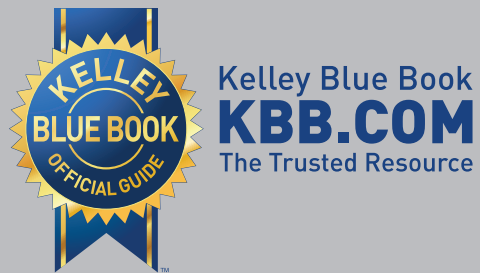
It is vital that Kelley Blue Book strictly protect the application of its brand identity internally and externally. To this end, Kelley Blue Book maintains a Style Guide as a general guideline for use of its seal and other trademarks. All applications of Kelley Blue Book’s identity must meet the guidelines of this Style Guide.

Of course, no guide can cover all possible situations and the Kelley Blue Book Marketing and/or Legal Department can assist you with any questions about or subject matter not addressed in this Style Guide. Kelley Blue Book must, prior to any production, approve any use of the signature, logo, and seal to ensure accuracy of the established standards.

The purpose of this Style Guide is to: (a) control the use of trademarks that have come to be associated with Kelley Blue Book, (b) protect all Kelley Blue Book trademarks from unauthorized uses, (c) facilitate the process of granting authorization for legitimate internal and external use of Kelley Blue Book trademarks; and (d) promote Kelley Blue Book in a consistent and uniform manner to protect its reputation, name and image by permitting only appropriate uses.

These usage guidelines apply to all Kelley Blue Book employees, licensees, vendors, customers, and other third parties (“Users”). If you are a licensee, your agreement may include specific guidelines governing use of trademarks and logos. If so, please follow the guidelines specified in the agreement you signed. If you have no other agreement with Kelley Blue Book, you agree to be bound by the terms and conditions of use contained herein.

These guidelines are applicable worldwide.



PRIMARY LOGO 4-COLOR

PRIMARY LOGO 4-COLOR

The Kelley Blue Book logo is a piece of artwork and should never be hand-typeset. It is made up of four elements:

1. **Logomark** (“seal”) - The Kelley Blue Book seal has long been the main graphical representation of Kelley Blue Book and is one of Kelley Blue Book's most valuable assets. The seal graphic signifies that our products and values carry an authenticity that no other company can claim and therefore remains the central component of our company logo.
2. **Company Name** - Kelley Blue Book
3. **Company Website** - KBB.COM
4. **Tagline** - The Trusted Resource

Together, these four elements are known as the “logo lock-up” meaning that they are locked into this specific relationship to one another and form a single unit. These elements may not be rearranged or the relationship altered in any way to change the logo's graphic identity. The logo may not be re-drawn, re-proportioned, distorted or altered in any way to build or construct another graphical element. Always use approved electronic artwork when using the logo.



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LOGO SAFE SPACE

LOGO SAFE SPACE

To prevent clutter around the logo and ensure clarity, a minimum unobstructed area free of typography and graphics should surround the logo on all sides. The minimum distances are diagrammed here, and all relate to the height of the “M.”





SMALL SPACE LOGOS

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SMALL SPACE LOGOS

If your layout requires using the logo in a small space, there are alternate small-space logos that may be used. These files are restricted to the size requirements listed below. Please contact Melissa Nicholson in the marketing department for approval and access to these files.



55 PIXELS

When the logo is larger than 55 pixels tall, use the full standard logo treatment.



32 PIXELS

When the logo is in between 55 and 32 pixels tall, we increase the type lockup proportions. This will allow us to maintain Kelley Blue Book and The Trusted Resource in the lockup.



VERTICAL LOGO

VERTICAL LOGO

The Kelley Blue Book vertical logo should be used in instances that prevent use of the horizontal logo due to space constrictions. It is a piece of artwork and should never be hand-typeset. It is made up of four elements:

1. **Logomark** (“seal”) - The Kelley Blue Book seal has long been the main graphical representation of Kelley Blue Book and is one of Kelley Blue Book’s most valuable assets. The seal graphic signifies that our products and values carry an authenticity that no other company can claim and therefore remains the central component of our company logo.
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LOGO USE ON DARK BACKGROUND

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When the logo is to be used on a dark background such as black or any other dark saturated colors, the 4-color/reversed logo should be used.

4-COLOR/REVERSED LOGO



INAPPROPRIATE LOGO USE

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INAPPROPRIATE LOGO USE

THE RIBBON MUST NEVER BE TAMPERED WITH



NEVER USE WITHOUT THE RIBBON



NEVER MOVE THE LOCKUP

Kelley Blue Book
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NEVER ALTER CONTENTS OF SEAL



THE GRAPHICAL LOGO SHOULD
NEVER BE USED WITHIN TEXT



Kelley Blue Book
KBB.COM
The Trusted Resource is the source...

DO NOT USE ANY COLORS OTHER THAN
THE CORPORATE-APPROVED COLORS



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KBB.COM
The Trusted Resource



LOGO AVAILABILITY

Obtaining Kelley Blue Book Logos

Approved Kelley Blue Book logos are available for download at www.kbb.com/company/logo

For additional formats and/or sizes, please contact Melissa Nicholson in the Kelley Blue Book Marketing Department: mnicholson@kbb.com.

LOGO AVAILABILITY



TRADEMARKS

Kelley Blue Book trademarks and service marks are very valuable and over the years we have built considerable goodwill in our name and marks. Our trademarks and service marks indicate source and origin in Kelley Blue Book Co., Inc. and are to be used only when referring to our goods or services associated with these marks. If you do not intend to refer to our branded goods and services, you may not use our trademarks or service marks.

The following marks must always be accompanied by the appropriate trademark or service mark icon (®, TM or SM):

Kelley Blue Book Seal (TM):

Blue Book®

Brand Watch™

InfoDriverSM

KARPOWER Online®

KBB.com®

KBB ConnectSM

Kelley Blue Book®

LeadDriver™

Quick ValuesSM

Reality Check®

SiteDriverSM

The Trusted Resource®



NOTICES & FOOTNOTES

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As a general rule, the first or most prominent use of our trademarks or service marks on a page in promotional materials or elsewhere should appear followed by the appropriate ®, TM or SM symbol as discussed on the previous page and an appropriate notice, footnote or disclaimer as addressed below.

Registered Trademarks

(Registered Trademark) is a registered trademark of Kelley Blue Book Co., Inc.

- Blue Book
- Kelley Blue Book
- KARPOWER Online
- KBB.com
- Reality Check
- The Trusted Resource

Trademarks

(Trademark) is a trademark of Kelley Blue Book Co., Inc.

- Brand Watch
- LeadDriver
- The Kelley Blue Book Logo

Service Marks

(Service Mark) is a service mark of Kelley Blue Book Co., Inc.

- InfoDriver
- KBB Connect
- Quick Values
- SiteDriver

STANDARDIZED WORD USAGE

STANDARDIZED WORD USAGE

Kelley Blue Book has adopted specific word usage standards for the purpose of remaining consistent across all communications. When using a Kelley Blue Book trademark, always set the mark apart from other text by using bold, italics, or Initial Capitals/Title Case; always use the mark as an adjective to modify a generic noun, never as a noun or verb; always use the proper symbol to acknowledge ownership; and never modify a mark, i.e. hyphenate, make a possessive of, pluralize, or abbreviate.

Brand

Blue Book®	Always capitalize the first letter of each word; never use quotation marks
Kelley Blue Book	Always capitalize the first letter of each word; never use quotation marks; followed by a ® only when preceding a value or product name, not when used just as the name of the company
KBB.com®	Capitalize “KBB” and lowercase “.com” followed by a registered trademark symbol (®)
<i>The Trusted Resource®</i>	When used in a sentence, always set apart with commas, capitalize the first letter of each word, and italicize all words; follow with a registered trademark (®)

Values

Use Kelley Blue Book® or Blue Book® when referring to our values; a registered trademark (®) must appear after Book and the first letter of each word must be capitalized:

Kelley Blue Book® Values	
Kelley Blue Book® Auction Value	
Kelley Blue Book® Certified Pre-Owned (CPO) Value	hyphen between “Pre” and “Owned”
Kelley Blue Book® Fair Purchase Price	
Kelley Blue Book® Lending Value	
Kelley Blue Book® Private Party Value	
Kelley Blue Book® Suggested Retail Value	
Kelley Blue Book® Trade-In Value	hyphen between ‘Trade’ and ‘In’

Product

Brand Watch™	Two words; always capitalize each word; follow with a trademark symbol (TM)
5-Year Cost to Own	Hyphen between “5” and “Year”; always capitalize “Year,” “Cost,” and “Own”
KARPOWER <i>Online</i> ®	Two words; KARPOWER all upper case; Online italicized; follow with a registered trademark symbol (®)
KBB Connect SM	Two words; capitalize KBB and the C in Connect; follow with a service mark symbol (SM)
KBB.com® Mobile	Two words; capitalize KBB and the M in Mobile; follow KBB.com with a registered trademark symbol (®)
LeadDriver™	One word; Capitalize L in Lead, D in Driver; follow with a trademark symbol (TM)
Quick Values SM	Two words; always capitalize each word; follow with a service mark symbol (SM)
Reality Check®	Two words; always capitalize each word; follow with the registered trademark symbol (®)
SiteDriver SM	One word; Capitalize S in Site, D in Driver; follow with a service mark symbol (SM)



CONTACT INFO

CONTACT INFO

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