

BRAND STANDARDS GUIDE



A.

STATEMENT

A. BRAND MESSAGING



Has grown to truly become a strong brand by defining the standards in automotive industry, earning the trust and respect of generations of professionals passionate about finding smart solutions for their challenges.

SUN became the reference for automotive service equipment for the OEM's, dealers and independent repair shops, understanding that creating and standing behind the best productivity solutions in the world and conveying the best in high technology was the key to deliver the most valuable features for our customers. The increasing search for high performance led SUN to expand its efforts to the repair systems and information market, becoming one of the most desirable brands for the professional looking for an easy to use, fully integrated diagnostic tool brand. SUN is prepared to meet the challenges of the future through the resulting synergies and commitment to innovation. To the benefit of our customers, SUN products will continue to be a leading component in offering customers Total Shop Solutions.

SUN is characterized by:

- ACCURACY • RELIABILITY • PRODUCTIVITY • INNOVATIVE SOLUTIONS



Sun 1020

ELECTRONIC DIAGNOSIS ENGINE TESTER

PDL5500

SUN

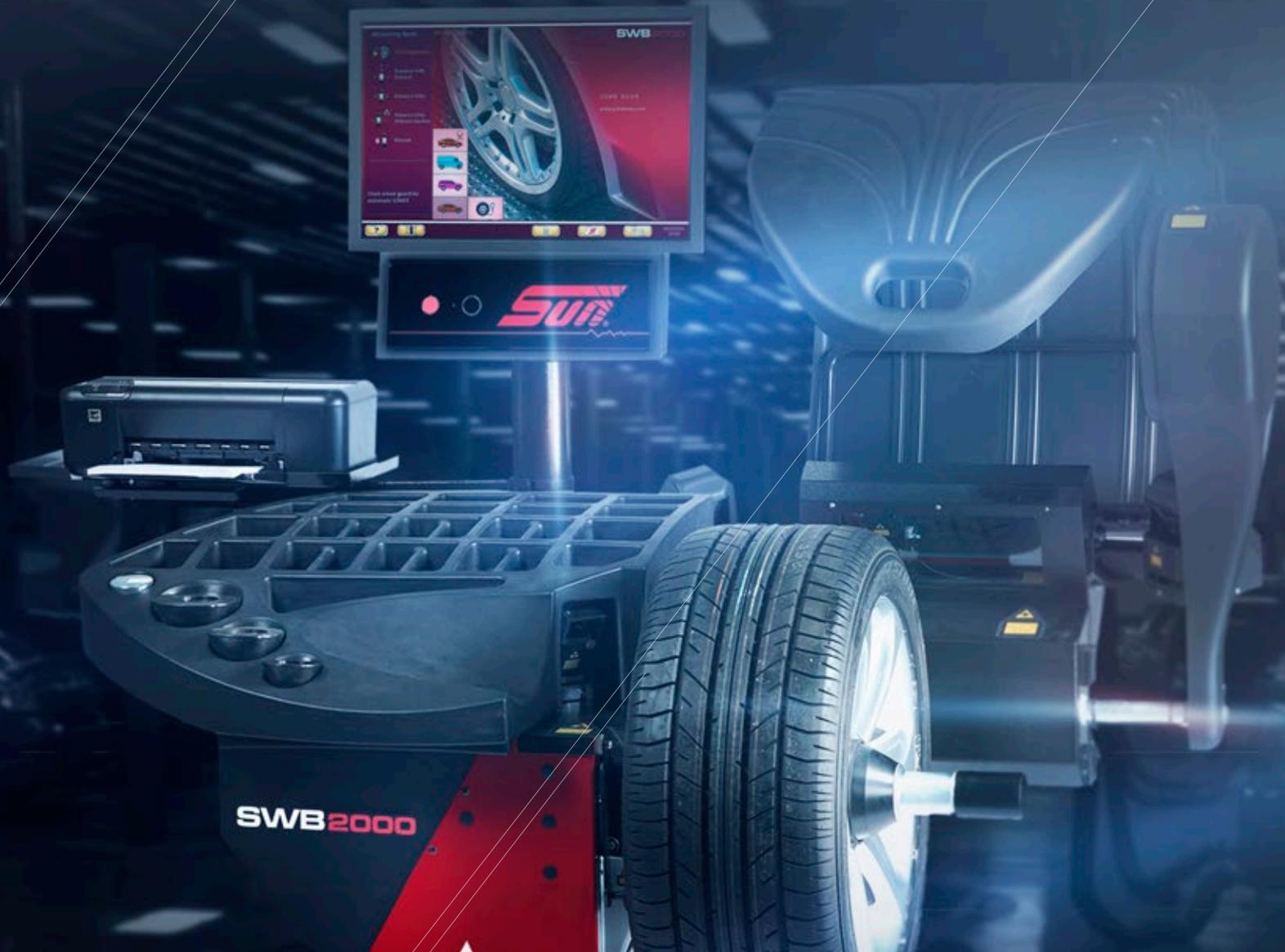
new technology

- Driver Controlled Center Differential
- Anti-Collisio
- Headlamp Levellin
- Active Engine Mount
- Electric Mo
- Fuel Injectio
- 4W
- Vacuum Pum
- Info Cent
- Glow Pla
- Park Assa
- Sta
- DC-DC Convers
- Belt Tension
- Fuel
- Steering Serv
- Wip
- Rain Sensor
- Head Up Displ
- Power Man
- WVA
- Comfort System
- Light
- Lane Control
- Cr
- Secondary Power
- Class
- Support Classification
- TPMS
- CAN Gateway
- Doors
- Heater Booster
- Auto Sway Bar
- Wireless
- Catalytic Reduction
- Servo
- Transfer Box
- Automatic Swaybar
- Wheel Alignment
- Timing Band
- Head Up Camera
- Start
- DC-DC Converter
- Belt Tensioner
- Footwell
- Steering Serv
- Wiper
- Rain Sensor
- Head Up Display
- Power Man
- VAC
- Comfort System
- Light
- Lane Control
- Transfer

OLD TECHNOLOGY



A. BRAND MESSAGING



SWB2000

RELIABILITY



PRODUCTIVITY

A. BRAND MESSAGING

BELIEFS

We deeply believe in:

- Non-negotiable Product and Workplace Safety.
- Uncompromising Quality.
- Passionate Customer Care.
- Fearless Innovation.
- Rapid Continuous Improvement.

VISION

To be acknowledged as the:

- Brands of Choice.
- Employer of Choice.
- Franchisor of Choice.
- Business Partner of Choice.
- Investment of Choice.



VALUES

Our behaviors define our success:

We demonstrate Integrity.

We tell the Truth.

We respect the individual.

We promote Teamwork.

We listen.





EQUIPMENT FOR:

ALIGNMENT, TIRE, BATTERY, LIFTING,
DIAGNOSTICS, AIR CONDITIONING, EMISSIONS...

B.
THE SUN LOGO

B. THE SUN LOGO

THE SUN LOGO

The following guidelines provide a unified approach for the SUN Brand logo and trademark usage. Also, the guidelines establish design elements that provide a common thread throughout all of marketing communications, enhancing brand equity & awareness over time. The guidelines are intended to be stringent in terms of logo and trademark usage requirements, while simultaneously providing design elements — design cues rather than a rigid format — which permit creative flexibility necessary for the most effective communications.

The SUN logo is an essential element of the company's identity; it should be instantly recognizable, and it should always look its best. The logo captures the brand's prestigious reputation, excellence and intrinsic quality. It reinforces our current customers' (and our competitors') perception to that effect, while providing the assurance of quality to potential customers. That said, the logo supports and develops positive brand recognition when used properly, but can seriously undermine the brand's credibility when used improperly.

It is vital that we safeguard the SUN brand image by implementing our graphic identity—our logo—correctly across all media. This styleguide provides authorized guidelines for use of our logo in communications of all kinds. Any exceptions to the requirements described in the styleguide must be pre-approved by the marketing department prior to logo use in any way, shape, or form.

The SUN logo should be used with all marketing materials for this brand. No changes may be made to the color, spacing, or proportions of the logo. The logo should always be scaled in proportion and should never be covered by another graphic element.



B. THE SUN LOGO



DESIGN: CONCEPT

B. THE SUN LOGO

Our signature has a unique logotype and exclusive design

Our symbol is represented by spokes that make reference to sunbeams that overrun the logo.



1- RED COLOR LOGO (PANTONE 485) on a white background is the preferred use of the logo for all color printing, web or presentation use.

In some cases the red logo may be used in colored or dark background, but only when it makes reference to advertising or illustration images so it doesn't compromise its image, color or resolution. Never use the Red Color solo in colorful backgrounds.

B. THE SUN LOGO

2- WHITE COLOR LOGO on a red background if not possible to use in its corporate red color.



3- WHITE COLOR LOGO on a black background if not possible to use in its corporate red color.



4- WHITE COLOR LOGO on a grey background if not possible to use in its corporate red color.



5- SILVER / GREY LOGO on a light background if not possible to use in its corporate red color.



B. THE SUN LOGO

CLEAR SPACE & MINIMUM SIZE

To maintain visibility and visual impact of SUN logo in all applications, we design a free space logo that separates it from other typographical or graphical elements that surround it. Nothing should appear within this space.

This space is defined as follows:
The dimension of the space of the 4 sides is represented by the height of the letter "U" from SUN logo. This space is mainly applied to communications and advertising. Product identification and signaling may need some flexibility in this requirement.

CLEAR SPACE



MINIMUM SIZE



B. THE SUN LOGO

3D LOGO



To increase the brand recognition and visual impact the 3D logo is allowed to be used in videos and literatures. Its use is recommended for video openings and closures, brochures covers, teasers or any material that may need an eye catching approach. It is not appropriate to use the 3D logo for catalogue pages or adverting matters.

This logo was developed based on the SUN standard logo with the addition of special beveled 3D effects. There are no changes in the logo proportion or regular font.

ILLUSTRATION IMAGES



COLOR
BACKGROUND

B. INCORRECT USE

Modification or incorrect use of the SUN logomark will weaken its brand identity and recognition and is not allowed. The following are just a few examples of what NOT to do.

Don't alter the dimensional details of the logomark



Don't change, re-set or re-draw the logomark



Don't create patterns with the logomark



Don't apply textures, patterns, degrades, shades to the logo



DON'T PLACE THE  LOGOMARK WITHIN A TITLE OR PHRASE

Don't enclose the logomark within a shape



Don't place the logomark within a title or phrase



Don't associate the logomark with another entity to create a new logo

B. RED TAG

RED TAG LOGO

1. CONCEPT

2. USAGE

3. SIZE

3.1. PROPORTION

3.2. SPECIAL CASES

4. CORRECT APPLIANCE



B. RED TAG

1. CONCEPT



Fig. 1



Fig. 2

To maintain the proper visibility and visual impact, the SUN logo can be used in a red tag. For the correct use of the red tag, the top or bottom margins must exceed the edge limits so it is actually a tag coming down or up the image.

The red tag must have the SUN logo in white color and necessarily the tag must have a rectangular shape.

If the red tag is placed at the top of the page (Fig. 1), the SUN logo must be closer to the bottom edge of the tag. If the red tag is placed at the bottom of the page (Fig. 2), the SUN logo must be closer to the top edge of the tag.

B. RED TAG

2. USAGE

LOGO HEIGHT

The height of the red label is given from two subsequent SUN logos at 90°. (Fig. 1)

The space between the top or bottom of the label is given by the size of the lowercase letter "U" of the SUN logo at 90°. (Fig. 2)

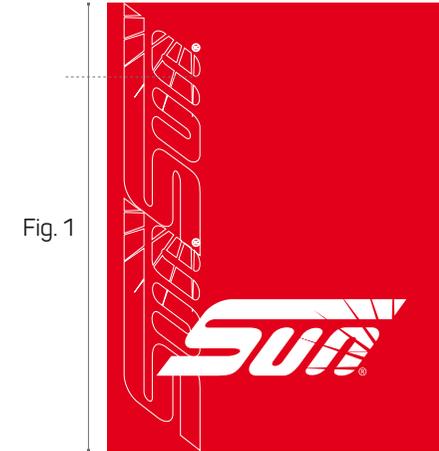


Fig. 1



Fig. 2

B. RED TAG

3. SIZE

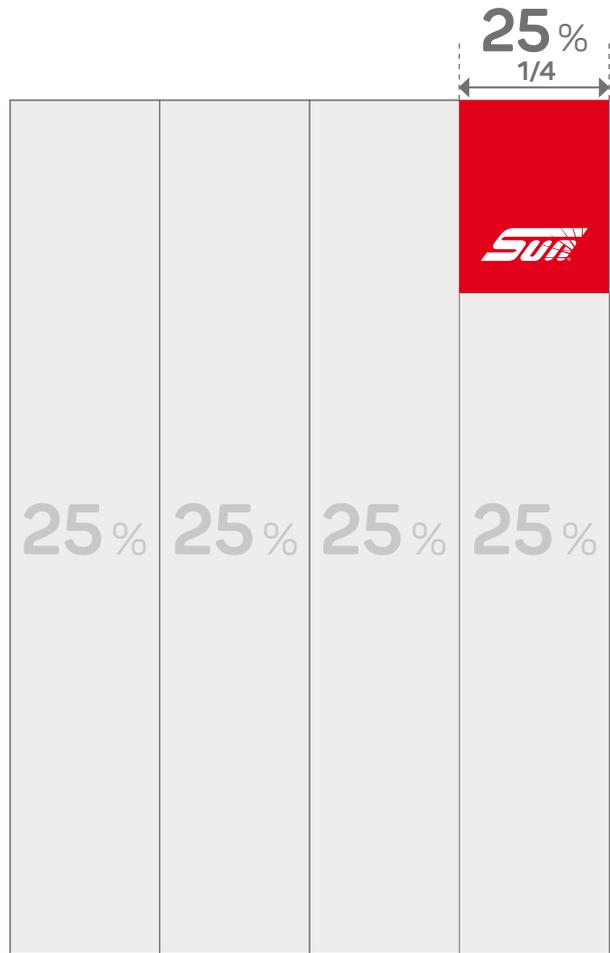
3.1. PROPORTION

The maximum size (width) of the SUN logo is 25% (1/4) of the paper side that the brand is included.

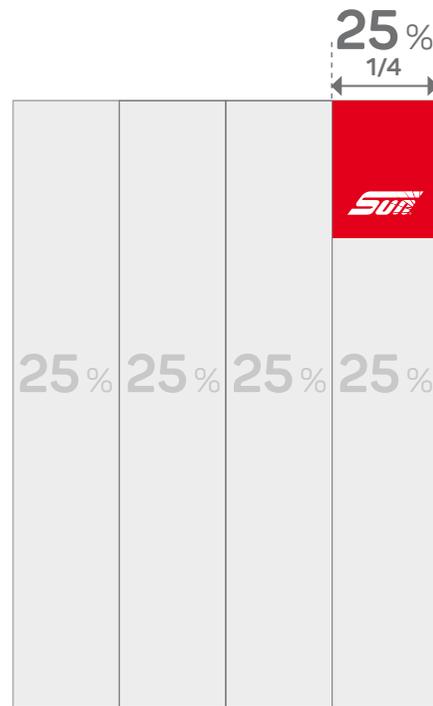
Always remember:

A – The visibility space and the visual impact

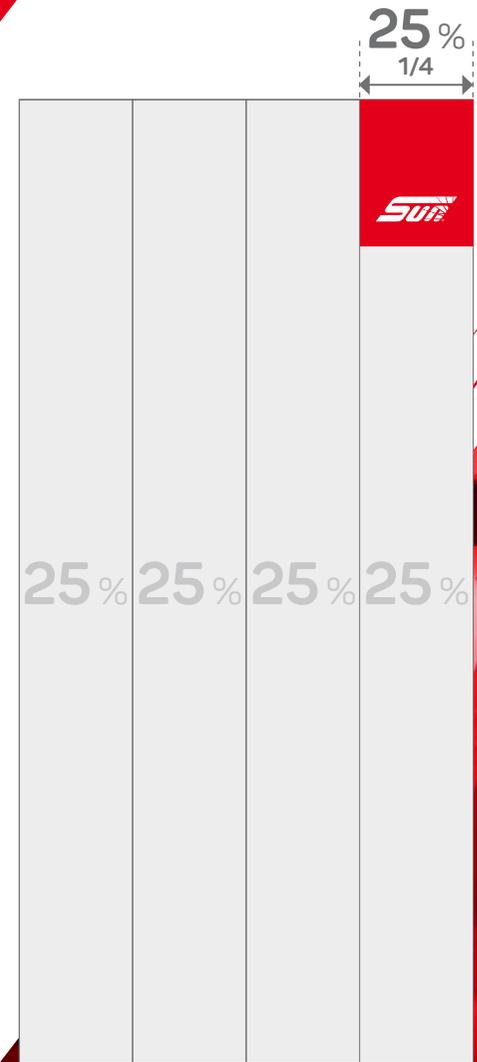
B – The minimum size allowed



Size reference A4



Size reference A5



Size reference Banner 90x190 cm

B. RED TAG

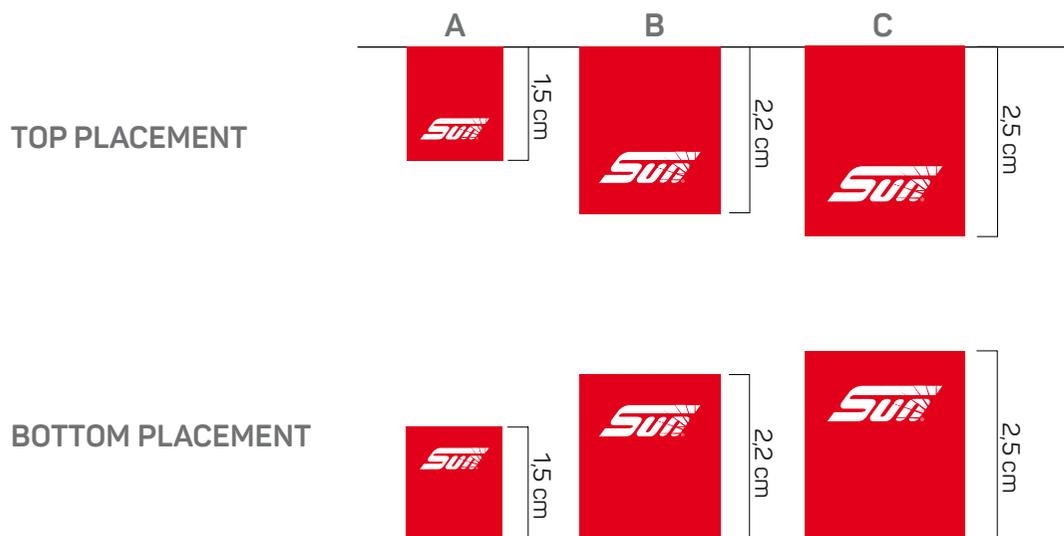
3. SIZE

3.2. SPECIAL CASES

When the Red Tag must be used in a way that can't respect the ideal proportions for reasons of flexibility to achieve a proper balance between design and brand visibility, the following pre-determined sizes must be respected.

Always remember:

- A – The visibility space and the visual impact
- B – The minimum size allowed



A. Logo used for:

- email newsletter
- web banner

B. Logo used for:

- web

C. Logo used for:

- Postcard
- A4 format
- A3 format
- Power point presentation

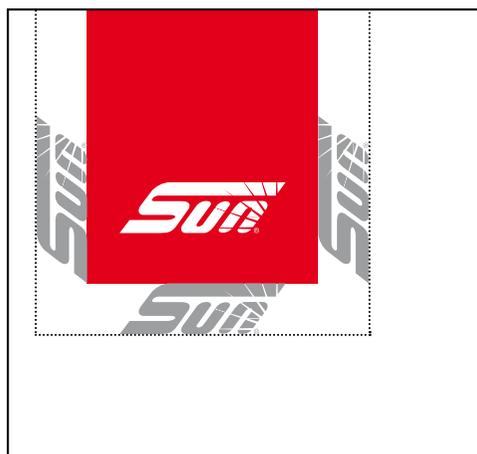
B. RED TAG

4. CORRECT APPLIANCE

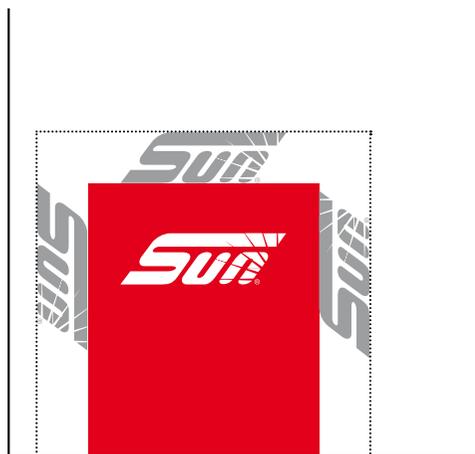
MINIMUM CLEAR SPACE

To maintain the proper visibility and visual impact of the SUN logo, the use of a clear space that separates the logo from other elements in the image must be considered. (Corner detail)

This clear space is represented from all sides with the SUN logo. You must respect the minimum size for its usage. Mostly the red tag is used in adverting, printed or online communications. This implies no usage for product identification.



TOP PLACEMENT



BOTTOM PLACEMENT



Corner detail



Example Ad / Size A4

4. CORRECT APPLIANCE

ILLUSTRATION IMAGES

For applications in illustrative or complex color backgrounds. Always seek the correct reading and legibility of the brand, proportions and minimum sizes.



B. THE ESPECIALISTAS APAXIONADOS LOGO

**ESPECIALISTAS
APAXIONADOS**



B. THE ESPECIALISTAS APAXIONADOS LOGO

2- WHITE COLOR LOGO on a red background.

**ESPECIALISTAS
APAIXONADOS**

3- WHITE COLOR LOGO on a black background.

**ESPECIALISTAS
APAIXONADOS**

4- WHITE COLOR LOGO on a grey background.

**ESPECIALISTAS
APAIXONADOS**

5- SPANISH / ENGLISH VERSION LOGO.

**EXPERTOS
APAIXIONADOS**

**PASSIONATE
EXPERTS**

B. THE SUN LOGO

CLEAR SPACE & MINIMUM SIZE

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This space is defined as follows:
The dimension of the space of the 4 sides is represented by the height of the letter "U" from SUN logo. This space is mainly applied to communications and advertising. Product identification and signaling may need some flexibility in this requirement.

CLEAR SPACE



**ESPECIALISTAS
APAIXONADOS**

MINIMUM SIZE

**ESPECIALISTAS
APAIXONADOS**

20 mm



C.

GRAPHIC USAGE

C. BROCHURE

Front



Brochure - example 1

Back

Front



Brochure - example 2

Back

Front



Brochure - example 3

C. ADVERTISING

DIAGNÓSTICO AUTOMOTIVO **PDL 5500**

Você pode reparar mais carros
mais rápido e com mais precisão.

Te corehen iminco con re cusdeapernam volorep ereum sit, verem faccusa si conam ius et, sin nobis ipSUNtur reiciit cotaturi dolorumqui
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A SUN oferece um atendimento completo aos
seus clientes por meio de suporte e treinamentos.
Entre em contato conosco.
E-mail: suporte@SUNdiagnostico.com.br / Tel: (19) 2108-1051



www.sunequipamentos.com.br

DIAGNÓSTICO AUTOMOTIVO **PDL 5500**

Você pode reparar mais carros
mais rápido e com mais precisão.

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aut hri doles dus quunt lab in praeprovid quatis nis deliquaepe nobist quis adi ut earberibus est, se lam eume sit, se resti cus nessi cuptae.

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Te corehen iminco con re cusdeapernam volorep ereum sit, verem faccusa si conam ius et, sin nobis ipSUNtur reiciit cotaturi dolorumqui
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aut hri doles dus quunt lab in praeprovid quatis nis deliquaepe nobist quis adi ut earberibus est, se lam eume sit, se resti cus nessi cuptae.



www.sunequipamentos.com.br

ADS - example 1

ADS - example 2

ADS - example 3

D.
NAME PRODUCT

D. NAME PRODUCT

Text:

- Font face: microgramma
- Size: 75
- Color: red (cmyk: 0/100/100/0)
- Stroke size: 4 (color: black)

Number:

- Font face: microgramma
- Size: 65
- Color: white
- Stroke size: none



The 3 colors logo should be applied to black surfaces should be manufactured in polycarbonate (example: balancers)



Text:

- Font face: microgramma
- Size: 140
- Color: red (cmyk: 0/100/100/0)
- Stroke size: 7 (color: black)

Number:

- Font face: microgramma
- Size: 120
- Color: white
- Stroke size: none

Stroke: Use a black box with round corners around the numbers

D. NAME PRODUCT

Text:

- Font face: microgramma
- Size: 75
- Color: none (empty text)
- Stroke size: 4 (color: black)

Number:

- Font face: microgramma
- Size: 65
- Color: white
- Stroke size: none



The 2 colors (a) logo should be applied on red surfaces or colorfull ones as such as grey surfaces. should be manufactured in vinyl (example: racks)



Text:

- Font face: microgramma
- Size: 140
- Color: none (empty text)
- Stroke size: 7 (color: black)

Number:

- Font face: microgramma
- Size: 120
- Color: white
- Stroke size: none

Stroke: Use a black box with round corners around the numbers

D. NAME PRODUCT

Text:

- Font face: microgramma
- Size: 75
- Color: none (empty text)
- Stroke size: 4 (color: white)

Number:

- Font face: microgramma
- Size: 65
- Color: black
- Stroke size: none

SHA600

The 2 colors (b) logo should be applied on colors grey and blue should be manufactured in vinyl (example: racks)

SHA600

Text:

- Font face: microgramma
- Size: 140
- Color: none (empty text)
- Stroke size: 7 (color: white)

Number:

- Font face: microgramma
- Size: 120
- Color: black
- Stroke size: none

Stroke: Use a black box with round corners around the numbers

E.

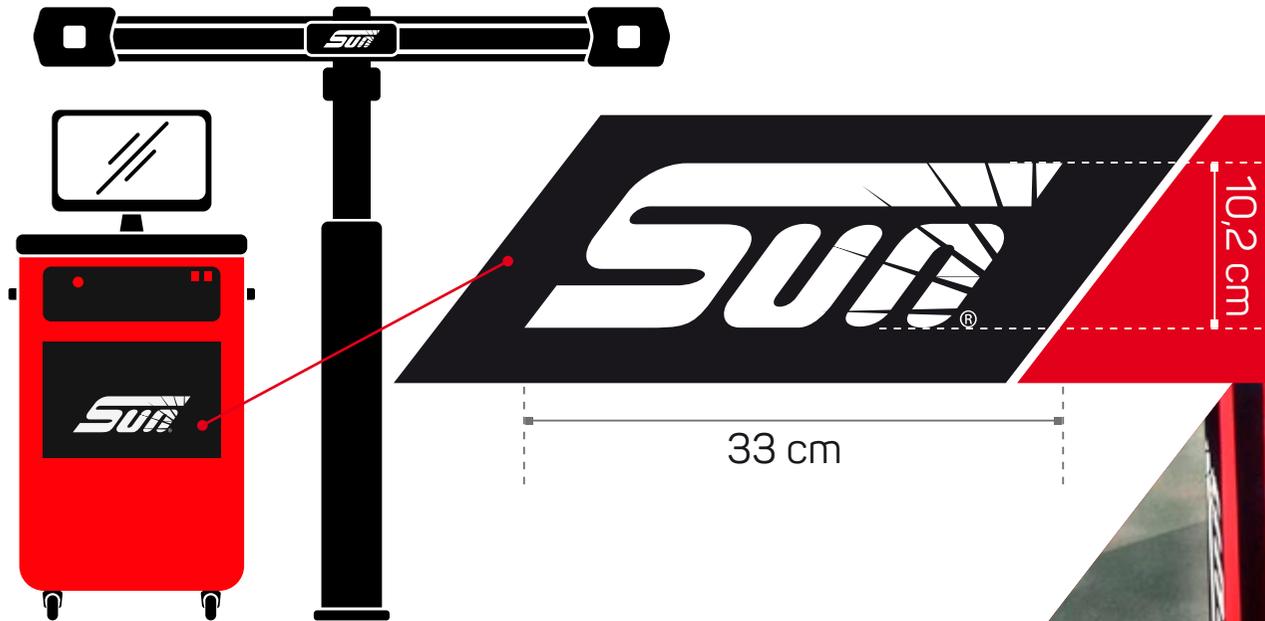
PRODUCT APPLIANCE

E. PRODUCT APPLIANCE

Our primarily product color is RED RAL 3020.
All SUN logo standard usage are White, either on a red or black background.

Appliance may diverge according to the product size and format. See the correct use below:

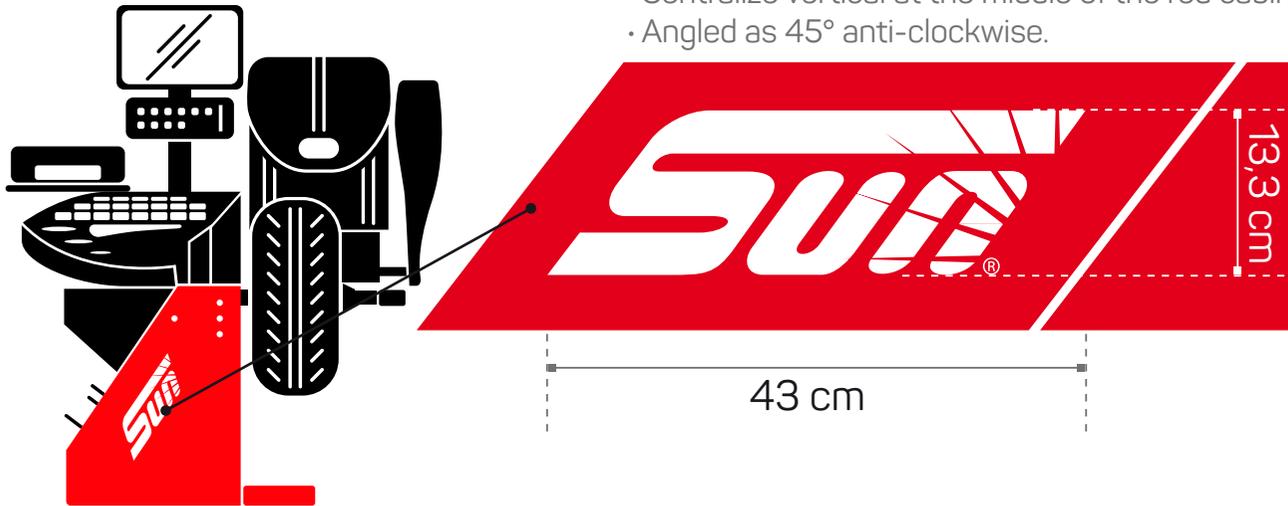
WHEEL ALIGNERS



BALACERS

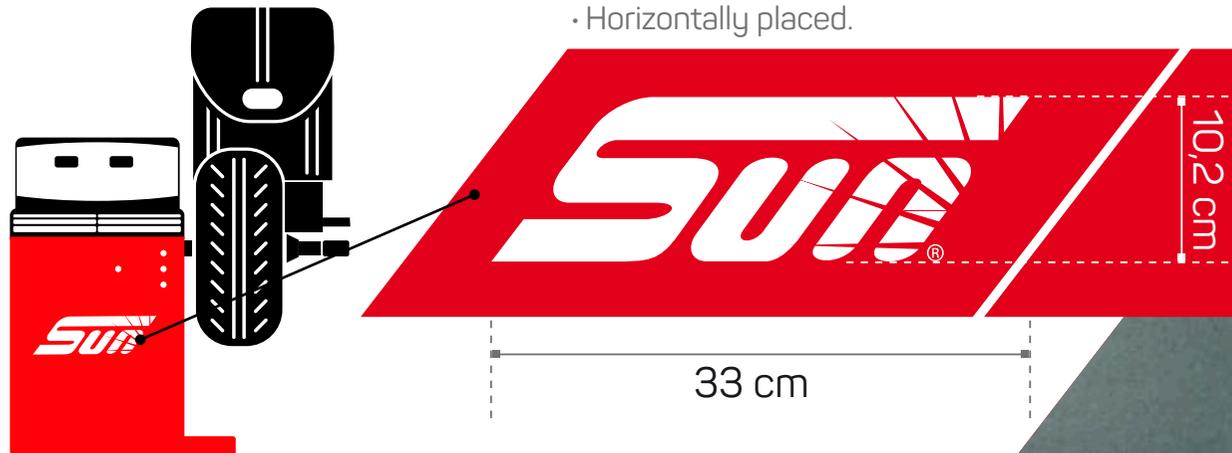
SUN logo must be:

- Aligned to the left side of the red cabinet.
- Centralize vertical at the middle of the red cabinet.
- Angled as 45° anti-clockwise.



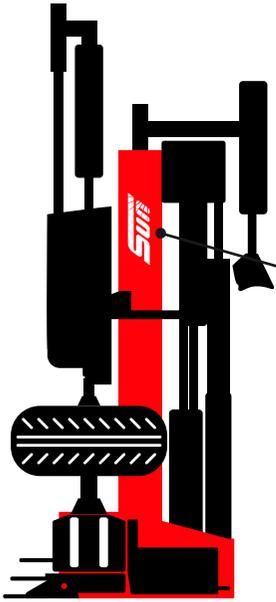
SUN logo must be:

- Centralize vertical at the middle of the red cabinet.
- Horizontally placed.



E. PRODUCT APPLIANCE

TIRE CHANGERS



SUN logo must be:

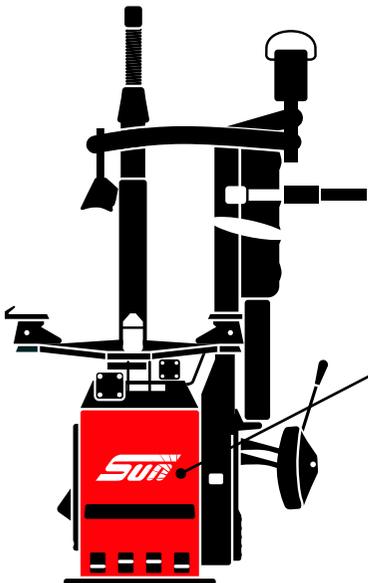
- Aligned vertically up to 15 cm from the top of the red column.



Tire changers may vary in size according to features.

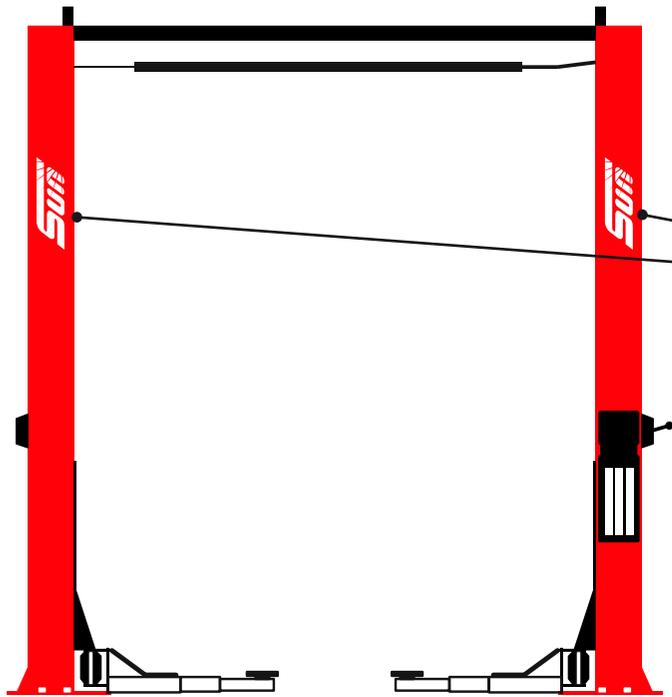
The rule for the SUN logo must be:

- Always centralized between the top line of the red cabinet and the pedals.



E. PRODUCT APPLIANCE

SERVICE LIFTS



SUN logo must be:

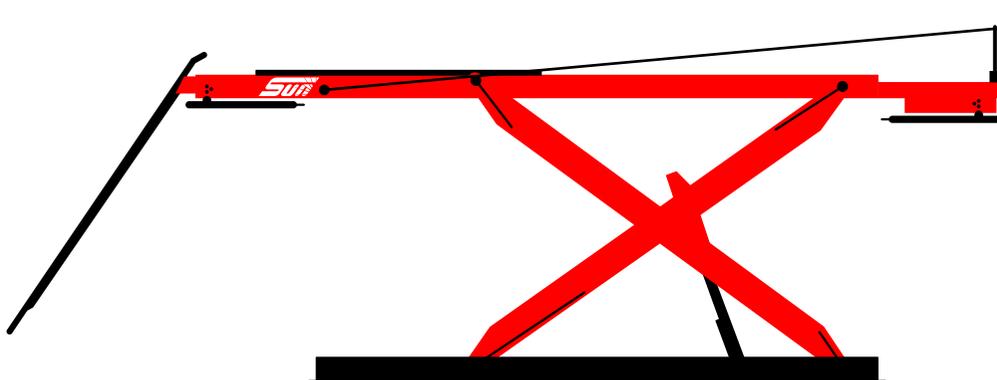
- Aligned vertically up to 20 cm from the top of the red column.
- Applied in both columns.



Tire changers may vary its size according to its features.

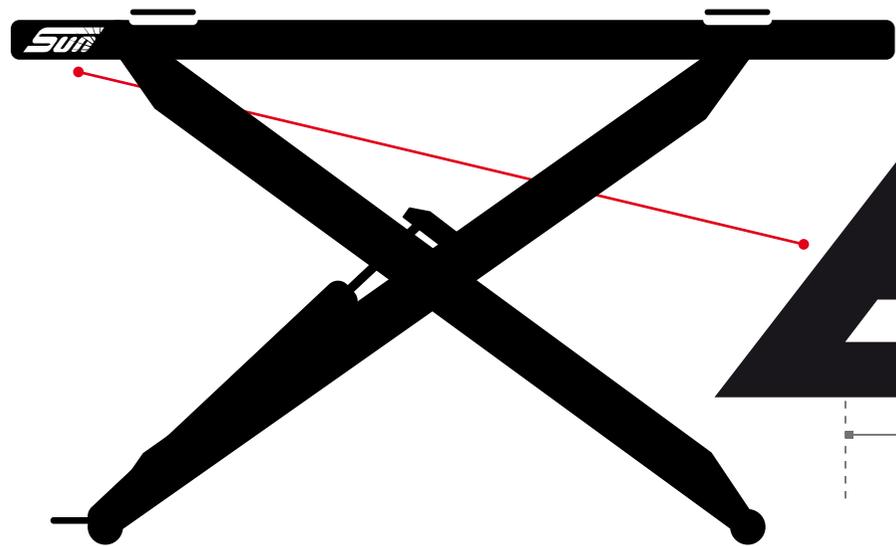
SUN logo must be:

- Aligned horizontally up to 5 cm from the left corner and must be applied at both rack sides.



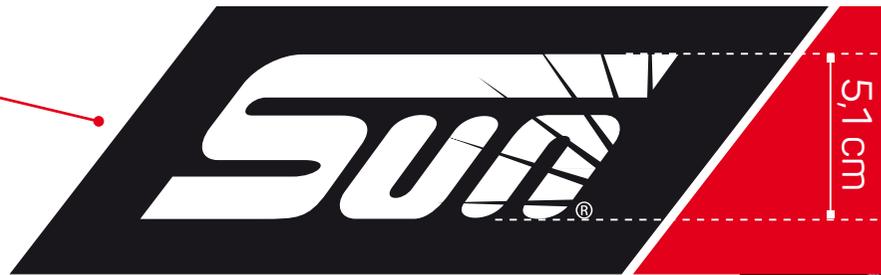
E. PRODUCT APPLIANCE

AUTOMOTIVE LIFTS



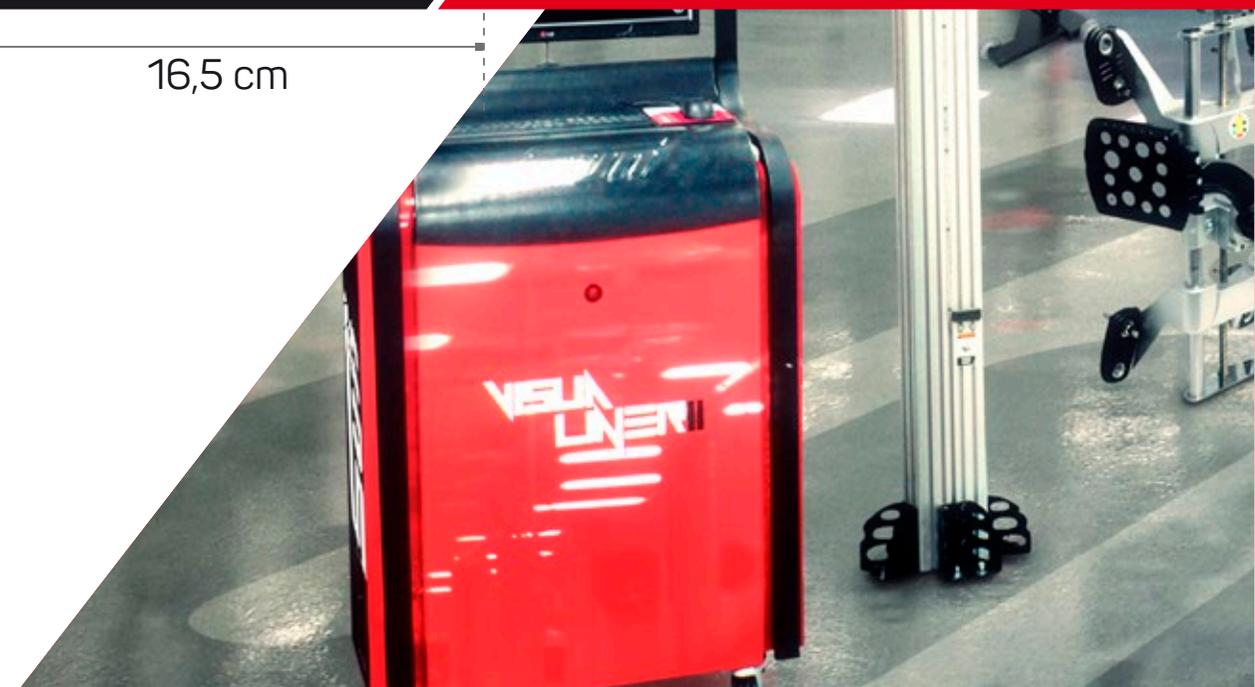
SUN logo must be:

- Aligned horizontally up to 5 cm from the left corner and must be applied at both sides.



16,5 cm

51 cm



F.

COLOR PALETTE

F. COLOR PALETTE

The official color palette includes SUN Red, Black, Gray. Its various color specifications are listed below.

Use the formulas shown here to match the accurate color. If you are using another color formula, be sure to match the "Coated" Pantone® formula. CMYK formulas indicated are not a direct Pantone® colors translation, but they have been tested to ensure that color matching is achieved consistently. If we take black color as initial reference, it is allowed the use of different shades of grays, from 10% to 90%.

Keep in mind that the screen colors may vary depending on the monitor.

PANTONE® 485

CMYK 0/100/100/0

RGB 193/0/31

CMYK 0/0/0/70

RGB 111/112/114

CMYK 0/0/0/100

RGB 0/0/0

K: 100

K: 10

COLOR	PANTONE®	C	M	Y	K	R	G	B	WEB #
 RED	PANTONE 485	0	100	100	0	193	0	31	FF0000
 GREY	COOL GRAY 9	0	0	0	70	111	112	114	6F7072
 BLACK		0	0	0	100	0	0	0	000000
 WHITE		0	0	0	0	255	255	255	FFFFFF

F. INCORRET USE

Logo should **never be used** with unapproved backgrounds and colors.

CMYK 100/100/0/0



CMYK 100/40/0/0



CMYK 100/0/30/0



CMYK 100/0/100/10



CMYK 0/70/100/0



CMYK 0/40/100/50



CMYK 50/0/0/0



CMYK 0/100/0/0



CMYK 0/50/0/0



CMYK 0/0/100/0



G.

TYPOGRAPHY

SUN TYPEFACE

PANTON BOLD

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&?

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&?

AaBbCc1234

G. TYPOGRAPHY

Typography is key for successful and legible communications and contributes to a consistent and professional "Look".

Panton Bold: it's recommended for headlines and subheads to make an impact that attracts attention.

Regular Panton: recommended for information details, explanatory paragraph.

Panton: is chosen for its simplicity, dynamic and modern. A extended family with different font options that They provide flexibility for various uses and applications.

Text aligned to the left: it has been probed that it is more readable and easier to understand. Use in lesser extent: Center alignment, justified or right.

Aa
Aa

Panton Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&?

Panton Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&?*

Panton Bold Italic

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&?***

Panton ExtraBlack

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&?**

G. TYPOGRAPHY

Arial is an acceptable option for applications based on PC, like Microsoft Office, PowerPoint presentations and all forms of web sites online communications. It is available worldwide. Helvetica could be an acceptable substitute where Arial is not available.

Arial Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&?

Arial Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&?

Helvetica Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&?

Helvetica Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&?

H.

CLOTHING WEARING

H. CLOTHING WEARING

SHIRT



Front



Back

H. CLOTHING WEARING

POLO SHIRT



Front



Back

H. CLOTHING WEARING

JACKET



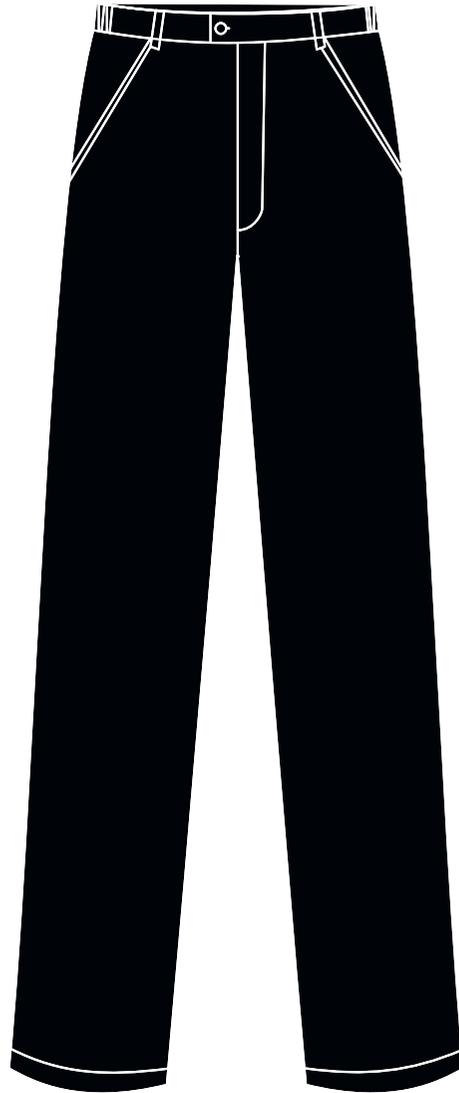
Front



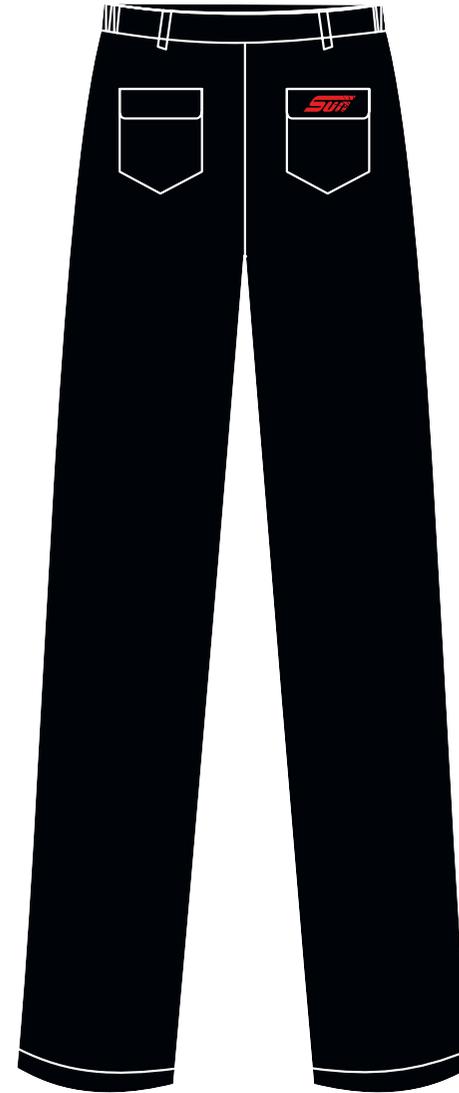
Back

H. CLOTHING WEARING

PANTS



Front



Back

