

Dodge Caravan Kids Logo and Marks Guide



About Dodge Caravan Kids

Dodge Caravan Kids is a grassroots hockey sponsorship program at the Novice House League level hosted by Chrysler Canada and your local Chrysler Jeep Dodge retailer. The program involves teams having their hockey jerseys subsidized by the sponsorship. In exchange, the sponsored teams place a Dodge Caravan Kids Name Bar on the back of their jerseys indicating that their team has been sponsored by the program.

The program has existed in Ontario for two seasons and has been very successful. In that time, the Dodge Caravan Kids program grew from 52 to 366 teams - which demonstrates the enthusiasm this program has created in local communities.

To learn more about this exciting program, please visit www.dodgecaravankids.ca or phone (905) 780-6642.

Dodge Caravan Kids Logo and Marks Guide



Dodge Caravan Kids Visual Identity

Dodge Caravan Kids is proud of its dynamic visual identity. This image combines the Dodge brand, with the youth and fun of sport.

We encourage and expect the proper use of this logo by all Dodge Caravan Kids teams, participants and fellow associations.

Copies of the logo, in various formats, are available upon request.

Dodge Caravan Kids Program Headquarters

25 Brodie Drive, Unit 3

Richmond Hill, ON L4B 3K7

P: 905-780-6642 F: 905-780-0344

E-mail: info@dodgecaravankids.ca

Website: www.dodgecaravankids.ca

Dodge Caravan Kids Logo and Marks Guide



Correct Use of the Logo & Marks

Since the lifespan of a logo can be measured in decades, it is vital to keep the original integrity of the design. which is why precise standards are needed to carefully manage and preserve it.

These standards exist to ensure the logo's impact and recognition value contribute to a consistent, positive, professional image of the Dodge Caravan Kids program. The following specification package sets the standards for the correct and consistent use of the logo identity system.

Professional printers, silk screeners and embroiderers usually require digital or camera-ready artwork. A Dodge Caravan Kids representative will provide you with the appropriate artwork as requested. Do not scan or copy a logo from stationary or other already printed material. BMP, TIFF, GIF, or JPEG files or other pixel-based files may print fine on a desktop printer, but are not acceptable for professional printing. Downloading screen versions from the Dodge Caravan Kids website will also not give you the desired results because these versions have been created in very low resolution.

To obtain a professional quality version of the logo, please contact a Dodge Caravan Kids representative by phone, fax, or e-mail or visit our website, and we will provide you with the correct version for your needs. Every authorized user of the logo should observe the standards set out in this specification package. Any usage of the logo other than represented here must be authorized by the Dodge Caravan Kids directly. Should you have any questions as to the interpretation of the standards, please ask the Dodge Caravan Kids for advice or assistance.

Phone: 905-780-6642

E-mail: info@dodgecaravankids.ca

Dodge Caravan Kids Logo and Marks Guide

The logo for Dodge Caravan Kids features the word "DODGE" in a bold, red, sans-serif font. Below it, the words "CARAVAN KIDS" are written in a larger, red, stylized font with rounded letters and a playful, slightly irregular appearance.

Corporate Marks

The Dodge Caravan Kids logo is a registered Trademark in Canada.

Typeface

The Typeface chosen for the Dodge Caravan Kids is called "Funhouse".

Dodge Caravan Kids Logo and Marks Guide

**DODGE
CARAVAN KIDS**

Rules of Use

**DODGE
CARAVAN KIDS**

This two-colour version of the logo may be used when it is applied to a white background.

This is the preferred logo for jersey bars.

The Dodge Caravan Kids lettering is Pantone Red EE3224

**DODGE
CARAVAN KIDS**

This one-colour version of the logo may be used when it is applied to a background other than white (ie. yellow)

**DODGE
CARAVAN KIDS**

This one-colour version of the logo may be used when it is applied to a black or dark colour background.

**Dodge Caravan Kids
Logo and Marks Guide**

**DODGE
CARAVAN KIDS**

Incorrect Use of the Logo & Marks

The position of the Dodge and Caravan Kids wordmarks in relation to each other should not be altered.

The logo should not be stretched, skewed or modified in any way like the example below.

The image shows the words 'DODGE' and 'CARAVAN KIDS' in red. 'DODGE' is in a bold, uppercase, sans-serif font. 'CARAVAN KIDS' is in a stylized, lowercase, rounded font. The two words are positioned vertically, with 'DODGE' above 'CARAVAN KIDS'. The spacing between the two words is significantly larger than in the correct logo, and the 'CARAVAN KIDS' text is stretched horizontally, making it appear wider and less cohesive with the 'DODGE' text above it.

**DODGE
CARAVAN KIDS**

Dodge Caravan Kids Logo and Marks Guide



Protecting the Logo's Visibility



To enhance legibility and visibility, a protection area is required around the logo to protect it from encroaching type, photographs or illustrations.

This illustration demonstrates the recommended distance surrounding the wordmark.

The Dodge Caravan Kids-supplied computer logo files have the bounding area (viewable in the linework mode) within each file.

**Dodge Caravan Kids
Logo and Marks Guide**

**DODGE
CARAVAN KIDS**

Questions?

Please contact us and we would be glad to help.

Dodge Caravan Kids Program Headquarters

25 Brodie Drive, Unit 3

Richmond Hill, ON L4B 3K7

P: 905-780-6642 F: 905-780-0344

E-mail: info@dodgecaravankids.ca

Website: www.dodgecaravankids.ca