



Orlaco Dealer Design Standards

JULY 2024

Partnership Logo

PARTNERSHIP LOGO

This Partnership Branding Guide has been created to help strengthen the Stoneridge brand, protect the Stoneridge logo and brand, and nurture the co-branded partnership between your company and Stoneridge. In order to maintain a strong brand, a clear and consistent brand image must be maintained.

Marketing Guidelines

- Do not represent yourself as a Stoneridge employee
- Do not use Stoneridge in partner's domain name

Additional guidelines can be found on page 2.



Any questions regarding usage or application should be directed to Samantha Simmerson at samantha.simmerson@stoneridge.com

CORPORATE LOGO

The corporate logo, as shown, is the primary element of the Stoneridge identity. It has been created by carefully linking the logomark and logotype together. The corporate logo was designed with fixed spacing and cannot be altered in any way.



Logo Colors

	Pantone® 186 CMYK 0 100 75 4 RGB 198 12 48 HEX C60C30		100% Black CMYK 0 0 0 100 RGB 0 0 0 HEX 000000
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PARTNERSHIP LOGO: ORLACO DEALER

The 'Orlaco Dealer' partnership logo, as shown, signifies your status as an official Stoneridge dealer of Orlaco Vision Systems.



Reversed and Single Color Logo Treatments

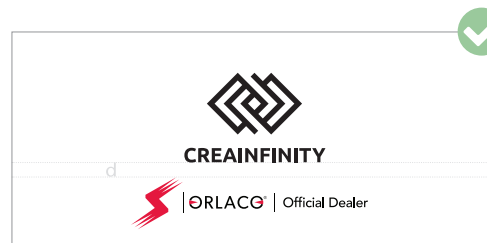


Partnership Logo Clear Space

The logo should never come closer than the height of the Stoneridge letter "d" distance to another word, element or border.



Correct Usage



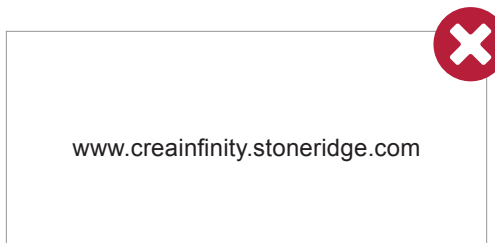
Partnership logo can be stacked with the partner's logo



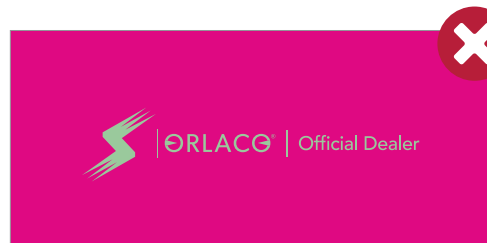
Partnership logo can be used horizontally with the partner's logo

Any questions regarding usage or application should be directed to Samantha Simmerson at samantha.simmerson@stoneridge.com

Incorrect Usage



Do not use Stoneridge in partner's domain name



Do not change the partnership logo color



Do not add or remove elements to the partnership logo



Do not alter the partnership logo in any way



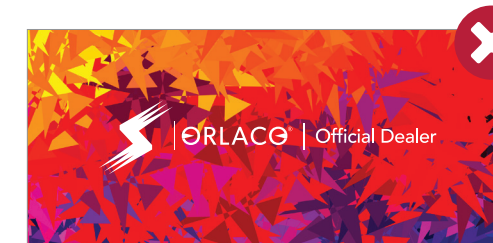
Do not represent yourself as a Stoneridge employee



Do not stretch or condense the partnership logo



Do not re-create the partnership logo



Do not use partnership logo on a chaotic background



ORLACO® Logos

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Samantha Simmerson at samantha.simmerson@stoneridge.com

Base Logo

This is an example of the primary brand logo and is to be used in materials and communications where the primary focus is the Brand/Product. Where appropriate the Preferred lockup (indicated below) should be used as secondary identification in the communication.

ORLACO_2024



Stoneridge_24_ORLACO_CMYK.ai
Stoneridge_24_ORLACO_RGB.ai

REVERSED



Stoneridge_24_ORLACO_CMYK_REV.ai
Stoneridge_24_ORLACO_RGB_REV.ai

BLACK



Stoneridge_24_ORLACO_CMYK_Black.ai
Stoneridge_24_ORLACO_RGB_Black.ai

WHITE



Stoneridge_24_ORLACO_White.ai

Lockup_Prefered

These are examples of the preferred lockup with the Stoneridge “S” a separator and the Brand logo mark. This version should be used to identify the brand and its association with Stoneridge in most communications.

ORLACO_2024



Stoneridge_24_Lockup1_CMYK_186_ORLACO.ai
Stoneridge_24_Lockup1_RGB_186_ORLACO.ai

REVERSED



Stoneridge_24_Lockup1_CMYK_186_REV_ORLACO.ai
Stoneridge_24_Lockup1_RGB_186_REV_ORLACO.ai

BLACK



Stoneridge_24_Lockup1_CMYK_Black_ORLACO.ai
Stoneridge_24_Lockup1_RGB_Black_ORLACO.ai

WHITE



Stoneridge_24_Lockup1_White_ORLACO.ai