

The Grouptyre Name

Grouptyre should always be referred to in full as one word, no space, with lower case 't' and should not be abbreviated to 'Group' or 'GT'.

For example:

Grouptyre 

Group Tyre 

Group 

GT 

The New Grouptyre Logo

150mm

Grouptyre
National Strength Local Service

100mm

Grouptyre
National Strength Local Service

50mm

Grouptyre
National Strength Local Service

Corporate Logo

Incorporates the strapline 'National Strength Local Service' with the emphasis being on the National Strength aspect.

The New Grouptyre Logo

150mm



100mm



50mm



Corporate Logo (Alternate)

Incorporates the strapline 'National Strength Local Service' when the emphasis is more on local service

The New Grouptyre Logo

150mm

Grouptyre

Oak Tyres UK

100mm

Grouptyre

Oak Tyres UK

50mm

Grouptyre

Oak Tyres UK

Member Logo

Corporate logo but in place of strapline is member's company name

Grouptyre Member Logos

Grouptyre

BAB Distribution

Grouptyre

Broadway Tyres

Grouptyre

Car Tyrestore

Grouptyre

Cooper Bros

Grouptyre

EG Wholesale

Grouptyre

ETB

Grouptyre

Kenway Tyres

Group tyre Member Logos

Group tyre

King David Tyres

Group tyre

MT Wholesale

Group tyre

NE Wholesale

Group tyre

Oak Tyres UK

Group tyre

We Sell Tyres

Group tyre

WJ Wood & Son

Exclusion Zone

To maintain clarity of the logo you should always retain a clear 'Exclusion Zone' around it.



This minimum area of clear space is calculated by using half the height of the 'G' at its placed size as a measurement around the logo in which no other elements can appear.

The new logo in colour

The Grouptyre logo can be reproduced in black, two colours and four colour process

SINGLE COLOUR prints in greyscale only from artwork

Grouptyre
National Strength Local Service

TWO COLOUR prints RED PMS 1797 and BLUE PMS 3015 from artwork

Grouptyre
National Strength Local Service

FOUR COLOUR prints IN CMYK from artwork

Grouptyre
National Strength Local Service

Alternative Reproduction

Where alternative reproduction processes are to be employed – eg foil blocking for promotional items, embroidery for badges or silk screen print, a line artwork version should be used.

The New Grouptyre Logo Variations

Reversed out version



For use on a coloured or image background (white panel)



Coloured version – no strapline (for extraordinary circumstances)



Mono version – no strapline (for extraordinary circumstances)



Corporate Typeface

Headlines

All headlines will be set in Stone Sans Bold. The only exception will be in advertising concepts that may use a typeface that suits the creative.

Sub Headings

All subheads will be set in a lesser typesize than headings but using Stone Sans Bold

Body copy and legal

All body copy and legal wording to be set in Stone Sans medium.

Emails and letters

All email and letter wording to be set in Lucida Sans medium

Aa

Stone Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Aa

Stone Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Aa

Lucida Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Aa

Lucida Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Corporate Colours

Red and Blue are our logo colours and they should be present in every piece of work – either using the logo, the swoosh or headline

PMS 1797

C 0 / M 91 / Y 61 / K 5

R = 201 G = 40 B = 45

Hexadecimal = #C9282D

PMS 3015

C 100 / M 32 / Y 0 / K 28

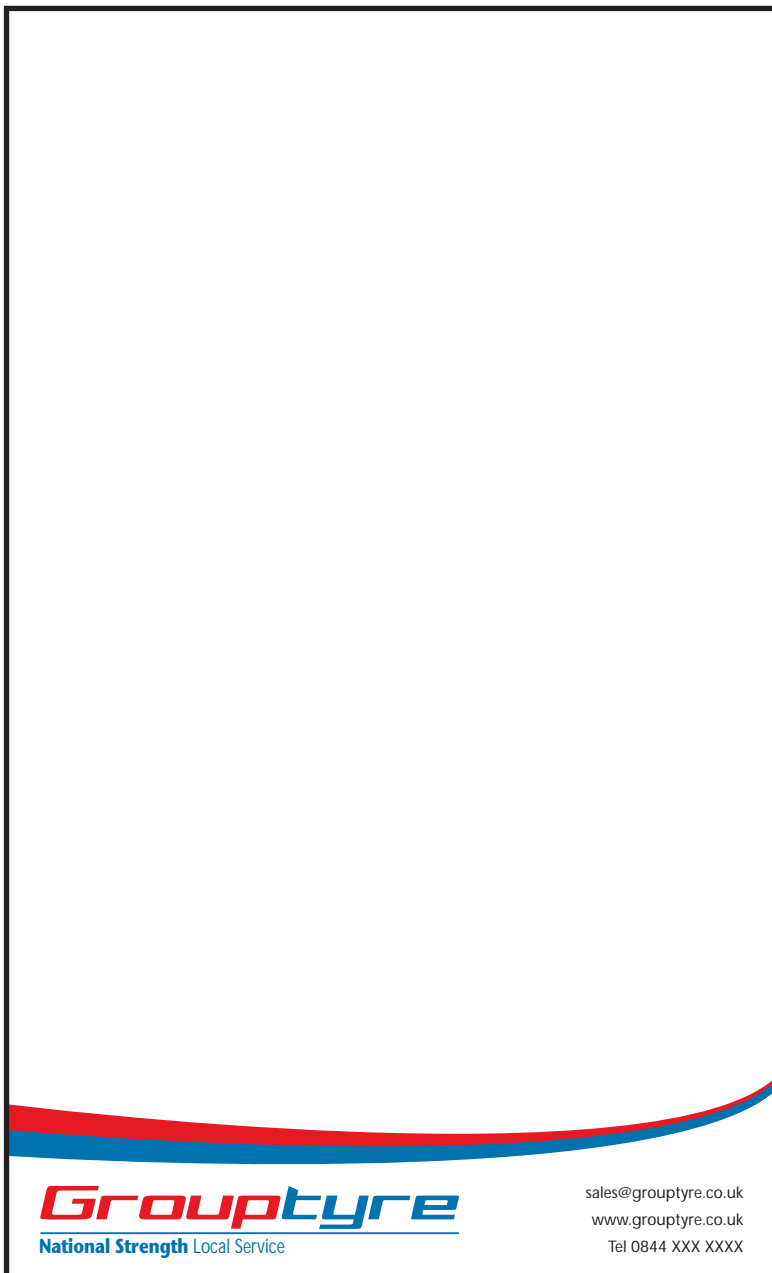
R = 0 G = 101 B = 162

Hexadecimal = #0065A2

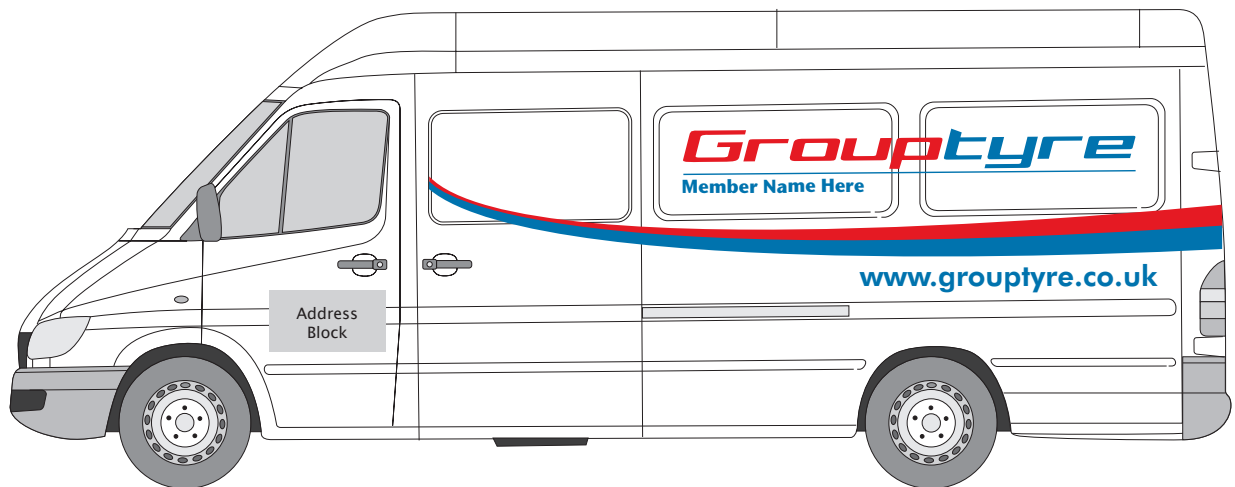
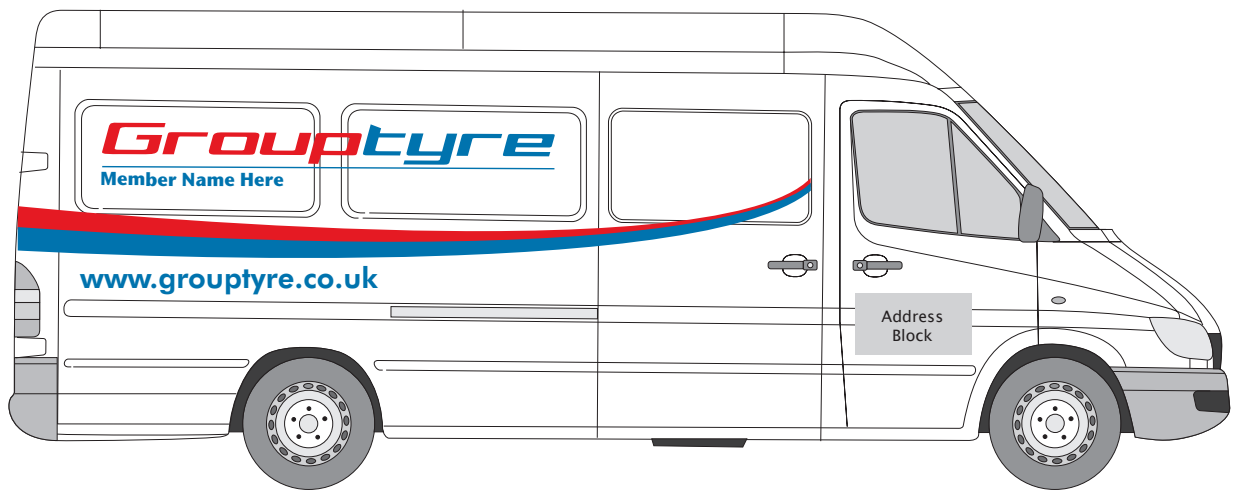
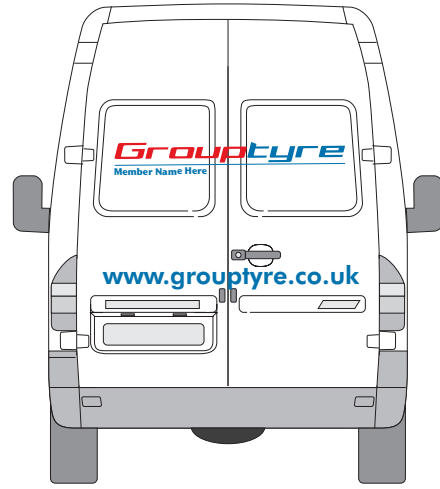
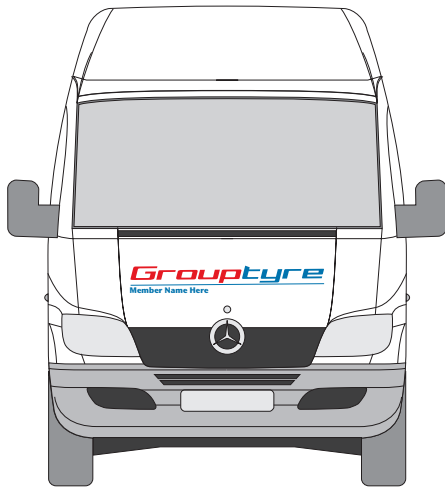
Press Advertising

There is a standard base to all press adverts as shown below. The 'Swoosh' and Grouptyre Corporate Logo should appear in all adverts.

The 'Swoosh' can appear in all promotional literature eg brochures, leaflets etc



Grouptyre Van Livery



6589 mm