Welcome to The Mopar® Brand.

Mopar® is a brand that aspires to be the home of great service and one that always evolves with the very best. Every single one of us has a role to play in the stewardship of our brand, and every great brand needs tools to maximize synergy and consistency across the world. This guide contains a new set of communication tools for the Mopar Brand; please become familiar with them and use them as reference points as you take your projects forward.

Thank you for the passion, commitment and care that you put in every day. And welcome to the future of the Mopar Brand.
The story of Mopar began nearly 80 years ago with a focus on motor parts and the introduction of a simple can of antifreeze. Through the decades, we have grown into so much more. Today, as the official service, parts, and customer care global provider for FCA brand vehicles, we walk alongside our customers as partners in their ownership journey. That’s why we offer authentic parts and accessories designed by the same engineers that created our vehicles to make the driving experience unique. It’s why our team is comprised of expert dealer technicians who know each make and model best, armed with leading-edge diagnostic technology no one else can match. And it’s why we’ve created unique services like Mopar Owner Connect, Express Lane Service, and Mopar Vehicle Protection plans to offer convenience and peace of mind. In short, we are not only here to service cars, trucks, minivans and SUVs—we are here to service people’s lives. It’s this commitment that defines who we are and fuels what we do.
A FAMILY OF EMPLOYEES

united by a shared enthusiasm for cars and genuine parts, for quality and for performance.

A team determined to succeed, resilient in nature, and true to the Mopar® Brand.
We are committed to the principles that ignite a HIGH PERFORMANCE CULTURE.

FCA is a place where people are empowered to drive change, where challenges are embraced and an entrepreneurial spirit is ever-present. Our success depends on our ability to seek new solutions through the engagement of diverse minds. We are committed to providing a challenging and rewarding work environment where employees have an opportunity to make a positive impact. It all begins with our Leadership Principles.

Leadership is a function of leading change and leading people.
We embrace and cherish competition.
We aim to achieve best-in-class performance.
We deliver what we promise.
The Mopar® name, a simple contraction of the words MOtor and PARts, was trademarked in 1937 with the launch of an antifreeze product. But Mopar truly made its mark in the 1960s with the beginning of the muscle car era. Building on the success of Mopar Performance Parts, the brand soon expanded into technical service and customer support.
Today, Mopar distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centers and 25 contact centers globally, Mopar integrates service, parts and customer care operations in order to enhance dealer and customer support worldwide.
OUR CORE VALUES

What is unique and

AUTHENTIC ABOUT MOPAR®

BE AN ORIGINAL PART
Created as part and partner to all the FCA vehicles, Mopar is also a brand with our own unique identity.

FLOOR IT
Fueled by our shared passion for Mopar, we race circles around the competition.

BUMPER TO BUMPER TRUST
At Mopar, our reputation is built on the strongest chassis of all: trust.

DRIVEN TO CARE
We care for cars. But we’re driven to care even more about the people who drive them.

CHALLENGERS OF CONVENTION
At Mopar, we don’t just challenge convention, we crush it. Our innovations push the limits of what’s possible.
Our ambition today

The Mopar® Brand strives to stand side-by-side with FCA customers worldwide, and it is our collective responsibility to make our name known, enhancing our reputation and delivering a deeper understanding of the connection we have with the full portfolio vehicle brands we support.

Becoming a trusted partner is the important step that will enable us to fulfill this purpose.

Our goal is to be trusted and remembered

ACROSS THE GLOBE.
Automobiles are an integral part of people’s lives.

Billions of people, whoever they are and whatever they do, rely on their vehicles to keep their lives moving.

Our lives are faster than ever before, they are busier, more complex, richer than at any time in history. And never before have people’s lives and their vehicles been so interconnected.

It’s about much more than simply getting from A to B. It’s about life. The wrong vehicle service or maintenance can lead to missed work, missed appointments, missed kids’ games, missed dinners, missed adventures, missed responsibilities, missed enjoyment.

You name it, you don’t want to miss it...
They are the WHEELS OF OUR LIVES.

Our vehicles are our allies when we are in ‘must do’ mode. They are our companions in our free time. They help us live out our passions and dreams. They are a mobile family nest when needed. They project our image to others.

They are enablers that stand for the freedom to do whatever we want in our lives, whenever we want to do it.
We must not let anything stand between our customers and the freedom their lives demand.
All customers have some rational-emotional turmoil going on inside.

When you talk to people about vehicle maintenance, you hear about life interruption, loss of time, feeling constricted, concerns about costs, or just feeling lost in a world not all of them understand enough to really control. Reason and emotions often get mixed up. This disruption of and disconnection from our routine often leaves us feeling helpless.
People are looking for someone they can talk to, someone they can trust. They need someone who works flexibly around their needs for mobility, someone who is clear, who listens, and who holds an honest dialog. One who understands what their vehicle means to them.

And they also want the ‘hard metal’ stuff: efficiency, technical competence and the reliability of original parts.
We must excel at

WINNING PEOPLE’S TRUST.

With close to 80 years of experience, a wealth of world-leading technology, 100% genuine parts and accessories and highly trained people everywhere, there is just no way we are going to let anyone beat us in the trust stakes!
The Mopar® Brand

PURPOSE

Purpose lies at the intersection of who we are and the meaningful role we play in the world.
PURPOSE IS BORN

and reconnects our organization to its founding beliefs—it’s origin.

PURPOSE TEACHES: Expands our thinking and perspective, giving us new ways to create.
PURPOSE FULFILLS: Satisfies a fundamental desire in all of us.
PURPOSE IS A BATTLE CRY: Rallies our forces around a greater good.
PURPOSE TRANSFORMS: Evolves our strategies and tactics so they are aligned around our purpose.
PURPOSE INSPIRES: Sparks passion, giving our associates reason to get up in the morning.
PURPOSE IS BORN NOT FROM DATA BUT FROM ABSOLUTE CONVICTION: Amplifies our human truth.
PURPOSE IS TIMELESS: Is forever.
It’s all about our drive to serve those who DRIVE US.

Our way of winning people’s trust is by listening and understanding. It’s about knowing who they are and what they need. And it’s important that we all recognize that this includes every single type of customer, every single vehicle passenger. It also means our dealers, suppliers, distributors, our colleagues around the globe and includes every one of our functions and beyond.
For this reason, everything we say and everything we do will be

ALL IN SERVICE OF THE PEOPLE WHO DRIVE US.
The Mopar® Brand

MISSION AND VISION
Our mission is to keep our customers in the FCA Brand Family for life.

By servicing people and not just the vehicle—providing them with honest and caring service, endless customization and an experience that fuels a confidence and passion that keeps them coming back for more.
And our vision is to

TO BE THE UNQUESTIONED PARTNER IN OUR CUSTOMERS’ OWNERSHIP JOURNEY.

One that redefines what the ownership experience can be and adds undeniable value that no one else can provide.
At Mopar®, we’re not just in the parts business, we’re in the partnership business. Because we’re driven to care not only for cars but also for the people who drive them. And the people who build them, and sell them and service them. Because it’s the human part that gives cars muscle, makes Mopar greater than the sum of its brakes, exhausts, belts and trim. It’s why we were founded, to be both an original part and trusted partner along for a driver’s entire journey. This passion has fueled one innovation after another, made us challengers of convention. And today, our shocks, fans and batteries, our hands, heads and hearts connect our brands around the globe to keep the human engine running. Because when all our parts perform together, from bumper to bumper, our driver’s day, from work to pleasure will too.

That’s why we listen, with both ears, to understand what’s going on—inside the car and inside the person.
The Mopar® brand mark

The Mopar® brand mark, an “Omega M” with bold lines and distinctive curves, represents the strong pillars of Mopar: Mopar parts, service and customer care. The different parts of the Mopar brand mark should never be separated and always appear as one single unit: the “Omega M”, the logotype “Mopar” and the baseline registered trademark. Only in limited circumstances, is it permissible to use the logotype “Mopar” and the “Omega M” separately. The logotype “Mopar” may only be used in black, white or gray, but never blue.
**Tagline**

The “At your service” tagline must always be used in conjunction with the Mopar® brand mark as shown, and is never to be used on its own, as a headline or a sub-headline.
Area of isolation

It is important to maintain a perimeter around the Mopar® brand mark. Use the width of the Mopar “M” in the logo to keep a consistent area of isolation.
Minimum size

The Mopar® brand mark must not be reduced less than 12 millimeters.

If the brand mark is combined with the tagline, the minimum dimensions change as illustrated on this page.
Variations of the brand mark

The primary color for the Mopar "Omega M" is PMS 293. The logotype and registration mark must appear in black, white or gray to achieve optimum legibility and contrast of background. All PMS colors may be converted to CMYK values.

Alternative brand mark options and colors are to be limited to only those shown on this page.
Please note that brand mark sizes and use cases vary by region.

**Brand Mark Lockups**

This defines the correct sequence by which vehicle brand marks are presented in corporate communication. If a brand mark is deleted from the lockup, all remaining brand marks maintain their order, with spacing adjusted equally between marks. For more information, please consult with your local corporate identity and trademark offices. For NAFTA, visit FCA Corporate Identity website (fcaci.com).
Brand Mark Lockups

This defines the correct sequence by which vehicle brand marks are presented in corporate communication with the Mopar tagline. If a brand mark is deleted from the lockup, all remaining brand marks maintain their order, with spacing adjusted equally between marks. For more information, please consult with your local corporate identity and trademark offices. For NAFTA, visit FCA Corporate Identity website (fcaci.com).

Please note that brand mark sizes and use cases vary by region.
Corporate logos

The Mopar® brand mark is combined with the title and a short specification of the offered service in order to be immediately recognizable by our customers. A sample of select logos are shown. All Mopar logos for programs or services should follow this design and be approved by Mopar Marketing. Please send submissions to MoparBrand@fcagroup.com.
Corporate logos

MOPAR® PERFORMANCE
For use with Mopar® Motorsports activities and when referring to Mopar Performance Parts.

MOPAR CUSTOM SHOP
Signifies Factory Upfit Center Facilities that provide factory-installation of accessories and direct vehicle delivery to dealership. This logo should only be used in conjunction with these facilities and their respective accessorized vehicles.

MOPAR GARAGE
Used for dealer or DIY installation of accessories. Logo use includes dealerships and corporate events.

MOPAR OFF ROAD
Indicates the Mopar Off-Road Division that develops Jeep® Performance Parts. For use on event uniforms and print materials for enthusiast events where Jeep® Performance Parts are present.

JEEP® PERFORMANCE PARTS
Represents Jeep®, extreme off-road related performance parts; including items such as lift kits, cold air intakes, differential axles, heavy duty bumpers, etc. To be used in conjunction with these specific parts.

MOPAR REMAN
For use with Mopar® Remanufactured parts only.

MOPAR EXPRESS LANE
For use with Mopar® Express Lane service program.
Parts marking

In order to uphold genuine parts and accessories and the company marks, global policy documents (#CS-11000 and #07412) exist to provide guidance on parts marking. Adherence to these documents and all subsequent updates is mandatory.

Packaging

As an important customer touch point, packaging should be distinctive and consistent. Global packaging guidelines are critical and must be followed. These guidelines can be found at:
https://ps.extra.chrysler.com/sites/mpe (Accessible to FCA employees only).
**Color palette**

Use PMS 293 to ensure the use of the Mopar® BLUE. It is preferable to use blue for headlines. For body copy, use silver, black, dark gray or gray. White background is preferred.

**MAIN COLORS**

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>RGB</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUE</td>
<td>293</td>
<td>0-103-177</td>
<td>100-57-0-2</td>
<td>#0046ad</td>
</tr>
<tr>
<td>BLACK</td>
<td>Pantone Black</td>
<td>107-169-172</td>
<td>0-0-0-100</td>
<td>#ABADAC</td>
</tr>
<tr>
<td>SILVER</td>
<td>Pantone 877 c</td>
<td>167-169-172</td>
<td>0-0-0-40</td>
<td>#293E48</td>
</tr>
<tr>
<td>GRAY</td>
<td>Pantone 431 c</td>
<td>77-103-113</td>
<td>80-65-50-40</td>
<td>#4D6771</td>
</tr>
</tbody>
</table>

**MULTI-BRAND COLOR PALETTE**

These colors may only be used for headlines, body copy or design treatments in cross branded materials.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Pantone Code</th>
<th>RGB</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHRYSLER</td>
<td>Cool Gray 7 c</td>
<td>183-185-186</td>
<td>0-0-0-100</td>
<td>#FF0000</td>
</tr>
<tr>
<td>DODGE</td>
<td>486 c</td>
<td>25-100-100</td>
<td>0-0-0-79</td>
<td>#424C0F</td>
</tr>
<tr>
<td>FIAT</td>
<td>7427 c</td>
<td>34-100-79</td>
<td>0-0-0-100</td>
<td>#FF0000</td>
</tr>
<tr>
<td>JEEP</td>
<td>Pantone 574 c</td>
<td>66-76-15</td>
<td>34-100-79</td>
<td>#424C0F</td>
</tr>
<tr>
<td>RAM</td>
<td>Pantone Process Black</td>
<td>0-0-0-100</td>
<td>0-0-0-100</td>
<td>#000000</td>
</tr>
</tbody>
</table>

**SEASONAL COLORS**

Seasonal colors may only be used on approval by Mopar Marketing. Please send submissions to moparbrand@fcagroup.com.
Main brand font

**TITLING GOTHIC FB** is an American font and its style is very modern and flexible.

**Compressed Standard** version should be used in headline.

**Narrow Light** version for body copy.

**Narrow Medium** version is suggested to highlight words or sentences in the body copy.

Please note that these are the only fonts that should be used in all communications in order to maintain strong image consistency for the Mopar® Brand.

To purchase this font for your local market, please visit www.fontbureau.com.

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**EXAMPLE HEADING**

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**EXAMPLE HEADING**

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**EXAMPLE HEADING**

Orenimi nrimpot quo mos ditaqui asperi recturepudae sinti et ut ut harciam etur resecti omnis nonseque conseanto ne aut volorem re, temperentur, vit faccus sum laborlest faccabo ressimu lorumqu oditas solupta sernpiu lassae.
Secondary brand font

BIRO Script Plus Flat is a handwritten-style font. Its appearance is smart and welcoming and is able to generate a sense of compassion toward our customers. It is used to give a human touch to Mopar communications.

It must not be used as a main font but reserved for titles in "Below-The-Line" (BTL) communications, as well as subheads in campaigns. See creative examples for use cases.

To purchase this font for your local market, please visit www.ingofonts.com

PLEASE REFER TO THE DIGITAL GUIDELINES STARTING ON P45 FOR USE OF THE BIRO SCRIPT FONT IN DIGITAL APPLICATIONS.
COMPETENT AND CONCRETE

Our talk will be clear, pragmatic, straight-to-the-point.

CLOSE AND FRIENDLY

Always responding to people with a reassuring smile.

Copy and tone

To come across as an accurate, transparent, empathetic specialist that helps people get the most out of the entire life cycle of their vehicle, we need communication that feels:
Registration mark

Use a baseline registration mark (®) after Mopar® in a headline and in the first appearance within body copy.

Trademark statement

Recognition of the Mopar brand’s company origin is accomplished through the use of the mandatory trademark ownership statement.

It must be in legible text on every communication in Titling Gothic FB Narrow Light.

Mopar® is a registered trademark of FCA US LLC.
Photography

Images must convey our brand values.

Craftsmanship and care should be related in authentically captured views of products and people. Lifestyle images must portray genuine, everyday situations.
Mopar brand mark left-aligned.

**CREATIVE LAYOUTS - ADS, FLYERS, MAILERS**

Alternate layouts using tagline in multi-brand lockup

Note: Use of Biro Script Plus Flat font is optional and only to be used as a subhead with body copy that conveys a compassionate tone.
LOREM SERI IPSUM

COOL SERVICE FOR SUMMER FUN.

WE’LL GET YOU ROAD-TRIP READY.
Schedule an A/C check with Mopar. When temperatures rise, our experts will help you stay cool on your summer travels. Learn more at Mopar.com.

DID YOU KNOW?
Brand of Equipment Prime. It’s not the best by your vehicle because they’re usually replaced by the manufacturer. They’re also damaged by the high heat and pressure are associated with your manufacturer.

YOU CAME TO THE RIGHT PLACE.

We care about your vehicle as much as you do. Our expert technicians are here to help you keep your vehicle running smoothly. Here’s what you can expect when you visit a Mopar Service Center:

• Oil and filter changes in 30 minutes
• Tire rotation with brake inspection
• Multi-Point Inspection
• Wiper blade replacement
• Battery test

GET FAST SERVICE WITH NO APPOINTMENT.

Servicer manual customer information. Contact your local Mopar Service Center for more information. Local store.

Trust your vehicle with the experts.

We strive to get you back on the road quickly and efficiently. Bringing your vehicle to the experts provides plenty of benefits, including:

• Expert technicians who know your vehicle best
• Complete brake and online appointment system
• Exclusively made specifically for your vehicle
• Valuable savings and coupons on maintenance

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CREATIVE EXAMPLES - BROCHURES

GET BACK TO ORIGINAL WITH THE BEST COLLISION REPAIR.

CRITICAL ANALYSIS: TOP 5 CRASH PARTS COMPARED

1. Seatbelt Buckle
   - High Failure Rate
   - Not Easily Replaced

2. Airbag Assembly
   - Complex Assembly
   - High Cost of Repair

3. Instrument Cluster
   - Sensitive to Impact
   - Requires Precise Calibration

4. Power Window Motor
   - Fractured Components
   - Requires Expert Repair

5. Door Hinge
   - Weak Point in Design
   - Repeatedly Breaks Under Stress

GET BACK TO ORIGINAL WITH THE BEST COLLISION REPAIR.
When most people look at an engine, they see the whole engine. Mopar® Remanufacturing, however, sees the hundreds of parts that are necessary to provide reliable power. In addition, Mopar® Remanufacturing is one of the fastest growing parts lines, with thousands of combinations of parts.

Mopar® Remanufactured Engine Components

Mopar® takes the highest quality components of new and used parts and remanufactures them to original factory specifications. Mopar® Remanufacturing includes over 350 lines of new and remanufactured parts, giving you the parts you need to maintain your vehicle and keep it running like new. Mopar® Remanufacturing parts are also available through the Mopar® Tech website.

THE MOPAR® ADVANTAGE

Mopar® Remanufacturing

Mopar® Remanufactured Engine Components

 DIESEL PRODUCTS

DIESEL PRODUCTS

DIESEL ENGINE ASSEMBLIES

DIESEL ENGINE COMPONENTS

Table of Contents

DIESEL ENGINE ASSEMBLIES

DIESEL ENGINE COMPONENTS

Diesel Engines and Parts

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Lorem ipsum ei corem

As aut reptae voluptam nis lacipsum ex et alique nossin nulluptis mod mi, perum fabulae nihil. Lorem ipsumreis ecis corem estater aliqui repesiaut reptae voluptam nis lacipsum.

MOPAR.COM
Mopar is a registered trademark of FCA US LLC.

SIRUM ET QUIANT IPSUMAN ILIQUE RUM SITIS DEMOS
Web application

The same area of isolation rules on page 23 applies to the Mopar® brand mark for digital use. The brand mark used without the logotype and tagline is only permitted in the case of a favicon of the mopar.com website.
Website

On the Mopar® website, the Titling GothicFB and Biro Script Plus Flat fonts are used.

<h1>
Titling Gothic FB Compressed Standard
Min. size: 21px - Text-transform: Uppercase
</h1>

<h2>
Titling Gothic FB Narrow Light
</h2>

As an alternative to Titling Gothic FB Narrow Light, it is possible to use the Biro Script Plus Flat.
Min. size: 30px

<h3> <h4> <h5> <h6> <p>
Titling Gothic FB Narrow Light
Minimum size: 13px

Do not justify paragraphs.

HEADER 1
Header 2
Header alternative
Header 3
Header 4
Header 5
HEADER 6

At aliqui repel id quo blat excesenit reptassum as aut reptae voluptam nis netur ex et aliquie nossin nulluptis mod mi, ea doloriorpor sequatem ea vellam onserrovit doloriatio molor atur si digeni que exceat.
Digital Ads

Digital banners should always be on a white background. All banners must follow this order: image, headline/offer, Mopar brand mark, from left to right or top to bottom depending on format – as shown.

A 728 x 90
B 250 x 250
C 160 x 600
Direct email marketing

The layout is divided in header, content and footer.

The header contains the Mopar® brand mark and a hyperlink to mopar.com.

The top displays the campaign image, with or without a headline followed by headline (if not used with the image), sub-headline and body copy.

Additional content can be organized in one or two columns.

The footer contains the call to action, the links to the Mopar social media channels, the disclaimer and the link to cancel the subscription.
In social media, use the white brand mark on the blue background to clearly enhance Mopar® between the many inputs in these pages and to give visitors a consistent cross-platform experience.

The dimensions and the shape of the brand mark is customized for each social media channel to avoid cropping issues.

We suggest to take advantage of the customization features of the social media. For example Twitter custom brand color or YouTube branding watermark.