

BRAND GUIDELINES



GOLD CLASS

Logo
Color
Usage

LOGO

Gold Class® recognition is the highest role-relevant training achievement recognized by the collision repair industry. It is estimated that only 10% of repair shops currently meet the rigorous Gold Class standard.

The Gold Class logo is designed as a strong circular badge that communicates professional achievement and excellence. Its bar-and-ring structure and polished light-gold metallic gradient emphasize the prestige of the designation. This format symbolizes a mastery in safe, complete repairs. The mark is engineered for versatility and may be used on both light and dark backgrounds while maintaining clarity and impact.



LOGO BACKGROUNDS

To ensure clarity, consistency and maximum impact, the Gold Class logo must always appear on backgrounds that provide strong contrast and preserve the integrity of the brand.

The preferred background is black, which offers optimal legibility. A white background is acceptable when black does not fit design aesthetics. A blue to black gradient may be used when both I-CAR and Gold Class brands are used together on the same deliverable.

The logo may appear on top of an image as long as sufficient negative space and contrast are available.



BLACK - PREFERRED



WHITE



GRADIENT



IMAGE

LOGO CLEAR SPACE & MINIMUM SIZE

It's important to maintain proper spacing around the logo to avoid overcrowding. Minimum clear space on all sides is equal to the height of the I-CAR logo within the badge.

The logo should not be scaled smaller than 120px for digital applications or 1 inch for print applications.



Minimum Size:
120px
or 1in

X = The height of I-CAR logo

COLOR

When a solid gold color is needed to use with logo in headlines or callouts, use the color values on this page.

HEX #E8C869

R 232

G 200

B 105

C 10

M 19

Y 71

K 0

PMS 6002 C

PLATINUM

Logo
Color
Usage

LOGO

I-CAR Platinum™ is a nationally recognized achievement earned by collision repair professionals who have completed extensive, advanced training to stay current with today's evolving vehicle technologies. It represents up-to-date knowledge, refined skills and a commitment to performing safe, high-quality repairs every time.

The Platinum™ logo is designed as a strong circular badge that communicates individual professional mastery. Its bar-and-ring structure and polished silver-metallic gradient emphasize the elevated expertise the program represents. This mark is engineered for versatility and may be used on both light and dark backgrounds while maintaining clarity, legibility and impact.



LOGO BACKGROUNDS

To ensure clarity, consistency and maximum impact, the Platinum logo must always appear on backgrounds that provide strong contrast and preserve the integrity of the brand.

The preferred background is black, which offers optimal legibility. A white background is acceptable when black does not fit design aesthetics. A blue to black gradient may be used when both I-CAR and Platinum brands are used together on the same deliverable.

The logo may appear on top of an image as long as sufficient negative space and contrast are available.



BLACK - PREFERRED



WHITE



GRADIENT



IMAGE

LOGO CLEAR SPACE & MINIMUM SIZE

It's important to maintain proper spacing around the logo to avoid overcrowding. Minimum clear space on all sides is equal to the height of the I-CAR logo within the badge.

The logo should not be scaled smaller than 120px for digital applications or 1 inch for print applications.



Minimum Size:
120px
or 1in

X = The height of I-CAR logo

SOLID COLOR

When a solid silver color is needed to use with logo in headlines or callouts, use the color values on this page.

HEX #C7C9C7

R 199

G 201

B 199

C 22

M 16

Y 18

K 0

PMS 420C

**IF YOU HAVE ANY QUESTIONS
ABOUT THE BRAND GUIDELINES,
PLEASE REACH OUT TO OUR TEAM**

marketing@i-car.com

