

BUILT *Ford* **PROUD**

CONTENTS

TONE OF VOICE	3
LOGO LOCKUPS	8
TYPOGRAPHY	10
COLOR	11
LOGO CROP & PLACEMENT	13
LAYOUT COMPOSITION	14
READABILITY	17
SUPPORTING COPY	18
OFFER CARD EXAMPLES	19

tone of voice

The Ford voice comes straight from places like Dearborn, Buffalo, Cleveland and Kentucky, not Silicon Valley.

The Ford voice is confident, not arrogant.

It's straightforward but never generic.

The Ford voice should be as comfortable telling a humorous story about an Explorer family road trip as it is handing out the badass details on the Raptor's second-generation EcoBoost® 450 horsepower and best-in-class 510 lb.-ft. of torque.

And what does **Built** mean to us?

- **Built** can mean anything from designing a transmission to an app, from crafting a truck grille to a budget. Building is what we do.

And what does **Pride** mean to us?

- We built our 15 millionth car over 87 years ago, and there's pride in that heritage. And we're proud of being a family business based in Detroit. But we're even more proud about where we're going, how we'll get there and the people we're headed there with. Pride is what we feel.

tone of voice
how we talk about our brand

- When we started making cars, people started buying them.
- Just a small, Michigan-based, family-owned, multinational, billion-dollar company.
- The reason houses have garages.
- We put our name on it.
- You may have seen our work.
- This is what persistence looks like.
- The kind of car you would make if you knew how to make cars.

tone of voice
how we talk about the future*

- Hey, future, we'll take the wheel from here.
- Better to be right than first.
- Never shortcut tomorrow.
- A car that can get a virus isn't a car.
- Teleportation can wait.

*Use of the phrase "The Future Is Built" should be evaluated by Ford OGC on a case-by-case basis.

TONE OF VOICE
HOW WE TALK ABOUT NAMEPLATES

- Backseat drivers, we get it.
- Named after a horse because who wants to drive a car named after a number?
- The ideal business partner is reliable, hardworking and can tow 5,000 pounds.

TONE OF VOICE
HOW WE TALK ABOUT ACCOLADES

- If you keep buying them, we'll keep building them.

• TONE OF VOICE – HISPANIC
GENDER PARTICIPLE EXAMPLES

- The New 2019 Ford F-150. Built Ford Proud.
- La Nueva Ford F-150 2019. Construida Con Orgullo Ford.

- The New 2019 Ford Mustang. Built Ford Proud.
- El Nuevo Ford Mustang 2019. Construido Con Orgullo Ford.

- The New 2019 Ford Trucks. Built Ford Proud.
- Las Nuevas Camionetas Ford 2019. Construidas Con Orgullo Ford.

tone of voice – hispanic
emotional brand copy

Everything you do, you do for your family, building step-by-step a path that will always take them forward. Built Ford Proud.

Todo lo que haces, lo haces por tu familia, construyendo paso a paso un camino que los lleve siempre hacia adelante. Construido Con Orgullo Ford.

tone of voice – hispanic
thematic brand copy

The season made to remember your loved ones is here. Made so you can be closer to those who are far. Made so you can feel proud of everything you've achieved together. Built Ford Proud.

Llega la época hecha para recordar a los tuyos. Hecha para acercarte a los que están lejos. Hecha para sentirse orgulloso de todo lo que han logrado juntos. Construido Con Orgullo Ford.

tone of voice – hispanic
thematic product copy

If Santa had an Explorer, the elves would have to build many more toys this Christmas. Ford Explorer. Built Ford Proud.

Si Santa tuviera una Explorer, los duendes tendrían que construir muchos más juguetes en esta Navidad. Ford Explorer. Construida Con Orgullo Ford.

LOGO LOCKUPS

Both TV/Video/OLA and OOH/Print lockups utilize the Ford Script flanked by BUILT and PROUD, set in Ford Antenna Condensed Bold.

TV/VIDEO/OLA LOCKUP

The TV/Video/OLA lockup is designed for enhanced legibility and should be utilized in any instance where space and/or view time is an issue. This includes, but is not limited to, animated or static media content and TV end cards.

OOH/PRINT LOCKUP

The OOH/Print lockup can be used for, but is not limited to, billboards, digital OOH, magazine spreads, social posts, web banners, stationery/employee collateral and employee/consumer-facing apparel.

TV/VIDEO/OLA LOCKUP

BUILT *Ford* **PROUD**

OOH/PRINT LOCKUP

BUILT *Ford* **PROUD**

LOGO LOCKUPS

SPANISH VERSIONS

Both TV/Video/OLA and OOH/PRINT lockups utilize the Ford Script with **Construido Con Orgullo** or **Construida Con Orgullo** to the left of the Ford Script, set in Ford Antenna Condensed Bold.

- Construido is a participle in Spanish; the participles have a gender that must correspond to the noun they refer to.
- When referring to the brand, please use “Construido.”
- When referring to a truck or SUV in communications, please use “Construida.”
- When referring to a car, please use “Construido.”
- Logo lockups have been provided for both scenarios.
- In communications featuring multiple vehicles, please use the participle in plural – “Construidas” for trucks or SUVs; “Construidos” for cars.

TV/VIDEO/OLA LOCKUP

CONSTRUIDO CON ORGULLO *Ford*

CONSTRUIDA CON ORGULLO *Ford*

OOH/PRINT LOCKUP

CONSTRUIDO CON ORGULLO *Ford*

CONSTRUIDA CON ORGULLO *Ford*

TYPOGRAPHY

All “BUILT FORD PROUD” layouts use the **FORD ANTENNA FONT FAMILY**.

The two weights used are:

FORD ANTENNA CONDENSED MEDIUM

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & @ . , ? ! “ ”

FORD ANTENNA CONDENSED REGULAR

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & @ . , ? ! “ ”

a b c d e f g h i j k l
m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 & @ . , ? ! “ ”

SETTING HEADLINES

- All headlines should be set **UPPERCASE** using **FORD ANTENNA CONDENSED MEDIUM**
- **TRACKING** should be set to **100**
- **LEADING** value should be set to **AUTO**



SETTING BODY COPY

- All body copy should be set **SENTENCE CASE** using **FORD ANTENNA CONDENSED REGULAR**
- Tracking should be set to **70**
- **LEADING** should be set to **135% BODY COPY SIZE**

WE ARE FORD.
WE BUILD THINGS
WE’RE PROUD OF.

Over a century ago we revolutionized the assembly line.
And then we started building. Building the world’s first affordable car.
The most beloved pickup truck on the road. The iconic American sports car.
And the SUV most people think of when they think of an SUV.

We helped build the interstate system. And the city of Detroit.
We even built Mission Control for the moon landing.

Along the way, we built a family of over 200,000 strong.

We’ve built many things that we’re proud to say we’ve built.

And as we build toward the future, thinking about electric
vehicles and autonomous vehicles, ridesharing and urban
mobility solutions to create free-flowing cities, we know
the most important thing we can build is what we’ve been
building for 115 years: trust.

You can see the pride in everything we build.

How do you know?

We put our name on it.

COLOR

- “Built Ford Proud” employs a palette of **Ford Blue (Pantone® 294)** and **White**.
- When on Ford Blue, “Built Ford Proud” is knocked out in White.
 - When on White, “Built Ford Proud” appears in Ford Blue.
 - When appearing over imagery, “Built Ford Proud” is knocked out in White.



FORD BLUE

CMYK: 100 68 7 28

RGB: 16 43 78

HEX: #102B4E

Pantone: 294



WHITE

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: #FFFFFF

Please note: RGB and HEX values of Ford Blue are slightly darker to meet ADA (Americans with Disabilities Act) and WCAG (Web Content Accessibility Guidelines) requirements for screen use.

BUILT *Ford* PROUD

PRIMARY

BUILT *Ford* PROUD

SECONDARY

BUILT *Ford* PROUD

VISUAL

SPANISH VERSIONS



PRIMARY



SECONDARY



VISUAL

LOGO CROP & PLACEMENT

The “Built Ford Proud” lockup may be used in its entirety or cropped.

- When cropping, the lockup should be cropped at the **base of the intersection of the bowl and the tail** of the Ford Script “o.”
- It is then **centered** and **placed at the bottom** of the layout.

CROPPING GUIDE



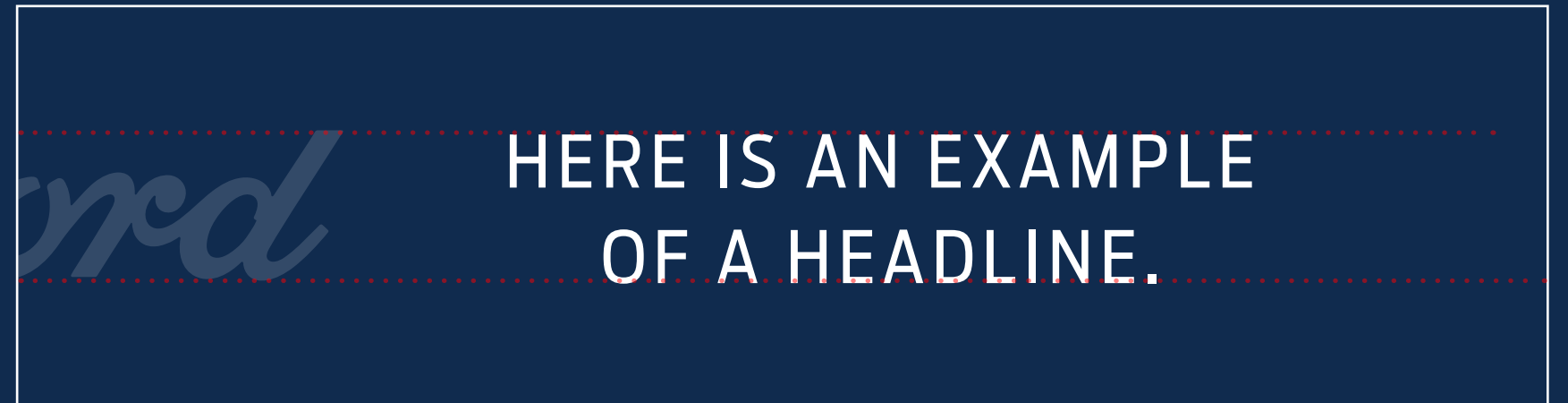
EXAMPLE



LAYOUT COMPOSITION

The headline should always correspond in size to the accompanying lockup.

- For **single-line headlines**, the type should be roughly half or one-third the height of the “d” in the Ford Script, depending on layout format, content and composition.
- For **double-line headlines**, the headline size should match the height of the “d” in the Ford Script.



LAYOUT COMPOSITION HORIZONTAL (14X48)

SIZING THE LOCKUP

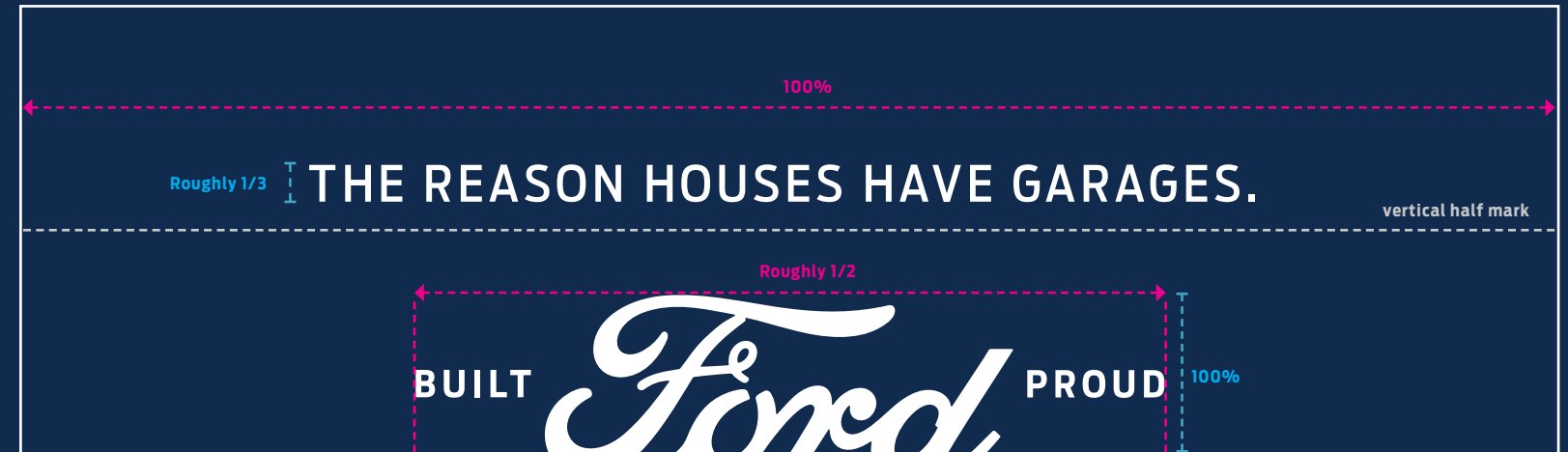
The size of “Built Ford Proud” should be **roughly half of the total unit width**.

SIZING THE HEADLINE

The headline should always correspond in size to the accompanying lockup.

- For **single-line headlines**, the type should be roughly half or one-third the height of the “d” in the Ford Script, depending on layout format, content and composition.
- For **double-line headlines**, the headline size should match the height of the “d” in the Ford Script.

Try to maintain good space between the top of the lockup and the headline. If possible, keep the lockup size below the vertical half mark. Avoid crowding.



LAYOUT COMPOSITION

SQUARE/SHORT HORIZONTAL
(1920H X 1080W)

SIZING THE LOCKUP

The size of “Built Ford Proud” should be **roughly three-quarters of the total unit width**.

SIZING THE HEADLINE

The headline should always correspond in size to the accompanying lockup.

- For **single-line headlines**, the type should be roughly half or one-third the height of the “d” in the Ford Script, depending on layout format, content and composition.
- For **double-line headlines**, the headline size should match the height of the “d” in the Ford Script.

Try to maintain good space between the top of the lockup and the headline. If possible, keep the lockup size below the vertical half mark. Avoid crowding.



READABILITY

CLEAR SPACE & GRADIENTS

When composing a layout using type over imagery, it is important to keep in mind readability, especially for large OOH units, such as highway billboards.

CLEAR SPACE

Always try to center a headline vertically and horizontally between the top of the “F” in the lockup and the top of the unit height.

When centering is not possible, headline copy can be placed over the image in an area where readability is best.

Cropping differently may also help achieve a better amount of clear space to place the headline.

GRADIENTS

Multiplying a faint black to white gradient on the top or bottom portion of a layout can also improve readability. If a gradient is used, it should be as light as possible to maintain the integrity of the image.

Avoid placing type over busy areas.

IDEAL LAYOUT



ALT LAYOUT



SUPPORTING COPY

SETTING SUPPORTING COPY

- Supporting copy is set in **Ford Antenna Condensed Regular**
- **Tracking** should be set to **100**
- **Leading** should be set to **AUTO**
- Supporting copy should be placed below the vertical half mark of any layout
- The imagery chosen dictates which side the supporting copy lives in



OFFER CARD EXAMPLES
USAGE

The TV/Video/OLA lockup will be used in commercials and will play a prominent role throughout. Especially within the offer card, where it lives with the information for each vehicle.

Broadcast standards and practices guidelines of 22 scan lines in 28 font size.

We abide by the following guidelines:

- Timing on-screen: 3 seconds for the first line, 1 second for each additional line
- Contrasting letters, disclaimers should stand out from the background

OFFER CARD EXAMPLES

