

# Drive a Clean Machine Logo Public Use Style Guide

## Introduction

The Texas Commission on Environmental Quality (TCEQ) launched the Drive a Clean Machine campaign in Dec. 2007. This financial assistance and incentive program began originally as the Low Income Vehicle Repair Assistance, Retrofit, and Accelerated Vehicle Retirement Program (LIRAP) provisions of House Bill 2134, 77th Legislature, 2001. The program came under the name "Drive a Clean Machine" as a result of further amendments under Senate Bill 12, 80th Legislature, 2007. This new and exciting program grants qualified owners of vehicles that fail the emissions test or whose vehicles are 10 years or older the possibility of receiving vouchers towards the repair of their vehicle or towards the purchase of a new car.

The program is officially called AirCheckTexas Drive a Clean Machine, but is referred to simply as Drive a Clean Machine. The TCEQ designed and adopted the official logo (at right) from a student contest design chosen in Jan. 2008.

These guidelines have been developed to ensure the logo is used effectively and consistently by the TCEQ and other interested parties. These guidelines are not meant to be all-inclusive.

## Trademark

To fully protect TCEQ trademarks so that they remain valuable assets for years to come, the agency registers the marks and manages them through licensing. Drive a Clean Machine is a trademark for which TCEQ has invested resources and goodwill, and is in the process of registration with the Office of the Secretary of State. The logo's type treatment and wording may not be altered or adapted.

## Logo Configurations and Colors

The Drive a Clean Machine logo is a combination of text and art. Official colors are Pantone® (PMS) #2925, #348, and black (Example A). When using the color version of the logo, consistency is essential. These specific colors are important to the campaign's identity and should not be compromised for any reason.

The font is Helvetica Black Condensed Oblique. Never recreate the logo using other typefaces. Always maintain the type sizes and spacing that makeup the logo text.

Follow these usage guidelines:

- Use the logo only in its entirety and without modification.
- Do not obscure any part of the logo by placing type, photographs, or other elements on top of it.

## Official Logo Color Configurations (Example A)

The logo is either three-color or solid black. The color version uses 100% of the PMS color inks. Use these official configurations only. The logo may be reversed only when placed on solid black or very dark backgrounds. The logo should not be used, in whole or in part, as grayscale or a color tint.

## On a Dark Background (Example B)

The logo can be outlined as shown in Example B when placed on a dark background. Use the outlined version as a last resort.

## Reducing the Logo (Examples C and D)

Never reduce the logo to the point where any part of it is unrecognizable or unreadable. If necessary, use only the text portion of the logo. Never reduce it smaller than 0.5" wide (D). Be sure to scale proportionately so it is not stretched or skewed.

### Example A. Official Logo Color Configurations

#### Three Color Logo



	PANTONE® 2925
	C: 100 M: 72 Y: 2 K: 12
	R: 0 G: 51 B: 141
	PANTONE® 348
	C: 100 M: 3 Y: 58 K: 16
	R: 0 G: 133 B: 102
	BLACK

#### Black Logo



#### Grayscale Logo



#### Reversed Logo



### B. On a Dark But Not Black Background



### C. Reducing the Logo



### D. Misproportioned



## Approved Promotional Materials (Example E)

The Drive a Clean Machine program is a public program that relies upon the publicity of newspapers, media, and car dealerships selling eligible vehicles. Your help in spreading the word about this exciting program is essential. We have many resources available on our Web site for download and use. Reproduction of these materials is encouraged, however, they must be reproduced exactly. Stock photography used in these materials cannot be removed or reused unless you purchase mass distribution rights from the royalty-free photography source. These examples are a few of the many available. All materials authorized for use by dealerships are found at <[www.driveacleanmachine.org](http://www.driveacleanmachine.org)>, click on 'Info for Auto Dealers', or <[www.tceq.state.tx.us/implementation/air/mobilesource/vim/promo\\_materials.html](http://www.tceq.state.tx.us/implementation/air/mobilesource/vim/promo_materials.html)>. No other materials are authorized for use unless TCEQ has given special approval in writing.

## Previous Logo Style (Example F)

When the Drive a Clean Machine program first launched, the logo contest was underway. This logo was a temporary placeholder to help the public identify with our publicity materials. Please replace this logo with the new, current example previously noted.

## Misuse

Misuse of the Drive a Clean Machine logo includes, but is not limited to:

- Using the logo to sell, advertise, market, or package a specific product.
- Using the logo in any manner that is false, deceptive or misleading, including use to imply an endorsement by the TCEQ of an organization or its products or its services.
- Using the logo on marketing materials, advertising, or product packaging/labels that can be viewed negatively by the public, including images or names that may be considered inflammatory or offensive.

## Questions?

If you have any questions about the use of the Drive a Clean Machine logo, or to request permission to deviate from official configurations in any other manner, please contact the Drive a Clean Machine program manager at 512-239-4900, or e-mail <[aqp@tceq.state.tx.us](mailto:aqp@tceq.state.tx.us)>.

### E. Approved Promotional Materials



### E. Previous Logo



[www.driveacleanmachine.org](http://www.driveacleanmachine.org)