

AUTO **SUMMIT** **J.D. POWER**
1.21.21 | New Orleans

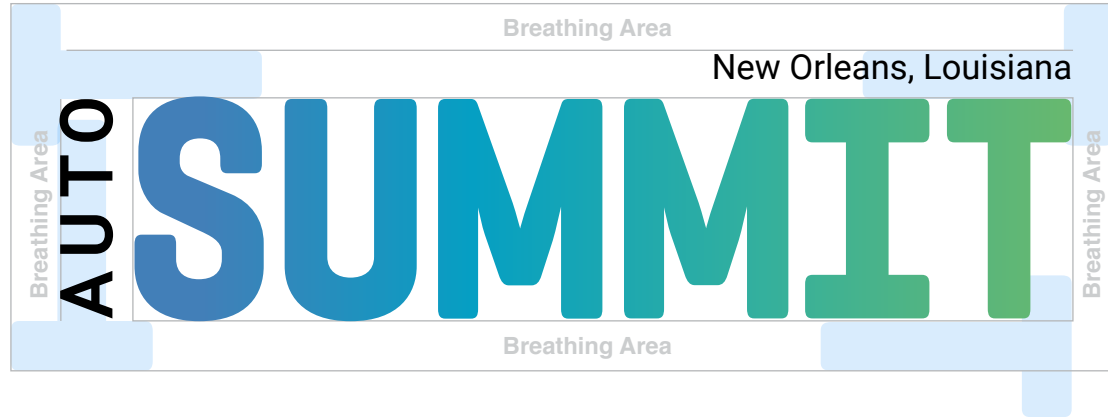


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J.D. POWER

Official Logo Padding



Typography

Geogrotesque Light/Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Regular/Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Roboto Light/Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular/Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Primary Color Palette



C77, M42, Y0, K0
r0 g135 b251
#0087FB



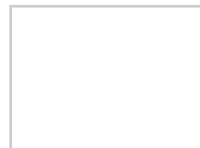
C71, M1, Y45, K0
r51 g226 b118
#33e276



C75, M15, Y13, K0
r18 g166 b202
#12a6ca

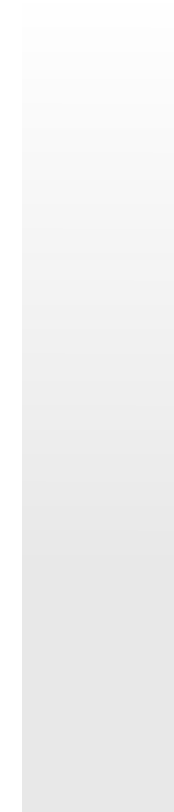


C68, M0, Y82, K0
r51 g231 b118
#33e776

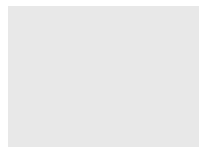


C0, M0, Y0, K0
r255 g255 b255
#ffffff

Gradient Expression



Secondary Color Palette



C80, M70, Y59, K72
r25 g30 b37
#ededed



C71, M64, Y62, K60
r47 g49 b50
#bbbdbf

Avoid using #0000 full black and register black

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Checkboxes

Square

- Checked
- Checked disabled
- Unchecked
- Unchecked
- Hover

Radio

- Checked
- Checked disabled
- Unchecked
- Unchecked
- Hover

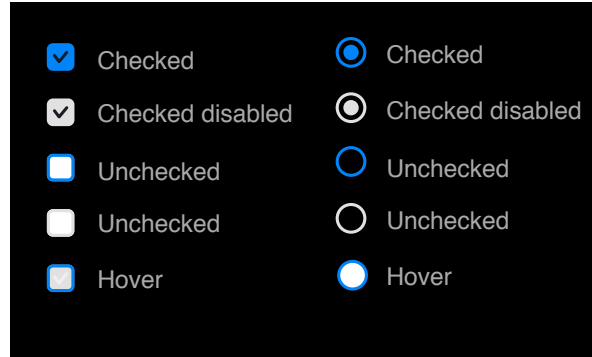
Checkboxes

Square

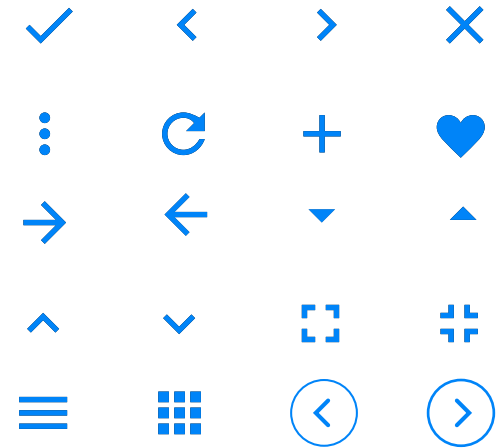
- Checked
- Checked disabled
- Unchecked
- Unchecked
- Hover

Radio

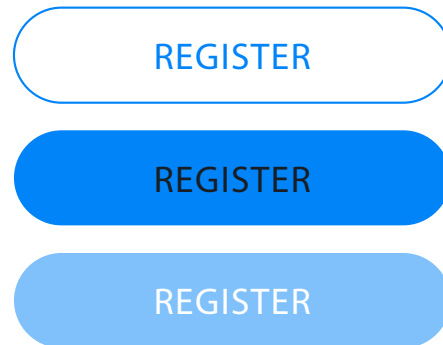
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- Checked disabled
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- Unchecked
- Hover



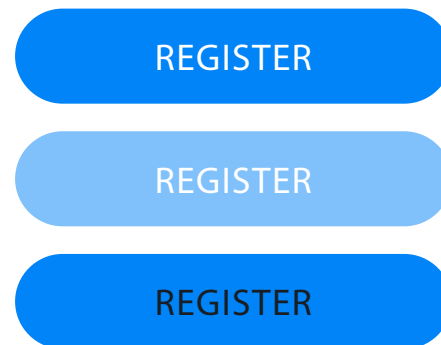
Navigation



Call To Action (CTA)



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