

ARB Store Logo Guidelines

Standard ARB Logo

The standard ARB logo remains the primary logo for use by ARB Corporation and ARB stores alike. It is well established in the 4WD community, and the more it appears in its original form, the better the branding opportunities for all of us. The ARB logo should be used for such things as showroom signage and building fascia, where your identity (ie the suburb you're in) is already established - in these instances, there is far more value in getting the ARB 4x4 Accessories message as big and noticeable as possible. The ARB logo appears in several forms, please refer to the ARB Brand Guidelines sheet (part number 215522).



ARB Store Corporate Logo

We acknowledge that there may be a requirement for you to promote an individual identity on items such as stationary and print advertisements. From a brand recognition point of view, this identity should be as close to the existing ARB logo as possible, (indeed, the use of this logo is entirely optional, we still encourage people to use the standard ARB logo above), therefore we've developed the ARB store corporate logo:



ARB Store Promotional Logo (Stacked and Horizontal)

For vehicle signage, stickers etc, we understand there exists a need for a personalised logo. We wanted to create a decal that people would be proud to place on their vehicle, and as such, we've developed the ARB store promotional logo:

