

Ford SupportBelt™ Guidelines



What’s Included

Click on a visual to jump directly to that section.



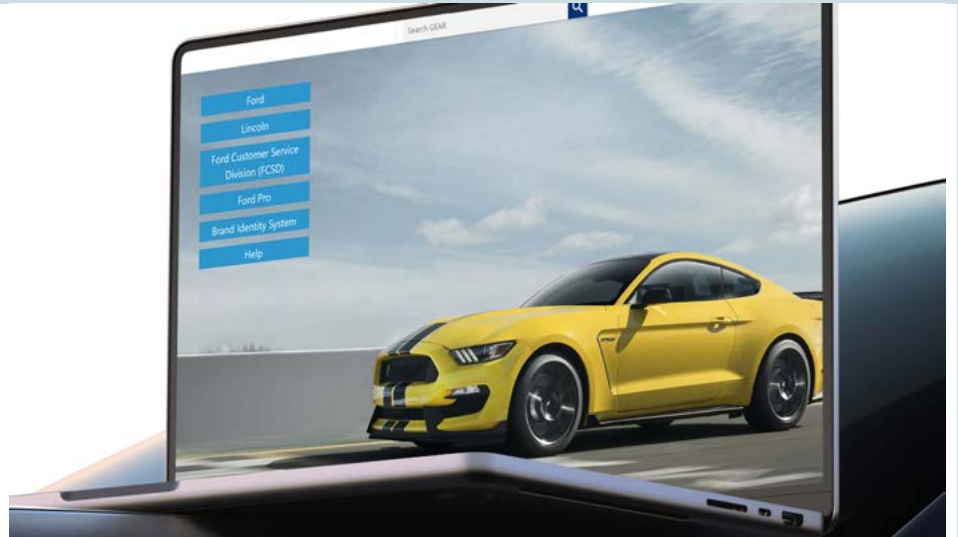
03 Core Strategy



07 Core Visuals



16 Examples



20 Resources

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Additional note: This legal note applies throughout the document.

Please download from GEAR at this link:
www.gear.ford.com

Core Strategy



01

- 04 — Narrative
- 05 — Intent
- 06 — Language

Narrative

Ford Company Purpose

To help build a better world, where every person is free to move and pursue their dreams.

What is SupportBelt™?

The Ford SupportBelt is the first seat belt accessory designed by a U.S. automaker to help mastectomy patients travel comfortably on their road to recovery.

Mission Statement

Helping mastectomy patients feel more comfortable, confident, and free as they move forward on their journey to recovery.

Tone of Voice

Aware and supportive, uplifting and empowering, proactive and motivating, the way we talk about the SupportBelt is communicative of the higher-tech nature of the product while always anchored in sharing the human story that's at the heart of why the product was developed. We want the challenges patients are facing to be known. We want individual patients to feel seen and supported. We want those who are part of any patient's support system along with the rest of us be encouraged by the fact that Ford is an automaker who is thinking of and inspired to act on causes like this.

Intent

Inspiration

Breast cancer is one of the most common cancers in women in the U.S. One in eight women will be diagnosed with breast cancer in their lifetime. Over 300,000 women are diagnosed with breast cancer every year. And of those, more than 100,000 have mastectomies.

Beyond those startling statistics, we discovered that many of these patients don't wear their seat belts properly after surgery because of the pain and discomfort.

We developed the SupportBelt™ to help provide a solution — to serve as an accessory that could be used to help these women move freely through their world at a time when that freedom is as important as ever.

Aspiration

With more than 100,000 women undergoing mastectomies every year, our goal is to get the SupportBelt into the hands and onto the seat belts of every patient who needs it.

We want both those who are patients and those who know patients to be aware that this product is out there to offer support on the journey.

We also hope to extend this support beyond the U.S. to eventually help serve the same need for mastectomy patients around the world.

Language

Support Points

The SupportBelt™ is made for mastectomy patients.

The SupportBelt was created with input from patients, doctors, engineers, designers, and other experts.

The SupportBelt underwent extensive research and development by the Ford Human Centered Design team.

The SupportBelt is made using premium Ford-approved materials.

The SupportBelt is researched, designed, and validated by Ford.

The SupportBelt is designed and validated for Ford and Lincoln vehicle specifications.

The SupportBelt is the latest example of how Ford has actively supported the breast cancer cause for 30 years and counting.

The SupportBelt disclaimer:

*The SupportBelt™ is designed and validated for Ford and Lincoln vehicle specifications and is intended only for use in those vehicles; Ford is making the design available via license for other automakers to manufacture and test in their vehicles. For shoulder belt use only. Do not use on the lap portion of the belt. Not for use by children or with child seats or booster seats. For use by mastectomy patients.

Core Visuals



02

08 — SupportBelt™ Logo	11 — Ford F-1 Typeface	13 — Photography
09 — SupportBelt™ Color Palette	12 — Ford SupportBelt™ Logo Legibility	14 — Graphic Elements
10 — Dos and Don'ts	12 — Ford SupportBelt™ in Text	15 — Ford SupportBelt™ and Warriors in Pink®

SupportBelt™ Logo



Ford_SupportBelt_White_v4.eps
Ford_SupportBelt_White_v4.svg
Ford_SupportBelt_White_v4.png

This is our logo in white. Use this over darker backgrounds and imagery that allow optimum legibility.



Ford_SupportBelt_Blue_Print_CMYK_v4.eps
Ford_SupportBelt_Blue_Print_Spot_v4.eps
Ford_SupportBelt_Blue_Screen_RGB_v4.eps
Ford_SupportBelt_Blue_Screen_RGB_v4.eps
Ford_SupportBelt_Blue_Screen_RGB_v4.eps

This is our logo in Ford Blue and accent pink. Use this lockup over white or light backgrounds and images that allow optimum legibility. CMYK files are for digital and offset printing. RGB files are for screen use. Spot files are for two-color printing.



Ford_SupportBelt_Black_v4.eps
Ford_SupportBelt_Black_v4.svg
Ford_SupportBelt_Black_v4.png

This is a restricted asset reserved for when color cannot be used, as in black-and-white printing, etching, stenciling, or due to sponsorship requirements.

SupportBelt™ Color Palette

Ford Blue and warm neutral colors convey compassion, healing, and unwavering support, creating a cohesive visual identity that speaks to the heart while still carrying the weight of professionalism and trust.

<div>Ford Blue</div> <div>HEX #00095B PMS 294 C RGB 0, 9, 91 CMYK 100, 85, 0, 30</div>	<div>SupportBelt Light Green</div> <div>HEX #CCDEDF PMS 5523 C 70% RGB 204 222 223 CMYK 19, 5, 10, 0</div>	<div>SupportBelt Dark Green</div> <div>HEX #B6CFD0 PMS 5523 C RGB 182, 207, 208 CMYK 29, 9, 16, 0</div>	<div>SupportBelt Light Pink</div> <div>HEX #DCC8ca PMS 7633 C 60% RGB 220, 200, 202 CMYK 12, 20, 14, 0</div>	<div>SupportBelt Dark Pink</div> <div>HEX #C4A4A7 PMS 7633 C RGB 196, 164, 167 CMYK 23, 36, 26, 0</div>	<div>SupportBelt Dark Neutral</div> <div>HEX #DBC8B6 PMS 482 C RGB 219, 200, 182 CMYK 14, 19, 27, 0</div>	<div>SupportBelt Gradient</div> <div>Asset</div>
					<div>SupportBelt Light Neutral</div> <div>HEX #EDE3DA PMS 482 C 50% RGB 237, 227, 218 CMYK 7, 10, 14, 0</div>	<div>Note: Restricted for use.</div>

Dos and Don'ts

✓ Do use the Ford SupportBelt™ logo in Ford Blue over light backgrounds and with proper clear space to increase visibility.



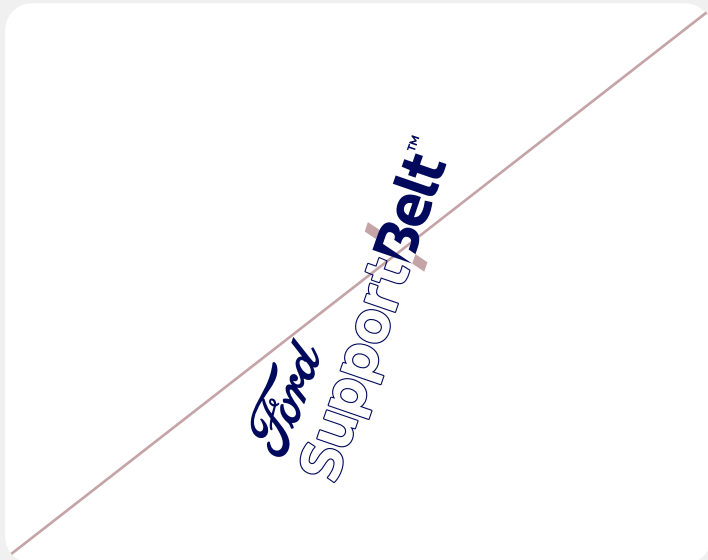
Don't place the Ford SupportBelt™ logo in white over backgrounds that are too light to allow optimum legibility.



Don't place the Ford SupportBelt™ logo in white over images that are too busy to allow optimum legibility.



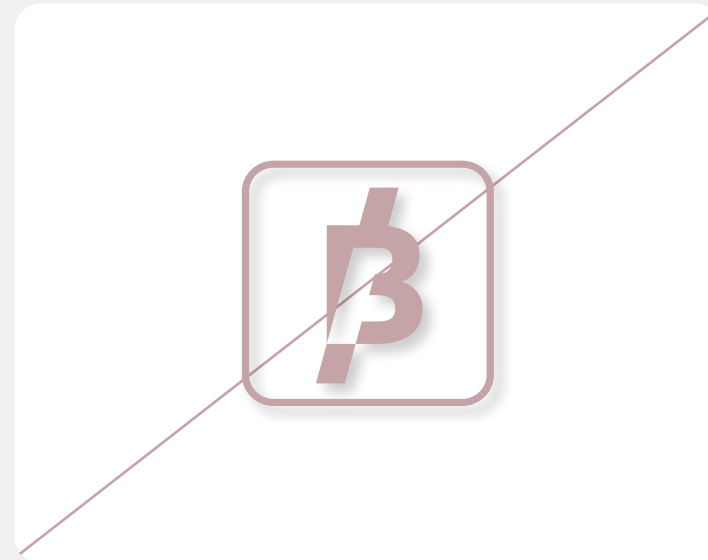
Don't recolor the Ford SupportBelt™ logo.



Don't position the Ford SupportBelt™ logo on an angle.



Don't distort, skew, modify, break apart, or reconfigure the Ford SupportBelt™ logo.



Don't use other representations of the brand in place of a Ford SupportBelt™ logo.

Ford F-1 Typeface

Licensed and paid for globally and available for download on GEAR.

Please refer to the main Ford Brand Identity System Guidelines, which is available for download on the Ford Global Enterprise Asset Repository (GEAR) at www.gear.ford.com, for more detailed information on typography.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Headlines, Subheads, Call Outs

Ford F-1 Medium

Body Copy

Ford F-1 Regular

Use Selectively for Emphasis

Ford F-1 Light

Ford F-1 Semibold

Ford F-1 Bold

All weights should be set to optical kerning.
Headlines and subheads use -10 tracking.
Body copy uses -5 tracking.

Alignment

Use left-aligned headlines and body copy whenever possible.

Example

Our Mission
Helping mastectomy patients feel more comfortable, confident, and free as they move forward on their journey to recovery.

The SupportBelt™ was created with input from patients, doctors, engineers, designers, and other experts.

Ford F-1 Medium
Kerning: Optical
Tracking: -5
Alignment: Left

Ford F-1 Regular
Kerning: Optical
Tracking: -5
Alignment: Left

Ford SupportBelt™ Logo Legibility

The Ford SupportBelt logo may be used on top of images, illustrations, textures, or patterned backgrounds, but only if optimum legibility is maintained. Any disruptive matter, words, symbols, or marks should be removed from the area (measured as the x-height of the lowercase characters) surrounding the Ford SupportBelt logo.

Ford SupportBelt™ in Text

When setting Ford SupportBelt in text within written materials, please note the use of a capitalized F in Ford and SB in SupportBelt. There is no space between “Support” and “Belt.”

It is best practice to use a trademark symbol (™) in the first or most prominent occurrence to reinforce Ford trademark rights to the Ford SupportBelt name. The trademark symbol should be superscripted.

After establishing Ford SupportBelt with the first reference in copy, we can refer to the product as the SupportBelt in subsequent copy references.



In Text

Ford SupportBelt™

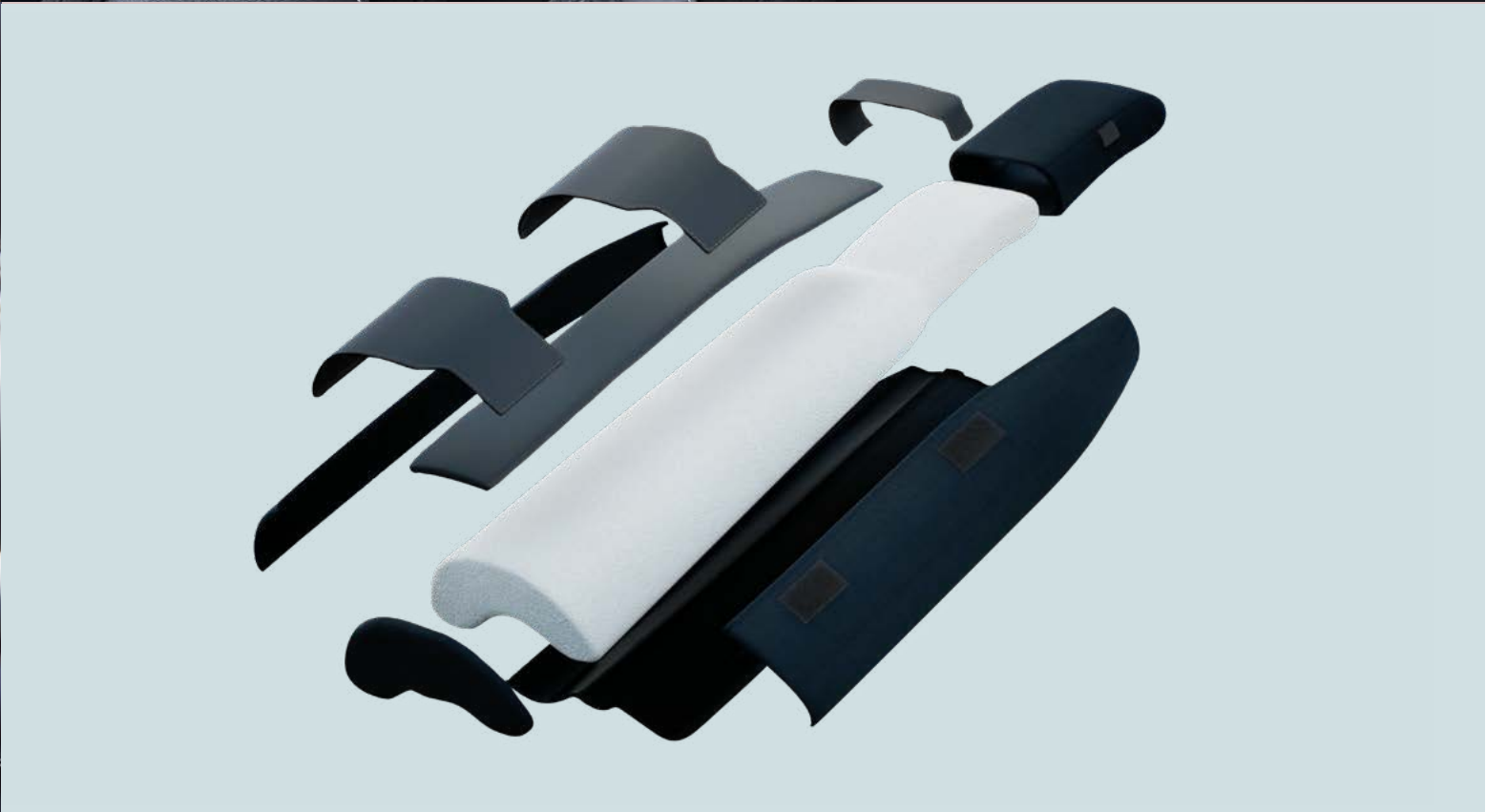
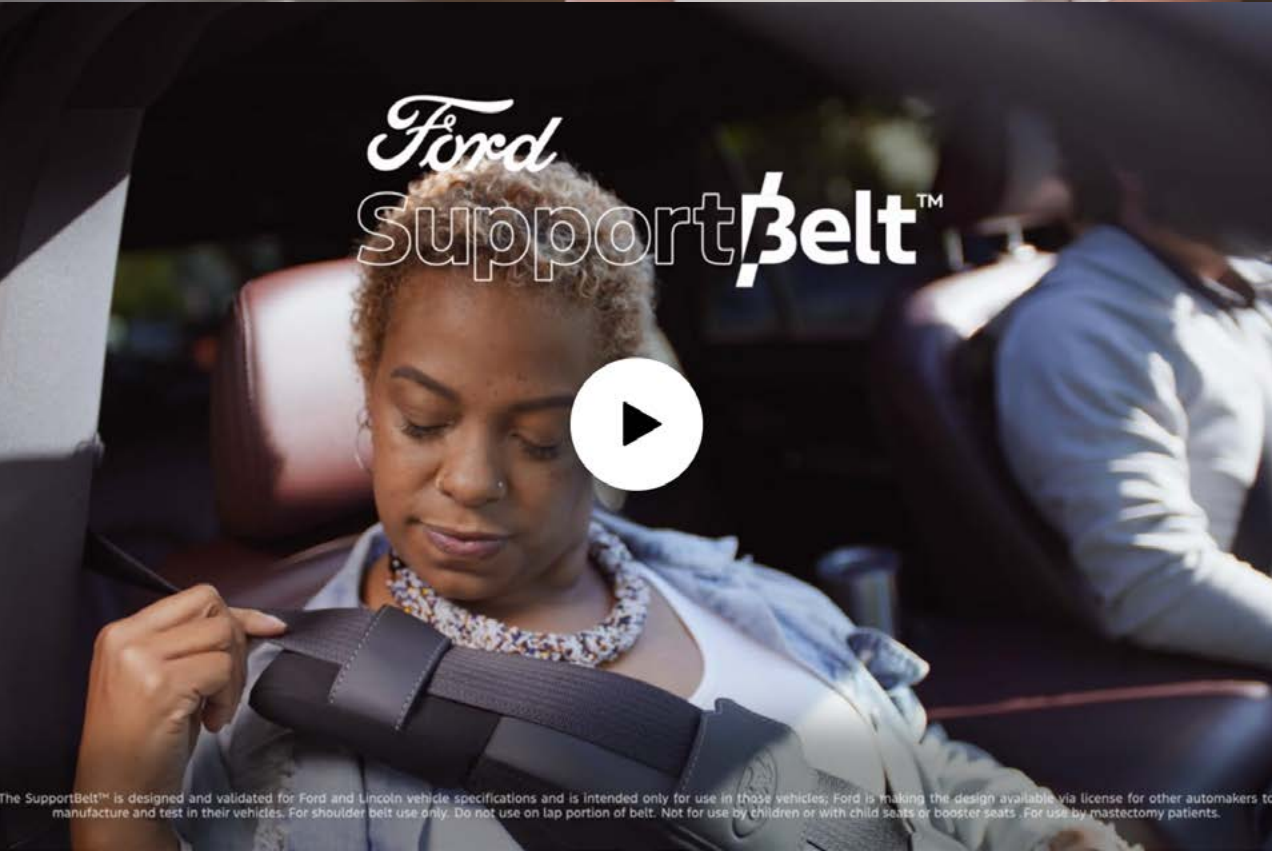
The SupportBelt was created with input from patients, doctors, engineers, designers, and other experts.

Ford F-1 Medium
Kerning: Optical
Tracking: -5
Alignment: Left

Ford F-1 Medium
TM: Superscript
Base line Shift: 0

Photography

Real and honest, with an emphasis on telling the human story, capturing genuine emotion, and showing the SupportBelt™ in use and demonstrating how it's used. The quality of the product, design, and materials is evident. Imagery is warm but slightly desaturated.



Graphic Elements

The SupportBelt™ illustration can be used to add visual depth while showcasing the engineering behind the product. The gradient and ribbon graphic enhance the sense of comfort. The ribbon graphic should not interact with the SupportBelt illustration but can be used to add a sense of movement and help guide the viewer’s eye.



Ford SupportBelt™ and Warriors in Pink®

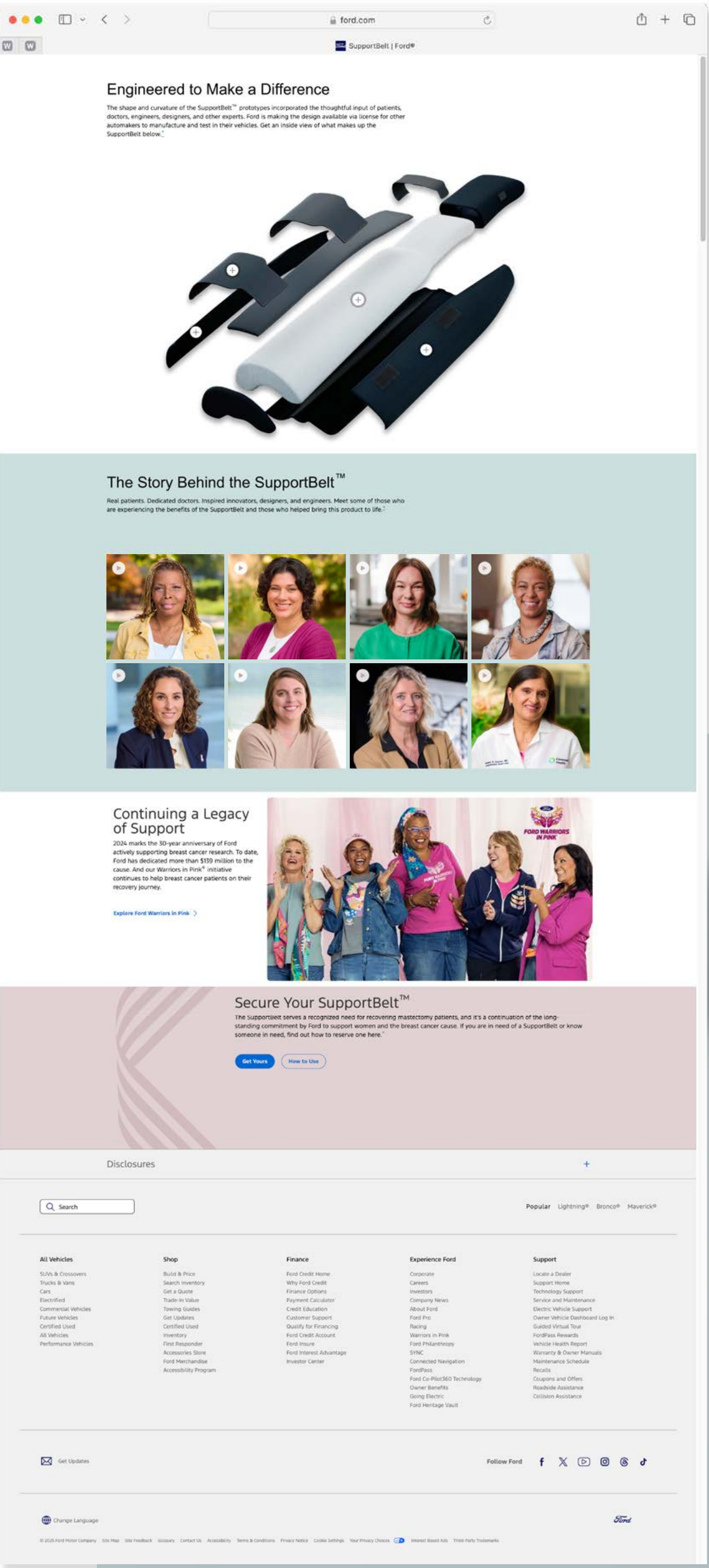
From helping fund research to providing patients with financial and transportation assistance, Ford has been active in the fight for 30 years — dedicating more than \$139 million to the cause through their Warriors in Pink initiative. Launched at the beginning of Breast Cancer Awareness Month in 2024, the Ford SupportBelt continues a long-standing legacy of supporting breast cancer patients on their journey.

Ford Warriors in Pink and the Ford SupportBelt may appear together in text in marketing and communications. The logos can coexist in materials and could show up in proximity as in the current SupportBelt packaging. “30 Years in the Fight Together” could be incorporated alongside WIP logo.

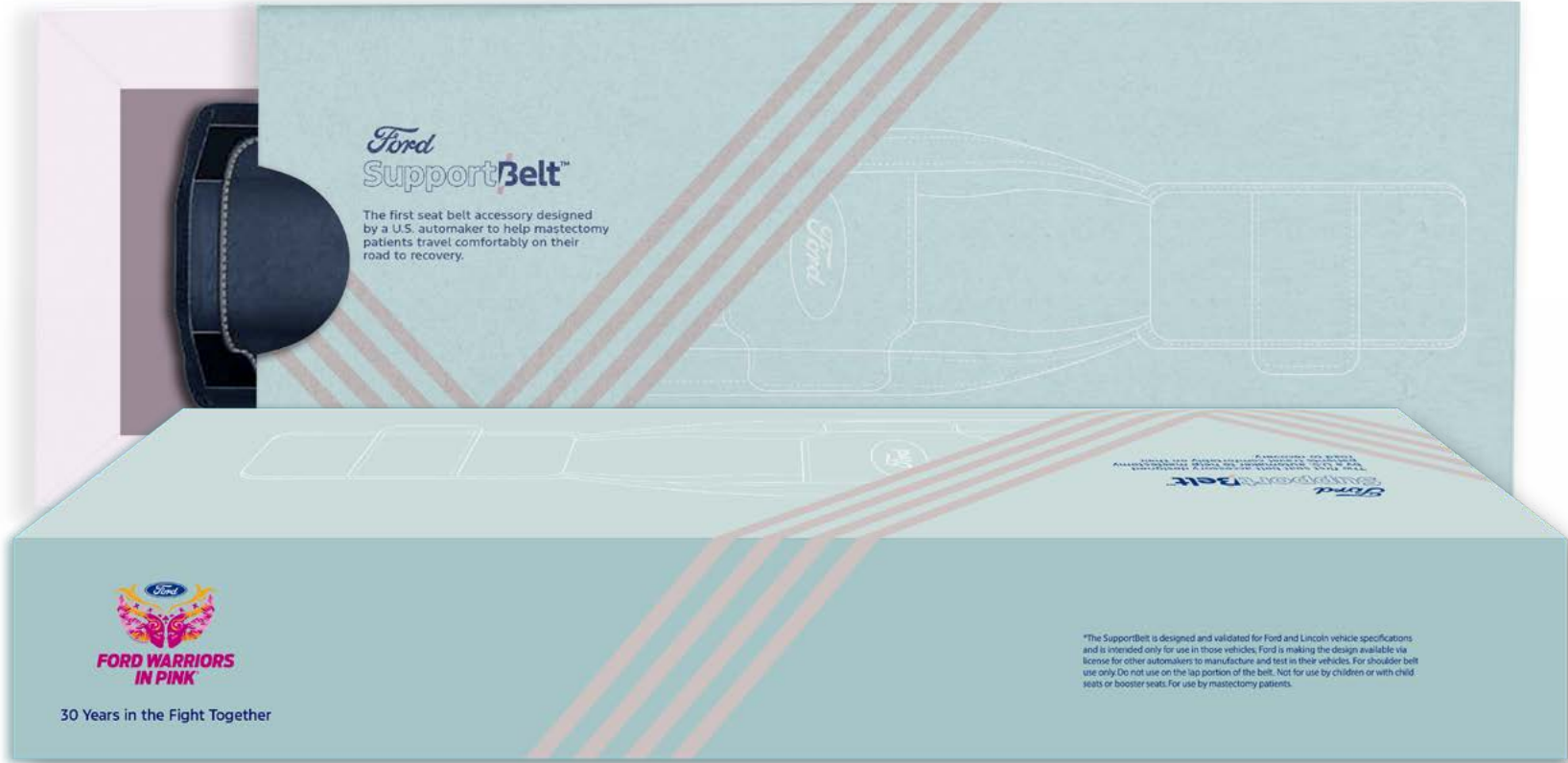
In markets where the Ford Warriors in Pink program is not applicable, please follow the same approach above when incorporating any similar initiatives.

In Text

Ford SupportBelt™ and Ford Warriors in Pink®



In Proximity



Examples

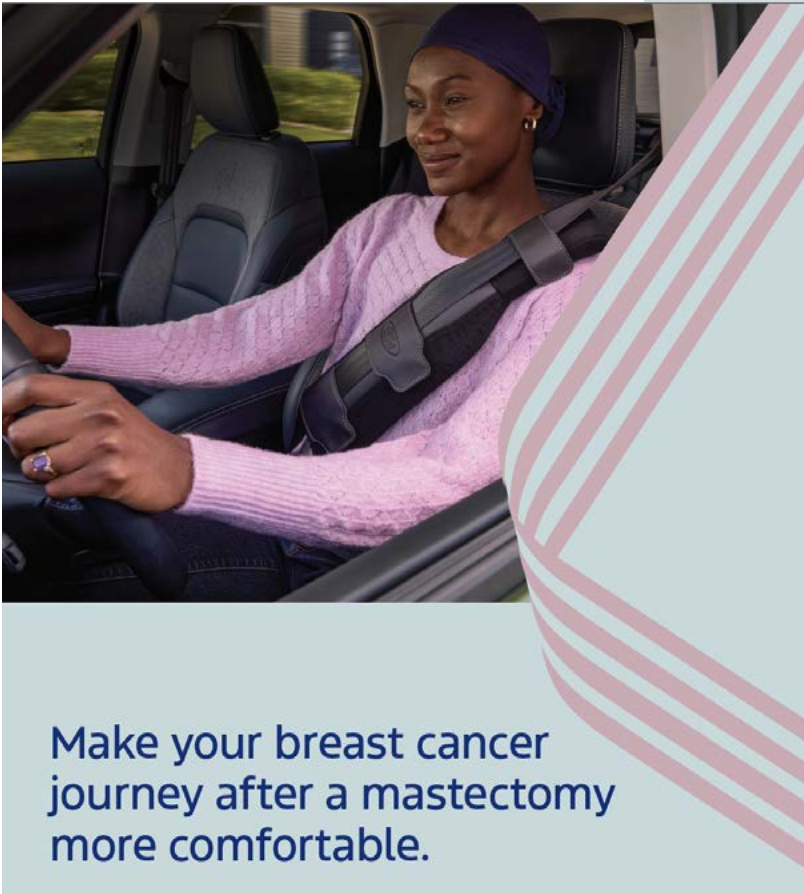
03

- 17 — Ford SupportBelt™ Branding
- 18 — Ford SupportBelt™ Packaging
- 19 — Ford SupportBelt™ Social Media



Ford
SupportBelt™

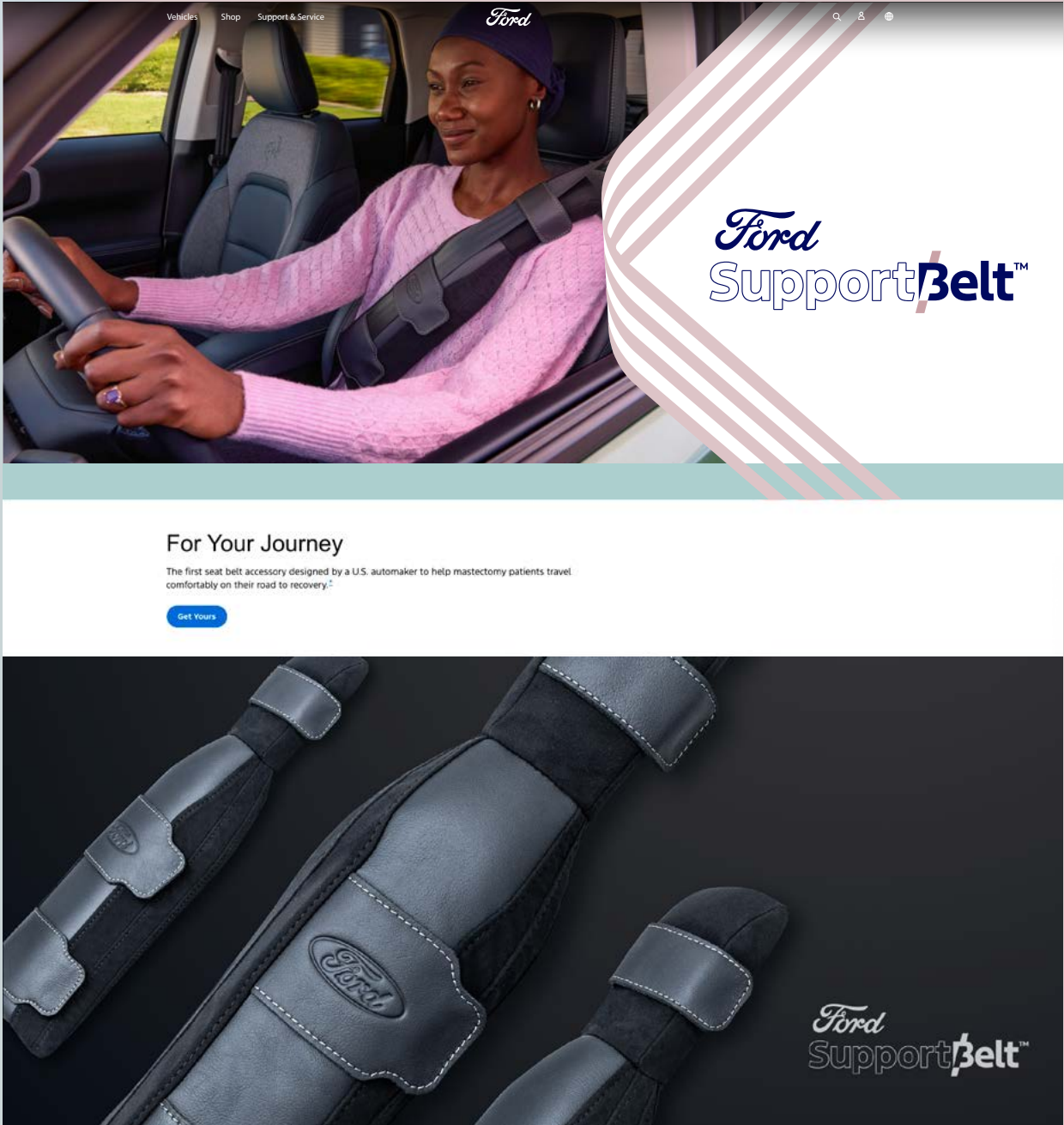
Ford SupportBelt™ Branding



Make your breast cancer journey after a mastectomy more comfortable.

Courtesy of

Ford SupportBelt™



For Your Journey

The first seat belt accessory designed by a U.S. automaker to help mastectomy patients travel comfortably on their road to recovery.²

Get Yours



Made for Mastectomy Patients

One in eight women will be diagnosed with breast cancer in their lifetime. More than 100,000 breast cancer patients have mastectomies every year. Many don't wear their seat belts properly after surgery due to the discomfort. We created the SupportBelt™ to make the journey easier for every one of them.²



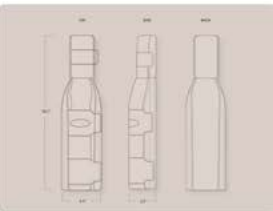
Purposeful Design

Extensive research and development by the Ford Human Centered Design team led to a product that attaches easily and securely to the seat belt and provides much needed comfort to mastectomy patients struggling with pain from open wounds, scars, swelling, radiation, chemo ports, and other discomforts associated with surgery.



Premium Materials

With the health and well-being of breast cancer patients top of mind, the SupportBelt is made with premium Ford-approved materials that those undergoing treatment can appreciate. It utilizes flexible and supportive foam, and its fabric is constructed in part from recycled PET water bottles – for a product that's crafted the right way for the right reasons.



Validated by Ford

Researched, designed, and validated by Ford, the SupportBelt is the first device of its kind to be developed by a U.S. automaker. Driven by the passion to build a better world where every person is free to move and pursue their dreams, Ford felt the need to offer this accessory at no cost to mastectomy patients in the U.S. who deserve it.

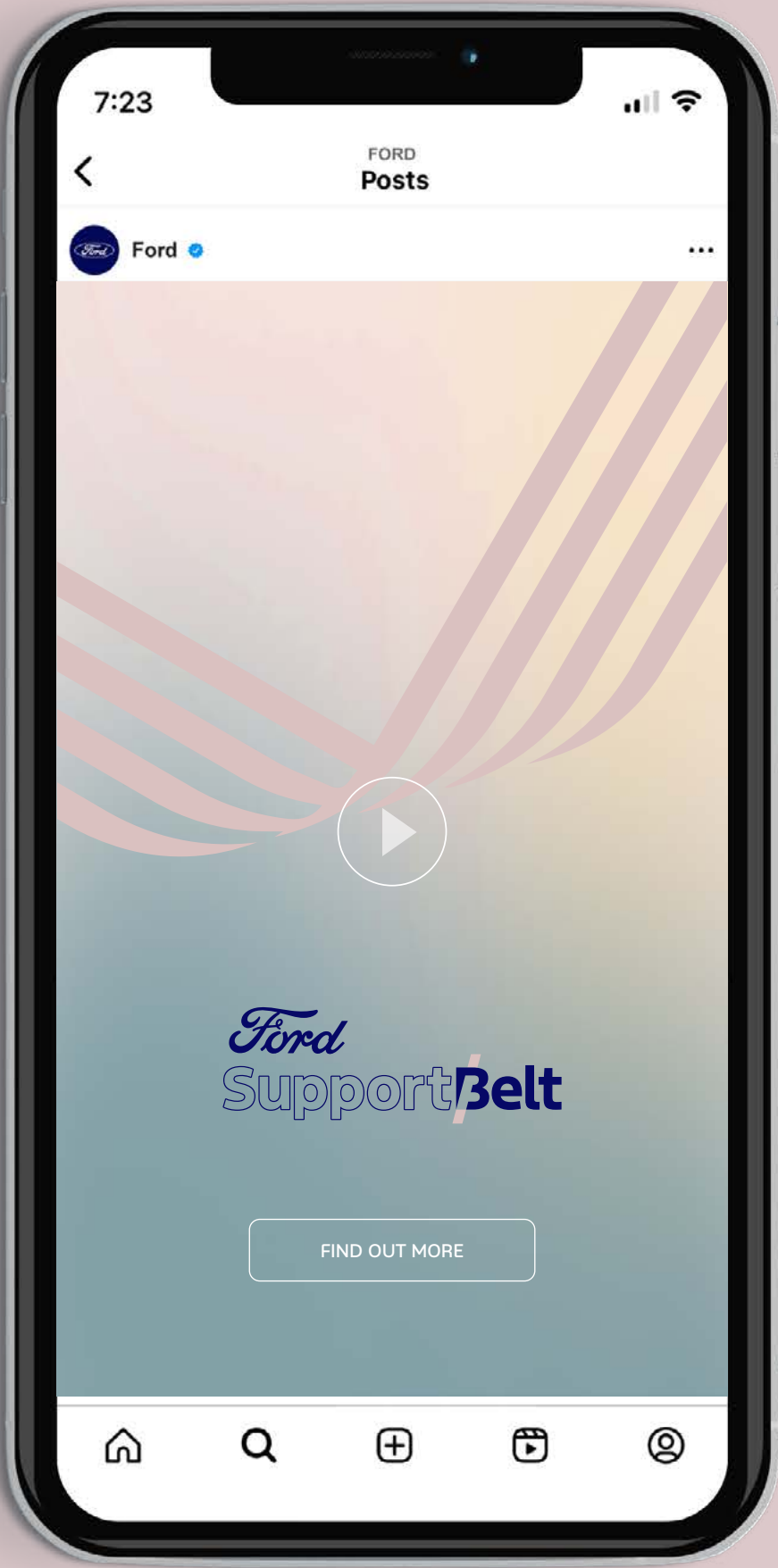
Engineered to Make a Difference

The shape and curvature of the SupportBelt™ prototypes incorporated the thoughtful input of patients, doctors, engineers, designers, and other experts. Ford is making the design available via license for other automakers to manufacture and test in their vehicles. Get an inside view of what makes up the SupportBelt below.²



The Story Behind the SupportBelt™

Real patients. Dedicated doctors. Inspired innovators, designers, and engineers. Meet some of those who are experiencing the benefits of the SupportBelt and those who helped bring this product to life.²



Ford SupportBelt™ Packaging

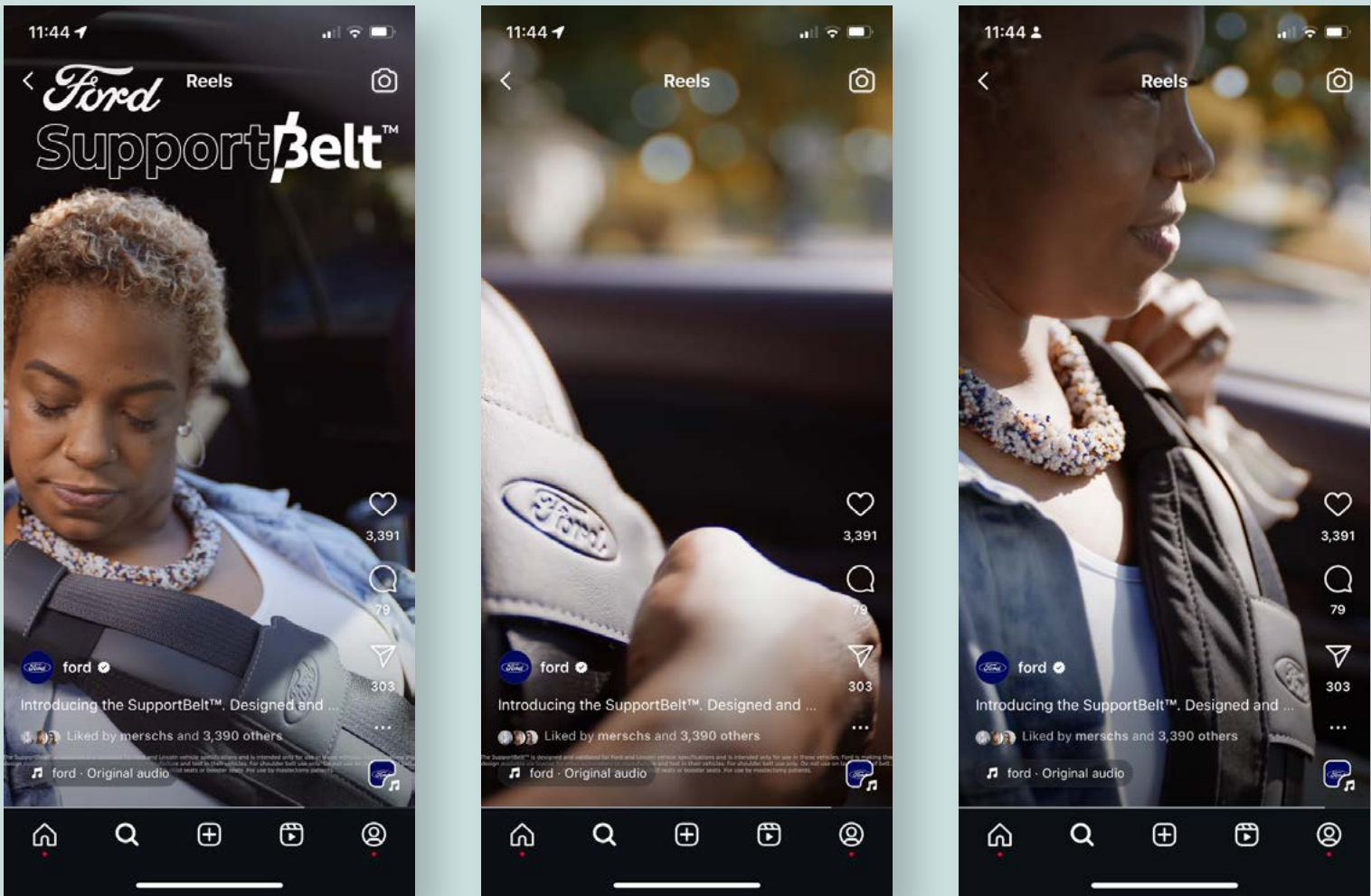
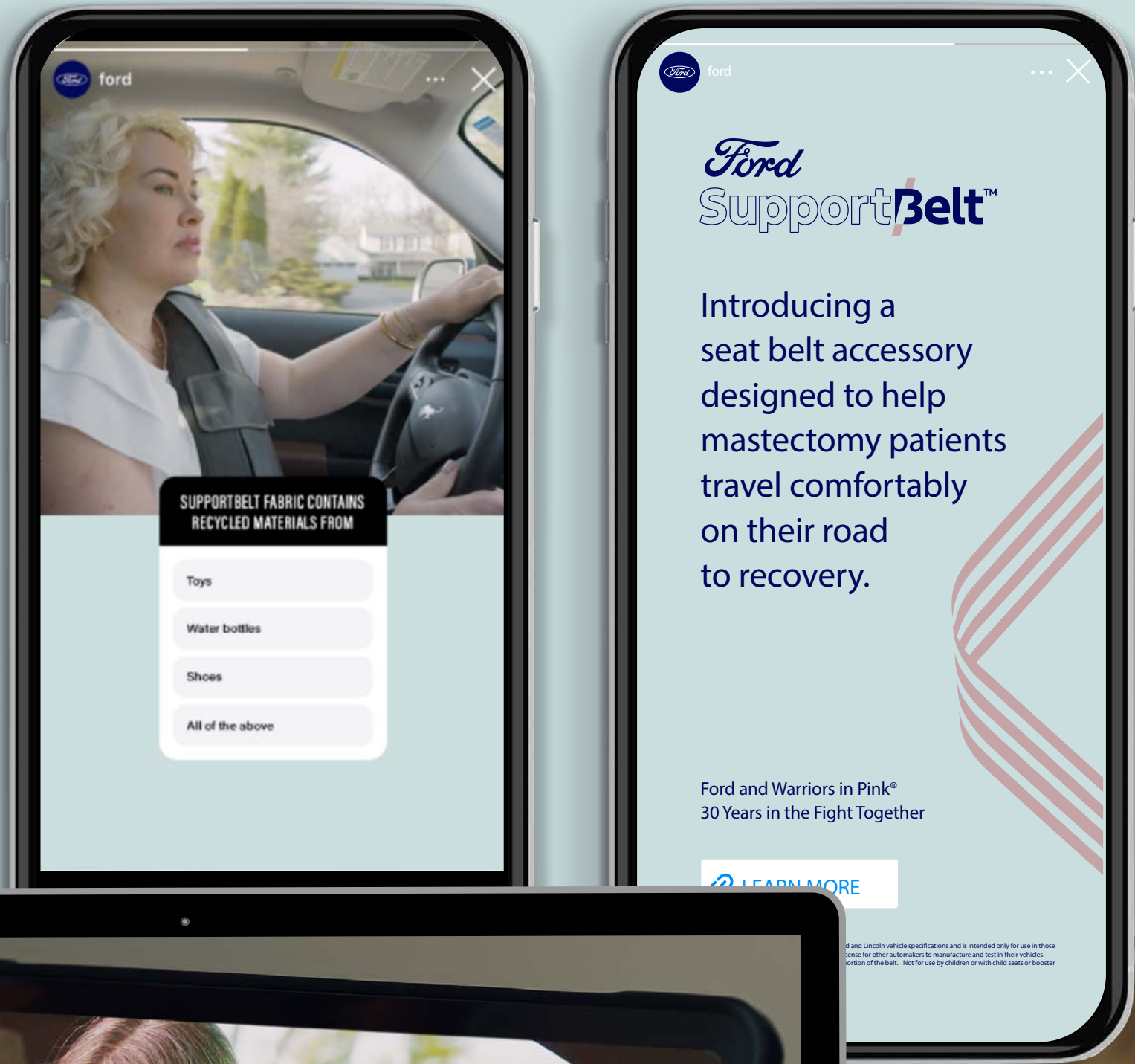
The Ford SupportBelt product should always be accompanied with thoughtful messaging — a hang tag, a printed card, or even a hand-written note.

The following SupportBelt disclaimer should be always present:

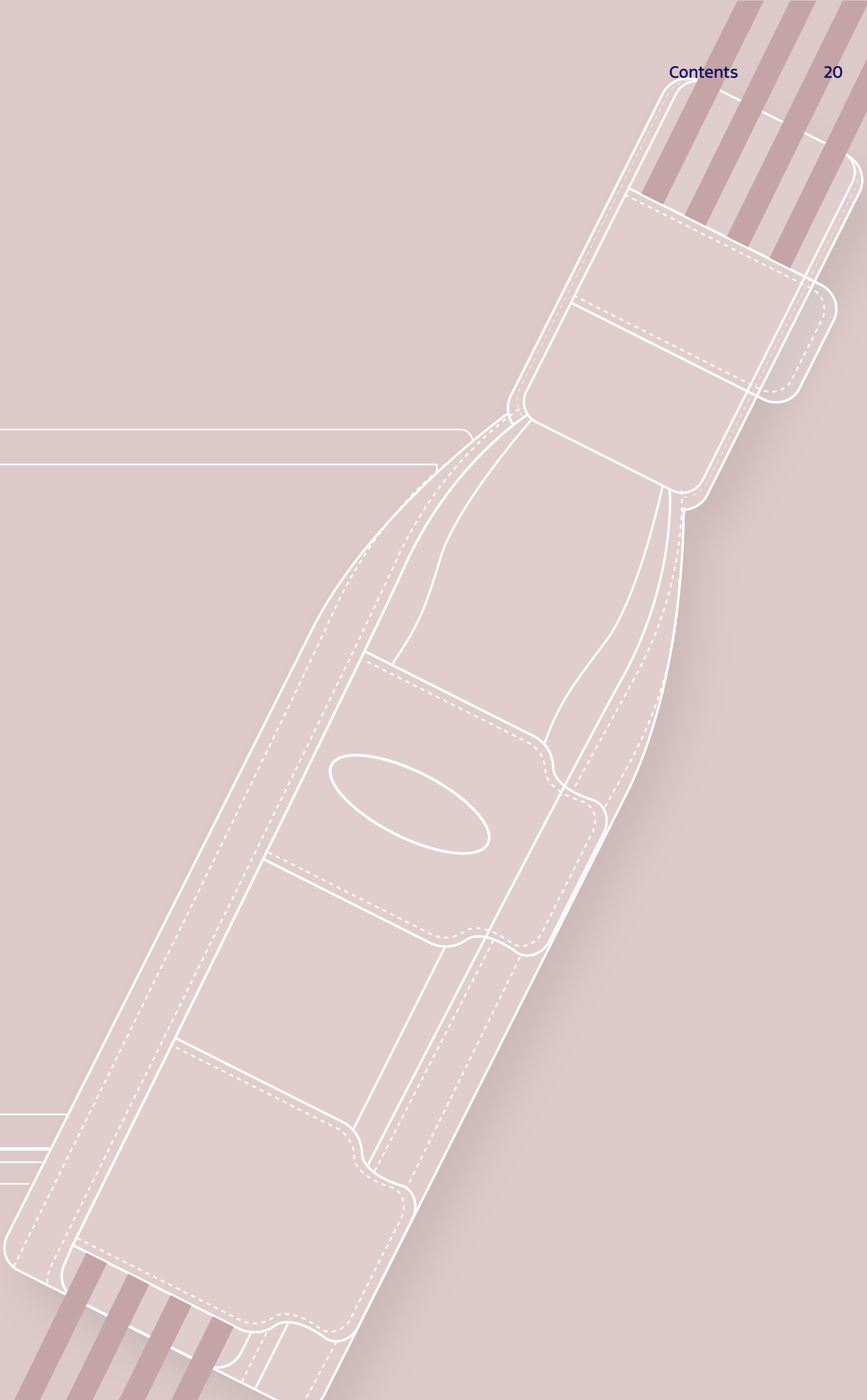
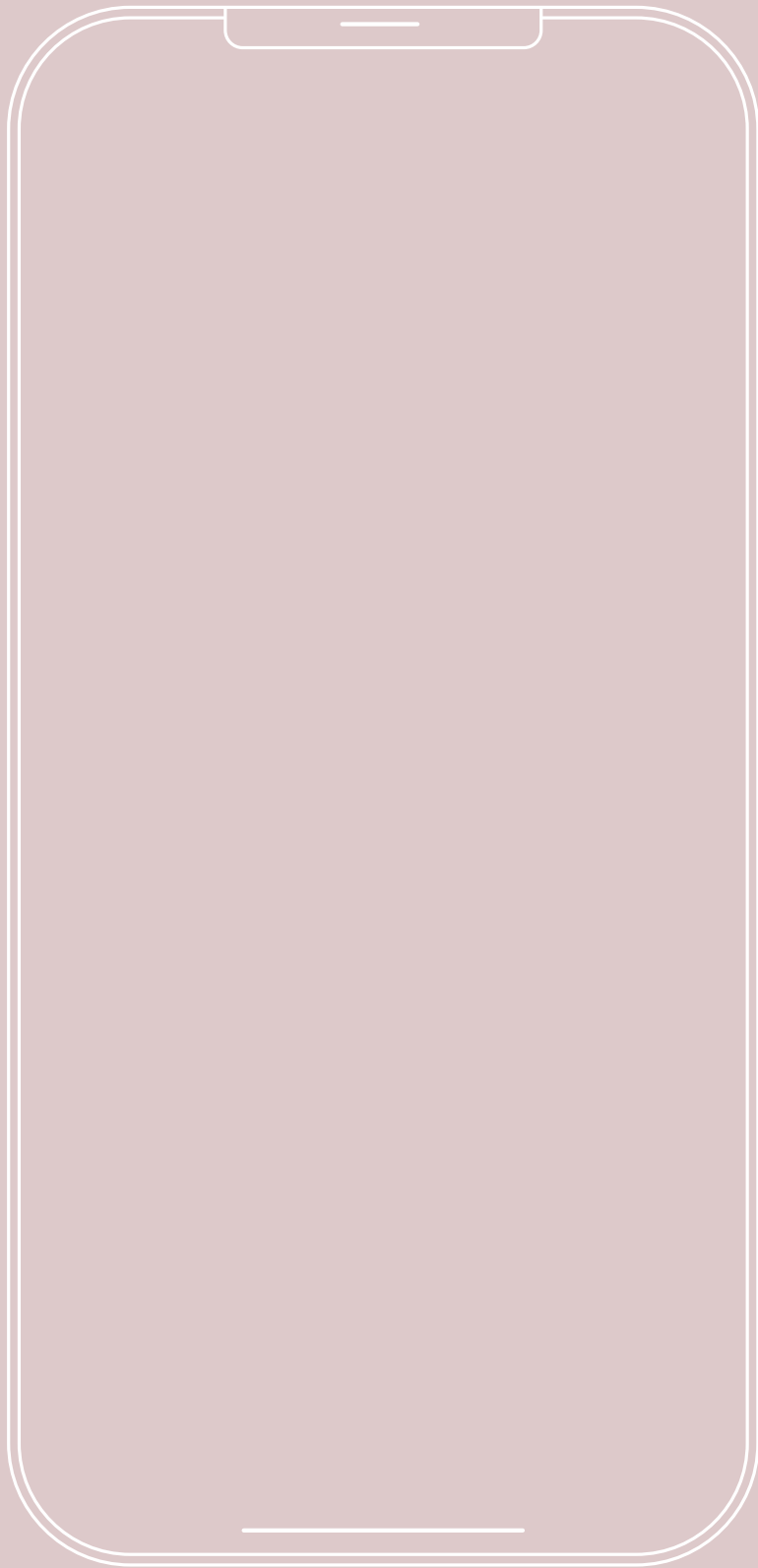
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Ford SupportBelt™
Social Media



Resources



SupportBelt™

Visual Identity

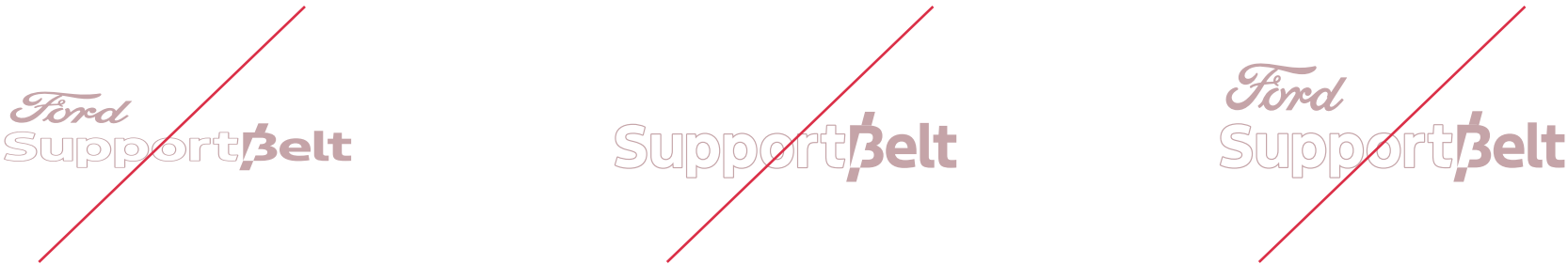
at a Glance

Logo



Usage Guidelines: To build brand recognition and consistency, the Ford SupportBelt lockup should be used in its original format and approved colors. If using over a dark background, the white version should be used.

Do Not: Alter or stretch the logo in any way. Do not replace font. Do not use in unapproved colors. Do not use over backgrounds that may make it hard to read or distinguish. Do not resize, separate, or rearrange elements.



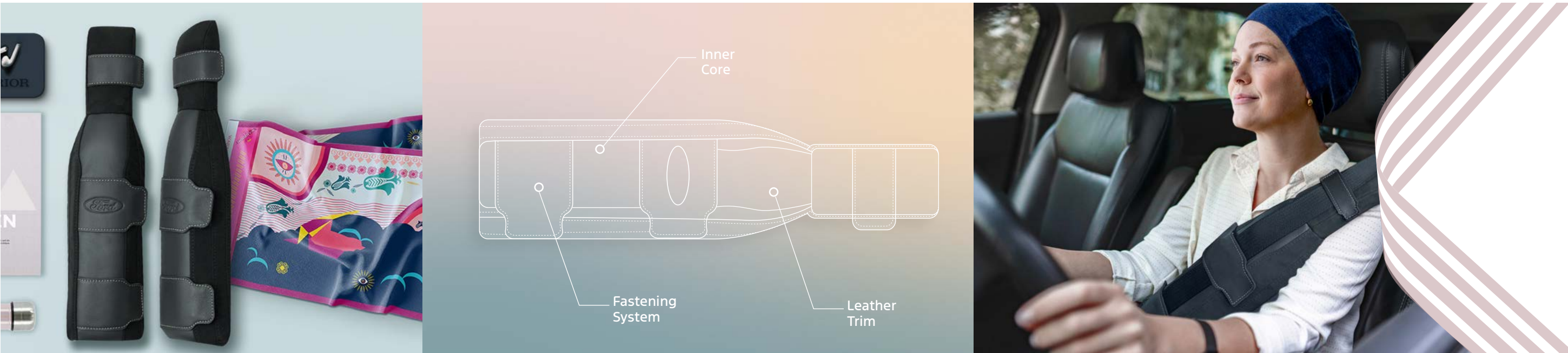
Typography

Light
Regular
Ford F-1 Medium
Semibold
Bold

Color

Ford Blue	SupportBelt Light Green	SupportBelt Dark Green	SupportBelt Light Pink	SupportBelt Dark Pink	SupportBelt Dark Neutral	SupportBelt Light Neutral	SupportBelt Gradient
HEX #00095B PMS 294 C RGB 0, 9, 91 CMYK 100, 85, 0, 30	HEX #CCDEDF PMS 5523 C 70% RGB 204 222 223 CMYK 19, 5, 10, 0	HEX #B6CFD0 PMS 5523 C RGB 182, 207, 208 CMYK 29, 9, 16, 0	HEX #DCC8CA PMS 7633 C 60% RGB 220, 200, 202 CMYK 12, 20, 14, 0	HEX #C4A4A7 PMS 7633 C RGB 196, 164, 167 CMYK 23, 36, 26, 0	HEX #DBC8B6 PMS 482 C RGB 219, 200, 182 CMYK 14, 19, 27, 0	HEX #EDE3DA PMS 482 C 50% RGB 237, 227, 218 CMYK 7, 10, 14, 0	Asset Note: Restricted for use.

Photography and Design Elements



Photography: Real and honest, with an emphasis on telling the human story, capturing genuine emotion, and showing the SupportBelt in use. Imagery is warm but slightly desaturated.

Design Elements: The SupportBelt illustration can be used to add visual depth while showcasing the engineering behind the product. The gradient and ribbon graphic enhance the sense of comfort. The ribbon graphic should not interact with the SupportBelt illustration but can be used to add a sense of movement and to help guide the viewer's eye.

