



BRAND IDENTITY GUIDE



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INTRODUCTION

This manual has been designed for easy reference to the information needed to visually reproduce the Auto-Wares brand. These standards ensure a consistent global presentation of the Auto-Wares identity, which is critical to the success of the company's brand for these reasons:

The Auto-Wares logo and brand symbol represent the essence of the brand, and its core values. Inconsistent usage of the Auto-Wares logo and other brand symbols could weaken and dilute the message to consumers about the brand. This newly designed brand identity differentiates Auto-Wares from its competitors, and delineates its position, capabilities and benefits. More importantly, an effective identity lends credibility by endorsing Auto-Wares values and quality of services.

Auto-Wares is a distribution company headquartered in Grand Rapids, Michigan and have been supporting the independent jobber (auto parts stores) needs since 1976. Auto-Wares re-supplies and services over 600+ auto parts stores

Auto-Wares started in Grand Rapids, Michigan in 1976 and it was founded by Dick Collins, Fred Bunting, and Wally Kocar

- In 1976 Auto-Wares started with 26 employees
- In 1977 Auto-Wares installed Wang warehouse computer system
- In 1980 Auto-ware's outgrew their 1st warehouse
- In 1981 Auto-Wares moved into a new larger warehouse and started to use automate and totes

Auto-Wares now serves several states like Michigan, Northern Ohio, Northern Indiana, Illinois, and Wisconsin

10 MISSION

Auto-Wares is interested in long-term, mutually beneficial relationships with their customers. Auto-Wares treats their customers, employees, and suppliers like friends, always seeking to provide the very best service they possible can.

DEPENDABLE

Auto-Wares has spent over 38 years developing trusted relationships with its customers. Trust establishes confidence, honesty, integrity and reliability. It has been a primary core value at Auto-Wares for many years.

FRIENDLY

Auto-Wares goal is to have every customer's experience with them be the best thing that happened to them that day. Auto-Wares care about all of their customers in a very personal and individual way.

INNOVATIVE

Auto-Wares nurture creative thinking that adds value.

PROFESSIONAL

Auto-Wares encourage continuous development of their skills and expertise to better serve their customers.

COLLABORATIVE

Auto-Wares seek opportunities to partner with customers, fellow associates and suppliers. It has been a primary core value at Auto-Wares for many years.



BRAND COMPONENTS

The Auto-Wares logo is the key to the brand identity, and we need to protect it by ensuring that it is always properly reproduced. Whenever possible, the logo should always be reproduced in color. Always refer to these guidelines when using the logo.

The Auto-Wares logo is designed in a horizontal arrangement made of two basic elements: The A and the W which are the symbols for the company and its name: Auto-Wares Group of Companies.



Reverse Logo Usage

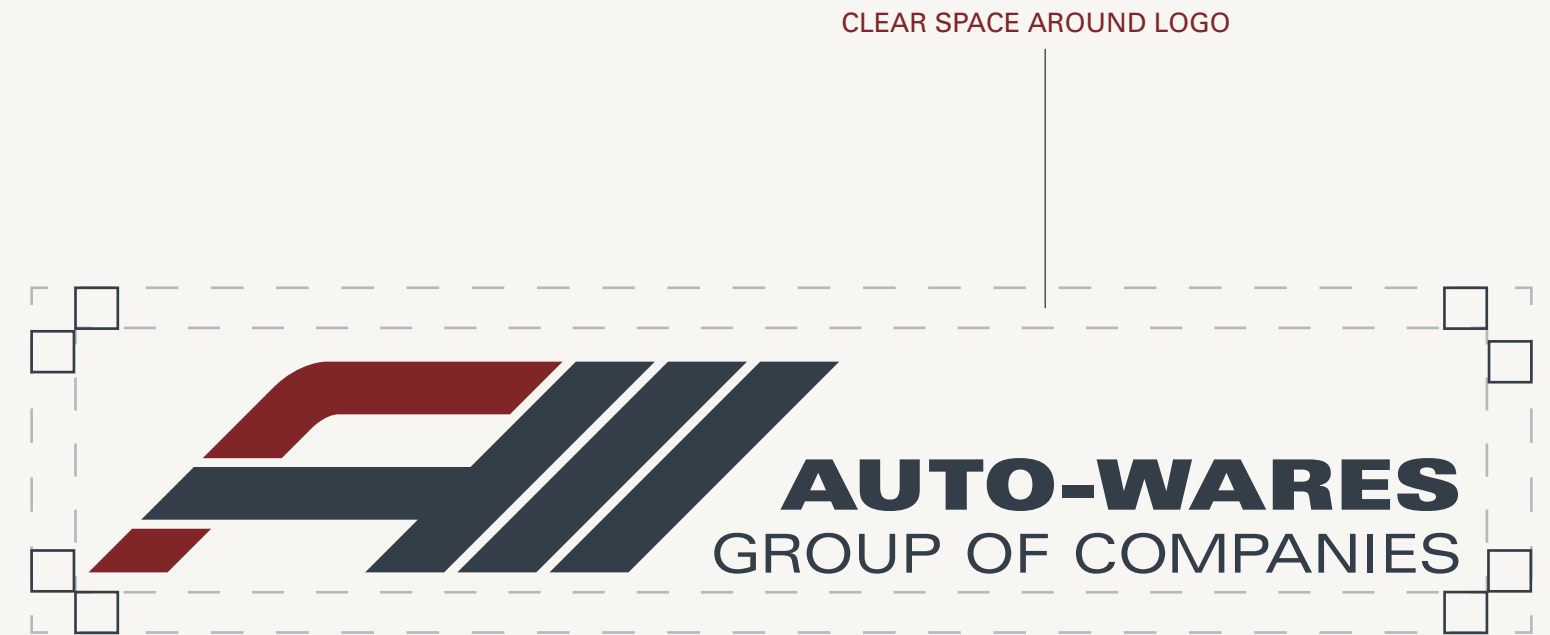
The Auto-Wares logo will at times be placed in an environment where the background color is not the preferred beige. See specific rules for how the logo rests on black or white backgrounds. If reproduction constraints prevent the use of color, use one of the optional black, beige, gray, and white versions of the logo.

Background colors should be confined to the branding set of colors when possible. When in question, it is best to use the Auto-Wares logo in color in the specify solid color beige background.



CLEAR SPACE

The integrity of the Auto-Wares logo relies on a clear and legible presentation. To provide the proper setting and to comply with trademark standards, the logo must be surrounded by space that is clear of graphic or typographic elements. The logo should always be consistent in size according at all times.



N = CLEAR SPACE GRID UNIT

The "n" from the logo is used to establish the grid unit for determining clear space around logo

BRAND COLORS

Color is an integral part of Auto-Wares brand. The primary colors are found in the Auto-Wares logo. Auto-Wares primary and secondary color palette are defined in Pantone, RGB, and CMYK under each color swatch.

The group of secondary colors is a guideline for developing complementary color combinations to be used with the two primary colors when producing visual communications for Auto-Wares.

PRIMARY SET OF COLORS

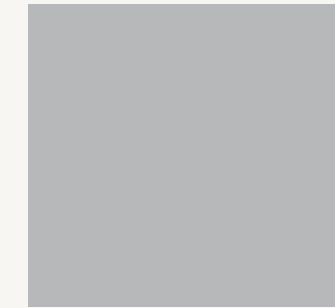


PANTONE - 1815
C 0, M 90, Y 100, K 51
R 138, G 31, B 3

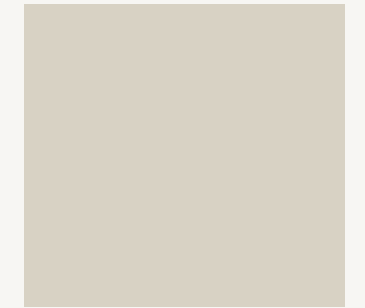


PANTONE - 432
C 23, M 2, Y 0, K 77
R 69, G 85, B 96

SECONDARY SET OF COLORS



PANTONE - 422
C 0, M 0, Y 0, K 33
R 182, G 184, B 186



PANTONE - 7527
C 0, M 2, Y 6, K 7
R 237, G 231, B 221

TYPOGRAPHY

It's all about giving Auto-Wares an own-able brand presence as they communicate both outwardly and to themselves. Part of that brand presence is the font chosen to display their written words. Auto-Wares typeface is Univers, a sans serif typeface that is modern and easy to read. Univers also comes in a variety of weights and style.

#1 Univers 85 Extra Black

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&

#2 Univers 53 Extended

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&

Other Alternative styles for body copy
short text, quotes, and web copy

Univers Light

Univers Light Italic

Univers Regular

Univers Regular Italic

Univers Bold

PATTERN USAGE

The three line pattern and the symbol are supporting elements that speak to Auto-Wares core values. The simple elements send a consistent and contemporary message of quality and professionalism. The simple guidelines here are to help facilitate the usage of these secondary branding elements.

NOTE: patterns can only be used in color and in the specified color palette as solid color background.

PRIMARY PATTERN



SECONDARY PATTERN



INCORRECT LOGO USAGE

This page illustrates many common errors to watch for and avoid, such as altering the logo's typography, modifying the graphic design, changing the brand colors, and placing the logo on backgrounds that interfere with its visibility.

NOTE: Never use anything but the approved and provided logo.



Do not use any color other than ones specified



Do not alter the logo typeface or the type's weight



Do not use remove any dashes out of the symbol



Never attach anything to the logo



Do not alter logo proportions



Never use the logo as part of a sentence or phrase



STATIONERY SYSTEM

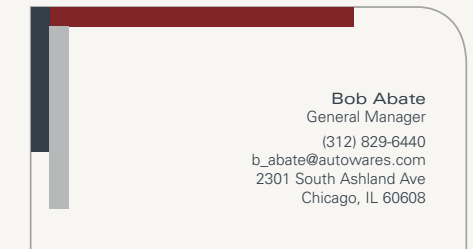
Stationery plays a prominent role in communicating Auto Wares identity globally and it often serves as the first exposure to the logo and overall corporate image. It's critical that the stationery is produced consistently and accurately by following the guidelines for color as well as logo, and font positioning. Consistent positioning of the logo is critical which is left positioned in the page. Never position it centered or to the right. The left side positioning allows for the logo to be a consistent size and position regardless of the length of the letter.

LOGO PLACEMENT

8.5" X 11"

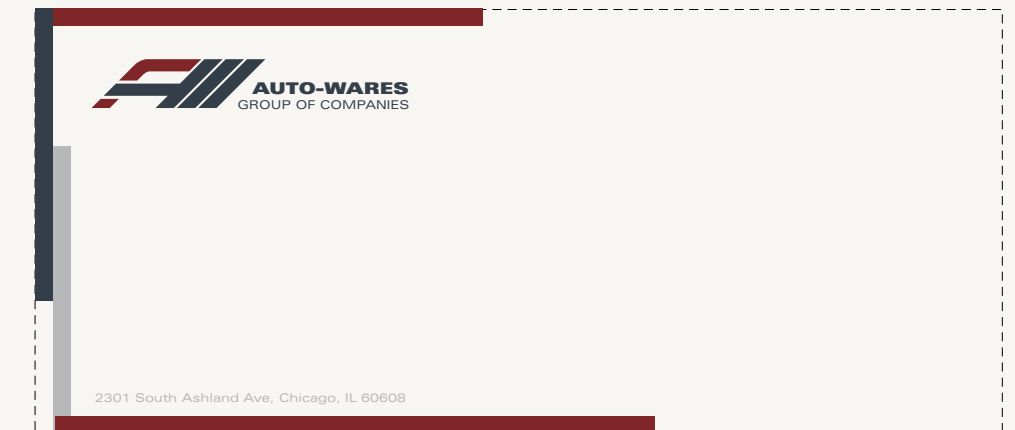


3.5 X 2"



CONTACT INFO PLACEMENT

4 1/8 x 9 1/2





COLLATERAL PIECES

UNIFORMS

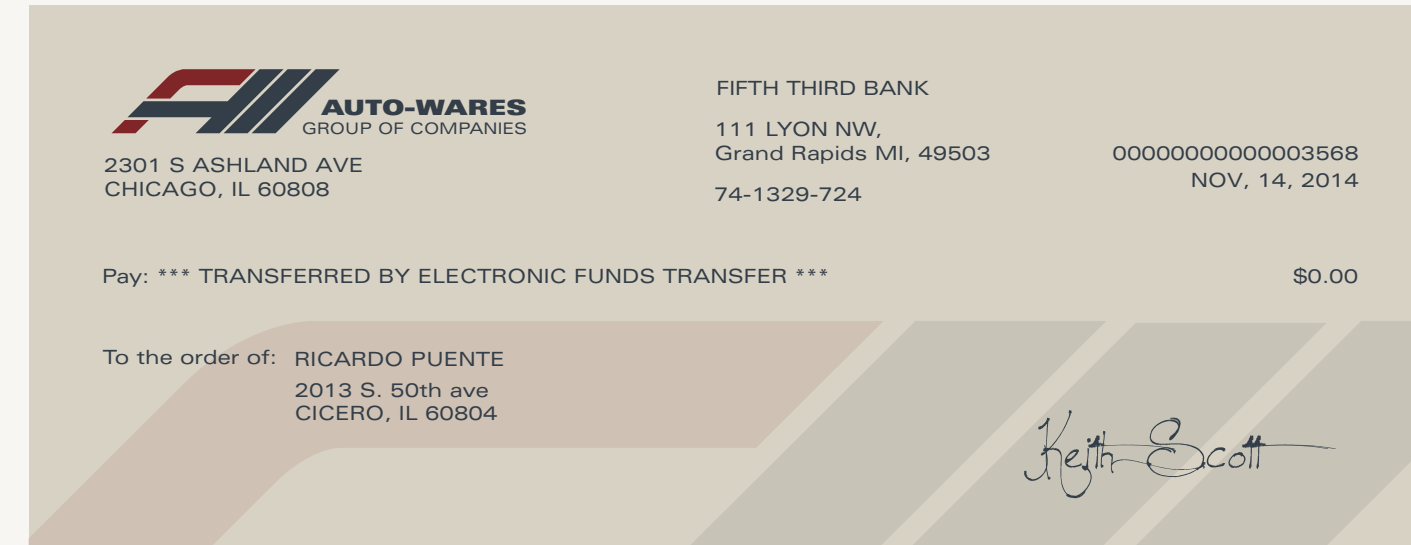
These are the uniforms employees will wear a t-shirt, a polo, a sweater, and a hat. The uniform should always be worn inside the premises at all times. Uniforms should not be combined with any other pieces of clothing that is not specified in this section doing so will dilute the brand. Whether applied to t-shirts, polo shirts, baseball caps, watches, or anything other of uniform not specified in this section, the logo must always be present. The brand should be consistent throughout the uniform at all times.



EMPLOYEES CHECKS & BADGES

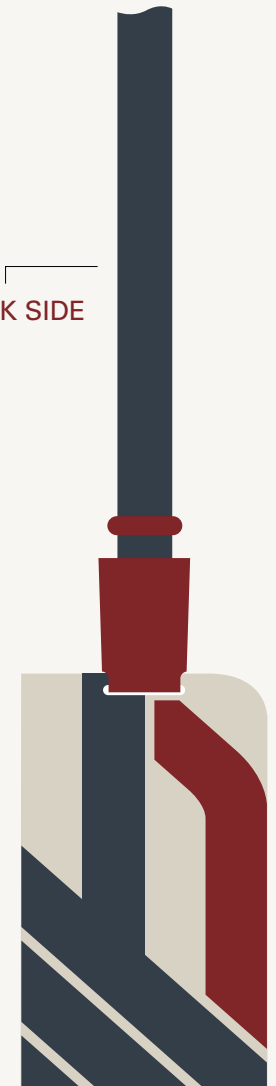
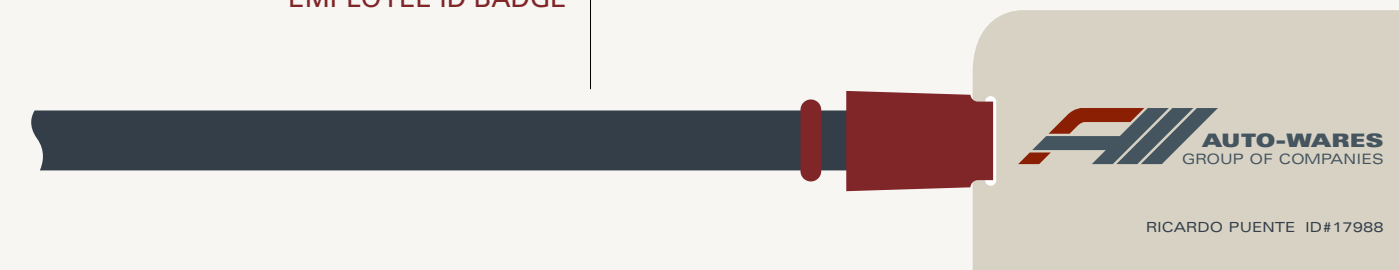
Payroll checks, identification badge, and any other materials given to employees should follow the brand closely. The logo mark, the font type and the color palette should always be present in every material given out to employees.

STANDARD SIZE CHECK



BACK SIDE

EMPLOYEE ID BADGE



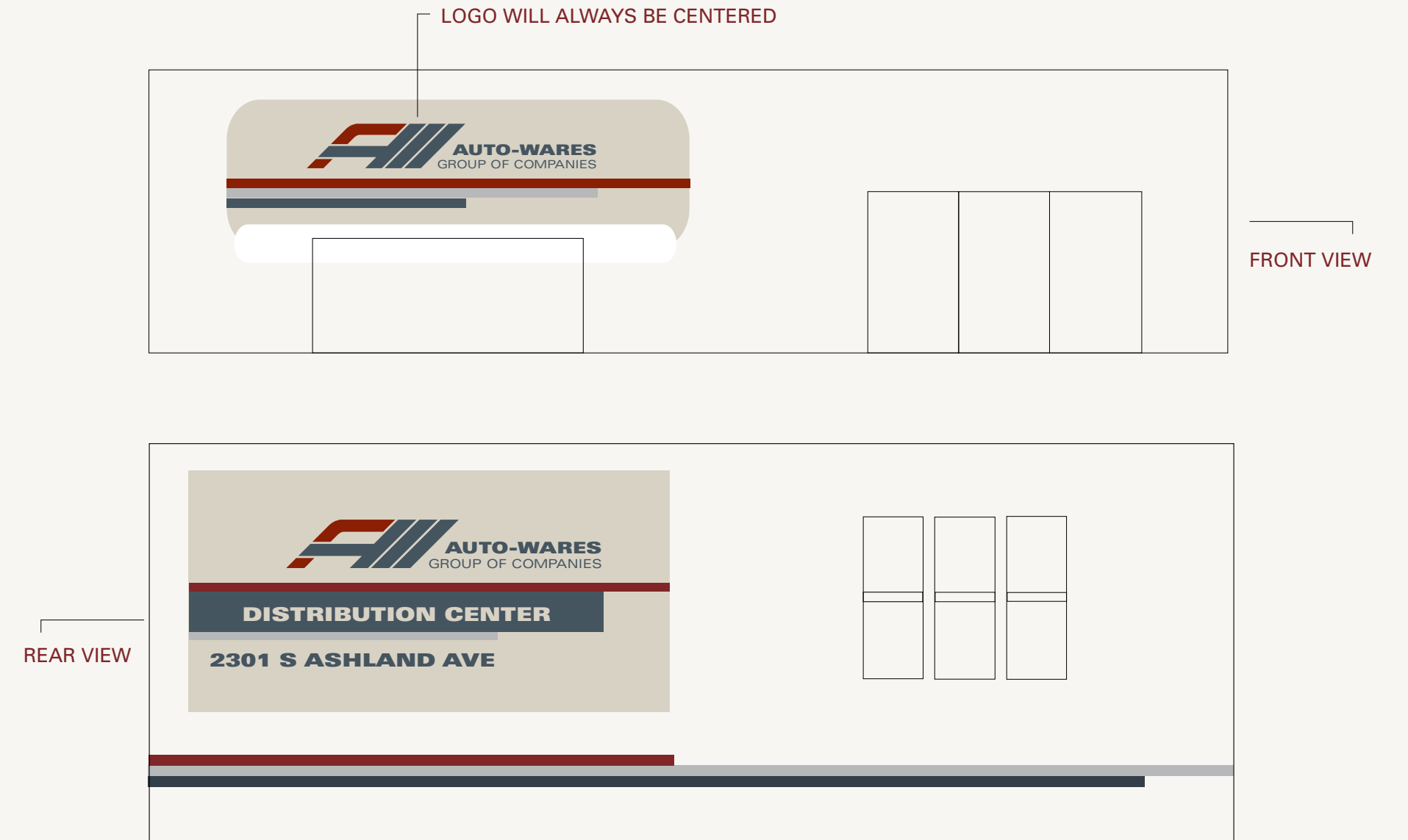
TRANSPORTATION

Auto-Wares vehicles are identified with the symbol and brand colors which are placed on the truck. The symbol should be in color and it should cover the whole surface of the truck. Also the Auto-Wares website link should always be present in the centered of both of the doors be in the surface of both sides of the doors. The front view is mirrored in the other side of the truck creating a 360 look.



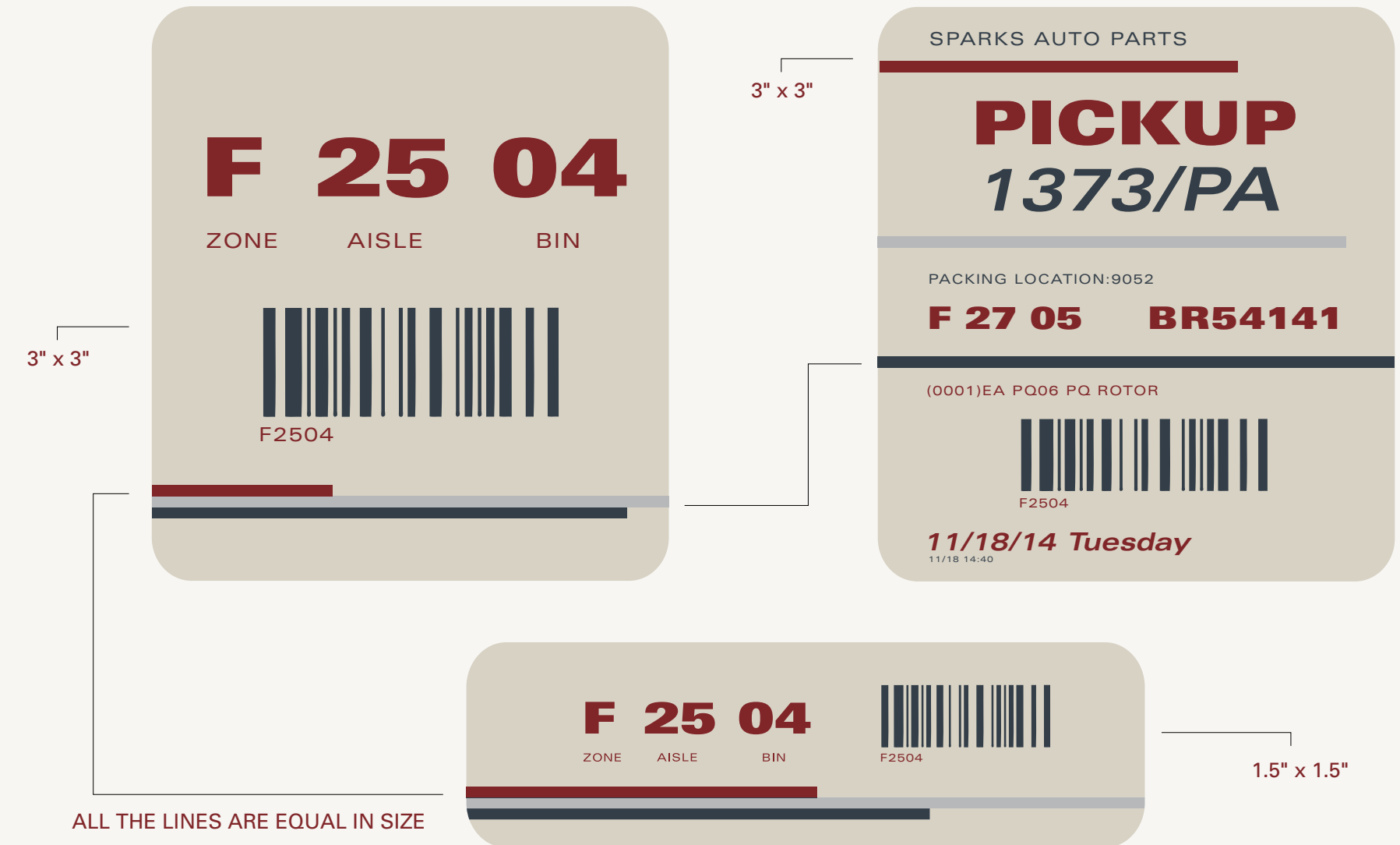
OUTDOOR SIGNAGE

All outdoor signage should always have the logo present. All signage should always have a solid background as well it should never be white or black. The only colors allowed for the background is the chosen primary or secondary color palette specified in this guide. When in question always use the beige color specified in this guide for the background. The lines could also be used throughout the interior and exterior to further brand the building if its possible.



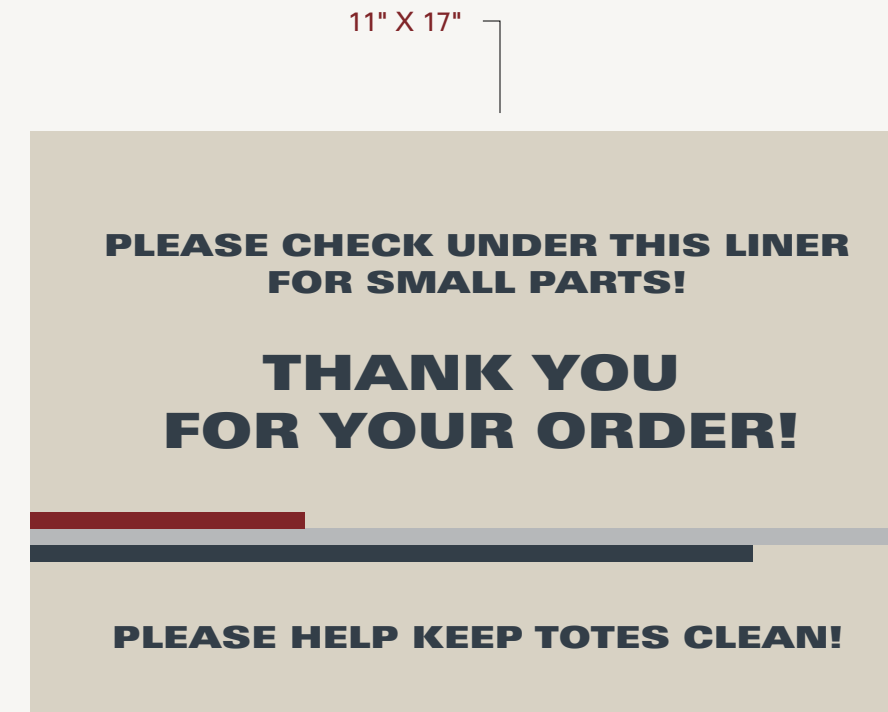
STICKERS

These are the Auto-Wares stickers that employees will scan when they pull a product out of the shelves. Any other stickers made should follow the branding closely either with the lines or with color depending on the situation. Any stickers being placed in the shelves should always follow the Auto-Wares brand.



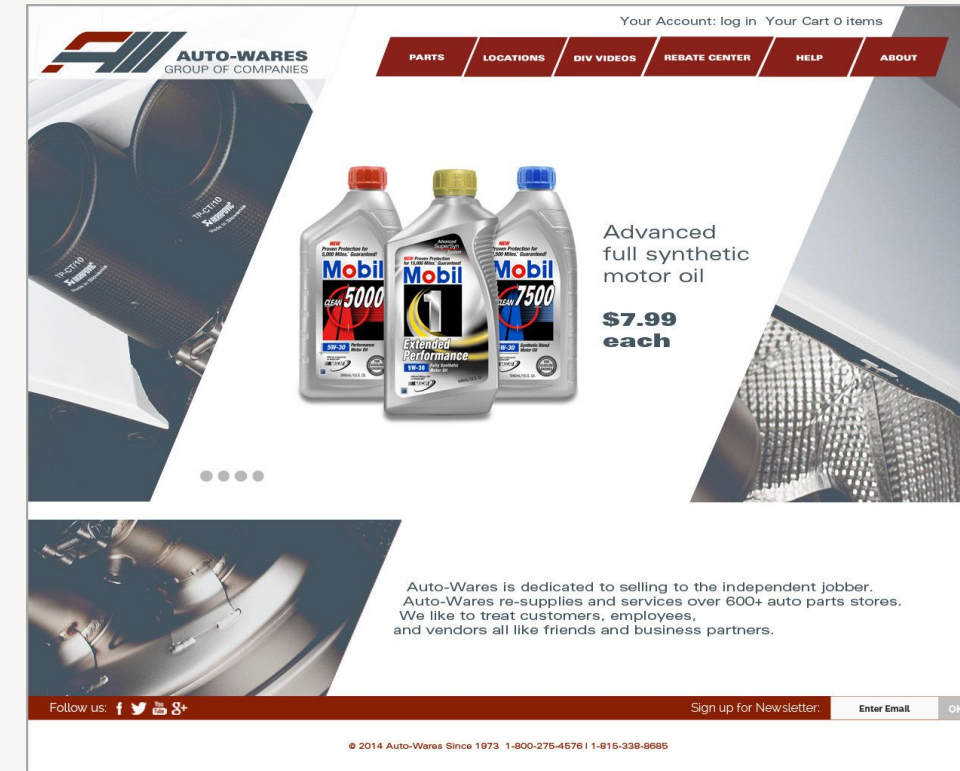
STORAGE CONTAINERS

All types of storage containers like the totes shown in this guide should always follow the branding guides specified in this guide. Every storage container should have the warning sign inside all containers.



WEBSITE

The auto ware website is designed to help auto ware customers find parts online without much hassle. The placement of the logo and the color palette chosen for the site should stay consistent throughout the site. The color palette cannot be change to suit the content. Any other web components should follow the site design as closely as possible in order to stay consistent in the web.



HOME PAGE: DESKTOP VIEW 1280px by 1080px

SECONDARY: DESKTOP VIEW 1280px by 1080px

