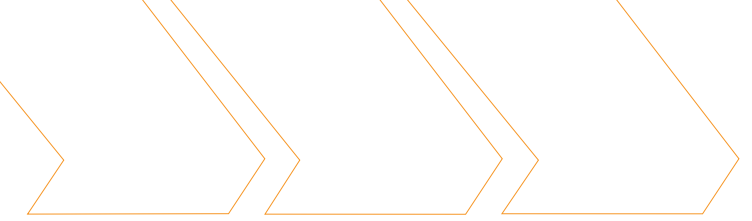




STANDARDS MANUAL



CONTENTS



INTRODUCTION	3
STANDARDS	5
Logo	7
Stationery	9
Color Palette	11
Typography	15
GUIDELINES	19
Collateral	22
Advertising	23
Packaging	25
PowerPoint	30

BRAND IS OUR STRENGTH

Our brand is critical to our success. Our logo, our packaging, our advertising—they all in some way contribute to what defines the MyCar Autohouse brand. Though seemingly unrelated, each word, each encounter, each visual representation becomes part of the brand experience: the collective experience that customers, prospects, employees and the general public have with our company.

BRAND STANDARDS

Brand Standards for the design and production of printed and digital materials are an important part of the MyCar Autohouse brand identity. Well written and designed communications material reflect the integrity and reliability of our products and services. Consistency helps existing and potential MyCar Autohouse customers quickly recognize the brand.

BRAND GUIDELINES

Brand Guidelines are appropriate when you require flexibility in creating certain communications. Consider the guidelines as builders—concepts to help create communications that leverage and build our brand without sacrificing consistency. There will be situations that no system can anticipate, and in those instances please contact MyCar Design Department for assistance.

LOGO

A logo serves the same purpose as an individual's signature. It authenticates the source of a product, service, or document; it represents values the company stands for, and it is a symbol unique to that company. Our logo is a key visual element, a unique and cohesive graphic unit. It should not be redrawn, reportioned, or modified. Always use MyCar logo without modification from the downloadable files available on the Internet at: www.mycar.by/logos



Minimum size - 1"

FULL COLOR VERSION

The positive logo is used on white or light surfaces. The preferred combination is orange, gray and black version. The triangles of MyCar logo appear in orange, referred to as PMS 208, the rest in gray, referred to as PMS 442. See "Color Palette" section of this book to find out about logo color usage on the other permitted backgrounds.

The MY CAR Autohouse logo must not be used as a word, be distorted or repropotioned. The word "autohouse" should not appear:



DO NOT...

The logo is one of MyCar's most valued possessions. To ensure that it remains the exclusive property of MyCar Autohouse, it must never be used incorrectly. The MyCar Autohouse logo is a graphic and must not be recreated with standard typefonts, skewed or stretched. Examples above show the most common misuses.



CLEAR SPACE AROUND THE LOGO

Generally, the logo should be separated from the other elements on the page by the distance equal to the width of the stem of the letter "M". This distance as shown here (see orange dotted square) should be considered the minimum uninterrupted space surrounding the logo. It is usually desirable to allow more clear space. The logo should not touch or be connected to any other elements on the page.

TYPOGRAPHY

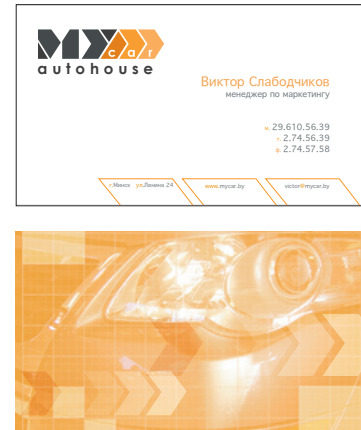
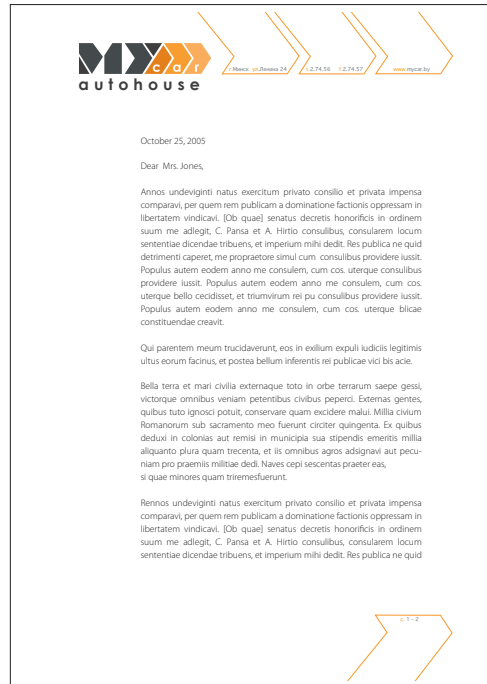
Typography establishes a consistent look for a brand in all visual communications and packaging, collateral and web sites. While it would be impractical to choose only one typeface for all situations, it is practical to choose several and outline circumstances where they are most fitting. In most cases the Century Gothic family should be used. However, if Century Gothic is unavailable when using electronic templates, approved alternatives are: the Arial Family preferably Verdana and Verdana Bold.

CENTURY GOTHIC

<i>regular</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456780
<i>italic</i>	<i>ABCDEFGHIJKLMN</i> <i>OPQRST</i> <i>UVWXYZ</i> <i>abcdefghijklmnop</i> <i>qrstuvwxyz</i> <i>123456780</i>
bold	ABCDEFGHIJKLMN OPQRST UVWXYZ abcdefghijklmnop qrstuvwxyz 123456780

LETTERHEAD & BUSINESS CARD

When a customer receives correspondence in the form of a letter or a business card, we're directly communicating our brand. So it's important we approach stationery in a uniform way.



COLOR PALETTE

Color is an important tool for expressing a brand. A systematic approach to using an established color palette will give the MyCar brand more consistency in communications. The colors you see were chosen to complement the MyCar orange and gray, and each other, and to give a strong degree of flexibility.

C	0	0	0	0	0	0
M	0	0	0	56	45	36
Y	0	0	0	100	91	71
K	100	80	50	8	0	0

approved MyCar color palette

COLOR PALETTE

Color palette was developed for MyCar logo. Make sure you don't go beyond this four assigned colored backgrounds.



LOGO APPLICATION

Car plates design was developed to be used by MyCar Autohouse at the dealership before the vehicle sale.



