



# **BRAND STANDARDS**

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## **THE PURPOSE OF THIS GUIDE**

This guide contains the information necessary to produce on-brand marketing communications that consistently convey the leadership, innovation, and client-focused inventory management principles vAuto is recognized for throughout the automotive industry.

The guide is for vAuto team members, creative and strategic partners, production vendors, and any other party involved in developing internal and external marketing materials. These brand standards are to ensure all vAuto communications use consistent voice and visuals, reflect who vAuto is, and showcase what we stand for.

## **BRAND POSITIONING**

vAuto provides innovative software solutions to further the success of franchise and independent dealerships. Through real-time data and key metrics, vAuto delivers actionable, live market insights that help our dealer clients better manage their new vehicle inventory, used vehicle inventory, and wholesale sourcing to make informed, profit-driving decisions. In addition, performance managers provide trusted counsel, challenging dealers to think differently about their inventory management principles in a way that leads to measurable results.

### **Brand Promise**

vAuto helps automotive dealers move cars profitably.

### **Tagline**

Live Market View

## BRAND VOICE

### **Innovative. Authoritative. Forward-Thinking.**

vAuto is a known authority in the automotive industry. Our messaging should convey our position as thought leaders and industry experts, creating innovative solutions that address dealers' most significant inventory management issues and make a measurable impact on their business. Each solution gives dealers access to advanced software, real-time data, and exclusive market intelligence, enabling them to make better decisions based on information that goes well beyond their OEM systems alone.

### **Confident. Aspirational. Empowering.**

Dealers who don't rely on insights that help them prepare for and adapt to evolving market dynamics risk being left behind. Our messaging focuses on the future, on dealers' potential, and on their desire to be better than yesterday. We strive to show dealers the importance of always moving forward, progressing, and improving. We position vAuto as the solution to set dealers up for success so that they can outsmart the competition and be profitable no matter the market conditions.

### **Consultative. Questioning. Personal.**

Combining powerful technology with true partnership, vAuto provides personalized performance management and educates dealers on sound and strategic inventory management principles. Our tone should carry that spirit of counsel that drives our clients to get the most out of their solutions. And we don't just have the easy conversations. Our people challenge our clients' way of thinking, remind them to stay hungry, and push them to perform at their absolute best.

## **BRAND ARCHITECTURE**

The brand architecture model leveraged by vAuto is that of an Endorsed Brand. With vAuto as the parent brand, it forms an umbrella over a suite of sub-brands/products that are offered to franchise and independent dealers.

This approach will allow for the vAuto brand equity to be directly transferred and applied to each offering through marketing activities. Also, this enables the sub-brands or products to have their own individuality in marketing efforts and customized marketing/segmentation as appropriate.

# BRAND CAMPAIGN: MASTER YOUR MARKET

Mastering your market takes a combination of building upon your strengths and having the ability to both identify and correct areas of your business that need improvement. vAuto gives dealers the power to scrutinize every aspect of their inventory management strategy, unearthing opportunities where they can gain efficiencies, outthink their competition, and maximize gross on every new and used vehicle. And because dealers work in an ever-changing market, vAuto's real-time insights and Performance Management support empower dealers to evolve their strategy, so they can proactively and continually optimize their approach to growing market share.

## DESIGN COMPONENTS



- 1 Bracketed headline treatment
- 2 Bracketed data call-outs
- 3 Design elements at a 24.5 degree angle to follow the angle of the vAuto "v"
- 4 vAuto "v" incorporation
- 5 Textured patterns that include dots and diagonal lines

