



AUTO WEST GROUP
EXCEPTIONALLY DRIVEN

Brand Standards 2011

The Story of the Auto West Group Brand Identity

Auto West Group (AWG) represents the BMW, MINI, and Infiniti brands in its sales portfolio. These brands are notable in and of themselves, but this alone is not enough. AWG realizes that most high-profile auto dealerships suffer from a lack of differentiation with their competitors. After surveying customers and company stakeholders AWG has developed a unique visual brand identity and memorable positioning. The goal is to differentiate AWG from the competition and resonate with its core client base.

Why a Brand Standards guidebook?

A brand identity creates a unified personality for all corporate communication, advertising, marketing, and retail space design. For an identity to be successful it must stay consistent across the range of brand touch points. Touch points are any areas where the brand comes into contact with the brand stakeholders. Anyone who is involved in the company, not just the customer, is considered a stakeholder.

What's in the Guidebook?

The Brand Standards guidebook outlines the standard corporate identity that all stakeholders should be aware of when dealing with the brand. This includes language, writing style and tone, do's and don'ts of design and marketing, and anything else related to how the brand is represented. In terms of language and tone, AWG writing should be confident, helpful, and professional at all times.

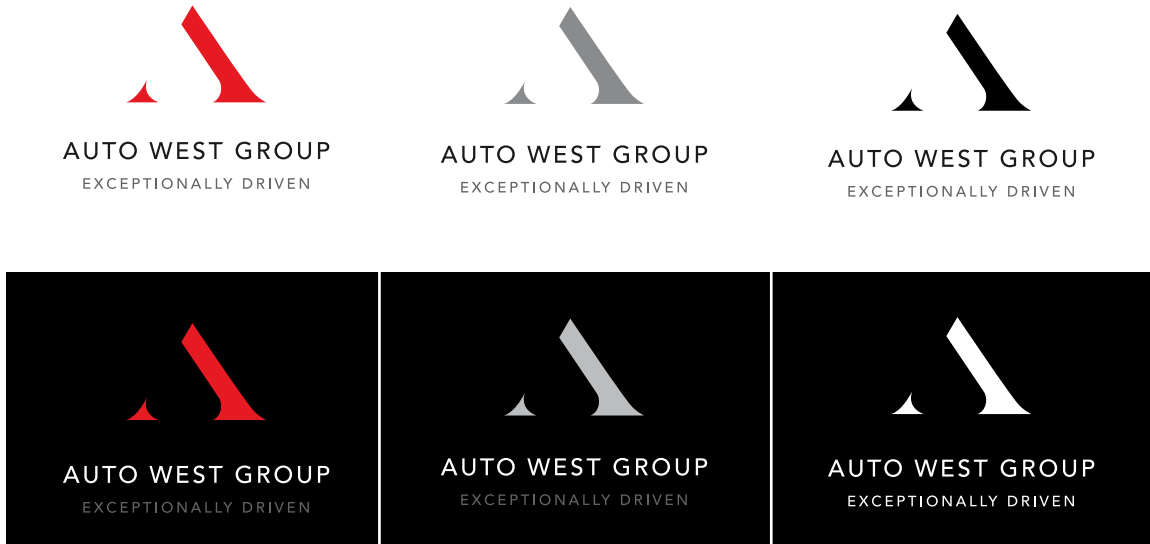
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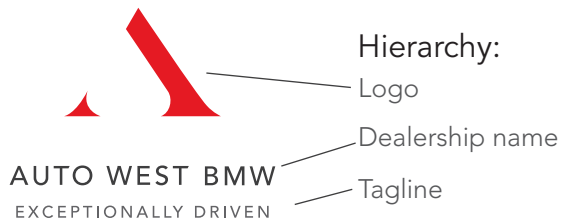
Logo Variations

The Auto West logo is simple and elegant, and utilizes three variable elements.

These are examples of the logo, as it should appear with the tagline in colour, greyscale, and black or white. Also shown is how they look on a black background.



These are examples of how to incorporate dealership names.



Acceptable variations.






A version without the tagline may only be used on email signatures (when the tagline is too small to read).



Logo Colour Palette

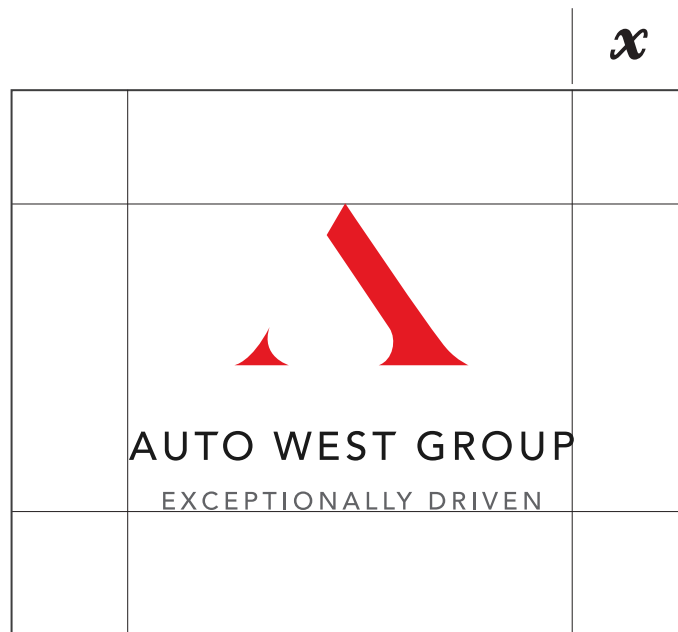
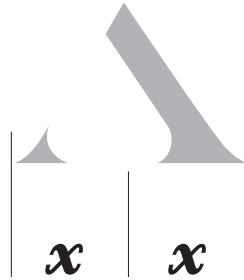
The Auto West Group identity consists of three core colours: red, grey, and dark grey. The Pantone numbers and web safe codes are provided for reference.



Pantone Matching System	C	M	Y	K	R	G	B	Web
 PMS 1797	5	97	81	0	201	40	45	C9282D
 90% Black	0	0	0	90	64	64	64	404040
 75% Black	0	0	0	75	100	100	100	646464

Logo Spacing

In order to protect the integrity of the Auto West brand identity, the logo must always be surrounded by a "safe zone" equal to half the width of the Auto West "A" in the logo used.



Logo Misuse

Consistency and accuracy are key to building and preserving the reputation of the Auto West brand. Colours, proportions, and logo placement are extremely important.

Please do not:



Use colours that are not part of the logo colour palette



Stretch or warp logo



Rotate logo



Use a typeface other than Avenir



Outline logo



Place on top of colours that don't have enough contrast



Use dropshadows or other Photoshop effects

Typefaces

Avenir is the primary typeface for all Auto West Group brand identity elements. Please do not use any other typeface.

Avenir LT Std Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Integration with Corporate Brands

All Auto West Group print ads (BMW, Infiniti or MINI) will consist of a dynamic or static image. A dynamic image is one that has a real life background and a static image is close cropped and usually on a solid colour background. These templates are to be used as loose guides and do not have to be followed exactly as shown below, although certain rules do apply. These guidelines will apply to both Auto West Infiniti and MINI Richmond and their respective Brand Standards.

AUTO WEST INFINITI
INSPIRED PERFORMANCE EVENT
 Offer ends May 31, 2011.

AUTO WEST GROUP
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Any 2011 Infiniti G25 or G37 Sedan
 Lease Rate **1.9%** + Instant Cashback **\$2,500***
 up to 36 months available on any G Sedan

VISIT OUR NEW IREDI SHOWROOM!
 AUTO WEST INFINITI 13720 Smallwood Place, Richmond
 604.293.9978 autowestinfiniti.ca

2011
 BEST
 VALUE
 AWARDS

INFINITI
 Inspired Performance

*Up to \$2,500 instant cashback on 2011 G25 and G37 Sedan models up to a 36-month term on approved credit. Additional instant cashback of \$2,500 available on all 2011 G Sedan models. Offer valid until May 31, 2011. Offer not available on approved credit through Infiniti Financial Services for a limited time only. Some restrictions and terms do apply. See dealer for details. Offer not subject to availability and may be cancelled or changed without notice. Certain conditions may apply. Vehicle and vehicle may not be used as shown. See AutoWest website for complete details. Dealer 3022.

Dynamic Image (Infiniti example)

The dynamic image will always be placed at the top portion of the print ad. Depending on the image itself, the headline and Auto West logo may be used on the actual image as long as they are visible and don't interfere with or overlap the vehicle in the image.

The headline should always be left justified. It should use the capitalized Infiniti typeface but different weights and colours are allowed as long as they fall under the Auto West or Infiniti Brand Standards. The supporting copy should always be below the headline.

The Infiniti and Richmond Auto Mall logos can be positioned at the top or the bottom of the ad depending on the application (please see CI guidelines for more information). The Auto West Logo and tagline can be positioned at the bottom on the black graphic bar, or any other coloured bar as long as it's within the Auto West or Infiniti Brand Standards. The logo can also be positioned at the top of the ad and contact info can be placed at the bottom (like the example here).

AUTO WEST GROUP
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AUTO WEST BMW
25TH ANNIVERSARY SALE.
 INSTEAD OF SILVER,
 CELEBRATE WITH CHROME.

FINANCE FROM **1.9%**
\$25,000
 CASH CREDIT

3 DAYS ONLY: MAY 6-8!
 DEBUT OF THE 2012 BMW X1 FROM \$38,500**

10780 Cambie Rd., Richmond, BC V6V 1Z1 217 autowestbmw.com

**Best anniversary pricing on all BMW models.
 *Excludes BMW lease charge, scheduled maintenance.
 †Price of all showroom BMW accessories.
 ‡Lease interest rate from 1.9% to 9.9% depends on customer term.
 •Contingency rebates/amounts.

Static Image (BMW example)

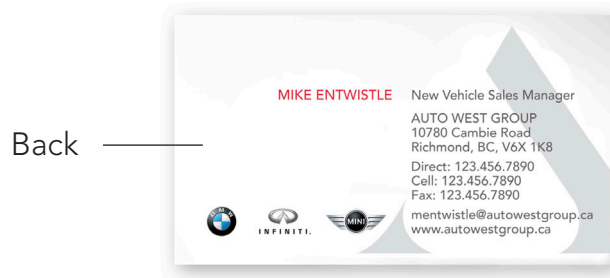
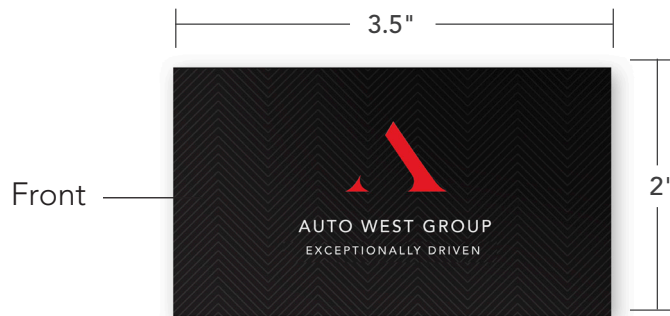
The headline can be used above or below the static image but should always be left justified. It should use the capitalized BMW typeface but different weights and colours are allowed as long as they fall under the Auto West or BMW Brand Standards. The supporting copy should always be below the headline.

Depending on the application, a static image can be placed on any coloured background as long as it's within the Auto West or BMW brand standards.

The BMW logo modules can be positioned at the top or the bottom of the ad depending on the application (please see CI guidelines for more information). The Auto West Logo and tagline can be positioned at the bottom on the black graphic bar, or any other coloured bar as long as it's within the Auto West or BMW Brand Standards. The logo can also be positioned at the top of the ad and contact info can be placed at the bottom (like the example here).

Stationery

The Auto West business cards and letterhead are both traditional in size and use the Auto West logo fonts and logo colour palette. The large 'A' uses a screened back version of the grey.



Email Signatures

Arial should be used as the typeface for email signatures. This is because Arial is one of the only consistent fonts used across all computer word processing programs. This is the only time Arial can be used for the AWG brand. Also, the logo used in email does not need a tagline. Again, this is also the only time this logo without a tagline can be used. If you have any specific questions please contact the Auto West Marketing Department.

Examples of how email signatures look depending on which dealership they are sent from. Please note that the colours used for all text elements in the email signature are Auto West red, R=201 G=40 B=45 and a greyscale of 50%.

JOACHIM NEUMANN

Group President

AUTO WEST GROUP
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Direct: 604.123.4567

Cell: 604.123.4567

Fax: 604.123.4567



JUSTIN KELSEY

New Vehicle Sales Manager

AUTO WEST BMW
EXCEPTIONALLY DRIVEN

Direct: 604.123.4567

Cell: 604.123.4567

Fax: 604.123.4567



MIKE ENTWISTLE

New Vehicle Sales Manager

AUTO WEST INFINITI
EXCEPTIONALLY DRIVEN

Direct: 604.123.4567

Cell: 604.123.4567

Fax: 604.123.4567



HARRIS TSU

Sales Manager

MINI RICHMOND
EXCEPTIONALLY DRIVEN

Direct: 604.123.4567

Cell: 604.123.4567

Fax: 604.123.4567



Any questions or concerns about the AWG Brand Standards can be directed to the Marketing Specialist.

Wesley Wong
Marketing Specialist
Auto West Group
604. 727.0098
wwong@autowestgroup.ca