



White's Collision Service

Logo & Brand Identity Guidelines

Created by Bizzy Bizzy | bizzybizzycreative.com

Typography

THE TYPEFACES

PRIMARY FONT

Open Sans Bold is the primary font. It's use should be limited to headlines, large copy, and when stronger emphasis is needed.

SECONDARY FONT

Open Sans is to be used for standard body text and subheaders in print or on websites when possible. As an alternative, Verdana may be used.

The fonts used in the logo were never identified from the originally logo designer so we are using a simple san serif font to be used for the majority of copy styling.

Open Sans Bold

A B C D E F
1 2 3 4 5 6

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

Open Sans

A B C D E F
1 2 3 4 5 6

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

Logo Useage

PRIMARY LOGO STYLE

This is the primary logo to be used as well as the reversed version of it for colored backgrounds.



RIBBON LOGO

The logo is often used on a ribbon design as an additional brand element.



1-COLOR

The solid 1-color version is to be used only in the case where 1-color printing is necessary such as on promotional items (embroidery, pens, etc). The 1-color version of the logo should be white on blue or may be used blue on white.



Logo Misuse

The ribbon logo should only be placed at the very top of the page, background element or artboard, never in the middle of a canvas.



Yes



No

The logo should never be squished or changed in proportions in order to fit a space.



The logo should never be placed on a busy background.



The logo should never be made smaller than 1 inch wide. It should always be the biggest logo on the page.

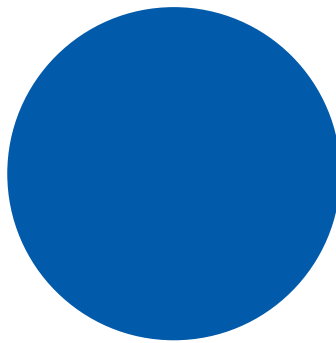


Color Usage

PRIMARY COLORS

These primary brand colors should be used in all design. The predominant color scheme should be blue. With the exception of uniforms and vehicles, in 1-color situations, the first color Patriot Blue should be used. Reds should be used in no more than 25% of the design. For uniforms and vehicles, black may be used as the primary color.

ELECTRIC BLUE



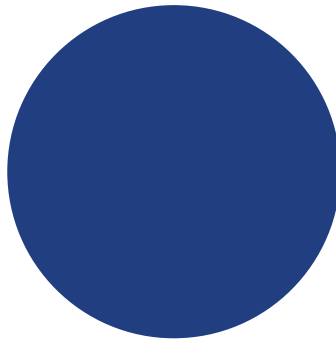
PANTONE **2935 CP**

PROCESS **C100 M63 Y0 K2**

SCREEN **R0 G96 B171**

WEB **#0060AB**

PATRIOT BLUE



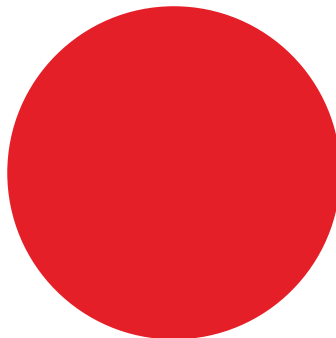
PANTONE **280 CP**

PROCESS **C100 M85 Y0 K39**

SCREEN **R1 G33 B105**

WEB **#012169**

GLOSSY RED



PANTONE **186 CP**

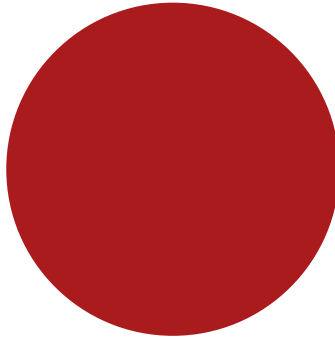
PROCESS **C0 M100 Y80 K5**

SCREEN **R200 G16 B46**

WEB **#C8102E**

Color Usage

FIRE ENGINE RED



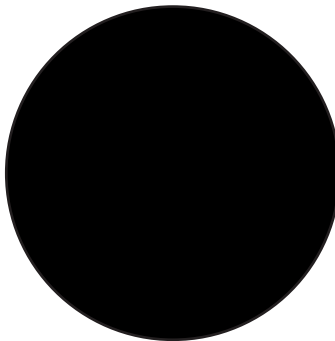
PANTONE **187 CP**

PROCESS **C0 M100 Y74 K26**

SCREEN **R166 G25 B46**

WEB **#A6192E**

UNIFORM BLACK



PANTONE **BLACK CP**

PROCESS **C75 M68 Y67 K90**

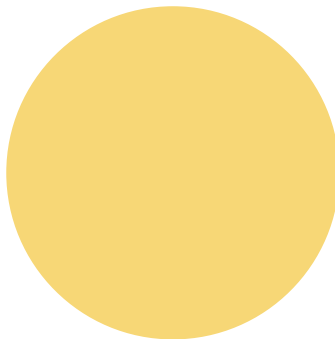
SCREEN **R0 G0 B0**

WEB **#000000**

ACCENT COLOR

Accent Yellow may be used on Calls to Action or other minor design elements. It should never make up more than 5% of the overall color scheme.

SUNSHINE YELLOW



PANTONE **459 CP**

PROCESS **C9 M8 Y67 K1**

SCREEN **R222 G205 B99**

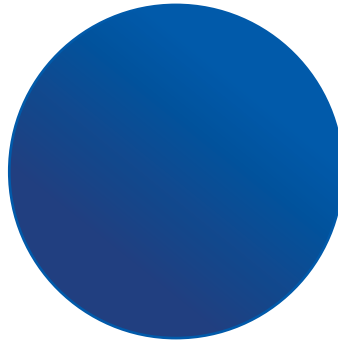
WEB **#DECD63**

Color Useage

GRADIENTS

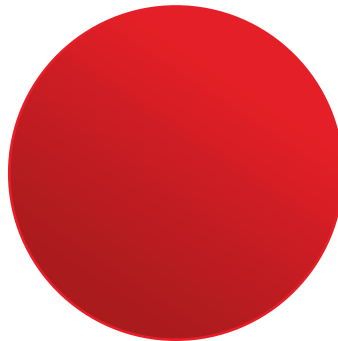
Gradients are used heavily in our design. They indicate movement and light and evoke the sense of how color appears on the body of a vehicle. The gradients should always have the lighter color on the top.

BLUE GRADIENT



Patriot Blue to Electric Blue

RED GRADIENT



Fire Engine Red to Glossy Red

ICONOGRAPHY

REVERSED ICONS + LINE SEPARATOR

Graphics



Gradient 90 deg. Separator is a double border of Patriot Blue and Electric Blue.

Taglines

TAGLINE

Making Friends by Accident!®

It's Your Right, Choose White's!

REPAIR STANDARD

We repair vehicles properly and safely based on factory specifications with fit and finish up to our customers' standards.

Ad & Sales Copy

BECAUSE STATEMENTS

Depending on where an advertisement or promotion is being featured and who the audience is, choose the best one of these “because statements.” Only one should be used per ad.

1. Tell your insurance company you want your vehicle repaired at White’s because **you believe in community** and we support dozens of local events. It’s your right, choose White’s!
2. Tell your insurance company you want your vehicle repaired at White’s because **you want a quality repair** and we are one of only 10 factory certified repair facilities in Oregon. It’s your right, choose White’s!
3. Tell your insurance company you want your vehicle repaired at White’s because **your family’s safety is the most important thing** and we follow factory repair procedures and do safety scans. It’s your right, choose White’s!
4. Tell your insurance company you want your vehicle repaired at White’s because **you’re busy** and we’ll handle everything for you. You won’t have to take your vehicle into Salem to get an estimate. It’s your right, choose White’s!
5. Tell your insurance company you want your vehicle repaired at White’s because **you want a guarantee** and we offer the same lifetime warranty as your insurance company. It’s your right, choose White’s!
6. Tell your insurance company you want your vehicle repaired at White’s because **youth sports are important** and we support local teams. It’s your right, choose White’s!
7. Tell your insurance company you want your vehicle repaired at White’s because **you want great service** and we are one of the highest rated shops in the Valley. It’s your right, choose White’s!
8. Tell your insurance company you want your vehicle repaired at White’s because **you support local businesses** and we are an Oregon family-owned and operated company. It’s your right, choose White’s!
9. Tell your insurance company you want your vehicle repaired at White’s because **you believe in a cure** and we support cancer research. It’s your right, choose White’s!
10. Tell your insurance company you want your vehicle repaired at White’s because **your new car needs a new kind of body shop** and we have state-of-the-art technology, training and equipment. It’s your right, choose White’s!

Brand Voice

Empathetic

When people get in a car accident, it's never a pleasant experience. We want to show concern for the situation and make it better by offering an excellent customer service experience.

Do: Be a good listener and take the accident seriously no matter how small it may seem to you. Always ask if everyone was OK in the accident before getting into the nitty gritty of the repair.

Don't: Make jokes or make light of accidents. Overdramatize or take sides in a controversial accident where fault is unclear.

Knowledgeable

We have decades of experience in the industry. Our knowledge builds trust. Customers should know how much time we invest in continuing education and training and why that matters to the quality of their repair.

Do: Talk knowledgeably and confidently about the issues with a customer's vehicle.

Don't: Be condescending. Use so much industry jargon or acronyms that people can't understand you.

Helpful

We are best known for our helpful, friendly staff. Our service builds relationships and referrals. Our top job is to help customers understand the collision repair process and give them clear direction. Our writing should have a positive, informative tone without fear mongering.

Do: Go out of the way to help them understand their next steps.

Don't: Overwhelm them with information or talk too fast.

Ad Guidelines

SMALLEST ADS AND SIGNS

Every ad, sign or banner must contain the White's Collision logo and the tagline "Making Friends by Accident" or "It's Your Right, Choose White's."

The White's logo must be larger than any other logo.



LARGER ADS

Medium or large ads must contain the White's Collision logo, the website "www.whitescollision.com" or "whitescollision.com," the tagline "Making Friends by Accident" and a "because statement" based on the audience.

Additional elements may include location(s), phone number, photographs and social media icons.

