



AUTOBELL®

Brand Guidelines

JANUARY 2023

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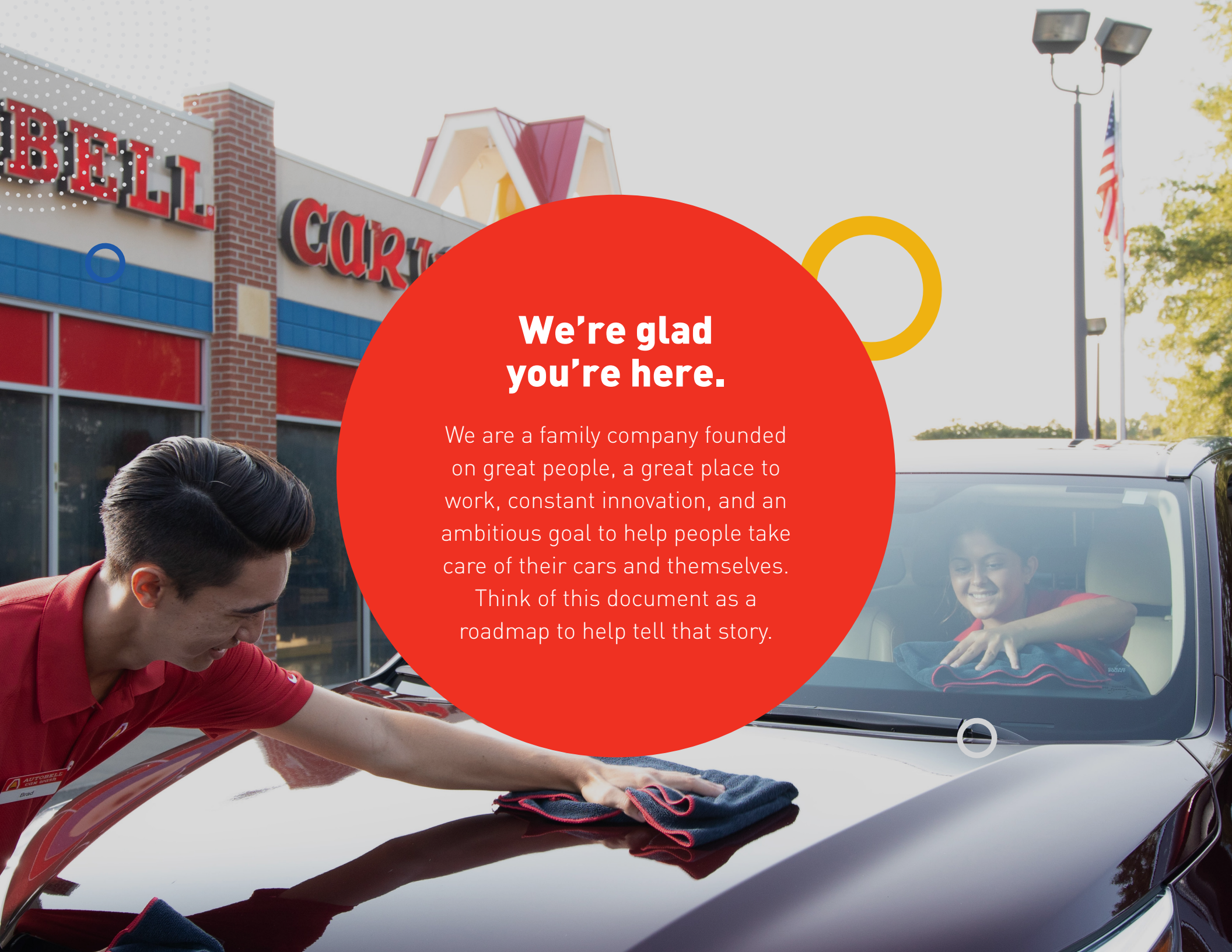
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We're glad you're here.

We are a family company founded on great people, a great place to work, constant innovation, and an ambitious goal to help people take care of their cars and themselves.

Think of this document as a roadmap to help tell that story.



Brand DNA

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Overview

The Autobell® brand DNA captures and clarifies the way we want consumers to perceive, think and feel about our brand. The elements are to be used for strategic alignment and inspiration, and are not meant to be consumer-facing.



Brand Strategy



We're not your average fast car wash.

In the era of “too much to do,” it’s no secret that finding the time to do even rudimentary routines can be tough. But from spotty washing and drying, to do-it-yourself detailing, “fast” car washes can be a fast lane to frustration. Sure they’re quick, but speed is nothing without substance.

At Autobell®, average isn’t good enough. We think achieving a thorough car clean takes expertise and a commitment to cleaning your whole vehicle, not just the exterior. Instead, we offer a curated menu of high-quality, hands-on-(our hands, not yours)-services, including options for cleaning the interior of your car. And, because we do all of the work for you, in 15 minutes or less, keeping your car on a clean routine has never been easier.



Brand Promise

The quickest way to get a better car wash.



Brand Strategy



Key brand insight:

Our competitors believe speed is the ultimate solution to their customers' problems, but we believe it's service.



OUR BRAND STRATEGY IN ONE SIMPLE GET/TO/BY SENTENCE

We need to . . .

get time-strapped consumers who believe they must sacrifice quality for speed

Our target audience and their mindset

to see Autobell® as the better way to wash their car, quickly and thoroughly

What we want them to think / feel / do

by showing them that Autobell offers full-service interior detailing and a human touch.

What we say or do to trigger the desired response

Brand Values

These are the underlying values that we want consumers to associate with the Autobell® brand. These intangible traits give our brand its character and help us stand apart from our competitors.



By focusing on what matters most to our customers — speed and ease — we deliver more than a car wash. We deliver an experience that helps our guests take care of their car and their wellbeing.



Because we clean the inside and not just the outside of our customers' cars, we offer the most thorough experience in the quick car wash category. And because every detail is important, we invest in the training and technology to ensure that every wash is meticulously executed, every time.



Our team is professional, helpful and considerate. When you come to Autobell you are a valued guest, and we are dedicated to treating you and your car with respect.



Brand Pillars

The key areas of focus for capturing and communicating the broader dimensions of our brand story:

WE WORK HARD



Autobell® is not your typical express car wash. We use our own, high-quality automotive soaps, a specially designed tunnel and a hands-on approach that is not common in modern express car washes. And by hands on, we mean human hands — at Autobell, our dedicated team members hand dry, vacuum and detail the interior of your car for you while you wait. The charm in Autobell lies in not doing the detailing yourself — we have people for that.

WE GO DEEPER



A full-service clean is the foundation of a better car wash experience. That's why we offer interior and exterior services and industry-leading extras like our premium mat cleaning and Master AutoVac® options.

WE HELP YOU SAVE



A thorough washing should take time — just not your time. We guarantee a thoroughly clean car in 15 minutes or less. Interior, exterior and even the extras, we've perfected fast so that you can enjoy a clean car without sacrificing your time and effort. And, since price is always on our mind, our UnlimitedSM Car Wash plans ensure that everyone can enjoy a clean car routine for one affordable monthly price.

WE BELIEVE IN CONVENIENCE



If a quality car wash isn't convenient, we know you're unlikely to make it part of your routine. Our mission is to make cleaning your car often accessible. That's why our locations are in your neighborhood, why we don't require appointments and why we offer a wide variety of service options to meet your specific cleaning needs.



PROOF POINTS

- Human touch
 - Friendly people
 - Full-service
 - Family operated
 - Autobell® Life Happens Promise
- Innovative wash system
 - Exterior hand drying
 - Interior detailing
 - Exclusive car soaps & cleaners
 - More service options
 - Highly trained employees
- Saving you money (Unlimited & Rewards)
 - Saving you effort (Full-service)
 - Saving you time (15 minutes or less)
- Convenient neighborhood locations
 - No appointment needed
 - Easy app
 - Touchless payments

Brand Personality & Tone

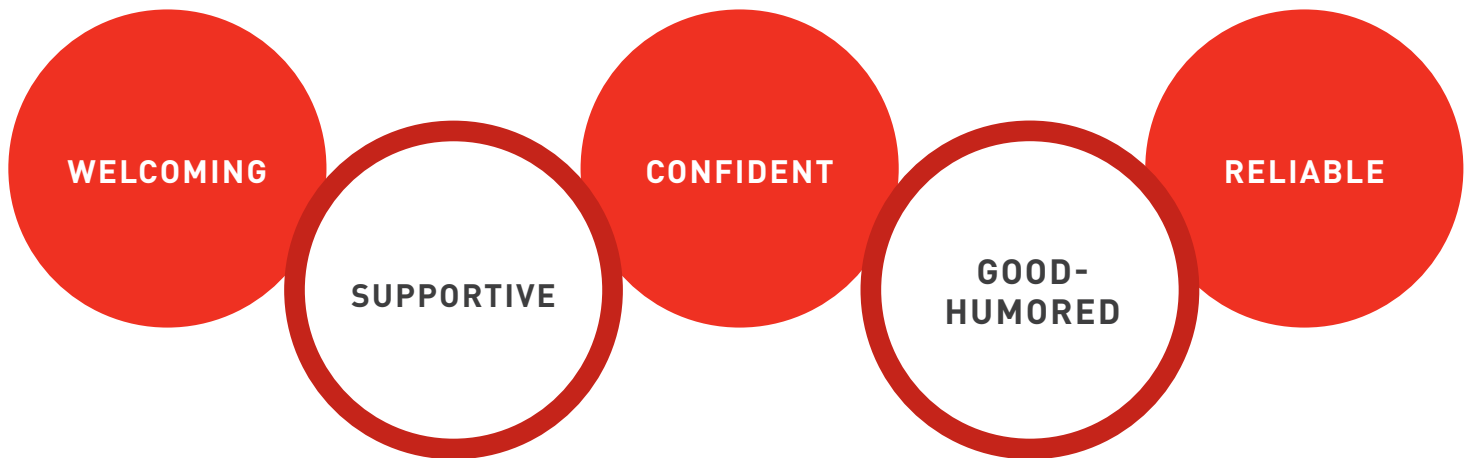
BRAND PERSONALITY

Brand personality answers the question “what would the Autobell® brand be like if it were a person?” Our brand personality provides valuable guidance for things like tone and voice and is used to connect with our customers on an emotional level.



BRAND TONE

At Autobell, every word we say informs and encourages, and we impart our expertise with clarity, empathy and wit. Our tone is informal, but it’s always more important to be clear than entertaining.



Brand Personality In Action



A full-service car wash in a self-service world.

Welcome to a different kind of car wash.



Full-car clean in 15 minutes or less.

We give people the energy and time to do more of what matters to them.



What's good for your car is good for you.

Less stress, more productivity, more happiness — turns out maintaining a clean car comes with a variety of benefits, and they're not all tied to protecting your investment. We offer interior cleaning because we care about our customers and their cars.



Mind if we lend a hand?

Our whole-car, hands-on approach elevates your car wash experience. The charm in Autobell® lies in not doing the detailing yourself — we have people for that.

Brand Framework



STRATEGIC TARGET

Time-strapped people who believe they have to sacrifice quality for speed

KEY INSIGHT

Our competitors believe speed is the ultimate solution to their customers' problems, but we believe it's service.

REASONS TO BELIEVE

Fast

Full-service

Real people

Interior detailing

BRAND PROMISE

The quickest way to get a better car wash.

BRAND ASSETS

Brand word mark

Brand logo

Bold vibrant colors

Interior detailing imagery

BRAND VALUES

Caring

Thorough

Welcoming

BRAND PERSONALITY

Considerate

Informative

Inspiring

Playful



Copyright/ Trademarks

A trademark or service mark is defined by the U.S. Patent and Trademark Office (USPTO) as a word, phrase, symbol or design, or a combination thereof, that identifies and distinguishes the source of goods or services of one party from those of others. Proper mark attribution through trademark symbols, service mark symbols, copyright symbols, and credit lines helps make the public aware of our marks and helps prevent them from becoming generic terms. Credit lines also help clarify that they belong to Autobell® Car Wash. Detailed below you will find appropriate use of attributions.

REGISTERED TRADEMARK AND SERVICE MARK SYMBOLS

Use the ® symbol with all registered trademarks and service marks. Place the ® symbol to the upper right or lower right of the registered mark in a way that does not intrude or impede it in any way. In the symbol the letter “R” should be large enough that it is recognizable inside the circle to the naked eye.

AUTOBELL® CAR WASH REGISTERED MARKS

Autobell® (word mark) - Autobell® when it appears in conjunction with the words “car wash” should have a capital letter “A” for Autobell®, capital “C” for Car, and capital “W” for Wash. Autobell® should bear the symbol ® upon first use in a business document if it is being used in a regular typeface. In documents longer than 3 pages a credit line should also be used. When multiple marks are used in close proximity, each individual element should bear its own symbol ®. Autobell® should not be all capital letters unless the words surrounding Autobell® are also capitalized as in an all caps sentence on a pamphlet header.

AUTOBELL® CAR WASH NON-REGISTERED SERVICE MARKS

Use a superscript “SM” symbol with all non-registered service marks. The service mark symbol gives notice that the company claims common law rights to the word(s) or design. Place the superscript “SM” symbol to the upper right or lower right of the non-registered mark in a way that does not intrude or impede it in any way. In the symbol the letters “SM” should be large enough that they are recognizable to the naked eye. If a mark is registered with the USPTO, upon publication to the register, the superscript “SM” symbol should be replaced by the appropriate registered service mark symbol.



Copyright/ Trademarks

COPYRIGHT MATERIALS

Materials that may include copyrightable material should include a copyright notice. Examples of materials that should include the copyright notice are any web pages, manuals, photographs and cartoons. For the first time a project is printed it should bear the following copyright notice: “Copyright © (year of first Publication). Autobell® Car Wash, Inc. All rights reserved.” In subsequent reprints of a project if there is a significant change (major change to context or 30% or more of text and illustrations) and would be the first time the new version is copyrighted, use the following copyright notice: “Copyright © (year of first Publication), (year of revision). Autobell® Car Wash, Inc. All rights reserved.”

CREDIT LINES

All manuals, advertisements, promotional material and web pages should include the following service mark credit line: “The Autobell® Car Wash name and logos are Registered United States Service marks of Autobell® Car Wash, Inc. Copyright Materials and Registered Service marks may not be used without prior written consent from Autobell® Car Wash, Inc.”

COMMON SERVICE MARK ISSUES ADDRESSED

On first use, the full name Autobell® Car Wash should be used. In subsequent uses, it is acceptable to refer to Autobell®. Autobell® used as a word should always appear as one word with no space, and only the A is capitalized unless the words surrounding it are in all caps, such as a header on a pamphlet. In this instance Autobell® Car Wash would appear in all caps also.

Do not place a ® after the term “car wash” when used alone or in conjunction with Autobell®.



Copyright/Trademarks

AUTOBELL® CAR WASH REGISTERED MARKS

Autobell® Car Wash

Autobell® Tower Structure with Suspended Bell *(architectural structure)*

Autobell® Sign Design *(logo)*

PEOPLE CAN TELL WHEN YOU AUTOBELL®
(slogan - should not be used without a logo)

SUPERCARD®

A Clean Car Says A Lot About You®

Complimentary Car®

When We Shine, You Shine.®

BRIGHTEN THE WORLD BY HELPING OTHERS SHINE®

CREEK CHALLENGE®

Master AutoVac®

Arch and Bell Design *(symbol)*

Warranty Logo *(symbol)*



AUTOBELL® CAR WASH NON-REGISTERED SERVICE MARKS

WHERE THE SHINE COMES FROM YOUSM

AUTOGLOSSSM *(Blippo Black Font)*

BrilliantSM

**PolyprocessSM
Double PolyprocessSM
Super PolyprocessSM**

**UnlimitedSM
Exterior UnlimitedSM
Super UnlimitedSM**

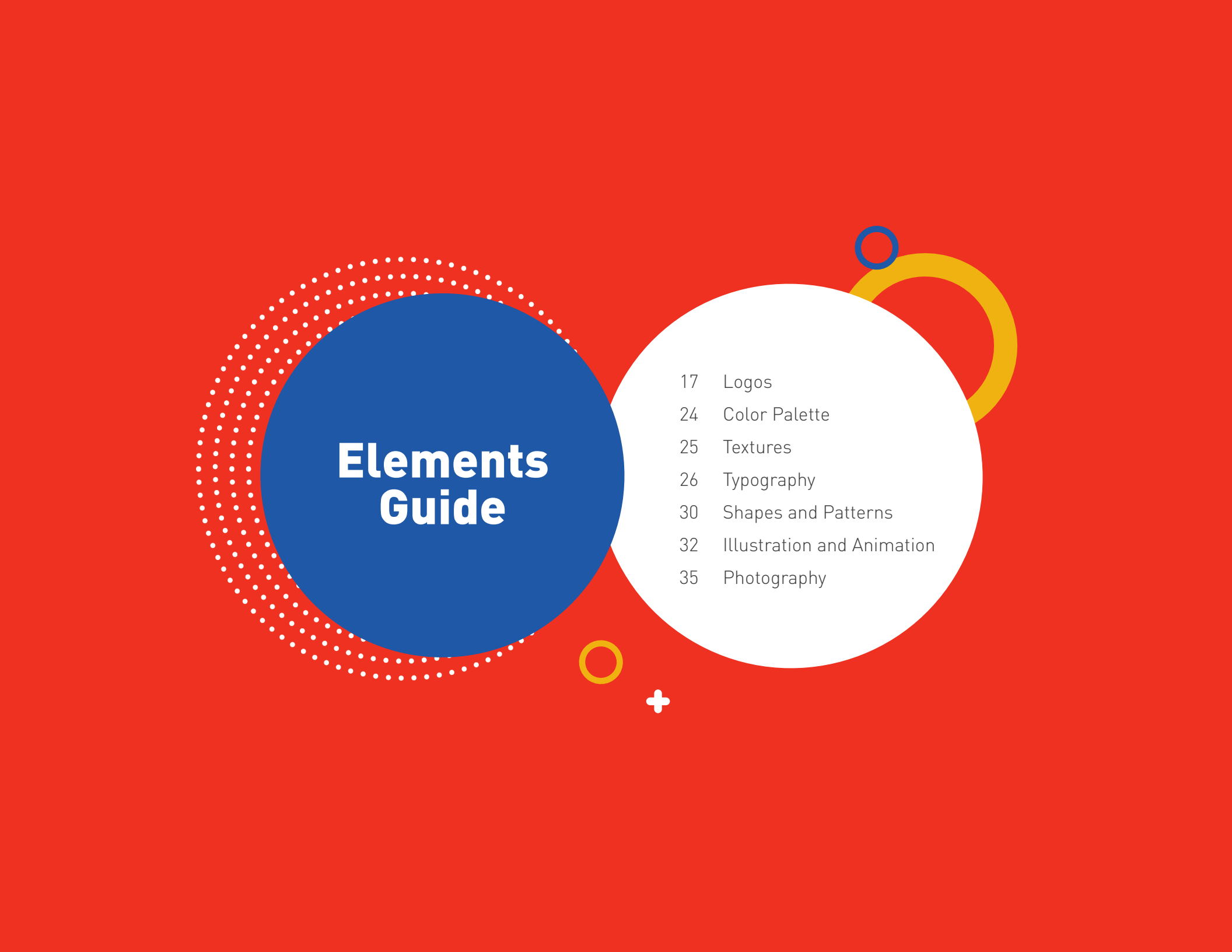
Unlimited ShineSM

A Clean Car Says A LotSM

Put Your Best Wheel ForwardSM

GIVE THE GIFT OF CLEANSM





Elements Guide

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Logos

Autobell® Car Wash has three separate logo forms: the Autobell® Badge logo, the Autobell® Marquee logo and the Autobell® secondary logo. Each logo has usage rules and technical constraints. Please refer to the guidelines on pages 18-23 to most effectively maintain the visual integrity and brand recognition of each Autobell logo asset.

BADGE LOGO



MARQUEE LOGO



SECONDARY LOGO



Badge Logo

The Autobell® Badge logo is the primary approach for the Autobell® brand mark. The badge has three separate versions: The Name Badge, The Bell Badge and The Car Wash Badge.

1 Color black



1 Color red



Full color



NAME BADGE LOGO

Usage Guidelines: The Autobell® Name Badge logo should be used in established markets or when there is context such as accompanying text or imagery that clearly communicates that Autobell is a car wash.

BELL BADGE LOGO

Usage Guidelines: The Autobell® Bell Badge logo should primarily be used on-site. It can also be used as a graphic accent when used in conjunction with an Autobell® Marquee, Secondary or Name Badge logo.

CAR WASH BADGE LOGO

Usage Guidelines: The Autobell® Car Wash Badge logo should primarily be used in new and emerging markets or when it is not evident that Autobell is a car wash.



Marquee Logo

The Autobell® Marquee logo can be used in all markets when space permits. This logo form works best in large and dynamic formats such as out-of-home and broadcast. The vector version is best for large-scale print applications, while the raster version works best in digital applications for greater color and dimension and maximum detail. The platform is always included as part of the logo and should be visible on light and dark backgrounds.

VECTOR MARQUEE LOGO

Full color on light background



VECTOR MARQUEE REVERSED LOGO

Full color on dark background



RASTER MARQUEE LOGO

Full color



Secondary Logo

The Autobell® secondary logo uses elements of the primary Autobell® Badge logo arranged in a different composition. This form of the Autobell brand logo is primarily used on promotional items, internal communications, and other applications where space prevents using either the Autobell Badge logo or Marquee logo.

Full color



1 Color black



1 Color red

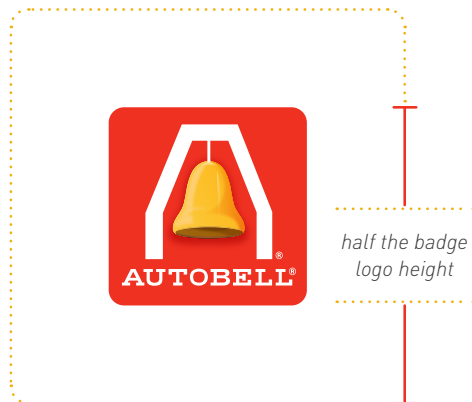


Clear Space

Clear space ensures legibility and visual impact by isolating the logo from competing visual elements. The clear space for each logo is depicted below. Try to keep type and other distracting elements clear of this zone.

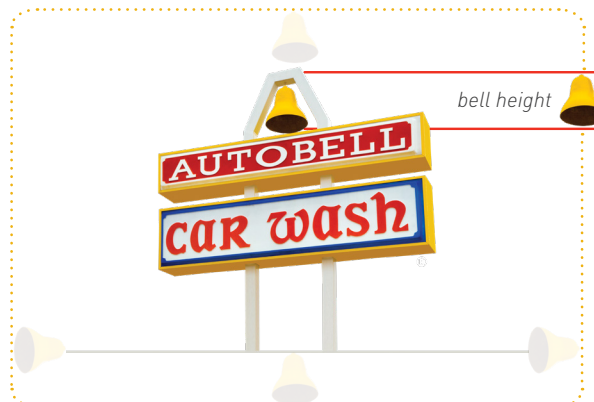
BADGE LOGO CLEAR SPACE

Maintain a proportional “clear space” equal to roughly half the height of the Autobell® Name Badge.



MARQUEE LOGO CLEAR SPACE

Maintain a proportional “clear space” equal to that of the “Bell” around the Autobell® logo.



SECONDARY LOGO CLEAR SPACE

Maintain a proportional “clear space” equal to the height of the Autobell® secondary logo.



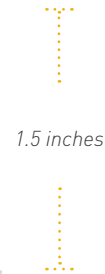
Minimum Sizing

A minimum size ensures that the impact and legibility of the logo is not compromised in application. Always maintain their set proportions and never show the logos smaller than the sizes indicated below.

BADGE LOGOS MINIMUM SIZE



MARQUEE LOGO MINIMUM SIZE



SECONDARY LOGO MINIMUM SIZE



Logo Misuse

A consistent logo is integral to brand awareness. It is important not to alter the position, size, spatial relationship, type and proportion of the logo elements. If you feel that you have a need for a version of an Autobell® logo that isn't provided, please contact the Marketing Department for help.

- X DO NOT** place the logo in a shape



- X DO NOT** alter the logo colors



- X DO NOT** create your own logo art



- X DO NOT** distort the logo



- X DO NOT** rotate the logo



- X DO NOT** crop the logo



- X DO NOT** use drop shadows or any other effects



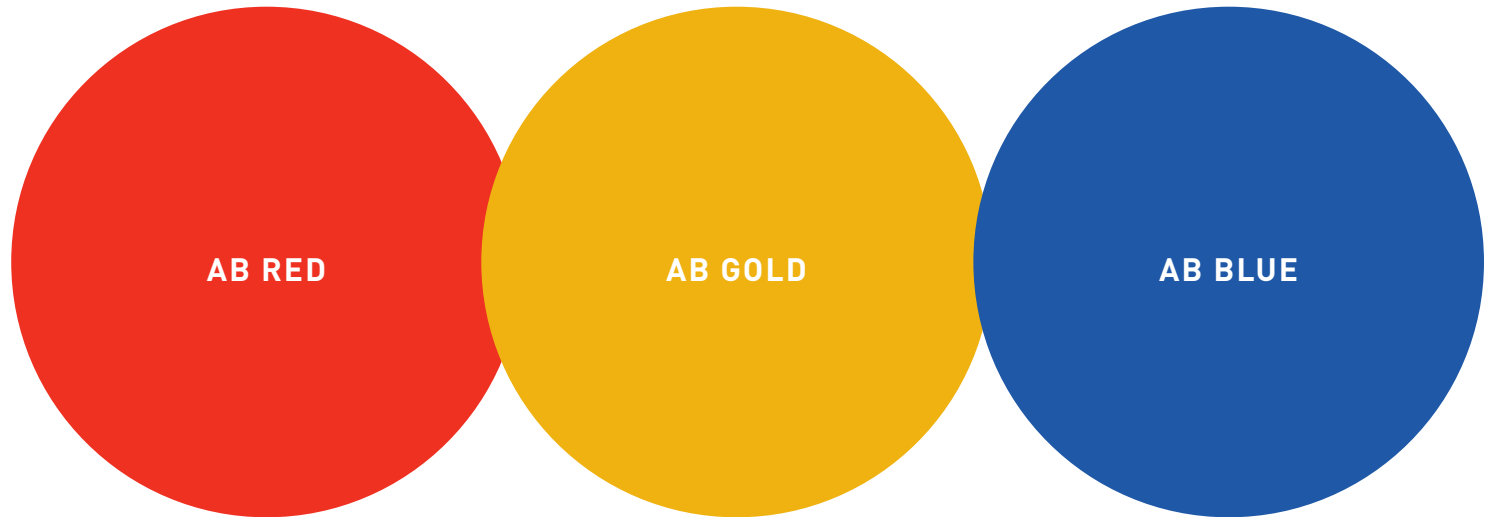
- X DO NOT** change the transparency of the logo



Color Palette

Our color palette is a fundamental part of our visual language and the colors within it represent the energy and fun inherent in our brand. Shades of AB Blue from 100% to 0% opacity may be used for illustration purposes.

PRIMARY PALETTE



AB RED

AB GOLD

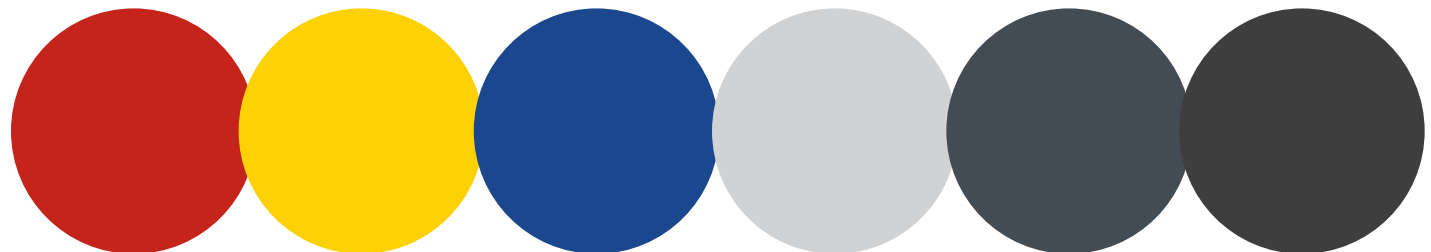
AB BLUE

PMS 1795
CMYK 0 94 100 0
RGB 238 53 36
Hex #EE3524

PMS 124
CMYK 0 28 100 6
RGB 238 177 17
Hex #EEB111

PMS 2945
CMYK 93 73 0 0
RGB 6 84 179
Hex #0654B3

ACCENT PALETTE



CMYK 0 94 100 20
RGB 197 43 28
Hex #C52B1C

PMS 116
CMYK 0 16 100 0
RGB 255 210 0
Hex #FFD200

CMYK 93 73 0 20
RGB 26 72 141
Hex #1A488D

PMS Cool Gray 4
CMYK 0 0 0 20
RGB 209 211 212
Hex #D1D3D4

CMYK 72 60 50 35
RGB 68 75 83
Hex #444B53

PMS Cool Gray 11
CMYK 0 0 0 90
RGB 65 64 66
Hex #414042



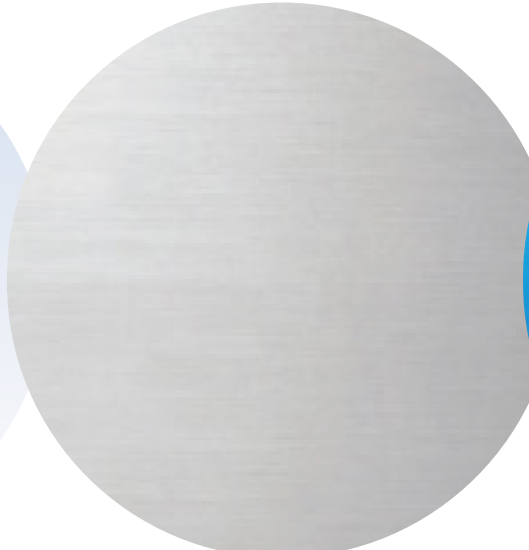
Textures

Textures are key visual elements in our brand. They can provide a backdrop for other brand elements and help organize spaces.

LIGHT BLUE GRADIENT



ALUMINUM



BLUE ARC



Primary Typography

Official Autobell® communications must use fonts from the DIN family or an approved Autobell font.

The primary typeface of the Autobell brand is DIN. DIN is a clean, clear and extremely legible font, and it gives weight to messaging and offsets the playfulness of other brand elements.

DIN

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*{}()¢¶

Aa

DIN BLACK

Aa

DIN OT BOLD

Aa

DIN OT LIGHT



Website Typography

Benton Sans is a sans-serif font known for its smooth transitions and organic shapes. This font is used exclusively on the Autobell® website for headlines and body copy.

Benton Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&*{()}¢¶

Aa

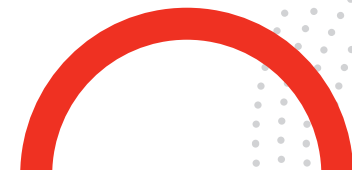
BENTON SANS
BLACK

Aa

BENTON SANS
MEDIUM

Aa

BENTON SANS
BOOK



Secondary Typography

The secondary typeface of the Autobell® brand is Arial. Arial should be used sparingly and in circumstances when DIN is not available for use. Because Arial is widely available across different devices, it is the best font to use for shared documents and presentations.

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&*{}¢¶

Aa

ARIAL BOLD

Aa

ARIAL REGULAR



Typography Styling

Elements of good typography include consistency, hierarchy and alignment. For best practices and brand consistency, use the following type styling samples for each brand font.

PRINT & SOCIAL STYLING

**For people
and the cars
they love.**

HEADLINE *DIN Black*

THIS IS THE AUTOBELL® WAY

SUBHEAD *DIN OT Bold All Caps*

Since 1969, we've helped more than just cars shine.

BODY COPY *DIN OT Light*

WEBSITE STYLING

**For people
and the cars
they love.**

HEADLINE *Benton Sans Black*

THIS IS THE AUTOBELL® WAY

SUBHEAD *Benton Sans Medium*

Since 1969, we've helped more than just cars shine.

BODY COPY *Benton Sans Book*

POWERPOINT STYLING

**For people
and the cars
they love.**

HEADLINE *Arial Bold*

THIS IS THE AUTOBELL® WAY

SUBHEAD *Arial Bold*

Since 1969, we've helped more than just cars shine.

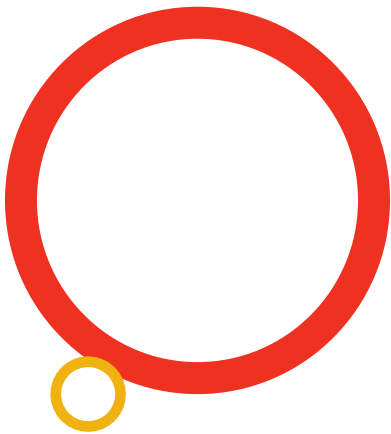
BODY COPY *Arial Regular*



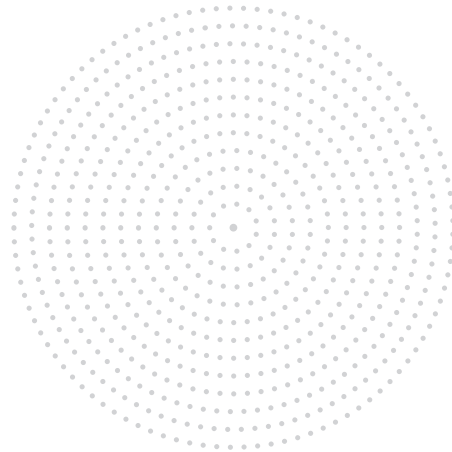
Shapes & Patterns

Shapes and patterns are used to create continuity throughout our materials and increase brand recognition. When used appropriately with scale and color, the patterns bring a vibrant energy to layouts.

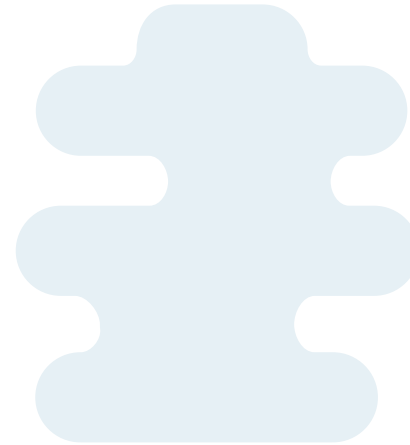
CIRCLES



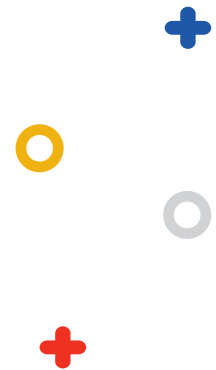
RADIAL CIRCLE*



FLUID FORM



PLUSES & CIRCLES



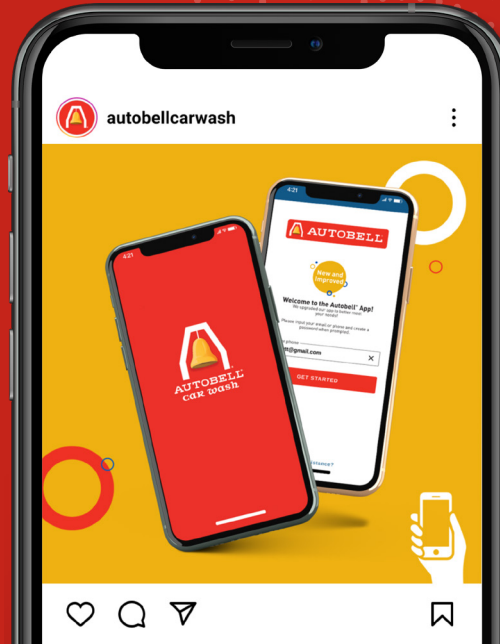
**The full radial circle should never be shown in its entirety. Only place it where a portion of the circle is visible, such as in corners or partially behind objects.*



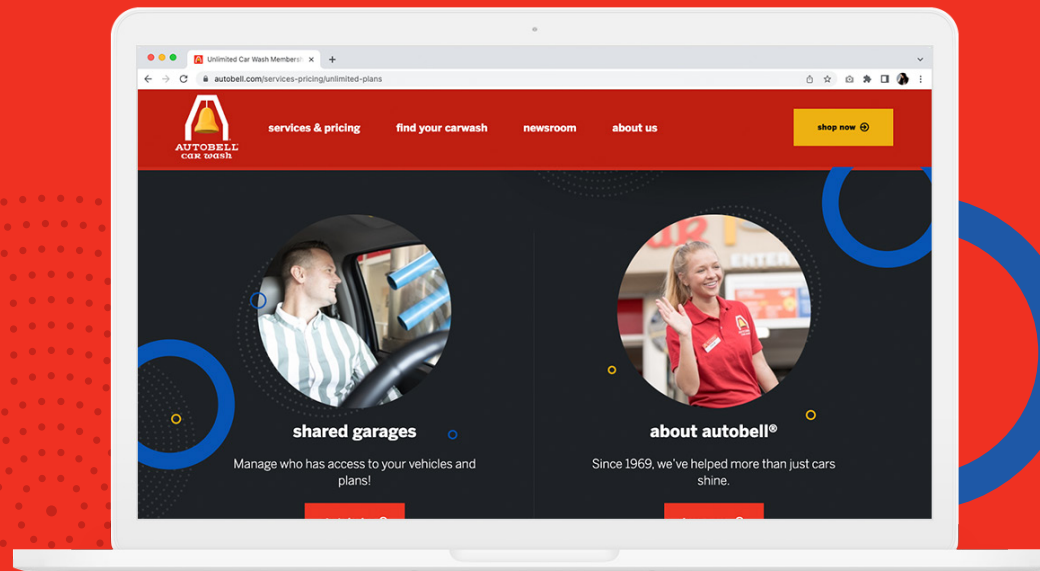
FLUID FORM,
PLUSSES & CIRCLES



RADIAL CIRCLE



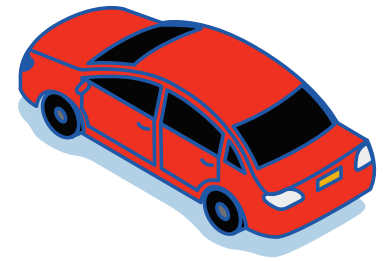
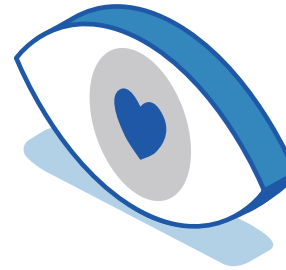
CIRCLES



Illustration

Our illustrations take on two styles, isometric and fluid. They should always have a clear purpose, support content and guide audiences to understand concepts, products or services. Clear and playful illustrations help us provide meaningful engagement to our audiences.

ISOMETRIC STYLE



FLUID STYLE



Illustration

Using illustrated vignettes, we create distinct, branded environments in the Autobell® style to help visually tell a story or communicate a message to our audience. There are two environment styles: isometric and front view with fluid details.

ISOMETRIC ENVIRONMENT

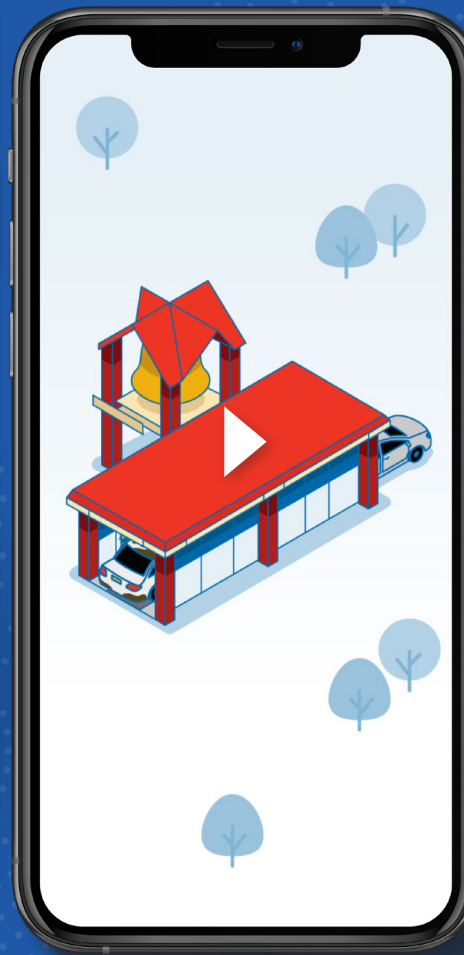
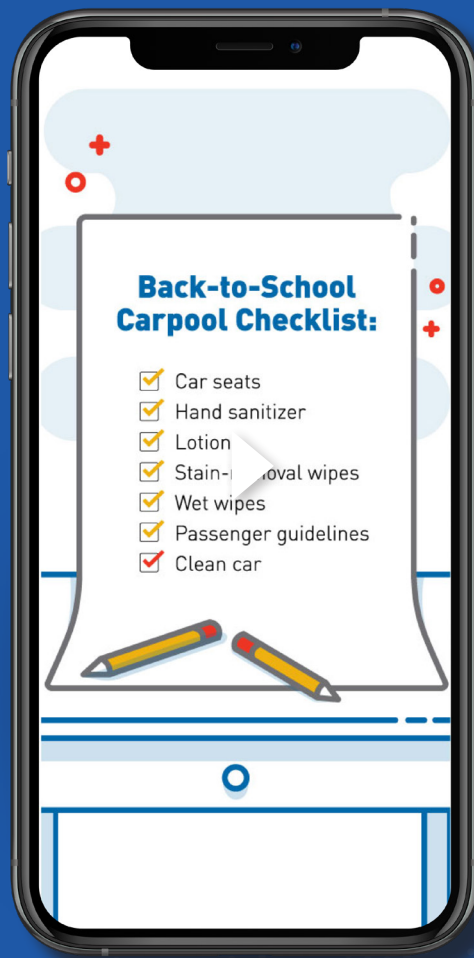


FRONT VIEW FLUID ENVIRONMENT



Animation

Animation can bring our work to life, guide audiences through complicated problems and tell meaningful stories. We also use animation to uncover or enhance moments of surprise and delight found in the content.

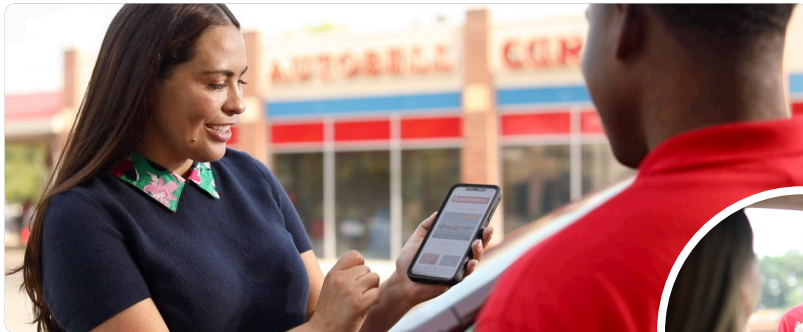


CLICK EACH
IMAGE TO
PREVIEW
ANIMATION



Original Photography

The Autobell® brand image library provides genuine and inclusive photography and videos of team members, customers and the working world of Autobell. The care and craft we put into our imagery choices demonstrates our commitment to best-in-class communication and a celebration of the work we do. *Note: Any cars shown in the wash must have a customer seated in the driver's seat.*



BRAND LIBRARY: [Link to Image Library](#)



Stock Photography

For marketing and advertising, stock imagery is a good choice for quick turnaround times. Well-lit photography, featuring clean cars, a diverse range of people and a positive tone, is best for representing the Autobell® brand. When using stock images, try to choose photographs that present the world as-is versus staged or artificial contexts.



PREFERRED STOCK VENDOR: [istock.com](https://www.istock.com)



BRAND GUIDELINES 2023