

CarMax

Brand Guidelines:
Logo, Colors & Messaging

Logo

Our Logo

Our customers want and expect a seamless experience at every touch-point. From researching on carmax.com to reviewing the window sticker displayed on a chosen car, details, like a consistent logo, matter.

The five dashes under **max** represent the open road and start at the beginning of the **m** and extend beyond to the right. Dashes are below the text by one dash height.

Our Logo



The Exclusion Zone

The exclusion zone ensures the legibility and impact of our logo by isolating it from competing visual elements such as text and supporting graphics.

Keep at least a CarMax dash's width of space between our logo and other elements. This zone should be considered as the absolute minimum safe distance.

The exclusion zone is equal to the CarMax dash width.



The Exclusion Zone - Cont'd

This page illustrates why the exclusion zone is so important.

In the top two examples, other elements come much too close to the CarMax logo, creating a cramped and messy visual.

The bottom two examples show correct treatment of our logo and the exclusion zone.

By respecting the exclusion zone, we ensure our logo stands out and looks its best.



NO

Here the XX logo is much too close to the CarMax logo.



NO

This copy line is also much too close to our logo.



YES

Both the CarMax and XX logos have enough room that they do not compete with each other.



YES

The copy has just enough room. Remember the exclusion zone is the minimum space given to our logo.

CarMax Icon

Under certain circumstances, we prefer to simply use our icon on its own instead of the full logo mark.

The icon is generally used in CarMax mobile apps and social channels.

In these instances, we want the UX to be the main feature and the icon to act as a supporting element.

Our Icon



Our Icon

If you are using our icon instead of our logo, the same exclusion zone applies.

The exclusion zone ensures the legibility and impact of our icon by isolating it from competing visual elements such as text and supporting graphics.

Keep at least a CarMax dash's width of space between the icon and other elements. This zone should be considered as the absolute minimum safe distance.

The exclusion zone is equal to the CarMax dash width.



Sizing Minimums

Establishing a minimum size ensures that the impact and legibility of our logo is not compromised. Because of the higher resolution available in print versus that of screen-based media (300dpi versus 72dpi respectively), we are able to reproduce our logo at a fractionally smaller size in print without any graphic deterioration.

Print - Logo

To ensure legibility and impact, the CarMax logo should never be reproduced smaller than 1in in any print communication.

Digital - Logo

To ensure legibility and impact, the CarMax logo should never be reproduced smaller than 72px in any digital communication.

Print - Icon

To ensure legibility and impact, the CarMax logo should never be reproduced smaller than .35in in any print communication.

Digital - Icon

To ensure legibility and impact, the CarMax logo should never be reproduced smaller than 25px in any digital communication.



Print
1.0in



Digital
72px



Print
.35in



Digital
25px

Logo Options

The CarMax primary logo, pictured right, should be considered as the first choice.

This logo elevates the brand blue and uses the brand yellow as the supporting color.

Primary logo

CarMax is PMS 281 blue and the dashes are PMS 109 yellow.

Secondary logo

Shown here on a blue background, the **CAR** and dashes are PMS 109 yellow and the **max** is white.

Blue Box logo

The blue box logo is recommended when neither the primary nor secondary logos are not visible enough. The size of the blue box is the exact size of the exclusion zone. These two elements together make up the proportions of the blue box logo.

Mono color logos

The blue logo is used in places where a mono color option is need that is not gray scale. The logo is PMS 281 blue.

The black logo is used with backgrounds less than 60% gray scale value.

The white logo is used with backgrounds greater than 61% gray scale value.

Logo Color Options



Primary Logo - Light Backgrounds



Secondary Logo - Dark Backgrounds



Blue Box Logo

Mono Color Options



Blue Logo



White Logo



Black Logo

Logo Appearance

It is important that the appearance of our logo remains consistent.

Our logo should not be added to or otherwise modified. No attempt should be made to alter our logo in any way. Its orientation, colors, and composition should remain as indicated in this document — there are no exceptions.

These examples illustrate changes to our logo that should be avoided.



NO

Do not distort our logo in any way.



NO

Do not add outlines to our logo.



NO

Do not add effects to our logo.



NO

Do not blur our logo.



NO

Do not add drop shadows or glows to our logo.



NO

Do not change the colors in our logo.



NO

Do not skew our logo.



NO

Do not outline our logo.



NO

Do not change the proportions of the blue box on the overlay version of our logo.



NO

Do not remove the last dash from our logo.



NO

Do not remove any of the dashes from our logo.



NO

Do not add any dashes to our logo.

Colors

Primary Colors

CarMax Blue and CarMax Yellow are our primary colors. These two vibrant colors provide a balanced contrast for easy readability and bold, eye-catching design. Consistent use of CarMax Blue and CarMax Yellow across our creative ensures they remain synonymous with our brand.



CarMax Blue - Print

PMS 281
CMYK 100.75.15.30



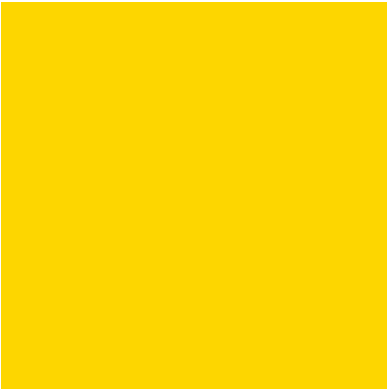
CarMax Blue - Digital

#003366



CarMax Yellow - Print

PMS 109
CMYK 0.14.100.0



CarMax Yellow - Digital

#FFD700

Secondary Colors

Sky Blue, Cyan and Spring Green are our secondary colors and are used in support of our primary colors.



Sky Blue - Print

PMS 297
CMYK 50.5.0.0



Sky Blue - Digital

#77C2E6



Cyan - Print

PMS 299
CMYK 100.0.0.0



Cyan - Digital

#00AEEF



Spring Green - Print

PMS 368
CMYK 60.0.80.0



Spring Green - Digital

#7DC545

Expanded Colors

Supporting colors for our brand based on CarMax colors (500s)

CarMax Blue

CarMax Blue		
500		#003366
50		#CBD5E0
100		#A6B8CA
200		#7F99B2
300		#4D7494
400		#25517C
500		#003366
600		#002B5A
700		#002450
800		#001A41
900		#000A28

Sky Blue

Sky Blue		
500		#77C2E6
50		#E3F2FA
100		#D0EAF7
200		#BBE0F2
300		#A0D5EE
400		#8BCBEA
500		#77C2E6
600		#6AB8E1
700		#51A6D8
800		#2F87C7
900		#196FBA

Spring Green

Spring Green		
500		#7DC545
50		#E4F3D9
100		#D2EBBE
200		#BEE2A2
300		#A4D77D
400		#90CD61
500		#7DC545
600		#70BC3A
700		#56AA26
800		#338B10
900		#1D7504

CarMax Yellow

CarMax Yellow		
500		#FFD700
50		#FFF7CC
100		#FFF1A6
200		#FFEB7F
300		#FFE559
400		#FFE140
500		#FFD700
600		#FFCD00
700		#FFC100
800		#FFA400
900		#FF9800

Cyan

Cyan		
500		#00A9E4
50		#CBEEFB
100		#A6E3FA
200		#74D3F7
300		#4DC7F4
400		#25BAF1
500		#00A9E4
600		#00A3EC
700		#008DE6
800		#0069DA
900		#0050D1

Grey

Grey		
500		#9E9E9E
50		#FAFAFA
100		#F5F5F5
200		#EEEEEE
300		#E0E0E0
400		#BDBDBD
500		#9E9E9E
600		#757575
700		#616161
800		#424242
900		#212121

Illustrations

CarMax Illustrations

When to Use Illustration

We use illustration to support a cohesive, clear, and consistent visual narrative across our customer touch points. The use of illustration should never distract from or overshadow the key message.

Illustration is most commonly used in the following marketing creative:

- carmax.com
- Related micro-sites and landing pages
- Display (banner ads)
- Email
- Social media
- Editorial content and info graphics
- In-store digital signage

Illustration Example



CarMax Illustrations

Illustration is a key element of our evolving brand visual style. We use illustrations to present our brand story in an engaging and relate able way and make complex ideas more accessible and clear. Illustrations are used to effectively tell stories and easily communicate our core brand tenets, exceptional customer experience, and key marketing messaging.

Illustration + photography

Illustrated scene

Illustrated graphics that provide a scene

Illustrated graphics

How to Use Illustration

The CarMax illustration environment draws inspiration from the real world. Illustrated objects must retain realistic proportions, reflect natural movement, adhere to gravity, and cast shadows/reflect light.

Illustrations

Colors

Illustrations should primarily use the approved brand color palette with minimal use of non-brand colors for points of emphasis. Our illustrative style is tone-on-tone backgrounds, which helps the main subject stand out. The use of grayscale or pale single color for the backgrounds is also acceptable.

Elevation and Shadows

Any illustrated object must be held to real-world environment standards, and elevation and shadows provide critical visual cues. Elevation implies the distance between surfaces and the appearance of an object's shadow. Shadows define objects as separate elements and provide visual context.

Multiple Mediums

Both illustration and photography can live within the same creative. When combining the two, the main subject should always be the photo.

Movement

Animated illustrated objects can move along any axis (although a Z-axis motion is typically a result of user interaction) and must depict natural movement inspired by forces in the real world. Motion is quick and shouldn't keep the user waiting longer than necessary. Transitions should be clear, simple, and make sense in terms of the narrative.

Typography

CarMax Typography

Montserrat

Montserrat is the main CarMax Brand font family both in print and digital.

Choice of font weights should support the messaging hierarchy in print and digital.

A mix of color can also be used to provide graphic interest and assist messaging hierarchy.

Montserrat

Montserrat - Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Montserrat - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Montserrat - Semi-Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Montserrat - Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

CarMax Typography

Roboto

Roboto can be used in sub heads and body text in print and digital.

Roboto

Roboto - Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Roboto - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Roboto - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Roboto - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

CarMax Typography

Adobe Caslon Pro

Adobe Caslon Pro is used for body text exclusively in longer print documents.

Adobe Caslon Pro

Adobe Caslon Pro - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Adobe Caslon Pro - Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

Adobe Caslon Pro - Semi - Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Adobe Caslon Pro - Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Imagery

CarMax Brand Imagery

On-Brand Imagery

Like all brand creative, CarMax imagery should reflect brand key traits and be relatable to our audience.

Ideal imagery includes vibrant colors and should feel natural, providing a feeling of capturing a moment versus appearing posed and artificial. Associate imagery reflects the experience; subjects appear approachable and ready to help.

Image Examples



CarMax Brand Styles

Brand styles loosely tie to the customer’s journey down the sales funnel. Typically, the more general the messaging, the higher up the funnel. The more specific the messaging, the further down the funnel.

NOTE 1:
Different styles can support each other in the same medium or platform.

• *Within the digital landscape, different styles can be used on the same page to support different ideas/concepts being presented on that page.*

NOTE 2:
It is necessary to align with the CarMax brand in all communications.

• *Reference brand guardrails for design and copy alignment.*

• *Reference product design principles and brand guardrails for UX design alignment.*

• *For additional copy guidance, partner with a UX Writer or copywriter.*

- STYLE A:**
Brand, product, and value awareness

- STYLE B:**
Campaigns, promotions, digital advertising

- STYLE C:**
Service/value/product/campaign detail

- STYLE D:**
Product engagement

- STYLE E:**
The nitty gritty details



STYLE A: BRAND/PRODUCT/AWARENESS

Visual elements

Photos

Messaging

Current, approved marketing/brand positioning statements, headlines, tagline, value propositions

- Used to raise awareness/affirm brand
- a. Establishes current brand positioning
 - b. Makes a first impression and maintains consistency in subsequent impressions

- Copy is focused on answering the big overarching questions:
- a. Why CarMax?
 - b. What's in it for me?
 - c. How is CarMax different?
 - d. Why should I trust CarMax?

NOTE:
This messaging tends to have specific wording that does not vary across mediums.

• *Always check with marketing/brand for existing, pre-approved copy and/or seek approval from marketing/brand for newly generated copy that describes brand positioning, value propositions.*

Messaging Examples:

Experience clear and simple car buying and selling.
Drive what's possible.
They way car buying should be.
We buy all the cars. (broadcast only)
People driven.
We'll buy your car even if you don't buy ours.®

Example:



STYLE B: PROMOTIONS, CAMPAIGNS, BANNERS, INTERSTITIALS

Visual elements

Illustrated scene or
illustrations + photography

Messaging

Advertising and/or digital support of
advertising, seasonal, or location-specific
promotions or campaigns, featured products,
or services.

Used to raise awareness, affirm brand,
promote campaign.

- a. Consistent with the copy guardrails for
each medium (i.e. print, broadcast, web)

Primary headlines establish emotional
connections between:

- a. The subject of the campaign (e.g. sell us
your car or store grand opening)
- b. The customer's goals
- c. Our value proposition(s)

Supporting copy inspires progression/edu-
cates customers as appropriate for the
medium, e.g.

- a. How/where they can engage (address,
phone number, web address, link, etc.)
- b. What they can expect/next steps
- c. Stays focused on the intended subject

Example: Both of the below styles are acceptable options for this type of messaging.
The option with the grayscale background is the preferred option when full color may be
too distracting from the content it supports.



OPTION A: Full-color illustration



OPTION B: Grayscale background with full color foreground elements.

STYLE C: SERVICE/VALUE/PRODUCT/CAMPAIGN DETAIL

Detail support of individual value propositions, campaigns, promotions, products, features, services, departments and web tools.

Visual elements

Illustrated scene

Messaging

Used to establish emotional connections between:

- a. The subject of the campaign (e.g. sell us your car or store grand opening)
- b. The customer's goals
- c. Our value proposition(s)
- Consistent with the copy guardrails for each medium (i.e. print, broadcast, web)

Graphic Options: Both of the below styles are acceptable options for this type of messaging. When full color is distracting or overpowering, the grayscale option is recommended.



OPTION A: Full-color illustration



OPTION B: Grayscale background with full color foreground elements.

STYLE C-2

Long form (3-5 sentences) support of individual value propositions, products, features, services, departments, web tools

Visual elements

Illustrated graphics/demonstrate messaging

Messaging

- Section headlines highlight a specific value proposition or feature
- Supporting copy further educates, builds trust, connects customer to the value proposition.
- Language should inspire action, forward progression, may include:
 - a. How/where the customer can engage (address, phone number, web address, link, etc.)
 - b. What they can expect/next steps

Example:



STYLE C-3

Short form (1-2 sentences) support of individual value propositions, products, features, services, departments, web tools


Visual elements

Icons

Messaging


- Marketing-oriented copy
- Each icon title highlights a specific value proposition, activity, idea, or feature
- Supporting copy for each icon title further establishes emotional connection, builds trust.

Visual Example:




NO OBLIGATIONS

You don't need to buy a car from us to sell your car to us.




COMPETITIVE OFFERS

We'll determine a fair offer for your vehicle.




SELL YOUR CAR TODAY

You'll get a real, written offer for your car, not just an estimate, and will leave with payment in hand.




WE'RE FOCUSED ON YOU

And helping you find the right car.



BUY WITH CONFIDENCE

If you decide it's not the car for you, bring it back within 5 days for a full refund.



THERE'S NO HAGGLING

We don't play pricing games with our customers. We offer one fair price.

STYLE E

The nitty gritty facts and details. Supports education of user/customer on the website

Visual elements

Icons

Messaging

- Headline and any supporting copy are used to introduce an idea or process and build confidence in the idea or process
- Icon titles focus on one feature or idea, or a related set of features or ideas
- Supporting copy for each icon title is factual in nature (as opposed to marketing-driven) and defines, explains, or clarifies that one idea
- Examples include:
 - a. Representation of the steps in a process
 - b. Glossary

Example:



STYLE D

Supports digital engagement/action-oriented tools

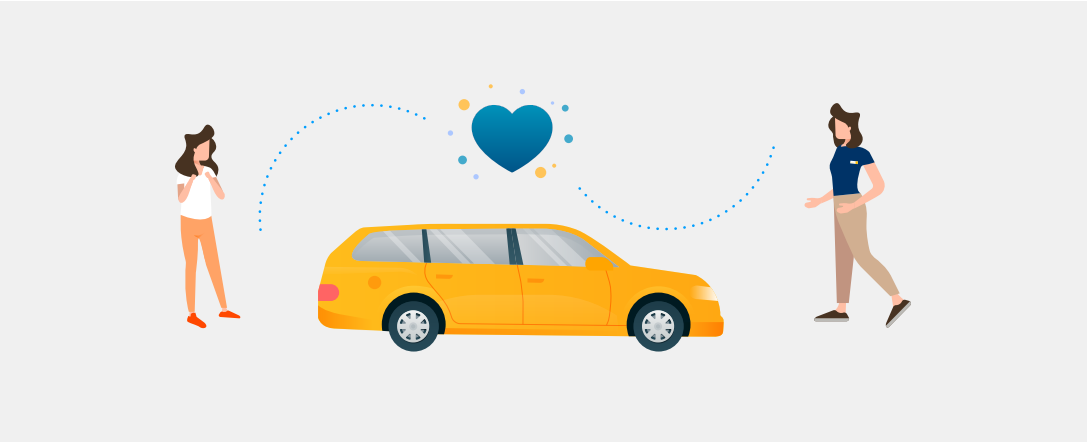
Visual elements

Illustrated graphics that provide a scene/demonstrate messaging

Messaging:

- Copy is minimal, clear, concise, builds confidence, inspires forward progression
- Value should be demonstrated through engagement, positive reinforcement
- Examples include:
 - a. Inventory tools
 - b. Steppers
 - c. Calculators
 - d. Contact us forms
 - e. Confirmations
- Copy redirects when needed
 - f. Empty states
 - g. 404 pages

Example:



Messaging

Who is CarMax

Helping people is what motivates us on a daily basis. Helpfulness is woven into our brand culture and customer experience. It's what our people and our technological innovations have in common.

We deliver an experience led by understanding and grounded in integrity. Our focus is delivering a world-class customer experience for each and every customer. We are people-driven.

Our Brand Principles

Listen with intent

Helping customers make informed decisions by understanding who they are and what drives them.

We demonstrate listening with intent by learning about each of our customers to understand their individual needs. We strive to tailor the customer journey to accommodate the various expectations and timing each customer may have.

Got your back

Liberating customers from the worries of car buying and supporting them throughout their journey.

We strive to demonstrate having our customers' backs by offering programs to address all issues a customer may experience with their vehicle. We can accomplish this by empowering associates with the flexibility to delight customers (and rewarding associates when they do).

Equip & empower

Ensuring every customer is fully equipped to make a smart choice and unlock their confidence.

We strive to demonstrate equipping and empowering our customer by integrating the resources and information needed for each customer's unique situation. We're successful when customers can remain confident throughout their buying, selling, and/or ownership journeys.

Simple & seamless

Delivering a surprisingly simple experience from start to finish that exceeds customer expectations.

We strive to offer a simple and seamless experience by helping customers feel confident with CarMax through all interactions across channels. By connecting the dots for customers, we can provide the experience they want and need at every stage of the journey.

Our Brand Target : Careful Considerers

Careful Considerers tend to weigh how any decision they make will impact their future. They want to feel confident about doing things the “right” way and spend a lot of time researching their options before making a decision.

Detailed and Curious

Careful Considerers want to explore every option available to them so they don't miss a thing. They leave no stone unturned, digging into the details across every subject to help them gain confidence to make good decisions.

Frugal and Thorough

Careful Considerers tend to weigh how any decision they make will impact their future. They are driven to doing things the “right” way and prefer thoroughly researching their options with the goal of making a smart financial decision.

Our Voice

While our brand is conveyed through every touchpoint, from the helpfulness of an associate to the quality of our cars, this guide will focus on helping us consistently deliver our brand creative.

It is our role to help customers understand who we are and how CarMax is different.

Tone

The CarMax tone is simple, engaging, and conversational. It is clear and direct, and never confusing. Our voice reflects our integrity and the experience we offer. It is not clever nor tricky; it is friendly and approachable. Messaging should inspire customers to believe choosing CarMax is a smart choice. We want every customer to feel worry-free about the process, our brand, and its promise.

Creating Guardrails for our Brand

Our brand creative should:

- Be simple, clear, and concise
- Differentiate without disparaging
- Inspire confidence in CarMax
- Resonate with customers
- Support CarMax's strategic efforts

Our voice illustrates the following brand attributes: approachable, respectful, positive, helpful, honest, trustworthy, easy, and straightforward.

Messaging Guardrails

Highlight the benefit for the customer

YES

Shop around all in one place.

NO

CarMax has an amazing selection.

Make it active

YES

Sell your car today and leave with payment in hand.

NO

Our appraisal offers let customers sell their cars on the spot.

Inspire Emotion

Great copy triggers an emotional response, but does not necessarily use emotional words nor directly address the emotions we intend to inspire.

YES

5-Day Money-Back Guarantee – You can bring it back for any reason.

NO

You can be worry-free when you shop at CarMax.

Messaging Guardrails

Say it straight

Avoid marketing-ese; shoppers in the used car market are especially sensitive to language that feels too cutesy, clever, or sales-y.

Keep it positive

YES

Upfront prices. Zero hassles.

NO

Other dealers play games, so you won't know the final price until it's time to sign the paperwork.